

2021 Business Plan

Mission Statement: Focus on loving the writing again. The rest will follow.

Theme/Area of Focus	Goal	Timing	Actions
New Material	Complete Deconstructed Complete novella for the Wishing Project Begin "Morning Glory or Bust" Re-release Cowboy books with Terri and Kim	Mid-March End of April Complete by the end of summer July	Need to come up with a GMC for The Sweetest Wish Schedule a brainstorming retreat with trusted writing friends to plot Morning Glory or Bust Writing as a habit – four-five days a week
Visibility	Capitalize on the publicist Look for guesting opportunities on FB Continue to build at MBT Work on Instagram platform Release Sweet Southern Nights and Sweet Talking Man in the fall	January-May February-April Ongoing ongoing	Come up with a detailed plan with Heather Talk to Sonali for Bloom, Kellie, and any other platforms Insta days – some kind of fun post on a certain day? Schedule with Ann and get covers from Kim Killion
Career/Platform Building	Networking with other WF authors Newsletter Discuss next move with Michelle if Adulging doesn't pan Movie options – discuss with Michelle and with Alice	Ongoing for networking and opportunities Monthly newsletter Plan with Michelle in May/June for next project Shop for producers or writers for The Wedding War	Look for more WF groups to network with Retreat with FFTH gals