



# THE ULTIMATE AUTHOR PLANNER

*A planning guide for your  
best life as a writer.*

DEVELOPED BY CHRISTA WOJCIECHOWSKI

## WHAT YOU'LL LEARN

- Crystalize your vision of what it means to be a successful author
- Develop your own Writer Manifesto
- Reverse engineer a step-by-step plan to your career as a fiction writer
- Avoid wasting time, overwhelm, and paralysis



## Hi Writer!

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My name is Christa and I am a digital marketing strategist and award-winning dark fiction author.

I've begun Write Catalyst to create a community of likeminded writers and offer a hub with all the tools and resources you need to become the writer you were meant to be.

Print this out, open a blank doc to type your answers, or get a pen and notepad ready.

It's time to consciously create your life as a writer.

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# DEVELOP YOUR WRITER MANIFESTO

When you sit down to write, which approach will you think will motivate you to write your best?

1. I want to write this book to market so that I will become a wealthy and famous.
2. I want to write this book to change people, and maybe the world, in my own way.

The second one is more powerful, right?

**This the paradox.** Once writing turns into a job, it will lose its heart. Only by not writing for the outcome will you write at your best and deepest level.

## YOUR WRITER ARCHETYPE

One of the easiest ways to find out what motivates you is to learn about your Writer Archetype.

It only takes 3-minutes to determine your writer archetype with the Writer Archetype Quiz.

TAKE THE QUIZ

# DEVELOP YOUR WRITER MANIFESTO

**Get clarity around your mission and purpose as a writer.** It could be to make people laugh.

It could be to make them realize who they are. It could be to inspire them to dream a little bigger, or help them to become aware of weaknesses they need to address. Maybe your mission is just to scare the pants off of them.

**This is big-scale thinking.**

On your bad days, having this manifesto will help you push through, *comparisonitis*, self-doubt, impostor syndrome, or procrastination.

**Compose your Writer Manifesto on the next pages (or in a separate document or sheet of paper).**

*You may also use the [Writer Manifesto tool](#) in the [Write Catalyst app](#).*

# DEVELOP YOUR WRITER MANIFESTO

[\*Click here to use the \*\*Writer Manifesto\*\* tool in the \*\*Write Catalyst\*\* app.\*](#)

## Ask yourself:

Who are you as a writer?

What do you want to communicate?

How do you want to change the way readers  
think, perceive, and feel?

Who are you speaking to?

# YOUR WRITER MANIFESTO

*Summarize your thoughts into one, powerful declaration.*

# WHAT IS A SUCCESSFUL AUTHOR?

First you have to ask yourself, what is your definition of success?

That could mean something different for every writer, but most fundamentally, it's doing what you love for a living.

I think that anyone who loves writing can agree that if we sell enough books to quit our day jobs, we'll be ecstatic.

But do you have a bigger dream? Think about what's important to you.

In what situation would you be the most fulfilled?

- Where will you live?
- What kinds of things will you do day to day? Who will be with you?
- What kind of writing are you doing?
- Do you picture a nomadic, bohemian, cosmopolitan, or reclusive lifestyle?

Crystalize it in your mind.

# DEFINE YOUR SUCCESS

*Click here to use the [Writer Vision tool in the Write Catalyst app.](#)*

Success as an author means...

My dream location and  
ideal lifestyle include...

My daily routine will be...

I will know I've 'made it' when...

# DEFINE YOUR SUCCESS

*Summarize your thoughts into an overall vision.*

# THE GRAND PLAN

**Writing is a creative activity.**

It's art, and art is largely intuitive.

We don't like to plan it like a business.  
We're afraid it will take the magic out of it.

But if you don't have a map to your vision as a successful author ("successful" in whichever way you defined in the previous section), you will be easily distracted.

Unslotted time will get filled with other obligations. You'll find yourself drifting without making any real progress toward your vision.

# PLAN YOUR PLANNING TIME

Yes, you have to plan when you're going to plan. Do not skip this step. It is so simple and so effective.

Your plans are your framework. They are your best weapon against procrastination.

If you don't know what to do next, you'll likely do anything except work on your writing career.

You may not accomplish everything you set out to do in your plan, but at least you will know what the next step is as you put one foot in front of the other on your journey to being the author you can potentially be.

Designate your planning time right now. What day and time will you set aside for planning each week?



# PLANNING TIME

I do my planning on Fridays when the week is wrapping up. I assess what I accomplished and what remains to be done. Knowing my game plan for the coming week allows me to unplug and enjoy the weekend.

What works best for you?

**Then, I suggest sketching out a big map for:**

- 5 years into the future
- 1 year into the future

Then break it down into:

- quarterly
- monthly
- and weekly goals.

At the beginning of each week:  
plan your daily activities according to priority.

# PLANNING TIME

## **What to include in your plans?**

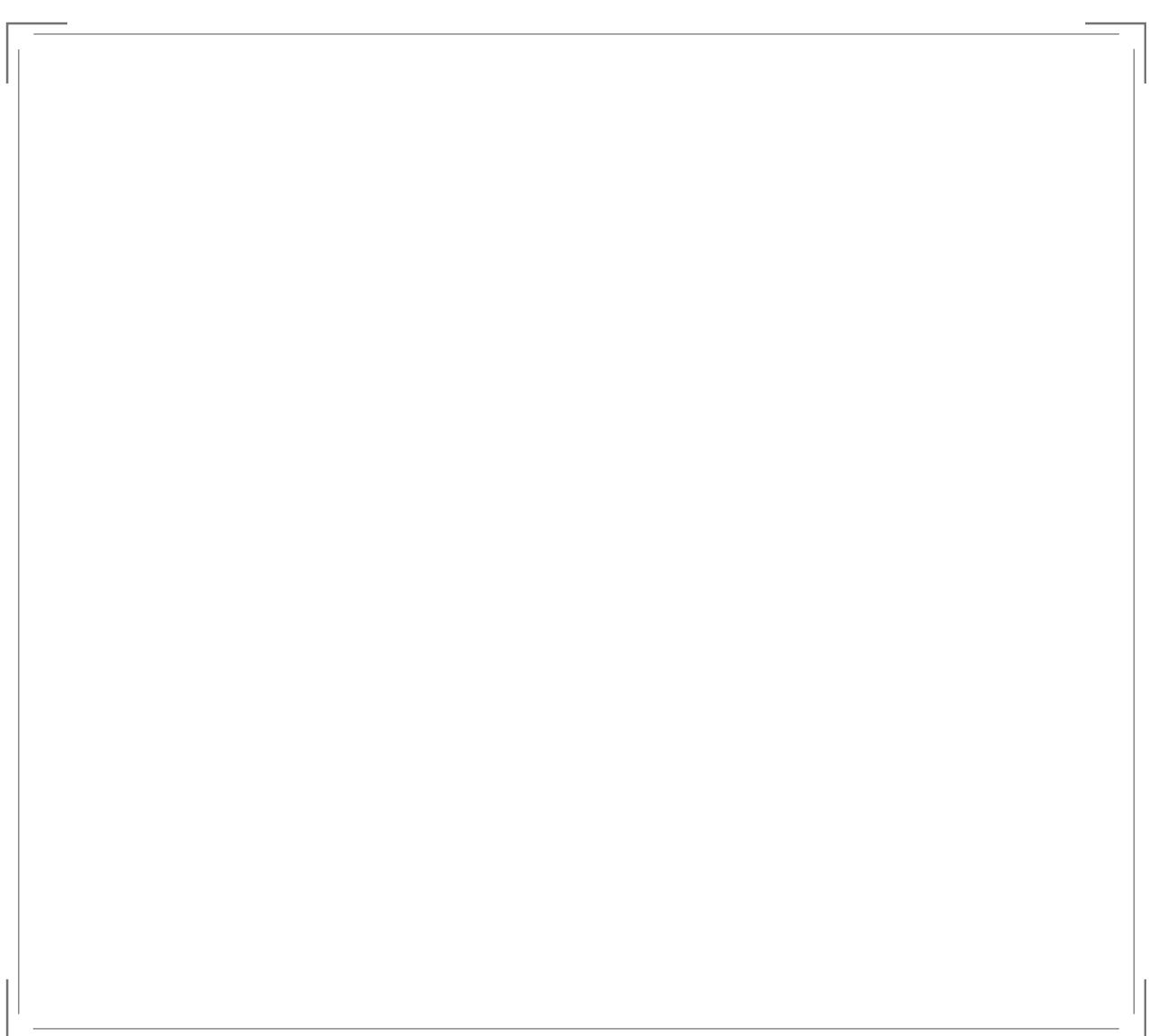
- What you'll be writing and your word count goals.
- Rewrites and edits.
- Submissions and deadlines.
- Marketing, publicity, and social media plans.
- Unstructured research. Filling your creative well. Daydream time.
- Course, workshops, or other educational pursuits to improve your writing craft.

# THE BIG PICTURE

## 5 Years

Sketch out a broad list of what you want to accomplish in the next 5 years.

Dream big and plan with your vision in mind.



# YEARLY PLAN

## This year

Create a more detailed picture of what you want to accomplish in the next 12 months. List 4 or more items in each category.

### Writing and publishing goals

e.g. Complete one novel. Submit 5 short stories. Self-publish my first book

A large, empty rectangular box with a thin black border, designed for writing down goals related to writing and publishing.

### Sales goals

e.g. Hit 500 downloads using KDP Promos. Earn \$200 a month from books sales. Get published in the professional-rate short story market.

A large, empty rectangular box with a thin black border, designed for writing down goals related to sales.

# YEARLY PLAN

## Marketing.goals

e.g. Reach 1K followers on Instagram. Grow my email list to 100 and begin sending a weekly email.

A large, empty rectangular box with a thin black border, designed for writing down marketing goals.

## Craft goals

e.g. Read one book per month on the craft of writing. Take one class to improve my story structure. Commit to a routine to cultivate creativity. Hire a writing coach. Attend a conference.

A large, empty rectangular box with a thin black border, designed for writing down craft goals.

# QUARTERLY PLAN

## Quarterly

Break up your yearly goals over each quarter. You don't have to plan each quarter in detail right now. Focus on the next 90 days.

### 1st Quarter

Writing Goals

Marketing Goals

Sales goals

Craft Goals

Writing Goals

Marketing Goals

Sales goals

Craft Goals

# QUARTERLY PLAN

## 3rd Quarter

Writing Goals

Marketing Goals

Sales goals

Craft Goals

## 4th Quarter

Writing Goals

Marketing Goals

Sales goals

Craft Goals

# MONTHLY PLAN

Now go back to your 1st Quarter goals.  
Break them up into all the steps you need to take to reach them  
and spread them over the next three months.

## Month 1

Month: \_\_\_\_\_ Year: \_\_\_\_\_

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

Go back to your  
1st Quarter  
plans.  
Break the goals  
up over the next  
3 months.

# MONTHLY PLAN

## Month 2

Month: \_\_\_\_\_ Year: \_\_\_\_\_

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

# MONTHLY PLAN

Month 3

Month: \_\_\_\_\_ Year: \_\_\_\_\_

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

# WEEKLY PLAN

## **1st Month** Quarter 1, Weekly Tasks

Break your first month's goals up evenly over the next 4 weeks.

### Week 1

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

# WEEKLY PLAN

## Week 3

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

## Week 4

Writing Goals

Sales Goals

Marketing Goals

Craft Goals

# DAILY PLAN

Break up weekly goals into steps to take daily

Go back to Week 1.  
Break up the goals over the days of the week.  
Now everything seems very achievable, doesn't it!

This space is for 3 main intentions for the week. What are your do or die items?

Week 1-Goals: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Monday	a.m.	p.m.
Tuesday	a.m.	p.m.
Wednesday	a.m.	p.m.
Thursday	a.m.	p.m.
Friday	a.m.	p.m.
Saturday	a.m.	p.m.
Sunday	a.m.	p.m.

# DAILY PLAN

Break up weekly goals into steps to take daily

Week 2-Goals: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Monday	a.m.	p.m.
Tuesday	a.m.	p.m.
Wednesday	a.m.	p.m.
Thursday	a.m.	p.m.
Friday	a.m.	p.m.
Saturday	a.m.	p.m.
Sunday	a.m.	p.m.

# DAILY PLAN

Break up weekly goals into steps to take daily

Week 3-Goals: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Monday	a.m.	p.m.
Tuesday	a.m.	p.m.
Wednesday	a.m.	p.m.
Thursday	a.m.	p.m.
Friday	a.m.	p.m.
Saturday	a.m.	p.m.
Sunday	a.m.	p.m.

# DAILY PLAN

Break up weekly goals into steps to take daily

Week 4-Goals: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Monday	a.m.	p.m.
Tuesday	a.m.	p.m.
Wednesday	a.m.	p.m.
Thursday	a.m.	p.m.
Friday	a.m.	p.m.
Saturday	a.m.	p.m.
Sunday	a.m.	p.m.

# 9 STEPS TO BUILDING YOURSELF AS AN AUTHOR

- In addition to big picture planning, you need to prioritize time to do nothing but write new stuff
- Choose a time and place for writing and stick to it.
- Set a time limit or word count.
- Systemize your writing routine and process so that you do it as automatically as brushing your teeth.

# I. DEFINE YOUR WRITING SCHEDULE

Day/s:

Time:

Place:

Word Count or Time Limit:

## 2. DEFINE YOUR READER AND GENRE

Consult your manifesto when defining your audience. Think beyond marketing demographics and get to know the individual.

**WHO:** Who are you writing to? What are their passions, beliefs, fears?

**WHAT:** What are you hoping to accomplish with your stories?

**COMPS:** List a wide variety of books and stories that you may think are similar to yours.

**AUTHORS:** Home in on your genre. Build a list of authors to follow, emulate, and maybe even collaborate with in the future.

### 3. DESIGN/REVAMP YOUR AUTHOR PLATFORM

If you haven't started seriously building your author platform (website, social media, and email list etc.) then incorporate that into your plans for the year.

If you already have an author platform developed, you may want to audit it to make sure it's solid and attuned to your audience.

You can start planning or auditing by  
downloading my...  
**QUICK AND EASY**  
**AUTHOR PLATFORM CHECKLIST**  
**Click the link below:**

[letsgetpublished.com/platformchecklist](http://letsgetpublished.com/platformchecklist)

# 3. DESIGN/REVAMP YOUR AUTHOR PLATFORM

**After fine-tuning your author platform...**

**Create an editorial calendar of:**

- the content you will be posting for the year
- what freebies you plan to giveaway
- any other promotions that you want to synchronize with eBook promoters, reviewers, events, holidays, collaborations with other authors, etc.

**Then...**

1. Make a list of blog and newsletter topics for the next quarter.
2. Think of your social media strategy. You want to be consistent. How many times a day/week will you post to Facebook, Instagram, or Twitter? Commit to it.
3. What reviews, interviews, and guest posts can you pitch yourself to?

## 4. BUILD A LIST OF SHORT STORIES

**Having a list of published short stories is a great way to build your credibility as a writer.**

**Write several short stories in your genre.**  
Find online magazines and fanzines that cater to your reader.

**Seek out anthologies and submit to them.**

**Add these published stories to your bio.** When you pitch your books to agents and publishers, it will give you extra credibility.

When planning, think: How many short stories do you want to write this year?

# 5. WORK ON YOUR NOVELS

**What novel ideas are keeping you awake at night?**

**Which ones align best with your manifesto?**

**Start those ideas first.**

**Then:**

- Set completion dates.
- Slot your novel writing time into your general writing schedule.
- Set your daily goals and keep at it.
- Rewrite and polish your manuscript to perfection.
- Send your final drafts to your editor (if you haven't hired one yet, begin looking now. Do not try to get by without professional editing).
- Get ready for the submission process or self-publication.

# 6. PITCH YOUR NOVELS OUT OR SELF-PUBLISH

Your plans will vary here, depending on your goals.

## TRADITIONAL PUBLISHING

Formulate a list of publishers and agents.

Think about long-term relationship. Imagine publishing more books with them.

Will they bring you closer to your definition of success as an author?

Is their brand aligned with your manifesto?

Order them from your most desired to least and then cross reference this list with how well your book fits their criteria.

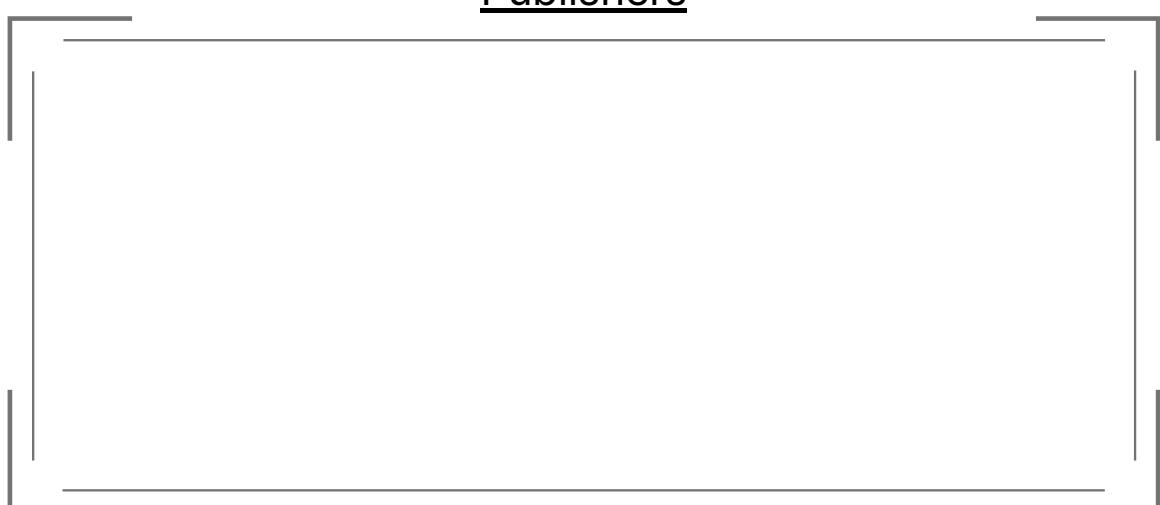
Pitch accordingly, making sure to organize according to rules for simultaneous submissions and read times.

# 6. PITCH YOUR NOVELS OUT OR SELF-PUBLISH

Agents



Publishers



# 6. PITCH YOUR NOVELS OUT OR SELF-PUBLISH

## SELF-PUBLISHING

As a self-publishing author, you will be in charge of everything.

### **Think about:**

- Will you be hiring someone or doing everything yourself?
- Concepts for cover design, blurbs, formatting.
- Which platforms will you be publishing on?
- Will you offer eBook, audiobook, paperback or all?

# 7. DEVISE YOUR MARKETING AND ADVERTISING STRATEGY

While waiting for responses on submissions, or for your to-be-self-published book to be edited and formatted, think about how you will promote this new release.

## **What kind of publicity can you do?**

- Podcasts?
- Guest posts?
- Blog tours?
- Book reviews?
- Local news and radio?

For more ideas on planning a publicity tour  
for your author brand,

download my free publicity guide:

Click the link below

[letsgetpublished.com/publicityguide](http://letsgetpublished.com/publicityguide)

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## 8. ANALYZE & TWEAK

**Look at your results. Where can you improve in each area?**

- **How much income did you make or lose?** How much will you need to get to your vision of a successful life as an author?
- **Where can you streamline your writing process?** Under what conditions were you most productive and inspired?
- **Which parts of book creation were most challenging?** Story structure, grammar, plot? Marketing and publicity? Educate yourself in your weak areas.
- **What can you outsource?** Marketing, research, social media management?
- **Reader feedback:** What was most loved about your books? What were the negative comments? Double down on the aspects people love about your writing. Investigate the negative feedback. Is it constructive? If not, ignore it. If there is something to it, learn how to improve that part of your writing or hire professional help.

## 9. KEEP GOING

**Don't stop writing while you wait for your manuscript to be accepted by a publisher.** I know it's nail-biting, sweaty, and sleepless while you're waiting to hear if a manuscript was accepted, but that is precisely why you need to distract yourself with more writing!

**And don't give up if your self-published release hasn't ranked as a bestseller yet.** It might be a future book that makes your career. Don't invest your whole life into one book.

**Keep generating more work.** Commit to a writing, editing, and submitting/publishing system and you'll get better with every story. You'll become a writing machine.

# WHAT'S NEXT?

**You probably have some, if not many, glints of book ideas stored in a notebook or in your head.**

- **Write a brief synopsis of each one and try to discern which ideas pull you the most.**
- **Think about what you want your backlist to look like.** How many books do you want to write and publish in the next 5 years?
- **Then make a timeline for their publications.**
- **Write the next book on your list.**
- **Repeat this process.**

# IN CLOSING...

There is no way that you will execute this map perfectly.

Some books take longer to finish than others.

You may have to pivot as some plans fall through while unexpected opportunities arise.

You might even be rocketed to the top faster than you expected. Make sure you allow for that possibility.

**But outlining and intentional path to your vision of life as a successful author will help you take action everyday toward your dream.**

It will ensure that you hold yourself accountable and prevent you from getting waylaid and distracted.

Don't drift aimlessly.

**Take an active part in creating your future.  
Make it happen!**

# FINAL TIPS

- **Don't wait for perfection.** This is the worst and most easily justified source of procrastination.
- **Don't invest your whole life in one book.** It might be a future book that makes your career.
- **Keep putting one foot in front of the other by executing the next step in your plan.** Ignore your fears. Push past rejection. Keep learning. Keep moving forward no matter what.
- **Make sure you always have something scheduled to do next** to avoid wasting time, overwhelm, and paralysis.

## NEXT STEPS

**Share your Writer Manifesto in the our Facebook Group.**

**[CLICK HERE](#)**

**Learn about the Author Planning Workshop Class and Live Zoom.**

**[CLICK HERE](#)**

**Email me with your thoughts**

**[EMAIL CHRISTA](#)**