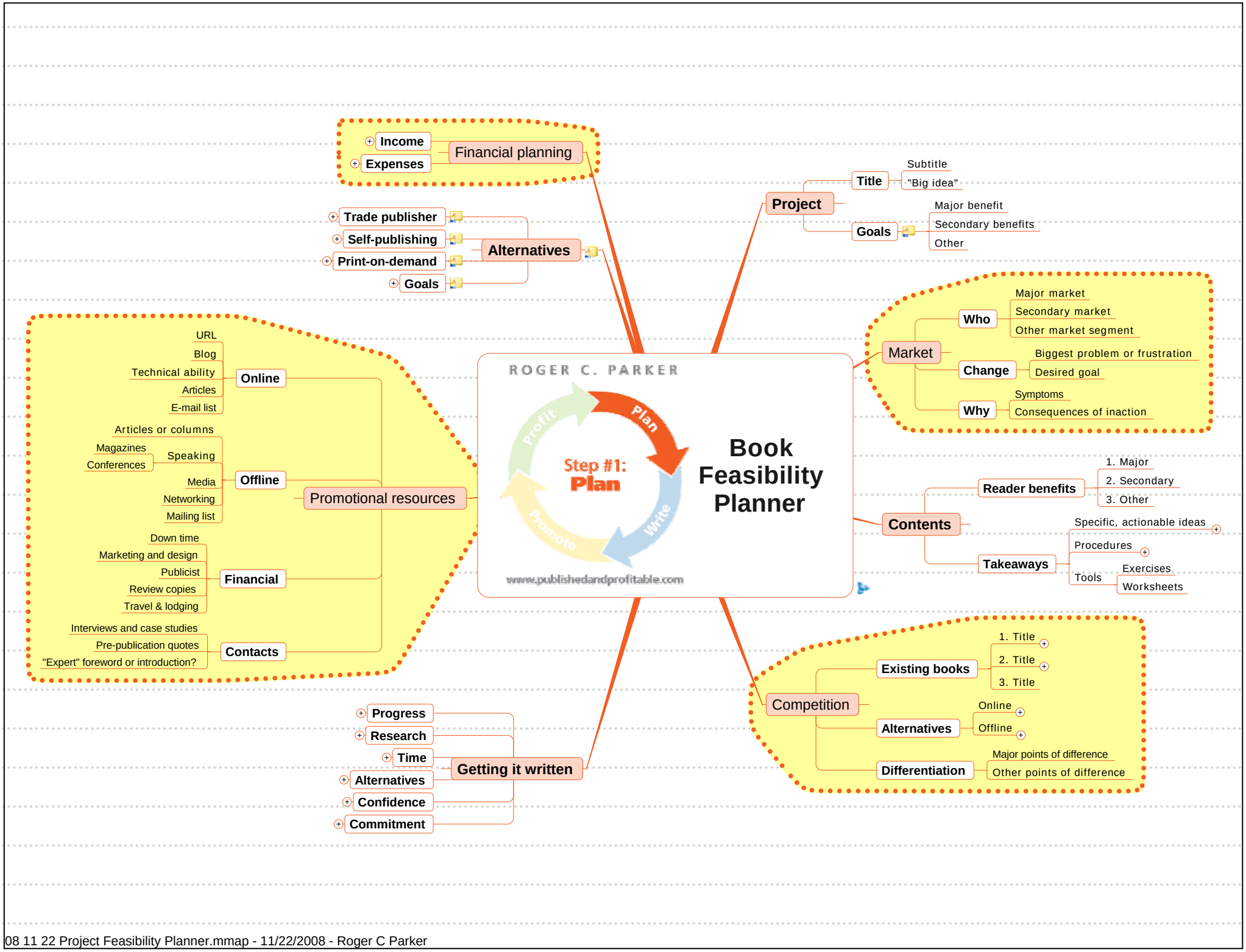
ROGER C. PARKER
Step #1: Plan
Plan
Write
Promote
Profit
www.publishedandprofitable.com
Book Feasibility Planner
Financial planning
Income
Expenses
Alternatives
Trade publisher
Self-publishing
Print-on-demand
Goals
Project
Title
Subtitle
"Big idea"
Goals
Major benefit
Secondary benefits
Other
Market
Who
Major market
Secondary market
Other market segment
Change
Biggest problem or frustration
Desired goal
Why
Symptoms
Consequences of inaction
Contents
Reader benefits
1. Major
2. Secondary
3. Other
Takeaways
Specific, actionable ideas
Procedures
Tools
Exercises
Worksheets
Competition
Existing books
1. Title
2. Title
3. Title
Alternatives
Online
Offline
Differentiation
Major points of difference
Other points of difference
Promotional resources
Online
URL
Blog
Technical ability
Articles
E-mail list
Offline
Articles or columns
Speaking
Magazines
Conferences
Media
Networking
Mailing list
Financial
Down time
Marketing and design
Publicist
Review copies
Travel & lodging
Contacts
Interviews and case studies
Pre-publication quotes
"Expert" foreword or introduction?
Getting it written
Progress
Research
Time
Alternatives
Confidence
Commitment