

Mind Your *Writing* Business

2019 LCW Workshop by JP Robinson

The Right Mentality

1. Why is it good to have a business mentality about your writing? (Circle all that apply).

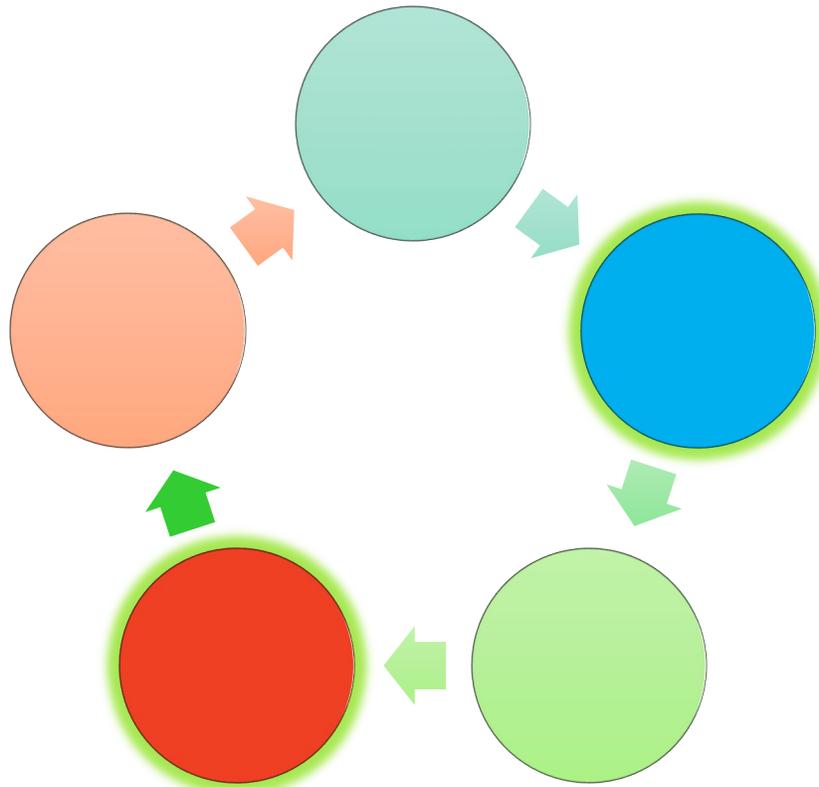
- A. It guarantees income.
- B. It's great for stress relief.
- C. It can make you a better writer.
- D. It may have financial/tax benefits.

The "Write" Business Plan

2. On your own time, complete the following SCA chart using the diagram on the back. (Use a blank sheet of paper if necessary)

Strategize	Conceptualize	Analyze

Fill in the 4CM model based on the information presented.



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Marketing for Writers

Put each of the following terms (STP) in your own words.

Segmentation:

Targeting:

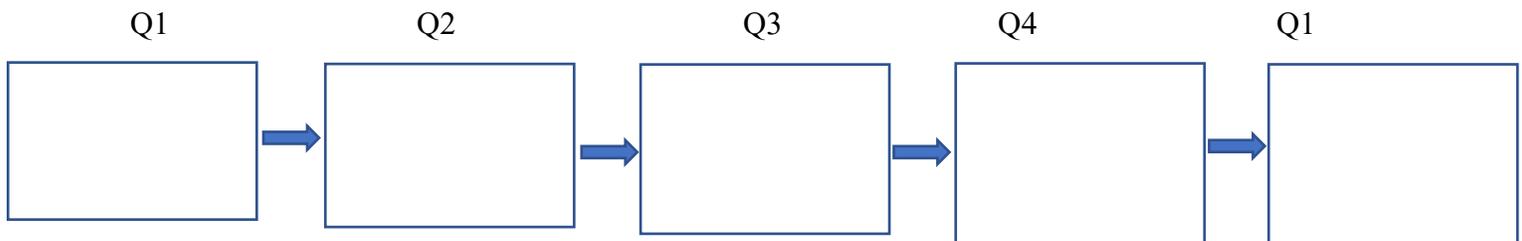
Positioning:

The 4Ps:

Guided reflection questions (Answer on your own time):

1. What segment of readers do you think will buy your book?
2. Out of that chunk, who do you think will pay what you're asking?
3. How will you get those people to know your book exists?
4. **4Ps:**
 - a. (Product): Are people curious about your book's topic? Is there demand?
 - b. (Price): What are other people paying for books similar to yours? What costs are involved to you? Can you make a profit?
 - c. (Place:) Where will your book "live?" Do you have a website? What vendors will carry it?
 - d. (Promotion) When and how will you put your book in front of people?
Remember: success=the right product at the right place at the right price at the right time.

Community of Readers/Timeline: Above each box, identify a focus area for each quarter (Strategize). In each box, identify a specific goal. Below each box, detail what ambush/guerilla strategies you'll use that quarter (conceptualize). Don't forget to analyze results!



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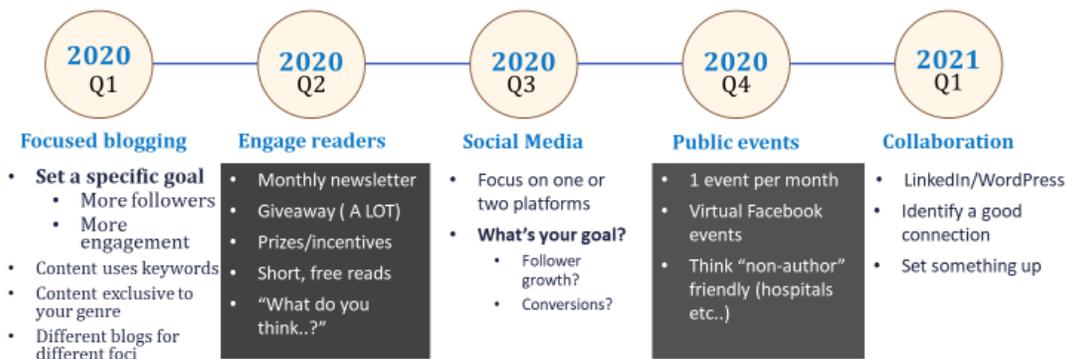
GROWTH STRATEGY**

<b style="color: #0070c0;">Strategize Answer in 3-5 words	<b style="color: #4caf50;">Conceptualize Imagine you own a pizza shop.	<b style="color: #d32f2f;">Analyze Monthly check-in?
Achieve: <ul style="list-style-type: none"> • I want... • I can... Niche/Specialty (What makes you different?) <ul style="list-style-type: none"> • I am... T/A: ___will enjoy my books	Think: how many pies will you sell? Will they all be the same? What hours will you work (aka write)? Goalsetting: (realistic/ambitious/attainable) <ul style="list-style-type: none"> • I will (write/sell/publish) _____ by _____ (have a clear deadline). • Draft out your book (think T/A). 	<ul style="list-style-type: none"> • What has worked/not worked? • Where can you improve? (i.e.Time management/ professional development)? • What marketing steps have you taken this month? • How have you expanded your network (platform/reach)?

JPR

DEVELOP A TIMELINE**

Focus Area: Community



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