How to Create Your Expert Author Career Plan

The Map





16 Questions to Help You Create Your Map to a Livelihood as an Expert Author

- 1. What Is your goal? What do your want to achieve, or what result would you like to create?
- 2. What experience do you have? What have you done to date that qualifies you as an expert or authority?
- 3. Passion: What am I most passionate about?
- 4. Purpose: What do I feel compelled to do in the world, or what is my mission or soul purpose with my work?
- 5. Values: What three to five things do I value most?
- 6. Themes: What themes flow though all the books I want to write?
- 7. Topics: What topics would I like to write about or do I plan to write about (and in what genres)?
- 8. **Books:** What is my first or primary book idea, and what three to five spin-off books, series or sequels could I write that relate in theme or topic to my primary book idea?
- 9. Market: What is the market for each of the books I want to write?
- 10. Competition: What books directly compete with each of the books I want to write?
- 11. **Structure & Content:** Can I plan out a table of contents for my books and write chapter summaries that are compelling, target my market, and provide content that is unique and necessary in both my market and the category in which my book will be sold?
- 12. Products: What related products could I develop to monetize my knowledge and the content in my books?
- 13. Services: What related services could I create to leverage my knowledge or the content in my books?
- 14. **Branding:** How can I use my passion, purpose, values, themes, and topics to distinguish myself in the marketplace, or, more simply, how do I want to be know as an author?
- 15. Author website/blog: How can I carry out my branding on my author website with a tagline, a title, colors, banners, logos, etc.?
- 16. Platform Building & Promotion: What have I done to date to create visibility, reach, authority, and influence in my target market, and how can I build on that to create effective ways to sell my book to my potential readers?



Transform yourself from **ASPIRING AUTHOR** to **PUBLISHED AUTHOR** by moving from **inspiration** to **creation** of your book.

NINAAMIR INSPIRATION TO Coastion COACH

With Nina You Achieve More Inspired Results.



Nina Amir, the Inspiration to Creation Coach, is an 14X Amazon bestselling hybrid author of such books as *How to Blog a Book, The Author Training Manual,* and *Creative Visualization for Writers*. She also is a Blog, Book, and Author Coach, and one of 700 elite Certified High Performance Coaches world-wide—the only one working with writers. Additionally, she founded the Nonfiction Writers' University and the Nonfiction Writers' University Masters, the Write Nonfiction in November Challenge and created a proprietary Author Training curriculum and Author Career Planning program. She helps writers fulfill their purpose and potential by showing them how to Achieve More Inspired Results.

Find out more at <u>ninaamir.com</u>, or visit <u>writenonfictionnow.com</u>, <u>howtoblogabook.com</u>, or booksbyninaamir.com.





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