

Platform Planning for *Writerpreneurs*

COACH FELECIA KILLINGS
OMNIMEDIA PRESENTS

Platform Planning for *Writerpreneurs*





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**A Business Planning
Guide for Leaders
Ready to Launch an
Author's Platform**

Greetings Beloved,

My name is Felecia Killings, Award-Winning Coach to men and women leaders who are building social, political, and economic empires based on Kingdom principles.

Congratulations on making the choice to be empowered this next round.

Our *Platform Planning Guide* provides a framework for your vision as leader ready to launch and publish books. It allows you to record your ideas in a manner that will direct your steps towards reaching your goals.

As you will discover, your platform can be as small or vast as you desire. But without proper planning, your ideas will fail miserably.

So, in this guide, I share simple lessons related to vision planning, mission planning, creating clear goals, identifying your clear purpose, and more.

This guide is designed for you to revisit throughout your writerpreneurship journey.

At the end of each year, I encourage you to re-visit these plans and to evaluate your strengths and challenges.

In addition, I encourage you to rely on relevant research to help determine your business plan's direction.

When I created my first business plan in 2011, I had no idea what I really wanted to do. My goals were simply to make more money and to do it quickly.

Other than that, there was no real structure or focus.

As I accomplished more tasks in my business, especially because I knew it had the potential to be my full-time career, I realized the best way for me to compose an effective and realistic business plan was to first conduct research to see how I could reach my goals.

It took me months to find everything I needed.

During that time, I tested certain strategies and methods to determine which ones would work well for my venture.

I tested various tactics, only to find that what worked for other authors and entrepreneurs did not work well for me.

As I dived more into the research, I realized that instead of creating a business plan based on what I *thought* might work, I could create a plan based on what I *know* would work.

Making plans based tangible results for my venture proved most efficient.

And I know it will do the same for you.

This resource will help you get started.

Understanding Writerpreneurship

Back in 2011, I first began my publishing career by serving as an editor and writer for new authors. I helped dozens of authors craft their stories in compelling, concise ways; and as each one went through the publishing process, I celebrated their accomplishments with great enthusiasm.

Over time, however, I noticed my leader-clients struggled with reaching new readers, selling more books, or even finding speaking engagements. Add to it, some simply put their books to the side because they didn't know how to leverage their products effectively.

I could relate to their experience, because I went through the same struggle. I had recently published one of my first books; but because I didn't understand the publishing landscape, I couldn't achieve many of my goals. That's when I began studying how other authors successfully navigated this playing field.

I realized writers who became our Thought Leaders and influencers were those who treated their authorship as a business or ministry. In other words, such voices employed best business practices to their books; and coupled with their online dominance, they created their own opportunities.

Now, as an author, I wanted to learn how I could implement these strategies into my own works; but in my search to find a coach who had mastered this, I came up short. That's when I coined the term "Writerpreneur" and created an educational platform for God-focused leaders who had an empowering message that needed to reach millions of people.

What is Writerpreneurship?

Writerpreneurship is simply a method by which authors employ entrepreneurial endeavors to their authorship. In other words, just as entrepreneurs have a business and product or service they sell to the market, so do authors.

When this demographic treats their authorship as a business or ministry, they witness exponential results.

Now, when you think of yourself and your story in these terms, you tend to see your book in a new light. You're no longer wishing and hoping you experience success with your book. Instead, you can anticipate growth because you are applying spiritual and practical principles to your work that guarantee success.

Writerpreneurship, which is my play on words for writer and entrepreneurship, is simply about establishing a lasting career as a Thought Leader who builds an online platform using the written and spoken word.

Every successful author, whether she calls herself a writerpreneur or not, achieved and exceeded her goals BECAUSE of her entrepreneurial spirit.

So, if you're a new leader and you desire to elevate your authority, then you need to consider how writerpreneurship will best suit you and your goals.

Pillar #1: Laying the Foundation for Your Leadership Platform Using a Simple, Solid Business Plan

Every structure needs a solid foundation; and as a Thought Leader, you must lay the groundwork for the vision you have.

When teaching my clients about their own ideas for book publishing, I ask them to first record their God-given vision. During our coaching session, I ask them to be as specific as possible, detailing the kind of people God called them to empower. I ask them about their desires to walk in their calling full-time. And I ask them to visualize who they want to reach and how they want to empower their audiences.

This, Beloved, is the first pillar in writerpreneurship; and this element includes constructing an effective business plan with your book serving as a primary product.

Now, your platform's plan is not complicated or dense like your traditional business plans. Instead, it is based on best practices for launching your work using the virtual space. Here are the areas your plan must address:

- Your vision statement
- Your mission statement
- Your career options as an author
- Your description of your author's brand
- Your description of your ideal reader
- Your multiple offerings (books, products, and other services; multiple streams of income)
- Your online platform voice
- Your website and blog content
- Your content marketing plans
- Your social media plans
- Your financial plans and goals
- Your system of operations
- Your scaling plans
- And your ongoing education

This blueprint is what **my clients** revisit throughout their training, because as they learn more about the virtual landscape (and how their books play into it), they can record their systems of operations that lead towards success.

During this phase, leaders engage in extensive research regarding their book's topic, their ideal audience, and how they ought to craft the RIGHT kind of book for their readers.

When the foundation is laid, the book product, services, speaking engagements, and more finally have substance; and eventually, the virtual space comes to see your work as a powerful force among the most prominent influencers in the market.

Pillar #2: Choosing the Best Career Option for Your Thought Leadership

Once your business plan has been established — especially the vision and mission statements — you enter the phase where you decide which career options suit you best as a leader.

While most leaders assume they can only generate income from book sales, there are multiple options one can select to help create multiple streams of income. I'll use my own example to illustrate this point.

My online business and virtual ministry consist of the following income streams:

1. E-book sales
2. Premium membership into my leadership networks
3. In-person events

If you notice, each offering is based on my expertise and gifts. I love teaching, and I use the online space to deliver training solutions to specific audiences: Thought Leaders in the social, political, and economic spheres.

My books serve as the marketing materials and entry-level products that acclimate my audience to my higher-priced items (my training services).

I selected this career pathway because it aligns with what I've done for decades now: educating and empowering people to use their most powerful weapons – their words. And the more I deliver to the online space, the more people come to see me as an expert in this field.

Now, a few of the career pathways I teach my leader-clients include:

1. Becoming a professional self-published author who constructs multiple book series each year
2. Becoming a professional, motivational speaker, coach, or online teacher
3. Becoming a full-time virtual ministry leader

Now, if you're wondering how your book fits within these career options, here's how: Whether your book details your personal story or it packages the knowledge you have about a topic, to the public, that product seals you as an expert in the market.

For example, my books related to Conscious Black Conservatism and effective thought leadership have brought my name before influencers in both the conservative and publishing industries. My memoir, which gives an account of how God cleared my name of a heinous crime, is my personal letter to My Beloveds, who became a part of my online family.

