



Goal Planning for Authors

Define My Target Audience: _____

(Who are they? Age range, gender, interests...)

Marketing Task Goals:

- Webinars
- Social media
- My blog
- Guest blog posts
- Email marketing
- Professional Speaking (for free)
- Start an online forum/group
- Joint venture partnerships
- Write for magazines, newspapers
- Host a podcast
- Be a guest on other people's podcasts
- Paid ads on Google
- Paid ads on Facebook
- Paid ads on industry sites, publications
- Give-away campaigns (Goodreads, etc.)
- Direct mail campaigns
- Contests
- YouTube videos
- Facebook Live
- Generate more book reviews
- Paid campaigns (Bookbub.com, Netgalley.com)
- Send review copies to bloggers
- Enter book awards contests
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____



How I Will Monetize My Author Business:

- Paid speaking
- Consulting/coaching
- Digital products
- Online courses
- Live courses/workshops
- Self-study programs
- Host a community/mastermind group/association
- Host a live conference
- Host an online conference
- Companion products (card decks, games, workbooks, coloring books, etc.)
- Sell information products (white papers, reports, recordings, spreadsheets, tip sheets, instructional videos, product bundles)
- Develop a certification program
- Create software/app
- Sell advertising on my website
- Corporate sponsors
- Product licensing
- Paid freelance writing
- Grants
- Affiliate programs
- Expert witness
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____



Other Tasks:

- Hire a virtual assistant
- Update Amazon Author Central Account
- Redesign my website
- Refresh my website content
- Update and re-release a previous book
- New headshot photos
- New marketing collateral
- Tackle a new target audience
- Revise branding strategy
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____

Education Goals:

- Stay on top of trends for my industry
- Read publishing industry blogs/newsletters/books
- Attend conferences/events for my industry
- Attend publishing industry events (like the [Nonfiction Writers Conference](#))
- Join relevant trade associations (like the [Nonfiction Authors Association](#))
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____



Identify Steps to Achieve Each Goal/Task

For each goal and task chosen, define the goal in greater detail, then write down steps needed to accomplish.

Example:

Goal: Professional speaking (for free)

Specific Goal Defined: Begin speaking to at least one group per month, or 12 engagements in the coming calendar year.

Target Completion Date: January 31, 2018 for tasks below

Steps:

- Identify at least three speaking topics
- Write topic title and description for each
- Add a Speaker page to my website
- Add speaking topics, testimonials, video clips to website
- Research local trade associations, chambers of commerce, service groups (Kiwanis, Rotary) to locate meeting and conference schedule—and build a list of potential contacts
- Write a standard pitch that can be customized for email delivery
- Email pitches for speaking—send at least five pitches per month
- Develop presentations
- Create companion handout



Goal Planning Worksheet

Goal: _____

Specific Goal Defined: _____

Target Completion Date: _____

Steps:

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Goal Planning Worksheet

Goal: _____

Specific Goal Defined: _____

Target Completion Date: _____

Steps:

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Goal Planning Worksheet

Goal: _____

Specific Goal Defined: _____

Target Completion Date: _____

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Goal Planning Worksheet

Goal: _____

Specific Goal Defined: _____

Target Completion Date: _____

Steps:

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Goal Planning Worksheet

Goal: _____

Specific Goal Defined: _____

Target Completion Date: _____

Steps:

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**NONFICTION WRITERS
CONFERENCE**



**NONFICTION
AUTHORS ASSOCIATION**

Like this worksheet? You'll love the Nonfiction Authors Association!

Member benefits include:

- Weekly educational [teleseminars](#) and past event recordings
- Exclusive content added weekly (Templates, Checklists, Worksheets)
- Access to our active members-only forum on LinkedIn
- Marketing “Homework” (quick tips) sent weekly via email
- Complimentary admission to any NFAA [local chapter meeting](#) across the U.S., Canada and U.K.
- Members randomly chosen for feature interview on the NFAA blog
- Discounts with NFAA partners: IngramSpark, Office Depot, PR Newswire, ProfNet, VSP and Gebbie Press
- Discounted registration for the [Nonfiction Book Awards](#), [Nonfiction Writers Conference](#), [online courses](#) and our exclusive Author Toolkits



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