

# THE WRITER'S PLAN Business Plan

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|--------|--------------|
| Dated: | Next review: |
|--------|--------------|

## Vision statement

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## Objectives/Goals

What do you want to accomplish in your career as a writer?  
Keep them SMART! Specific, Measurable, Attainable, Realistic and Time-Framed

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# SWOT Analysis

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| <b>Strengths</b>     |
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| <b>Weaknesses</b>    |
|                      |
| <b>Opportunities</b> |
|                      |
| <b>Threats</b>       |
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## Strategies/Tactics

What do you need to do in order to reach your long-term objectives? How will you do it?  
A strategy is a broad statement of activity. A tactic is a specific activity.

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| <b>Strategy:</b> |
| Tactic:          |
| Tactic:          |
| Tactic:          |

|                  |
|------------------|
| <b>Strategy:</b> |
| Tactic:          |
| Tactic:          |
| Tactic:          |

|                  |
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| <b>Strategy:</b> |
| Tactic:          |
| Tactic:          |
| Tactic:          |

# Financials

| Tactic | Budget | Funds available? When? | Spend |
|--------|--------|------------------------|-------|
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## Timeline

**First batch:**

| Tactic | Frequency / Deadline |
|--------|----------------------|
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|        |                      |
|        |                      |
|        |                      |

**Next batch:**

| Tactic | Frequency / Deadline |
|--------|----------------------|
|        |                      |
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|        |                      |

**After that:**

| Tactic | Frequency / Deadline |
|--------|----------------------|
|        |                      |
|        |                      |
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|        |                      |

## Accomplishments

When you completed a tactic or reached a goal, paste or write it down here. Then, when you look back over your plan, you'll see all your accomplishments!