



MONTHLY BUSINESS PLANNING WORKSHOP

with Orna Ross

Last Friday of each month, 5pm UK time
OrnaRoss.com/planning

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Setting up for Profit



Setting up for Profit: Allocations, Assets & Premium Products

Profit Mindset

The profit mindset that you need to adopt has three components:

1. You need to believe that you *can* make money as an author-publisher, writing the kind of books you want to write.
2. You need to understand what that asks of you, creatively and commercially, and be willing to do the necessary creative work, rest, play, and practice.
3. You need to commit to paying yourself first.

Pay Yourself First Process: Profit or Salary?

Your personal circumstances will decide your allocations to your profit and salary accounts. Business dividends and pension come out of your profit allocation.

Allocation Percentages

Profit Account Allocation: ____%

Salary Account Allocation: ____%

Taxes Account Allocation: ____%

IncEx Account Allocation: ____%

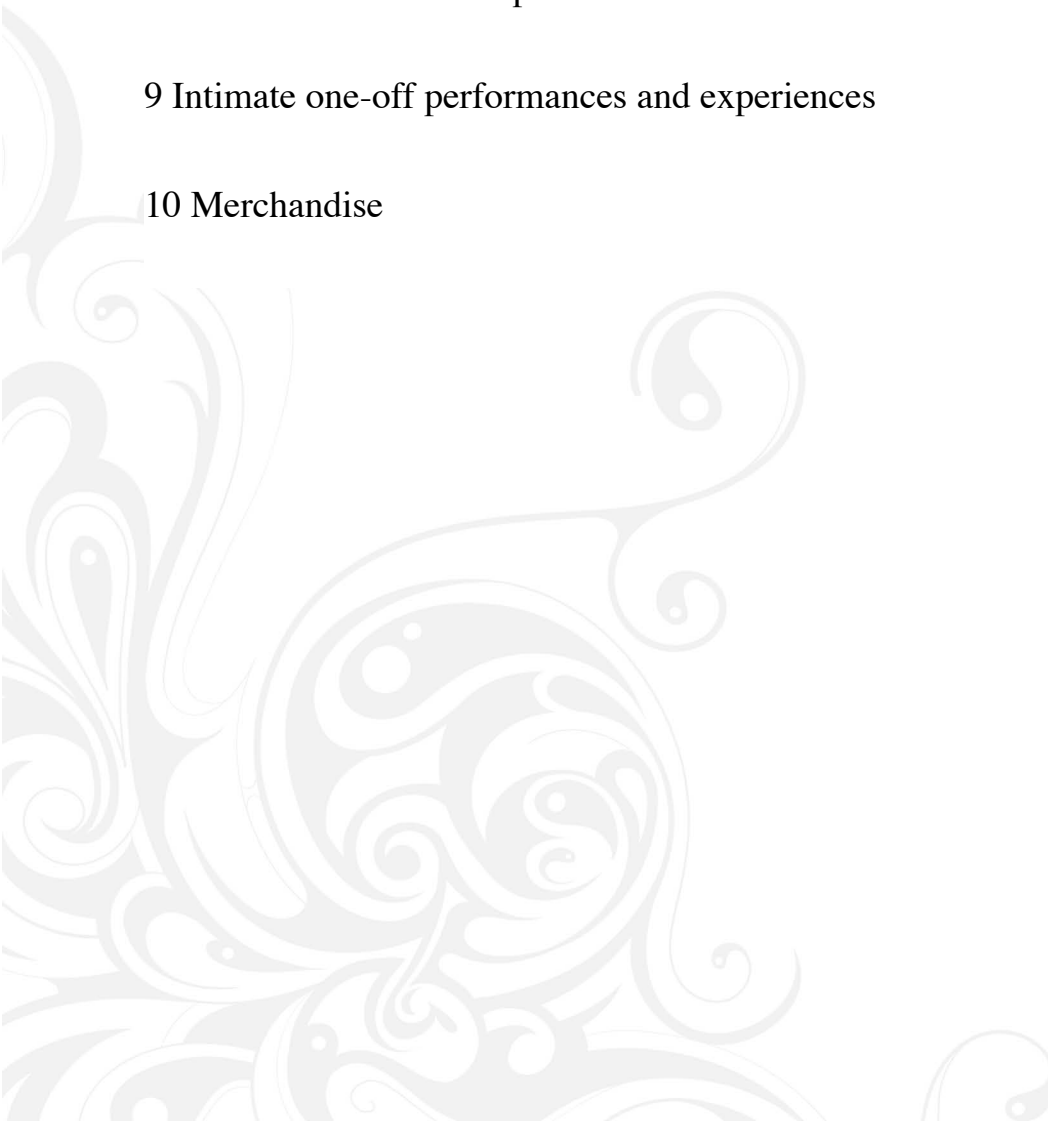
Salary is paid monthly.

Dividend and pension payments are allocated from the profit account at year end.

Creative Asset Ecosystem

	Values	Value
Free	Giveaways asset-gift: (book or blog, video channel, podcast or social media account)	Giveaway assets-reader magnet: book, newsletter.
Paid	Core product asset: Books	Premium product asset

Premium products

- | | |
|---|--------|
| 1 Limited premium print editions | Yes/No |
| 2 Premium stationery products | Yes/No |
| 3 Online courses | Yes/No |
| 4 Online membership and communities | Yes/No |
| 5 Coaching, consulting, mentoring and short-term challenges | Yes/No |
| 6 Premium newsletters | Yes/No |
| 7 Premium audio subscription | Yes/No |
| 8 Webinars and workshops | Yes/No |
| 9 Intimate one-off performances and experiences | Yes/No |
| 10 Merchandise | Yes/No |
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Premium Product: Tools

- **For special print editions and notebooks** Clays, IngramSpark, Blurb Books
- **For subscriber and membership groups:** Patreon
- **For selling courses and other digital products:** Podia, Teachable
- **For paid newsletters:** Substack



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