In each case, my books serve as a “business card” to people. They are my key to other doors of opportunity, including acquiring new clients and scholars. And the same will happen for you.

Pillar #3: Cultivating Your Brand and Online Presence

When building your new online business, virtual ministry, or political platform using your authorship, the next pillar to consider is your brand.

Simply stated, your brand is your online reputation. It's how the market differentiates your work from the rest.

Now, quite often, my leader-clients wonder how their works will stand out, especially when many of them write about topics that have already been discussed. In such cases, I teach my clients that while the message may be similar, their unique experience gives their works a different flare.

To give a more definitive understanding of this concept, here is our working definition:

"Branding involves the core values, principles, or truths behind an organization, product, or service. A brand strategy encompasses marketing techniques that help a system stand out from the crowd. It's a phrase, a color scheme, a theme that tells others what that business entails" - Coach Felecia Killings.

When considering your own brand (and its voice in the online space), you will want to pinpoint the recurring message, values, and principles behind your work. You will want to shape your business's reputation around certain truths so your ideal readers are drawn to your message. And for those who are visual learners, you will want to create a uniformed persona that represents your brand's values (i.e. logos, social media images, avatars, colors, etc.)

To help develop your online brand, ask yourself:

- How do I want to be represented in the market?
- How do I want to present my message?
- What tone or voice do I want to convey?
- How will my brand be represented visually?
- And how will my books convey this same tone, voice, and message so it reaches the ideal audience?

Once you have accomplished this, then you're set to learn the next stage in building your online platform.

Pillar #4: Employing Effective Marketing for Your Platform to Help Launch Your Books

At this point, you may wonder why we haven't discussed the writing and publishing of your book, and here's why. Before constructing anything you intend to sell, it's important to study your market (based on your ideal reader) so you know what to contribute.

During my leadership conventions, I teach my clients to engage in market research; and based on their findings, they perform pre-launch marketing endeavors that:

1. Validate the need or want for their books
2. Excite their audience for the release of their book

Quite often, when new authors enter the publishing stage, they assume all their attention must go into putting the book together. They spend thousands of dollars and countless hours constructing the content; and when their book is finally released, they assume the sales will immediately roll in.

Unfortunately, that's not how the process works if you intend to see powerful results.

By engaging in extensive market research and preliminary marketing, you can create enough buzz to make sales the day you publish. Thus, we come to understand the power and science behind marketing.

But what does marketing look like and how can a new leader engage in it?

The answer is found via content marketing.

Content marketing involves a system of creating powerful, engaging content that helps promote your paid product or service. In the online space, we have several types of content marketing tools from which authors can choose, namely blogging, video marketing, LIVE presentations, white paper, e-books, virtual events, and more.

To simplify, think of content marketing as content that markets your brand, business, ministry, and political ideas.

It's really that simple. And for the new authors who leverage this powerful tool, they increase their chances of selling more books than those who reject content marketing.

When advising my clients, I require them to employ blogging as their primary method for expanding their online platform. I do so because they are writers; and if they want more people to subscribe to their tribe, they must demonstrate their ability to construct written content that astounds, educates, entertains, and empowers their readers.

But blogging isn't the only vehicle by which you can build momentum for your future book. You can create a podcast, a series of webinars, chapter samples, and more. Again, the idea behind marketing is to channel enough attention – and conversation – around your brand and product so people anticipate your offerings, including your books.

Pillar #5: Employing Social Media Effectively

As with content marketing, prior to publishing your book, you'll want to engage with people using social media. Now, perhaps you are already on several platforms, and you have successfully generated a following of 100+ member. This is certainly a great start, and I want to encourage you to be more strategic with your audience, especially as you prepare to launch your book, business, and ministry.

Back in 2016, I had a following of about 500 followers on Facebook. These followers were mostly family, friends, and former scholars of mine. At that time, my initial purpose was to use the platform for personal reasons.

But as I perfected my online business, I started using the platform to share some empowering lessons related to book publishing. I joined numerous Facebook groups and developed a tiny network of author coaches and writers. To this day, I still have this small following; but as my content around conservative politics increased, so did my following.

One of the reasons my social media platforms have expanded is because I learned to use them to engage my audience in real time. I learned to network effectively; and today, my business circle consists of millionaires, political candidates, black conservative influencers, small business owners, and more. In addition, my following increases because I listen to what my audience wants and needs, and I deliver content, products (books), and solutions to them based on their desires.

And that's what I train my clients to do as it comes to effective social media engagement.

Social media is not designed for you to spam your followers with your newest book. Instead, you must learn to convert your following into a loyal tribe; and each time you produce a new resource (book, etc.), that tribe will willingly:

1. Purchase your product without hesitation
2. Share your product with their following (free marketing)
3. Connect your brand or product to someone in power, who will introduce you to the next level in your industry

I've seen this happen numerous times over the last few years with my own online business; and because I continue to invest in my following (without paying for ads), I receive new followers daily.

Now, social media is equally powerful in terms of using their paid ads services; but such efforts should only be employed after you have learned how to organically reach your ideal audience. Once you've nailed this aspect, you are ready for more advanced social media training, which will essentially position your books, your business, and your ministry for the millions.

Pillar #6: Constructing, Publishing, and Launching Your Book

And now we come to the final pillar: constructing your manuscript and publishing your book.

If you noticed, each pillar leads up to the final product. Now that you know your vision and mission; you know your ideal reader; you've studied the market as it relates to your ideal reader; you know what she needs and wants; and you've conducted research around your topic, you can construct the book that will empower her.

The process for writing your book can happen in numerous ways; but inside my leadership network, I share a simple process for completing your work in 60 days.

1. Step 1: I ask my clients to tell me the vision for their platform and how they see their book as a byproduct of that vision. This is the time when I ask them to consider their readership and the people God called them to empower.
2. Step 2: My clients and I develop their creative action plan. This process includes conducting relevant research for their book's main topic.
3. Step 3: My clients and I develop a basic outline or overview of the manuscript's work, starting with the story that triggered their experience and led them to the place they are today. My clients know me best for asking them, "What is the story that nearly killed you?" That story becomes the catalyst for their work and essentially attracts the ideal reader who will be most empowered by their book.
4. Step 4: My clients construct their Introduction, which includes that life-changing story and the lessons the reader will glean from their book.
5. Step 5: My clients begin constructing their chapters based on the coaching sessions we have. For example, one client is writing a book about her experience after divorce. Each chapter serves as a unique, empowering lesson that helps her readers — fellow women — overcome challenges that hinder their spiritual and financial progress.
6. Step 6: Once my clients have completed their manuscript, I perform content edits on the book to ensure the material is good for the reader.
7. Step 7: Once the content edits are completed, the manuscript moves to the proofreader, who will ensure there are no grammatical errors.
8. Step 8: Once the proofreading is done, a publishing team formats the manuscript so it can be printed or sold as an e-book.
9. Step 9: Once the layout is completed, my clients receive their final manuscript, which they can upload on their Amazon KDP account or their branded website.
10. Step 10: Once the book is completed, my clients present it to their audience, membership, or new market for sale and distribution.

