



Written Word MEDIA

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

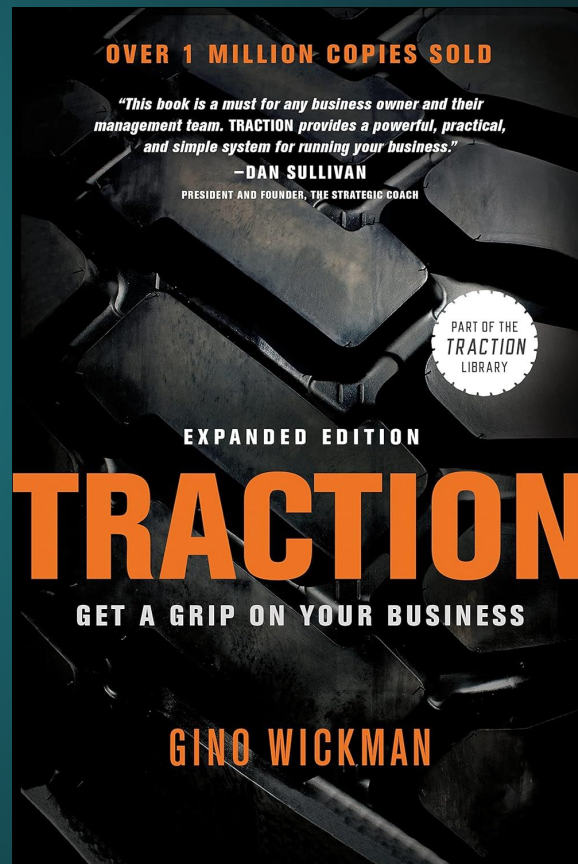


We Are Entrepreneurs

- 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?

A whimsical illustration of a city scene. In the foreground, a purple dragon with orange and yellow striped wings and a striped body is running. Above it, a hot air balloon with orange and yellow vertical stripes carries a small purple creature with large eyes. The background features stylized buildings: a grey one on the left with a balcony and a green one on the right with multiple arched windows. The sky is a soft pinkish-purple with a few clouds. The overall style is flat and colorful.

v/TO: Articulating Vision

v/TO for WWM

	Written Word Media
Core Focus: Purpose / Mission	To serve authors by connecting them to readers
3/10 Year Target	The definitive marketing hub for all authors
Marketing: Target Market	Published Authors and Small Presses
Marketing: 3 Uniques	<ol style="list-style-type: none">1. Customer Service2. We Make it Easy3. Valuable Products and Services
Proven Process	Efficient delivery of effective marketing products to authors using technology, processes and systems.
Guarantee	Accurate, on-time and effective promotion of your book satisfaction guaranteed.

EOS for Authors: Modified V/TO

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

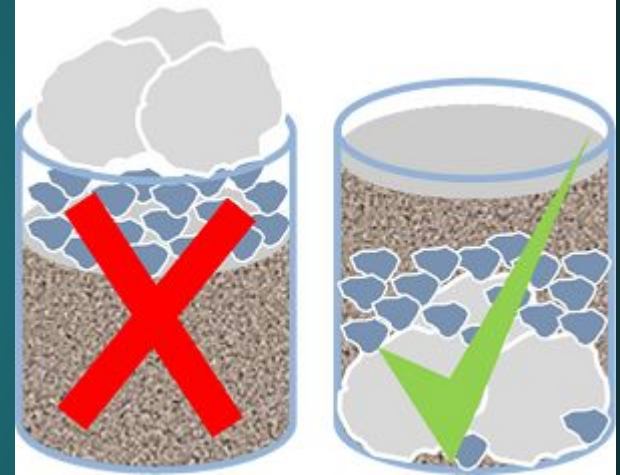
EOS for Authors: Example V/TO

	Mod for Authors
Core Focus: Purpose / Mission	To be financially successful as a author
3/10 Year Target	Have 20 titles and be writing full time
Marketing: Target Market	Mystery - Cozy Mystery readers
Marketing: 3 Uniques	My books take place in small towns in New England
Proven Process	I write for 4 hours per day and market in the afternoons
Reader Guarantee	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		
Sep 13th, 2019 Friday	CANCELLED		

-  Re-Run Promotion
-  Request Changes
-  Generate Receipt
-  Setup Recurring Promotion

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
Scorecard						
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 sereis

On track ▼

On track ▼

On track ▼

On track ▼

On track ▼

On track ▼

On track ▼

Off track ▼

Off track ▼

Off track ▼

On track ▼

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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.
- 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
- If you need an accountability partner, just email me to start



Questions