**Business planning checklist for writers**

*Mission, Vision and Values Statements*

Mission statement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Vision statement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Values statement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Professional biography: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*Products and Services*

What services can you offer clients? (If desired, put a star next to the ones you want to focus on.)

❑ Business writing/copywriting ❑ Technical writing

❑ Blogging/content marketing ❑ Social media posts/management

❑ Articles ❑ Personal essays

❑ Long-form nonfiction ❑ Books

❑ Ghost writing ❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What topics do you have expertise in? (Put a star next to the ones you want to focus on.)

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If there are any topics you need to develop expertise on, write them down then explain how you’ll do that.

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*Financial Plan*

(see related documents)

*Marketing Plan*

Professional goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What types of clients do you want to work with?

❑ Businesses ❑ Nonprofits

❑ Educational institutions ❑ Newspapers

❑ Consumer magazines ❑ Trade magazines

❑ Online magazines ❑ Blogs

❑ Agencies (content, marketing, etc.) ❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ❑ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How/where will you find the people you want to work with (business owners, editors, agents, agencies, etc.) (1) and how will you approach them (2)?

1. 2.

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*Timeline/Workplan*

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| **January 2019** |  |  |
|  Task #1: | Deadline:  | ❑ |
|  Task #2:  | Deadline: | ❑ |
|  Task #3: | Deadline:  | ❑ |
| **February 2019** |  |  |
|  Task #1: | Deadline:  | ❑ |
|  Task #2:  | Deadline: | ❑ |
|  Task #3: | Deadline:  | ❑ |
| **March 2019** |  |  |
|  Task #1: | Deadline:  | ❑ |
|  Task #2:  | Deadline: | ❑ |
|  Task #3: | Deadline:  | ❑ |