While the technical portions are underway, this is also a great time for the author to engage in the book-launch phase. In other words, we ask the author how he wants to introduce his book to the market, whether it be via a book-signing event in his local area or an online launch event.

The blessed part about learning the publishing process is once you master the first project, you can create new books as often as you like.

Creating Your Vision Statement

According to BusinessDictionary.com, a vision statement is "an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action."

Another definition follows: "A vision statement for a company or organization focuses on the potential inherent in the company's future, or what they intend to be."

When constructing your vision statement, consider your aspiration for your online business or virtual ministry. How will your vision solve a problem that transforms lives? Ask yourself, "What do I want my venture to accomplish in the next 25+ years?"

AN OVERVIEW
OF MY VISION
AND WHAT
GOD WANTS
ME TO DO

Laying the
Foundation

A Description of My Calling

The People I am Called to
Empower

Creating Your Mission Statement

According to BusinessDictionary.com, a mission statement is a "written declaration of an organization's core purpose and focus that normally remains unchanged over time."

It can "serve as a filter to separate what is important from what is not, clearly states which market will be served and how, and communicates a sense of direction to the entire organization.

To discern between the vision and mission statement, think of one as the cause and the other as the effect.

Within your mission statement, include information that will demonstrate how your company's goals will empower your readers and customers.

Creating Your Author's Brand

Every new entrepreneur is familiar with professional branding. It involves the core values, principles, or truths within an organization, product, or service.

A brand strategy encompasses marketing techniques that help a business stand out from the crowd. And the brand includes unique phrases, colors, and a theme that attracts a particular audience.

Authors who develop their online brand often experience immediate results compared to writers who have no brand platform.

Knowing Your Ideal Reader

When creating content -- whether books, blog posts, products, or services -- you must consider your ideal reader and customer.

Descriptors such as age, income level, education, marital status, gender and more will help you target your content effectively.

In addition, knowing your reader enables you to understand his or her challenges. When you know the pain points, you can develop solutions in your content that eventually lead to sales.

Creating Your Business Model

According to Google, a business model is a “design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing.”

Another definition can be found at [investopedia.com](https://www.investopedia.com): “A business model is the way in which a company generates revenue and makes a profit from company operations.”

A simpler way to understand a business model is to consider what product or service you will use to help you earn an income.

Creating Your Online Platform & Brand Voice

Your online platform is your exclusive hub where you broadcast your influence and brand to the world. It is your personal space on the Internet that provides your readers full access to your brilliance.

Your online platform can include social media sites like Facebook, Instagram, and Twitter.

But such places only serve as secondary sites to your primary hub: your website or your blog.

Your brand voice is your method of content delivery. It consists of your tone and diction, and it adds personality to the virtual space.

Developing Your Marketing Plan

Marketing is a key component of writerpreneurship. It is the science behind thriving ventures, and often the most neglected aspect for new authors.

But marketing can be fun when you recognize its potential to make connections and relationships with people online.

Content marketing is the #1 method for online domination in your niche. By producing materials like blog posts, videos, podcasts, and more, you can establish online authority; and this makes it easier for people to say "yes" to buying your products or services.

Developing Your Financial Plan

Your financial plan is based on the extent of your vision. If you desire to simply write books and generate \$10,000 a year from book sales, your financial plan will reflect HOW you make that possible.

However, if your vision is national or international, your financial plans must determine how you will meet that demand.

Mapping Your Ongoing Educational Plans

Education is the secret weapon to your success as a writerpreneur.

But it must not stop at the beginning stage.

Ongoing training requires outsourcing resources and hiring the right coach for your venture so you experience success.

MY BUSINESS GOALS & STRATEGIES FOR THE FIRST SET OF 90 DAYS

BY THE END OF 90 DAYS, I WILL ACCOMPLISH ...

PROJECT OVERVIEW

TARGET DEADLINE

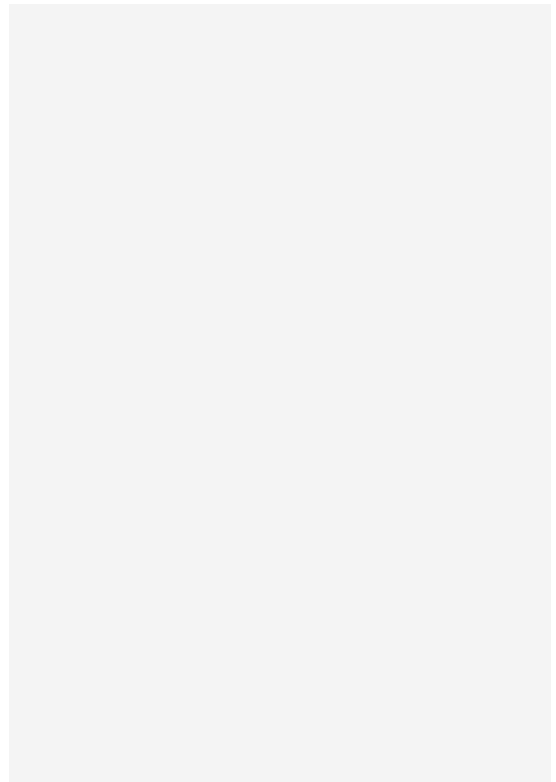
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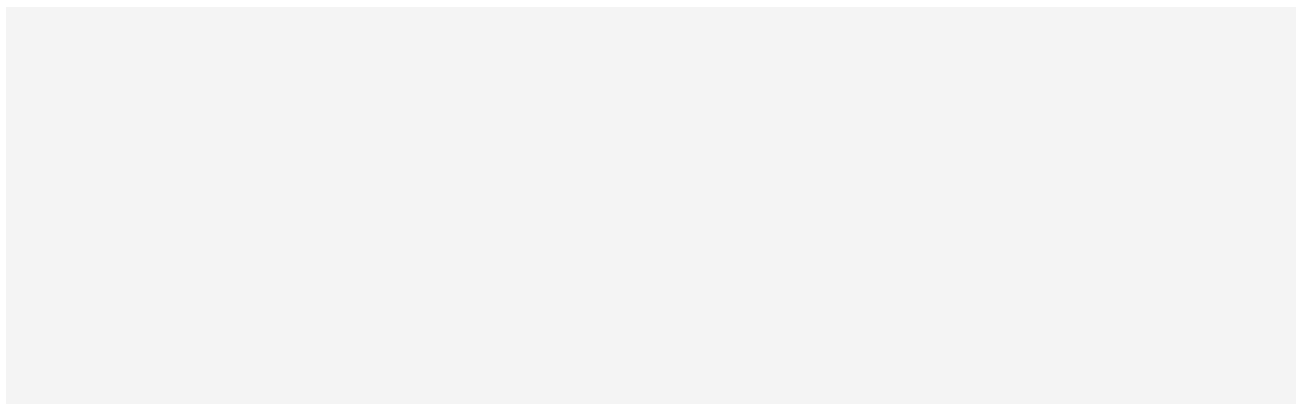
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MONTHLY ASSIGNMENT



