

Strategy Planner 2025

Mission

Define your purpose - WHY are you here? Why are you doing this? Why are you committing valuable time and resources to this venture?

● MY MISSION

Values

What business and personal values are important to you? These are concepts that help guide your business decisions, foster your personal approach to culture, teamwork and collaboration, as well as providing foundation for brand development.

● MY VALUES

Brand Statement

When readers think of my books, of my brand, I'll be known for...?

● MY BRAND

A Note On Using Multiple Pseudonyms...

If using more than one pen name, it would be beneficial to perform this exercise for each name, and create a separate brand/approach for each name... BUT: be conscious of the time it takes to serve each name. If using more than one name, then you may have to reduce the number of projects that can be planned and the activities for each name, in order to give each brand the needed attention and work to develop properly.