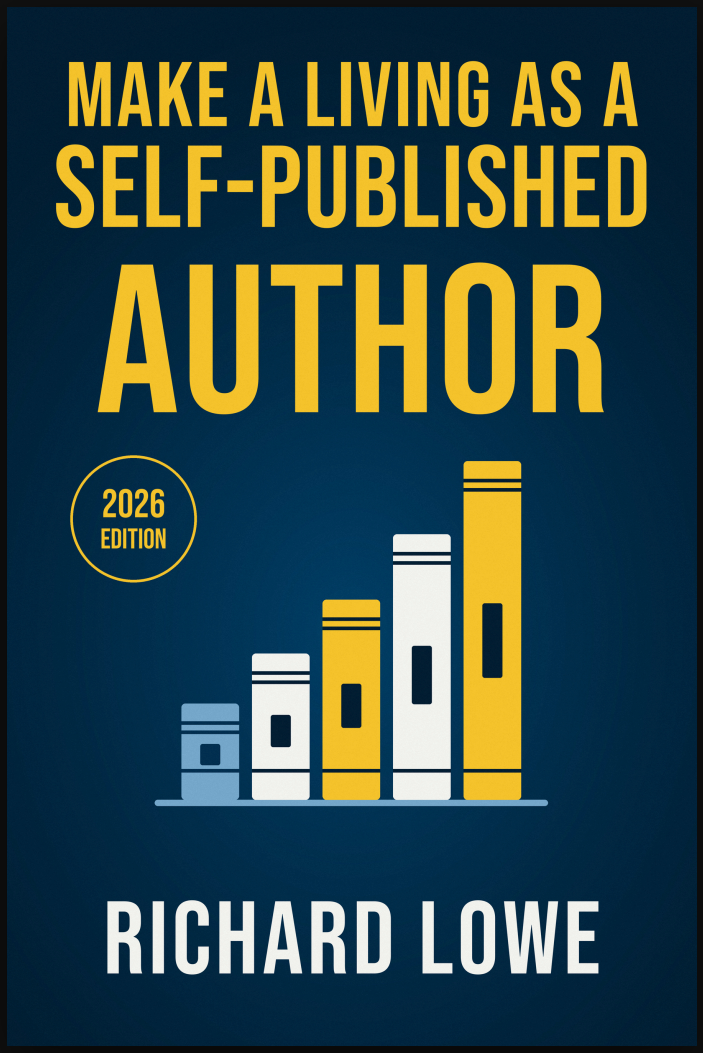
A FREE COMPANION TO MAKE A LIVING AS A SELF-PUBLISHED AUTHOR

Your Author Business Plan

Fill-in worksheets to research, write, publish and keep selling books, one title after another.



RICHARD LOWE

How to Use This Workbook

One copy for your business. Copy Parts 4 and 5 for every book.

Make a Living as a Self-Published Author returns to one idea in almost every chapter: publish more good books. This workbook walks you through that cycle in order: pick a topic people will buy, build a writing routine, set up the platform, get the metadata right, clear the checklist before you publish, and run the whole thing as a business.

> *Research gets you books worth writing, routine gets them written, quality gets them reviewed, platform gets them found, and metadata gets them ranked.*

Part 1: Find a Topic That Sells

Write about what other people want to read enough to buy. Start with what you bring, then check the market.

WHAT YOU BRING	YOUR LIST (DON'T JUDGE IT YET)
Passions	
Skills	
Knowledge	
Experiences	
Questions people keep asking you	

Check the market on Amazon

Search your topic, open about a dozen comparable books, and record each one's Best Sellers Rank from Product Details. Use a tool such as KDSpy to turn rank into rough weekly sales.

BOOK	BEST SELLERS RANK	EST. SALES/WEEK	CATEGORY

All 0 or 1 a week
A slow seller. Pick another topic.

Strong at the top, tapering off
The ideal: real demand with room for a new book.

Thousands all the way down
Too competitive for a new author.

Part 2: Your Writing Routine

To be a writer, you must write. Find the hours, set a quota, and meet it.

Find the time

Log everything you do for three days. Then mark each activity required or optional.

Optional activities I can cut or shrink	
Hours freed each day	
My writing hours (protected, phone off, no social media)	
My writing space	

My SMART goal for the current book

Specific, Measurable, Achievable, Realistic, Time-bound. Example from the book: "Complete the first draft of the book How to Peel Potatoes by the first of January."

_____

Weekly word count log

DAY	QUOTA	WRITTEN	WHAT GOT IN THE WAY
Mon			
Tue			
Wed			
Thu			
Fri			
Sat			
Sun			

Daily habits

- [ ] Write for 45 minutes, then 15 minutes away from the screen
- [ ] Draft first, edit later: finish at least a chapter before deep editing
- [ ] Read the day's work aloud at the end of the day
- [ ] Social media only at set times, about half an hour morning and evening
- [ ] Work your way up to at least a thousand words every day

Part 3: Brand and Platform

Start with a blog and an email list. Add social platforms only once those are working.

Your home base

- [ ] A custom domain that's easy to spell, and an email address on that domain
- [ ] Paid hosting, with backups, SSL and updates turned on
- [ ] Front page: your photo and links to every book above the fold
- [ ] About page: the long bio, with a clear call to action at the top and bottom
- [ ] Contact page with a form (no email, phone or home address on the web)
- [ ] Media page: third-person bio, a few professional photos, a speaker introduction, sample interview answers, your books
- [ ] A book page on your own site for every book and edition
- [ ] One new post a week if you can

Your email list

Lead magnet (a checklist, a prequel, a sample chapter)	
Signup form (name and email only)	
Welcome email (immediately)	
Day 1: who you are	
Day 4: why you became an author	
Day 7: your books	

About one email a week. Include an unsubscribe link and a postal address (a PO box counts). Never buy leads.