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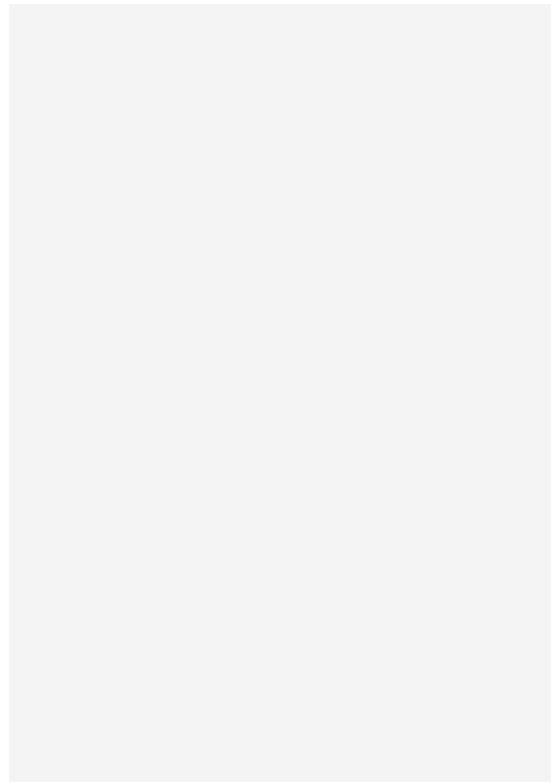


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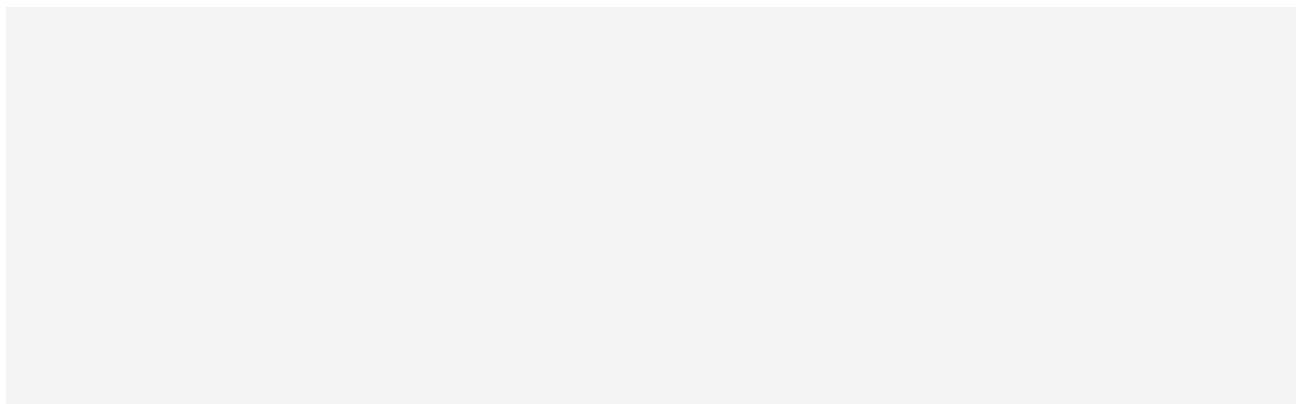
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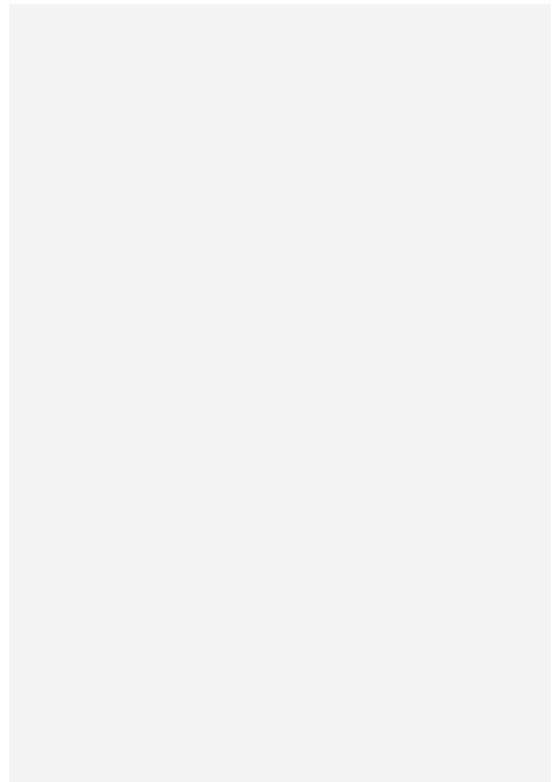


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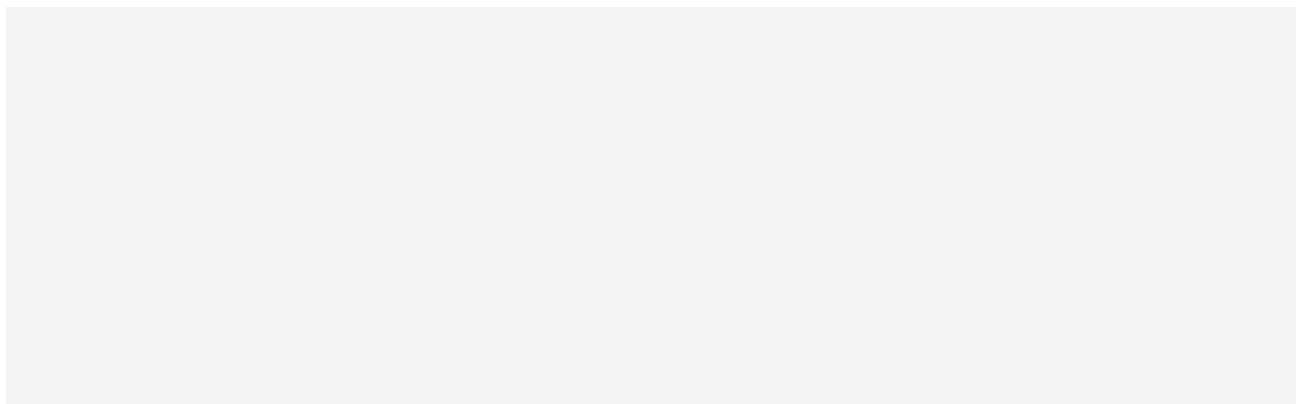
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MONTHLY ASSIGNMENT



MONTHLY REFLECTION:



MY BUSINESS GOALS & STRATEGIES FOR THE SECOND SET OF 90 DAYS

BY THE END OF 180 DAYS, I WILL ACCOMPLISH ...

PROJECT OVERVIEW

TARGET DEADLINE

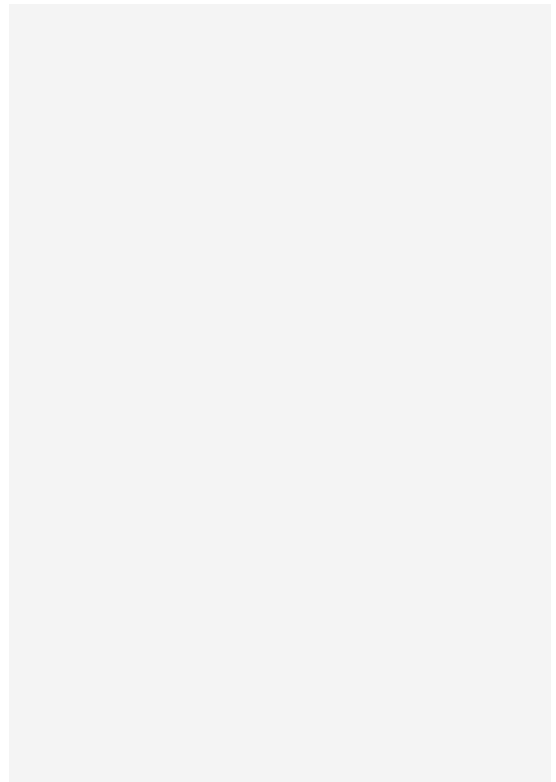
REQUIREMENTS

MONTH 4 OBJECTIVES

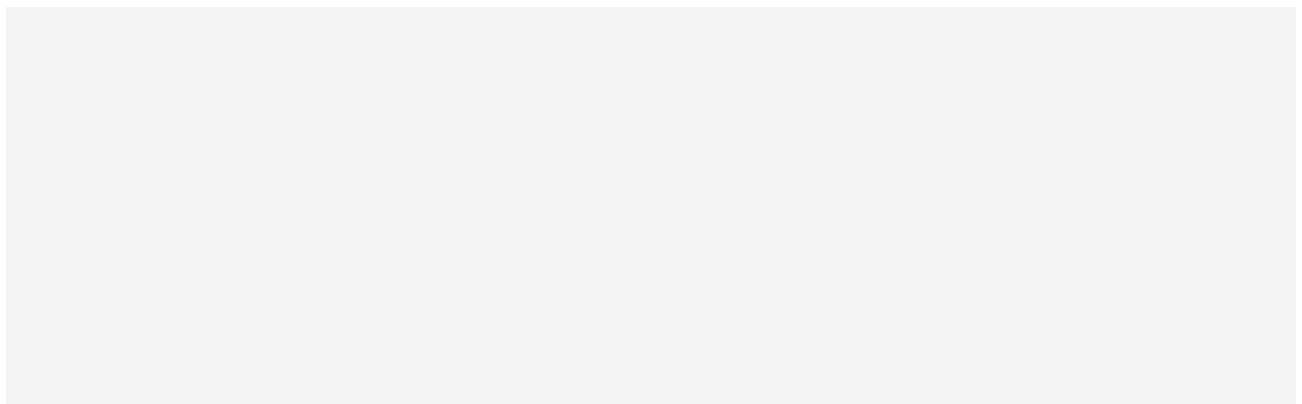
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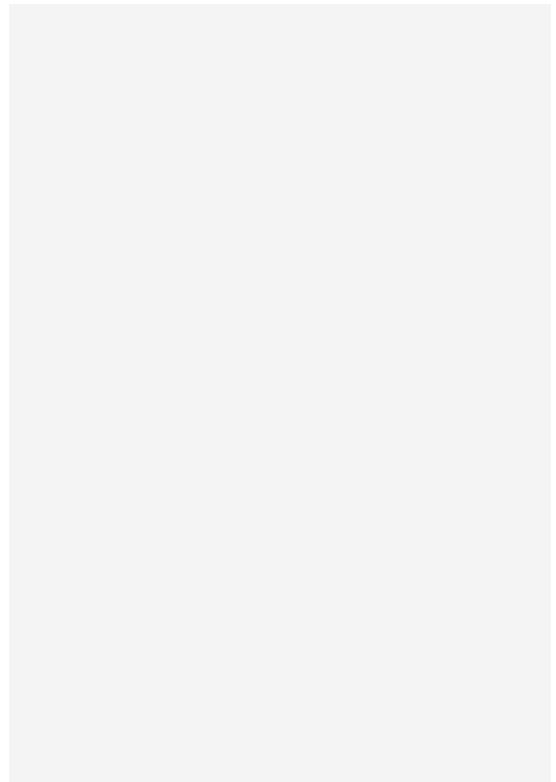


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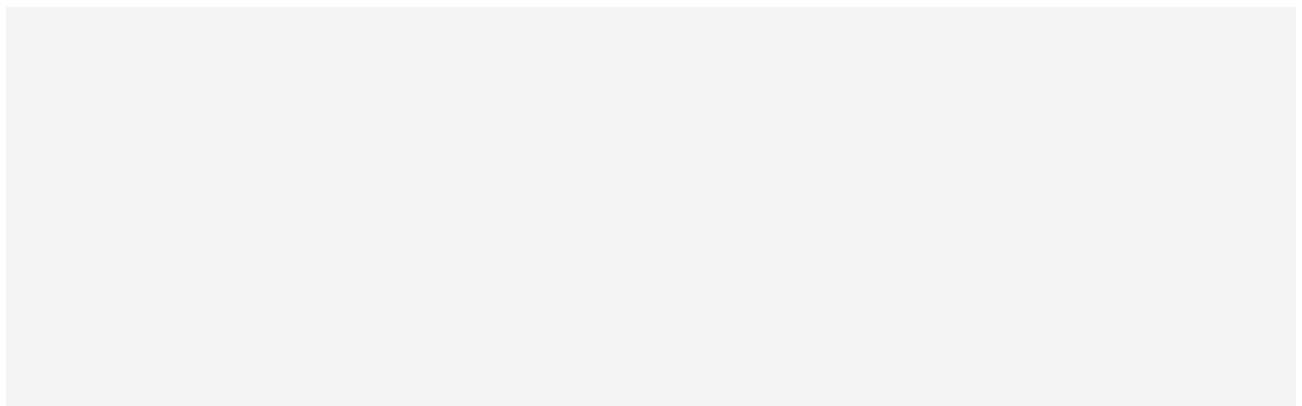
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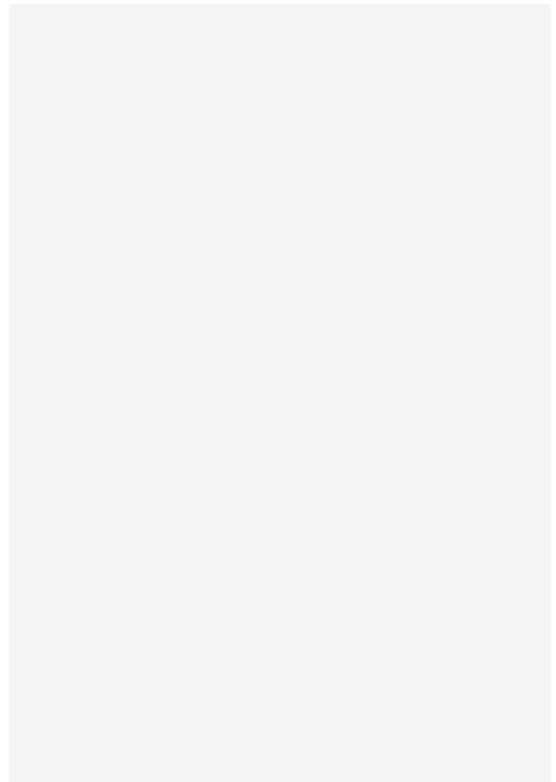


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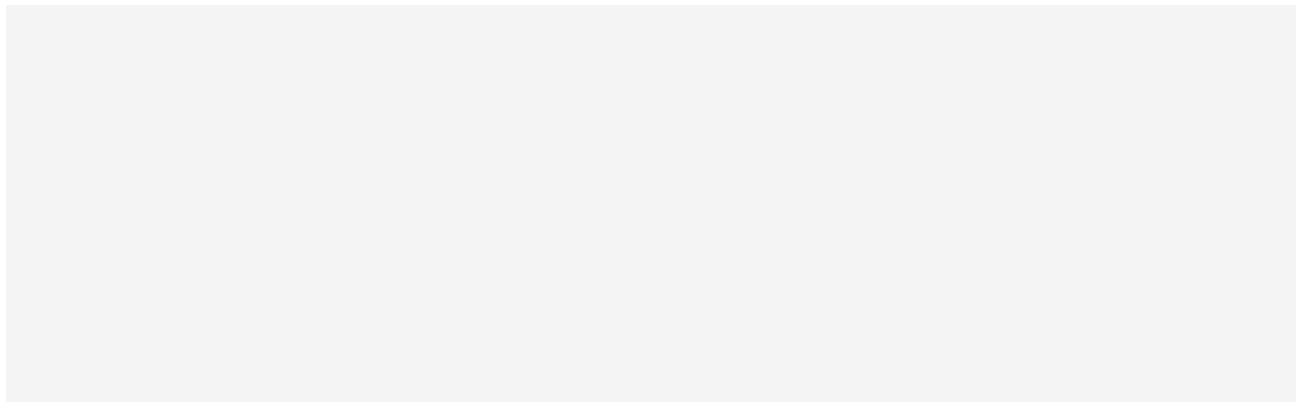
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MONTHLY ASSIGNMENT



MONTHLY REFLECTION:



MY BUSINESS GOALS & STRATEGIES FOR THE THIRD SET OF 90 DAYS

BY THE END OF 270 DAYS, I WILL ACCOMPLISH ...

PROJECT OVERVIEW

TARGET DEADLINE

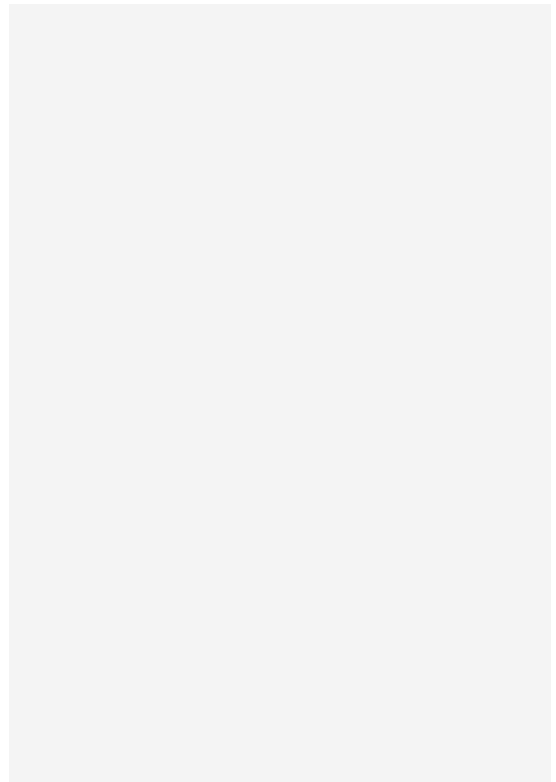
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MONTH 7 OBJECTIVES

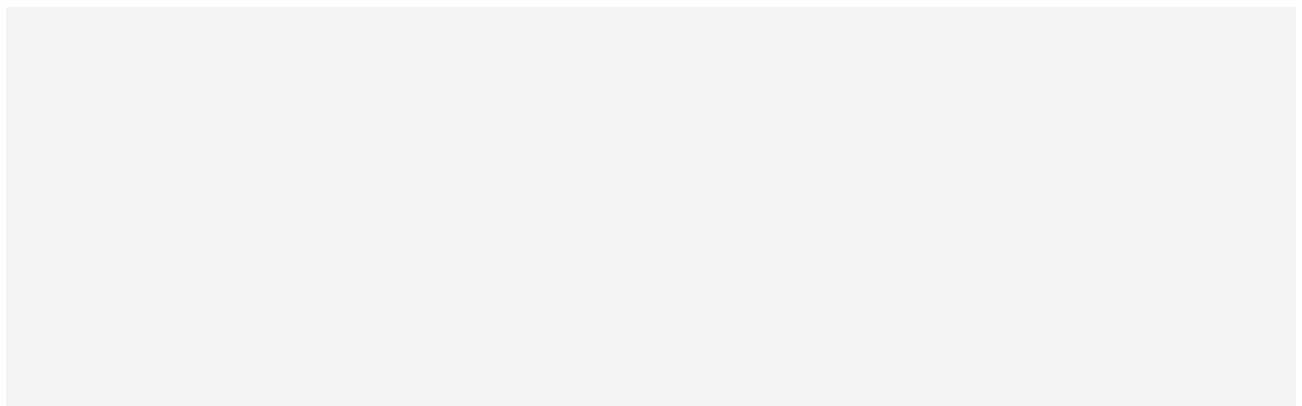
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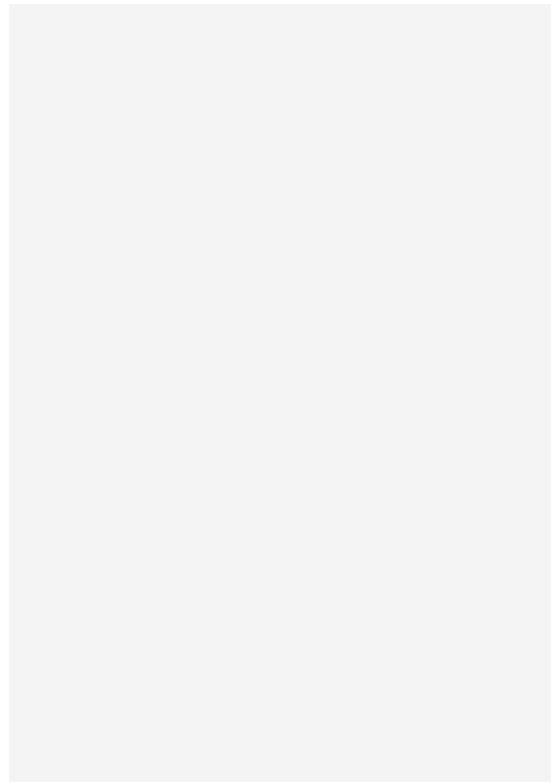


