(Your Logo)

**(Company Name)**

*(Address)*

*(Phone number)*

*(Website)*

*Prepared by:*

*(Your Name)*

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#

# Introduction

(You will write this segment last. The introduction is a brief synopsis of each section in the business plan and is meant to give readers an “at-a-glance” description about your business and how it functions. Write one paragraph to cover each section in this business plan.)

#

# Executive Summary

**Mission Statement:**

*What is your company and what is its main purpose or calling? What is your vision for what it can do? How will it transform people's lives and solve their problems? What are your core values? Why do you feel strongly about the values you chose?*

**Administration:**

*Who will work inside your company? What are their roles? Do you hire freelancers to manage any portion of the workload (editing, taxes, etc.)? As your company expands, what income markers indicate you can bring on new employees?*

**Products:**

*What type/format of products do you offer? What platforms are you available on? What is the common thread, theme, audience or genre between each of your products? Do you have pen names that represent different brands?*

**Company History**

*Where did this company get its roots? When was it first launched? Who was it founded and financed by? What awards, accolades, and achievements has it/products/employees received?*

**Competitive Advantage:**

*Does your product or service fit nicely within a niche or genre that’s in high demand? What makes it stand out within the genre? Are there comparable products that would have crossover audiences? Are there unique distribution features, blurbs, awards, or reviews that will give your products extra credibility?*

#

# Market Opportunity

**Market Specifications**

*What market/genre does your product(s) fit into? What are those market expectations and definitions? What country will you primarily target?*

**Market Size**

*What is the average earning per year in your designated genre and audience? What are the Amazon earnings or rankings of the top books in your categories?*

**Market Trends**

*Are you writing in a hot genre? Is there growth in your industry? Is there a common theme in cover art, packaging, word length, etc?*

**Market Gap**

*Is there something missing in your genre? Are readers dissatisfied in some way? How do they talk about these problems? How could you offer a solution to their problem?*

#

# Competitive Landscape

**Industry Trends**

*What industry are you entering, and what is the forecast for the industry as a whole? (for example, are you writing serials with kindlevella, ebooks on kindle unlimited, audiobooks, etc.) What direction is that industry headed? Are there new developments or platforms that are being rolled out that you could launch yourself into the forefront with?*

**Competitor Strengths**

*What are some aspects that other industry professionals will outperform you? What advantages do they have that you don’t? What resources do they have that you don’t?*

**Competitor Weaknesses**

*What are your strengths that other competitors don’t have? What are your connections, assets, and values that will enable you to shine above another brand? What strengths or relationships will you work to develop?*

**Unique Proposition**

*If someone were to ask “Why should I purchase/read your book instead of (main competitor)’s, how would you answer? Do this for a few of your main titles.*

#

# Target Audience

**Buyer Persona**

*Come up with a specific fictional reader who is the ideal consumer for your product. Who are they? How old are they? Where do they go for book recommendations? How will you reach them?*

**Demographics**

*How big is the market size of this fictional reader you’re talking about? Statistically, will you be able to sell enough to this audience to support your business? Will you have to cross over to an additional market to supplement?*

**Psychographics**

*What traits, interests, groups, attitudes, values, opinions, lifestyles, and personality do these characters have?*

**Problems**

*What is your customer’s biggest challenge? What values or values do they have? Think about Maslow’s hierarchy of needs. How could you empathize with those problems? How does your book solve their problem or support their goals?*

**Solutions**

*How does your product solve their problem?*

#

# Marketing Strategy

**Branding**

*What three fonts, hex# colors, and filters will you use on all your content? Will you use a formal, personal, or whimsical tone in your messaging? Who is the one person you are speaking to specifically?*

**Positioning**

*Where will you address these issues publicly?*

**Distribution**

*Where will your book be sold? What formats will you include?*

**Analytics**

*What tools will you use to track progress in your company? Leads, sales, engagement, advertising, etc.*

**Targets**

*What groups will you target when advertising? Who will you reach out to? What hashtags will you use? What are your top 20 SEO keywords?*

**Messaging**

*What is the messaging you would like your customers to easily repeat when recommending your book.*

#

# Revenue

**Pricing**

*List each of your existing brands/pen names and products as follows:*

* *Title, series, author name, release date, primary genre, available formats and their corresponding price ($0.00).*

*Does your business offer any services (editing, critique, etc.) What does that service look like and what kind of revenue does it generate?*

* *Service name, brief description, pricing model.*

**Accounting Processes**

*What banking system and accounting strategy will you utilize? How will you track expenses? How are taxes to be filed? How often will accounting be audited?*

**Competition Price Points**

*What are common price points for products like yours? Make individual lists per format, including a range from low to high averages.*

**Production Cost Estimates**

*Include a breakdown of each production phase and its corresponding cost.*

**Start up Financing**

*What will it cost you to get this company started? If you are already running, how much do you need to run for the next year?*

*Breakdown book launch costs, yearly fees for website domains, writing programs, tools, and business essentials. How much money do you need to successfully launch toward profitability? List each as a line item followed by a total cost.*

**Revenue Goals**

*Explain your profit and loss projections for the first year. How many sales must you reach to break even? Do you have a sales forecast based on past data?*

**Cash Flow**

*How does money enter and flow throughout your business? What are the exit points? How much stays within the business?*

# Legal Structure

**Business Registration**

*Will the business be listed as a sole proprietorship or LLC? At what point will a sole proprietorship graduate? Will an EIN be registered?*

**Banking**

*How will funds be secured and separate from personal accounts? What accounts and cards will be opened?*

**Taxes**

*How will taxes be registered? Who will prepare documents?*

#

# Summary

*Include a brief statement of why potential investors should support this venture. Recount the mission statement, and the business fundamentals that will enable your business to succeed.*