



# Author Nation 2024 Growing Your Author Business While Staying Sane



# Overview

- My perspective
- Our life and business
- The importance of systems
- EOS for Authors
- Accountability offer



*Note: All slides and resources will be made available for download*

# My Perspective

- Grew up in a household with an entrepreneur (dad) and an artist (mom)
- Duke MBA
- Built software for bands for 6.5 years
- Started Written Word Media with my wife and co-founder 10 years ago.
- I have two kids and live in Chapel Hill, NC



# Gratitude

## Business

- 11 employees
- 8 fractional contractors
- 75,00 Authors
- Over a million readers
- 5 brands
- 9 partner brands

## Life

- 2 kids
- 2 schools
- 11 different teachers
- 3 sports teams
- Piano lessons
- Theater
- Grandmother
- Great grandmother
- Pet Bunny
- Community

# Systems = Sanity $\neq$ Habits

- The way to keep it from being insane is to have systems.
- Systems remove decision fatigue and help reserve your brain power for important things.
- Most people already have simple systems in place.
  
- **Systems**
  - Hang keys in the same place
  - Todo lists
- **Habits**
  - Getting coffee at the same place
  - Checking news in the morning

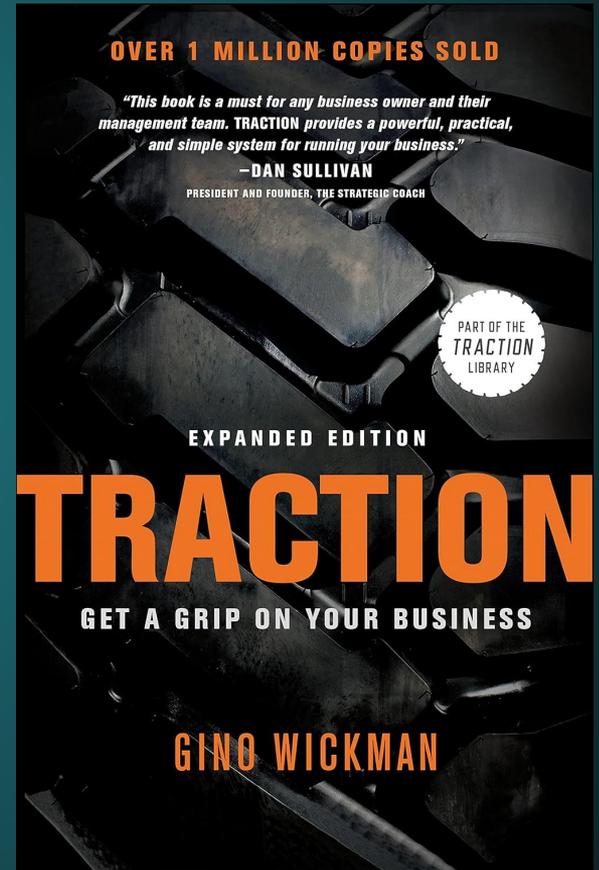


# We Are Entrepreneurs

- What you have done is impressive
- That you are here, learning is even more impressive
- As one entrepreneur to another, I'm going to show you a system for staying sane, and staying on track to get what you want out of this

# Entrepreneur Operating System

- EOS is a system for running your business based on Traction the book by Gino Wickman.
- We use EOS because it helps us stay on track
- It has structure for
  - Meeting agendas
  - Meeting cadence
  - Quarterly / Annual planning
  - Goal setting / accountability
- Over 275,000 companies worldwide use EOS. It is a proven system.



# 4 Tenets of EOS for Authors

- **Set your vision**
  - Vision Traction Organizer (V/TO) – worksheet for articulating vision
- **Set goals**
  - Rocks = Goals for the quarter.
- **Track progress**
  - Keep a scorecard metrics to track that matter
- **Issues**
  - What's preventing goals from getting achieved?



# v/TO: Articulating Vision

# V/TO for WWM

	<b>Written Word Media</b>
<b>Core Focus: Purpose / Mission</b>	To serve authors by connecting them to readers
<b>3/10 Year Target</b>	The definitive marketing hub for all authors
<b>Marketing: Target Market</b>	Published Authors and Small Presses
<b>Marketing: 3 Uniques</b>	<ol style="list-style-type: none"><li>1. Customer Service</li><li>2. We Make it Easy</li><li>3. Valuable Products and Services</li></ol>
<b>Proven Process</b>	Efficient delivery of effective marketing products to authors using technology, processes and systems.
<b>Guarantee</b>	Accurate, on-time and effective promotion of your book satisfaction guaranteed.

# EOS for Authors: Modified V/TO

	<b>Mod for Authors</b>
<b>Core Focus: Purpose / Mission</b>	Why do you write?
<b>3/10 Year Target</b>	What your author career look like in x years?
<b>Marketing: Target Market</b>	Genre. Subgenre.
<b>Marketing: 3 Uniques</b>	What is different about you or your books?
<b>Proven Process</b>	How do you achieve repeatable success?
<b>Reader Guarantee</b>	What is the implicit promise you have with your readers?