Your brand

- [ ] Author bio that answers the book's question: what makes you the expert about this book? Leave out personal contact details
- [ ] Professional headshot, current, no selfies or cropped group photos
- [ ] Logo from a professional designer, with vector source files and a black-and-white version
- [ ] Amazon Author Central profile filled in, every edition claimed
- [ ] One or two social platforms you'll actually use, for conversation, not “buy my book” posts
- [ ] Pen names decided (each one needs its own marketing and administration)

Part 4: The Metadata Sheet

Write it all down before you open KDP. Copy this page for each book.

Keywords Seven boxes. No words already in your title or subtitle, no other authors or titles.	1. 2. 3. 4. 5. 6. 7.
Title 30 to 80 characters; main keywords near the front; must match the cover exactly	
Subtitle Title plus subtitle under 200 characters	
Series / Imprint Imprint the same on every book	
ISBNs and LCCN Your own ISBNs, one per format; request the LCCN a month before print publication	eBook: Paperback: Hardcover: LCCN:
Three categories Full paths, copied from comparable books; active but not dominated by mega-bestsellers	1. 2. 3.

Book description, up to 4,000 characters

1. **Open with the reader's problem**, in a question or a statement that stings a little. Never “This book is about...”
2. **Stir the emotion.** Show you understand their situation (nonfiction) or hint at the secret (fiction).
3. **Then your credentials**, once the reader feels understood.
4. **A short list of outcomes** for nonfiction, each ending with a reason the reader cares.
5. **Close by naming who it's for.** Format with <h4>, <b>, <i> and lists.

Part 5: Before You Publish

Create a checklist of everything you need to do, in order. Here's a start.

Legal

- [ ] Written permission for every image, quote or excerpt you didn't create
- [ ] No trademarks in the title, subtitle, series name or cover
- [ ] No false or recognizable unflattering portrayals of real people; facts verified
- [ ] AI-generated text, images (covers included) or translations declared to KDP
- [ ] Copyright registered when the book is published

The book

- [ ] Read aloud, start to finish; proofread by someone else, preferably a professional
- [ ] Cover title readable at thumbnail size; commercial license for the cover and every image
- [ ] Copyright page: notice, rights, trademark disclaimer, LCCN, ISBNs, contributors, advice disclaimer if needed
- [ ] eBook front matter kept short so the “Read sample” preview shows the actual book
- [ ] About the Author and a link to your lead magnet in the back
- [ ] At least a dozen advance readers lined up to review within a week of publication

Formats and stores

FORMAT	DOING IT?	NOTES
Kindle eBook		KDP Select (exclusive) or wide?
Paperback		
Hardcover		KDP, or IngramSpark for bookstores
Audiobook		Check where AI narration is accepted

- [ ] IngramSpark returns set to NO, then checked again
- [ ] All formats linked on Amazon, and Author Central updated
- [ ] Announcement to your email list, blog and social media

Part 6: Run It Like a Business

One book spikes and fades. A catalog evens out. Keep the money flowing.

Catalog tracker

TITLE	FORMATS LIVE	PUBLISHED	SALES THIS MONTH

Check your dashboards at the same time each day. When a book's sales drop, look for the reason: a promotion ended, the ranking slipped, a category changed, a competing book arrived, or a holiday.

Business basics

- [ ] Business license or home occupation permit, if your city or county requires one
- [ ] Local business tax checked
- [ ] An accountant who works with self-employed clients
- [ ] Bookkeeping set up; every receipt in a folder for the tax year
- [ ] Home office used regularly and exclusively for business
- [ ] Three layers of backup: continuous offsite, weekly drive, monthly drive stored elsewhere
- [ ] Word set to auto-save into a synced folder

Before you buy any course or product

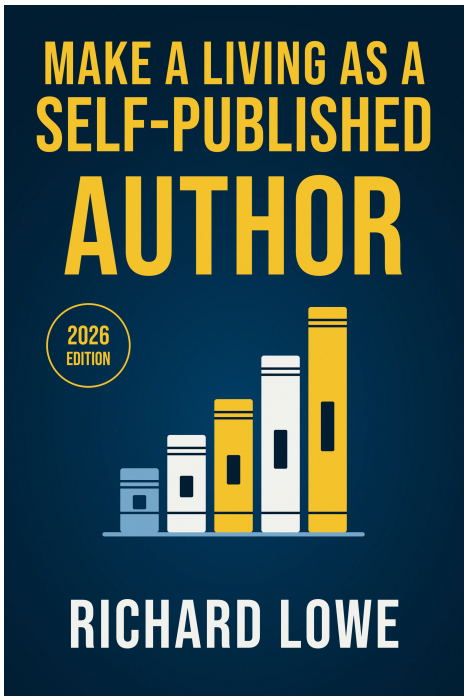
- [ ] No-questions-asked money-back guarantee
- [ ] Usable on its own, without mandatory upsells
- [ ] Price reasonable for what it promises
- [ ] You'll actually use it

Hold off on paid advertising until your blog, email list, Author Central and platform are mature.

> *Start the first book, finish it, publish it, and then write the next one.*

The Whole Story

These worksheets give you the steps. Make a Living as a Self-Published Author gives you the reasons behind them, the mistakes to skip, and advice from working authors on research, routine, platform, metadata, legal traps, publishing and building a catalog that earns while you write the next book.



Make a Living as a Self-Published Author
The Publishing Series

Get the full book

thewritingking.com/library/make-a-living-as-a-self-published-author/

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