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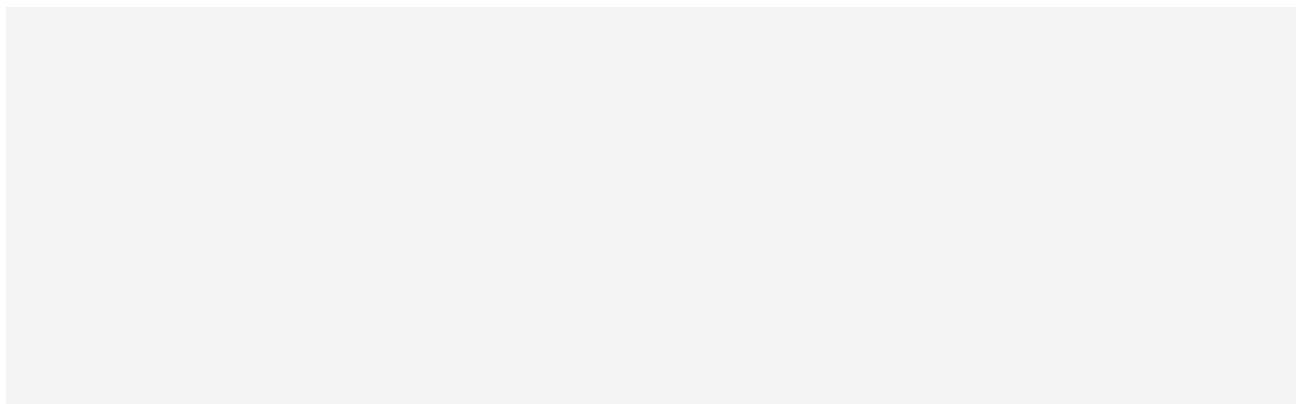
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MONTHLY ASSIGNMENT



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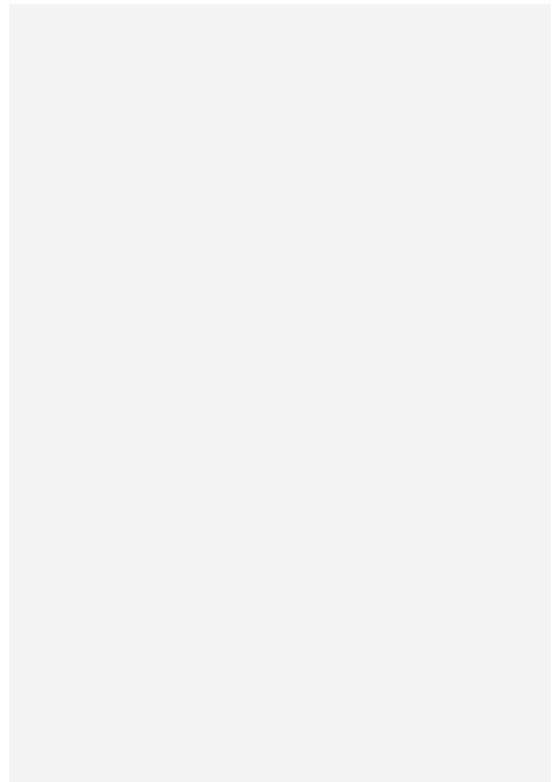


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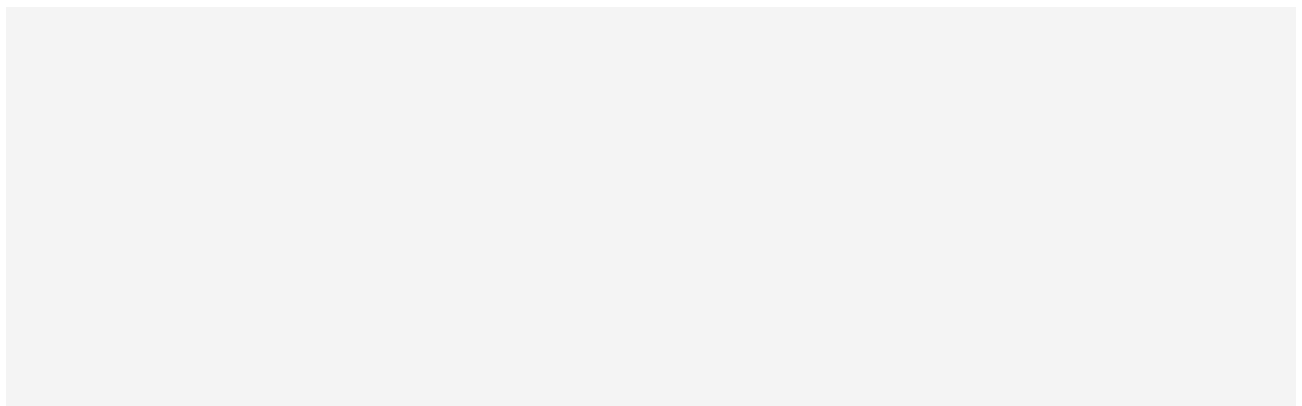
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MONTHLY ASSIGNMENT



MONTHLY REFLECTION:



MY BUSINESS GOALS & STRATEGIES FOR THE FINAL SET OF 90 DAYS

BY THE END OF 360 DAYS, I WILL ACCOMPLISH ...

