

# 7 WAYS TO USE THE WRITER'S BUSINESS PLAN

Review the yearly, monthly, and weekly goals you set in your Strategic Plan.

Assess the likelihood you will achieve your original goals.

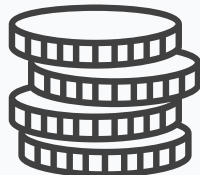
1



Review the budget you set in your Financial Plan.

Note changes in projected revenue and adjust to keep expenses under control.

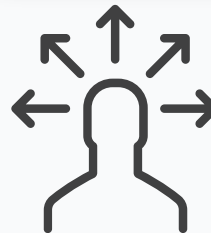
2



Review your Vision and Mission Statements.

Keeps your brand messaging consistent.

3



Review current marketing and economic conditions.

Discard strategies that hurt your bottom line.

4



Identify plans that didn't work.

Eliminate non-productive work, saving you time and money.

5



Review your initial marketing, PR and advertising assumptions.

Fine-tune your assumptions and boost your campaign performance.

6



Compare your past year accomplishments against your original goals.

Boosts your confidence to set more ambitious targets.

7



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