

MOHAWKMOMMA STUDIO PRESENTS

PUBLISHING MILESTONE PLANNER

and flourishing benchmarks

MOHAWKMOMMASTUDIO.COM

Sound

Let go of
a gentle +
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that be
birthplace of
interior or exte
seek to discor
disembody you—
Love declare to y
"You are accompanied he



#publishinggoals

- () affirm that you are enough in this very moment
- () submit your publishing inquiry form to us
- () fill out this publishing planner + benchmarks
- () attend the publishing online course
- () tend to your worth + joy
- () seek solidarity, not solitary confinement
- () play mohawkmomma writer's mixtape
- () audaciously take yourself seriously as an entrepreneur

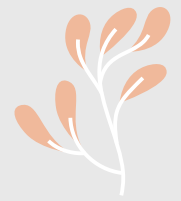
List a few words in the orange box
to describe the emotional responses you want
others to experience + believe
from your publishing project.





Your Self-Care Plan

checklist



AFFIRM - I will give myself permission to see myself as an entrepreneur who...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

WORTHY - These are the things that help me tend to my intrinsic worth + joy...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

AUDACITY - These are ways I'm healing in light of my fears/setbacks/problems...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

SOLIDARITY - These are the people/places who help me tend to my joy...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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PHASE 1 - AGREEMENT & RESEARCH

MILESTONES WITH MOHAWKMOMMA STUDIO

Any successful publishing project, whether a book, greeting card line, card deck, planner, etc.— requires careful pastoral care, strategy, self-compassion and adherence to due dates to achieve agreed-upon milestones. To help us all flourish, **we will formalize a target date of completion after Phase I.** (FYI - MMS is Mohawkmomma Studio)

FIRST, have you done the (3) milestones below? Click/tap on the links + take action on these ASAP!

Have you already named your biz + grabbed your domain name? (GoDaddy)

Have you registered w/your state + for your biz tax ID/EIN? (IRS)

Have you set up payment portals? PayPal, Stripe, Venmo, etc.

1

Choose the structure of your business. Depending on your situation, you can always begin as a sole proprietor, then, change the business structure to LLC later.

- 1-2 weeks after publishing proposal form is submitted and agreed upon

- follow marketing plan in your digital Author Mentoring Questionnaire Planner

2

1) Schedule Mentoring Call 2) