



BUSINESS PLANNING FOR WRITERS

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<p>MAGAZINES/NEWSPAPERS 1859 Oregon's Magazine Produce Business Corporate and Incentive Travel Association Conventions and Facilities Oregon Business Oregon Home Eugene Register-Guard</p>	<p>COPYWRITING Touch of Mink BRING ShelterWorks Jones & Roth Northwest Quilting Expo</p>
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WHAT DO I WANT TO DO MORE OF?	WHAT DO I WANT TO DO LESS?
SUBJECT AREAS	SELF-CARE

This becomes your reason to say “no!”

Business Planning (emphasis on “planning”)

- This doesn't have to be scary!
- It's about setting SMART goals for yourself (specific, measurable, achievable, relevant, time-bound)
- Planning for your business will help you grow (or remain a manageable size)

Five Components of a Business Plan

- Company Description
- Products and Services
- Financial Plan
- Marketing Plan
- Timeline/Workplan

Five Components of a Business Plan

- Company Description
 - Mission/Vision/Values
- Products and Services
 - What can you offer clients?
 - What do you do – or want to do?
- Financial Plan
 - Budget (travel/research/memberships/etc.)
 - How to set your rates
 - Income calculator

Five Components of a Business Plan

- Marketing Plan
 - **What is your goal?**
 - Who do you want to approach?
 - How are you going to approach them?
- Timeline/Workplan

Business Planning

- Do one, two or all of these things (or whatever works best for you)
- Do a plan twice a year (although you may need to revisit your plan more regularly)
- Format can be formal or very informal (although there is something to be said for writing it out by hand)

This is About Telling Your Story



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