



# AUTHOR BUSINESS PLAN

FOR 2024 AND BEYOND

---

©  
*The SPA Girls*

SELF-PUBLISHING  
AUTHORS PODCAST





# Mission & Vision

What is your creative purpose, long term vision and goals of your self-publishing venture?

---

---

---

---

---

---

---

---

---

---



YOU KNOW THAT SAYING "WHEN  
A DOOR CLOSES, A WINDOW  
OPENS"? WELL, ONCE I STARTED  
SELF-PUBLISHING, THE WHOLE  
WALL BLEW OFF!"

*Bella Andre*



# 2024 Goals

My S.M.A.R.T goals that I'm willing and able to invest time and energy on achieving:

---

Goal 1:

---

Goal 2:

---

Goal 3:

---



# Business Structure

Detail how your business will be structured for legal and tax purposes / what professionals will you be using / ownership structure / any subcontractors or employees:

---

---

---

---

---

---

---

---

What tools, services, subscriptions and resources do you need (and their cost)

---

---

---

---

---

---

---

---

---

---



# Publishing Plan

What genre/s are you writing?

---

---

What is your writing style, heat level and audience?

---

---

What products / formats will you be offering?

---

---

What is your publication schedule over the next  
6 / 12 / 24 months?

---

---

---

---

---

# Planned Projects 2024



Project Name:

Standalone Name / Series Name:

Number of books:

Publication frequency:

Milestone dates:

What market trends will you be aiming for with this project?

Who is the Ideal reader and why will it appeal to them?

Sales Strategy: Detail your publishing plan – where you will sell your work, what formats, short-term plans and long term plans for this book/series:

# Planned Projects 2024



Project Name:

Standalone Name / Series Name:

---

Number of books:

---

Publication frequency:

---

Milestone dates:

---

---

What market trends will you be aiming for with this project?

---

---

Who is the Ideal reader and why will it appeal to them?

---

---

Sales Strategy: Detail your publishing plan – where you will sell your work, what formats, short-term plans and long term plans for this book/series:

---

---

---

---

---

---

# Planned Projects 2024



Project Name:

Standalone Name / Series Name:

Number of books:

Publication frequency:

Milestone dates:

What market trends will you be aiming for with this project?

Who is the Ideal reader and why will it appeal to them?

Sales Strategy: Detail your publishing plan – where you will sell your work, what formats, short-term plans and long term plans for this book/series:



# Marketing Plan: Author Brand

Brand Item To Complete	Description / Provider	Budget (\$ or hours)
<i>Write a branding element to be completed</i>	<i>Description and whether done inhouse or outsourced</i>	\$

## Notes

Define your author brand, including logo, colors, penname, avatar and style.

# Marketing Plan: Author Platform

[illegible]

## Notes

Define your author platform how you will build your online and offline presence (website, newsletter, events, social media etc) and maintain that.

# Promotional Strategies

Detail how you plan to promote your book / series through advertising, book reviews, author events, etc.

[illegible]

# Pricing Strategy

**Series or Book Name:**

---

---

---

---

---

**Series or Book Name:**

---

---

---

---

---

## Notes

Detail your launch plan per series (or standalone) including your pricing strategy; what advertising or promotion is required to support this?

# Research

## Comparative Authors of Series / Book

---

---

---

---

---

---

---

---

---

---

---

---

## Notes

Identify 3 – 5 authors in your chosen subgenre/s and study their brand, platform, writing style, publication and pricing strategies. What have you learned from them? Note – this is NOT about copying them, but being inspired by successful authors, and understanding where your work fits on the digital and physical bookshelves.

# Finances

**Budget:** Create a realistic budget that includes expenses related to editing, cover design, marketing, and other publishing costs, as well as ongoing monthly expenses (eg subscriptions, website hosting).

[illegible]

# Finances

**Budget:** Create a realistic budget that includes expenses related to editing, cover design, marketing, and other publishing costs, as well as ongoing monthly expenses (eg subscriptions, website hosting).

[illegible]

# Finances

Revenue Projections: Estimate your book sales, royalties and other potential revenue streams (e.g., kickstarter, merchandise, Patreon, Ream, serial apps etc)

[illegible]



---



# Self Care

Be Prepared: Identify potential challenges and risks in the publishing process. What can you do to mitigate or overcome these challenges?

---

---

---

---

Be Supported: Who can you network with or collaborate with to support your publishing goals?

---

---

Be Mindful: What steps / tools can you use to best support your mental and physical health?

---

---

---

---

---

# Checklists

[illegible]

*print additional copies of this page as required*

# Checklists

[illegible]

*print additional copies of this page as required*

---

# We believe in you!

- ◆ Come join our author community at [Patreon.com/SPAGirlsPodcast](https://Patreon.com/SPAGirlsPodcast)
- ◆ Subscribe on your fav podcast app
- ◆ Watch our shenanigans on [youtube.com/spagirlspodcast](https://youtube.com/spagirlspodcast)

---

HELLO@SPAGIRLSPODCAST.COM  
WWW.SPAGIRLSPODCAST.COM