PROJECT OVERVIEW

TARGET DEADLINE

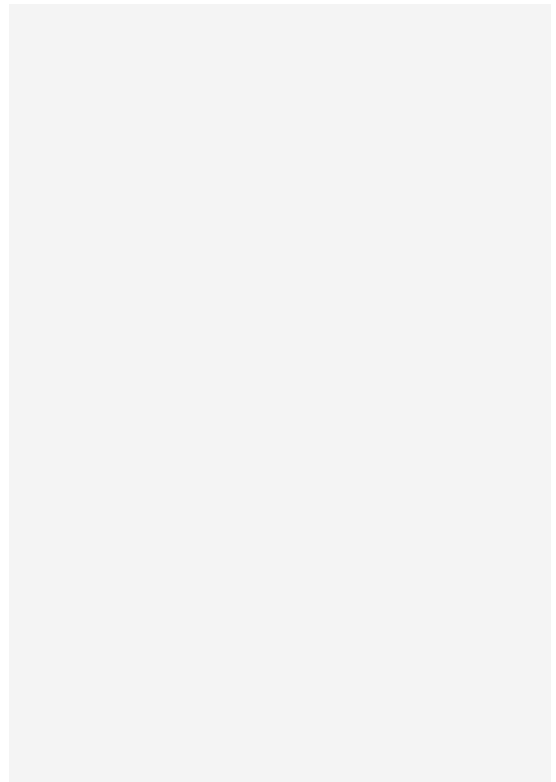
REQUIREMENTS

MONTH 10 OBJECTIVES

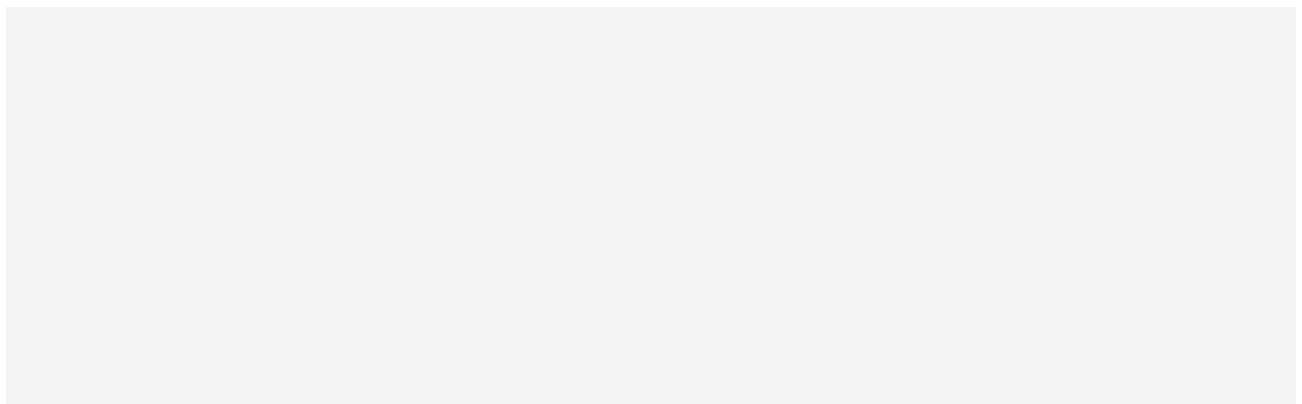
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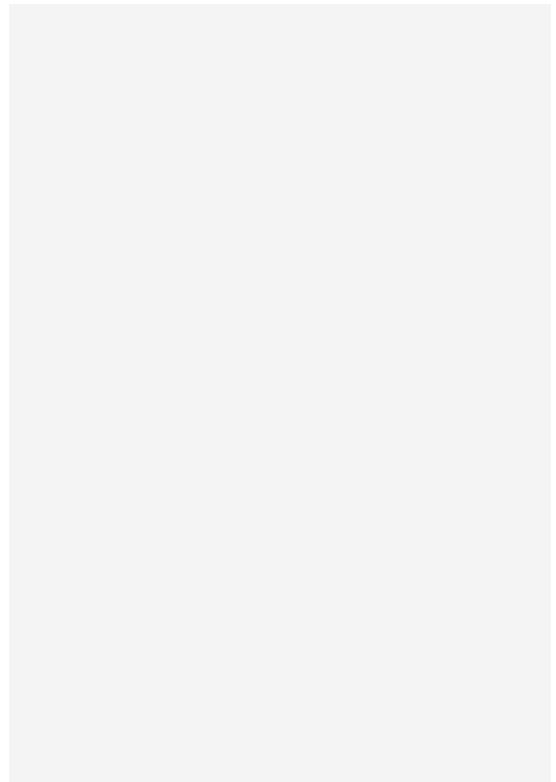


MONTH 11 OBJECTIVES

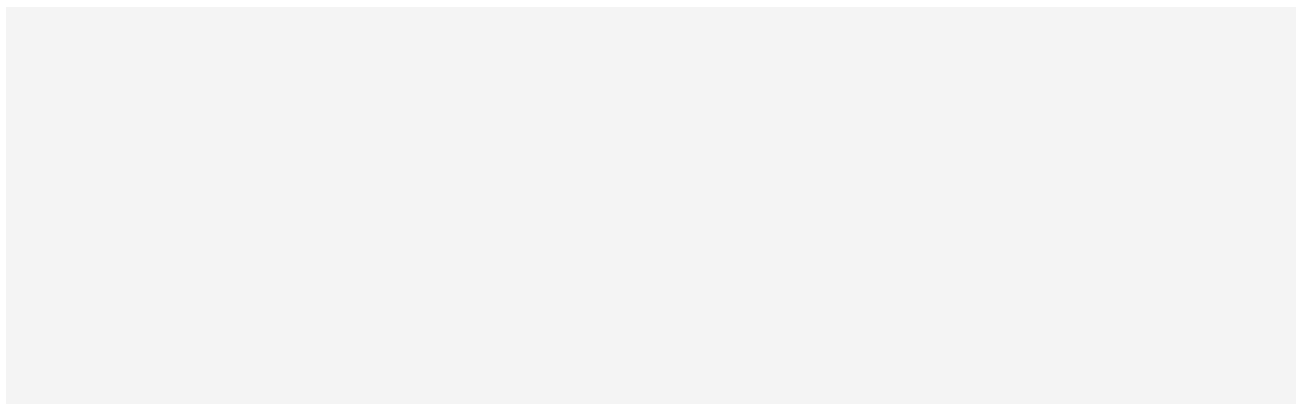
WHAT MUST BE DONE:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

MONTHLY ASSIGNMENT



MONTHLY REFLECTION:

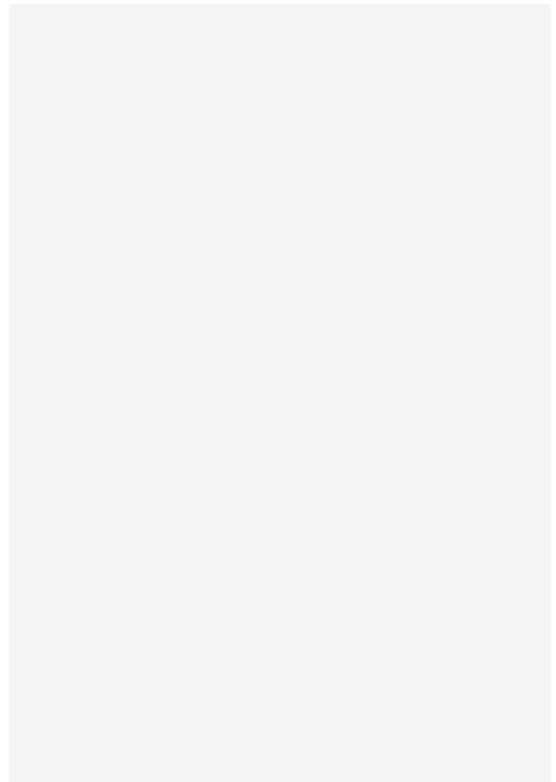


MONTH 12 OBJECTIVES

WHAT MUST BE DONE:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

MONTHLY ASSIGNMENT



MONTHLY REFLECTION:

