

ROMANCE AUTHOR ROADMAP

A PRINTABLE MONEY PLANNING TOOL

"A woman must have money and a room of her own if she is to write fiction."

— VIRGINIA WOOLF

NEW YORK TIMES BESTSELLING AUTHOR

SKYE
WARREN





ARE YOU READY?

A MENTAL CHECKLIST

☐

WE LOVE BOOKS

We believe in their value to society as artistic expression AND as a consumer product in commerce.

Books are a powerful instrument for social change. The moment we put them up for sale, they are also a product.

☐

FINANCIAL SECURITY EMPOWERS US

The ability to earn a consistent livable wage is a priority for our own security and that of our families.

If you are content to earn a living elsewhere, this roadmap probably won't be useful to you. This is for authors serious about their books as a business.

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AUTHORS ARE ENTREPRENEURS

We can be creative, thoughtful, inspired artists as well as smart, savvy, powerful businessswomen.

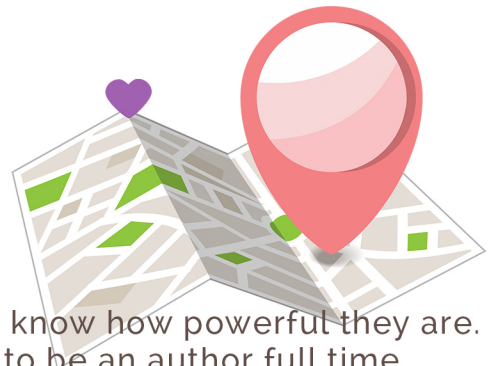
Making money doesn't diminish us as artists. Payment does not diminish our art. And until you embrace that you will always sabotage your income.

☐

FILL IN THE BLANK: _____

What other core belief defines the way you run your author business?

YOU HAVE TO KNOW WHERE YOU ARE TO PLOT A COURSE



It can be scary to look at numbers, because we know how powerful they are. Our income allows us to provide for our family, to be an author full time. It tells us whether we can go to that conference or retreat.

That power is why it's so important to get intimate with your numbers. Ask them questions, cuddle them, love them.

WHAT WAS YOUR TOTAL BOOK INCOME LAST YEAR?

This includes ebook royalties, print sales, signed books, everything. It should not include any side businesses, like formatting, editing, etc.

WHAT WERE YOUR TOTAL EXPENSES LAST YEAR?

This includes editing, graphics, your PA, PR, Facebook ads, business travel.

HOW MUCH MONEY DID BOOKS PUT IN YOUR POCKET?

Total income minus expenses.

LIST THE THREE BOOKS THAT EARNED THE MOST:

IMPORTANT: Include how much they earned beside them, because scale matters.

1. TITLE:

AMOUNT:

2. TITLE:

AMOUNT:

3. TITLE:

AMOUNT:

OVERCOMING ROADBLOCKS

"Step out of the history that is holding you back. Step into the new story you are willing to create."

— OPRAH WINFREY

WHAT WORKED LAST YEAR?

Which books or series performed the best?
Can you find patterns to figure out why?



WHAT DID NOT WORK LAST YEAR?

Don't be afraid to put a name on your challenges. A consistent writing schedule. Effective advertising. Delegating to a PA. Ignoring your social media spaces.

BRAINSTORM SOLUTIONS

Who can help you overcome the problems you faced? Do you need mentoring? An online course? Can you delegate this work to someone better suited to it? What tools are available around this issue?

WHERE DO YOU WANT TO GO?

HOW MUCH MONEY DO YOU WANT BOOKS TO EARN, NOT INCLUDING EXPENSES, THIS YEAR? (NET)



Setting goals is a powerful act. It's a statement to yourself that you believe in your worth, that you control your career, and that you take your books seriously as a business.

HOW MANY BOOKS DO YOU NEED TO SELL?

This is the part where you get up-close-and-personal with numbers.

BOOK OR SERIES	PRICE	# SOLD	TOTAL
GRAND TOTAL			

If you sell 25,000 copies of a \$2.99 e-book, you make roughly \$50,000. You can split new releases and group backlist series, whatever makes sense to you. You're trying to get comfortable with numbers, not pin them down. Play around 💚

HOW WILL YOU GET THERE?

The things you bring with you are just as important as what you leave behind...

WHAT WILL YOU DO THIS YEAR TO SELL THAT MANY BOOKS?

This can include marketing, of course, but also things like writing in a series, writing a standalone, writing a certain genre, networking, studying craft,

1.

2.

3.

4.

5.



WHAT WILL YOU STOP DOING THIS YEAR?

Distractions! Especially those insidious distractions that feel like work, including side jobs, keeping up with business and writing blogs, reading books about craft, promotions that take a lot of time without delivering results.

1.

2.

3.

4.

5.



A book event **MUST** be able to generate income.

[illegible]

WHAT IS YOUR DREAM DESTINATION?

Think of something you want to achieve in your career, something with a clear finish line, something so big that you probably can't achieve it this year. The work you do this year will bring you one step closer to this dream...

"If your dreams do not scare you, they are not big enough."

— ELLEN JOHNSON SIRLEAF, THE FIRST ELECTED FEMALE HEAD OF STATE IN AFRICA

ABOUT THE AUTHOR

SKYE WARREN is the New York Times bestselling author of dark contemporary romance such as the Endgame series. Her books have been mentioned in Jezebel, Buzzfeed, USA Today Happily Ever After, and Elle Magazine.

She makes her home in Texas with her loving family, two sweet dogs, and one evil cat.

For more about her books:

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