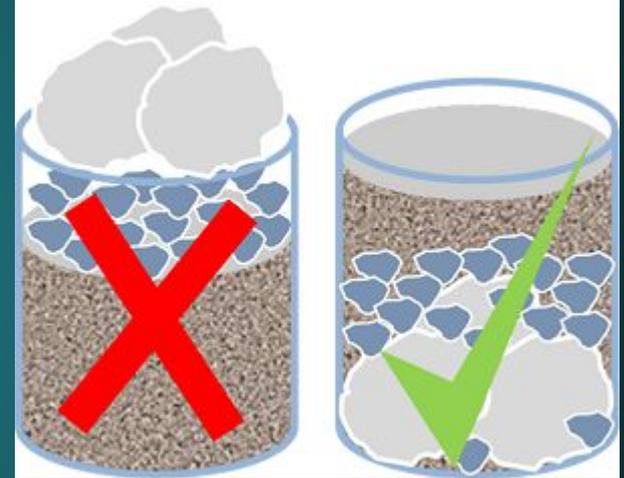
# EOS for Authors: Example V/TO

	<b>Mod for Authors</b>
<b>Core Focus: Purpose / Mission</b>	To be financially successful as a author
<b>3/10 Year Target</b>	Have 20 titles and be writing full time
<b>Marketing: Target Market</b>	Mystery - Cozy Mystery readers
<b>Marketing: 3 Uniques</b>	My books take place in small towns in New England
<b>Proven Process</b>	I write for 4 hours per day and market in the afternoons
<b>Reader Guarantee</b>	My books will end with the protagonist solving the mystery. Each story will have the charm of New England woven into the book.

- ~~Set your vision~~
- **Set goals**
- Track progress
- Issues

# EOS: Rocks

- A Rock is a goal
- Focus on big goals first, small stuff last.
- Rocks are written down at the beginning of the quarter, and revisited every week
- Set 3 Rocks each quarter



# WWM Rock Example

Launch recurring promotions in beta

PREVIOUS PROMOTIONS

Aug 21st, 2020 Friday	COMPLETE	Re-Run 
Sep 13th, 2019 Friday	CANCELLED	 Re-Run Promotion  Request Changes  Generate Receipt  Setup Recurring Promotion
Sep 13th, 2019 Friday	CANCELLED	

# EOS for Authors: Rocks

- Good Rocks are **SMART** (Specific, Measurable, Attainable, Relevant, and Time-bound)
- **Bad Rocks**
  - Get better at marketing
  - Get on Oprah's book club
  - Do more on Direct sales
- **Good Rocks**
  - Write 40,000 words by EOQ
  - Run 3 price promotions on Title
  - Find an Editor who specializes in Sci-Fi



- ~~Set your vision~~
- ~~Set goals~~
- **Track progress**
- Issues

# EOS for Authors: Scorecard

**What are the 5–10 numbers that will help you achieve your goals for the year?**

- Wordcount
- Hours spent
- Marketing campaigns
- KENP Reads
- Sales
- Reviews



**If you can't measure it, it shouldn't be on there.**

# EOS for Authors: Scorecard

	Weekly Goal	12/1/24	12/8/24	12/15/24	12/22/24	12/29/24
<b>Scorecard</b>						
Word Count Written	10,000	5,200	2,000	11,000	12,000	11,500
Marketing Campaigns Run	1	2	0	1	1	1
Copies Sold	25	100	35	23	44	12
KENP Reads	2000	2,100	2,200	1,900	2,190	1,200
Reviews	3	1	1	0	0	0
Reader Emails Collected	10	4	5	2	1	0

# EOS for Authors: Scorecard

## Rocks

Write 130,000 words

Publish book 3 of x series

Run 4 marketing campaigns for backlist titles

Produce outline for book 1 of new series

On track ▾

Off track ▾

Off track ▾

Off track ▾

On track ▾

- ~~Set your vision~~
- ~~Set goals~~
- ~~Track progress~~
- **Issues**

# EOS for Authors: Issues

If a scorecard metrics are good and goals are on track there are no issues.

- Wordcount off track? Solve: Evaluate schedule.
- Marketing campaigns off track? Solve: Run a promo.
- Editor too slow? Solve: look for editor
- Reviews? Solve: Run a free promo



- ~~Set your vision~~
- ~~Set goals~~
- ~~Track progress~~
- ~~Issues~~

# Putting it all together

- **Daily**
  - Work on your Rocks
  - Address issues
- **Weekly**
  - Check your scorecard
  - Identify issues
- **Quarterly**
  - Set Rocks (aka Goals) for upcoming quarter
  - Review goals for past quarter
- **Annually**
  - Revisit your vision
  - Set goals for the upcoming year



*Check in with your progress on Monday mornings.*

# Accountability

- Part of why EOS works is that we declare progress, numbers publically, that we are accountable to other people
- If you are a solo entrepreneur like many authors how do you stay accountable?
- Who do you tell?
  - Anyone who will listen!
  - Find a partner here at the conference

# Real Offer: Email Me

- Send an email to [accountable@writtenwordmedia.com](mailto:accountable@writtenwordmedia.com).
- Send me your spreadsheet, your goals, whatever.
- Just the act of telling me is an act of courage and it's a huge step.

# Wrap

- Systems are important
- EOS is a system for growth and sanity
- EOS for authors template here:
  - [www.writtenwordmedia.com/systems](http://www.writtenwordmedia.com/systems)
- If you need an accountability partner, just email me to start



# Questions