



2025 Q2 AUTHORPRENEUR ASSESSMENT

GETTING STARTED

Early July is the perfect time to take stock and evaluate last quarter's creative and authorpreneurial endeavors.

Are you on track to complete your yearly goals or do you need a course correction before heading into Q3?



WHAT DID YOU THINK Q2 OF 2025 WOULD LOOK LIKE?

WHAT WERE YOUR 3 BIGGEST WINS IN Q2 OF 2025?

- 1.
- 2.
- 3.

Q2 2025 IN NUMBERS

What do you want to measure between Q2 and Q3? For example: books sold, signing events, social media followers, newsletters, etc.

DID IT GO AS PLANNED? IF NOT, WHY?

WHAT WERE YOUR 3 BIGGEST CHALLENGES IN Q2 OF 2025?

- 1.
- 2.
- 3.

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WHAT SHOULD YOU FOCUS YOUR TIME, ENERGY, AND RESOURCES ON DURING Q3?

WHAT ARE 3 EVENTS YOU WANT TO PARTICIPATE IN Q3 OF 2025?

FIRST THINGS FIRST

What is the **ONE** thing that would move the needle the most in your authorpreneur business right now?

WHAT SHOULD YOU STOP DOING IN Q3 TO FREE UP TIME, ENERGY, AND RESOURCES?

WHAT ARE 3 THINGS YOU WANT TO LEARN OR UPDATE IN Q3 OF 2025?

What are the first three micro-steps that **MUST** be done during Q3 to achieve that goal?

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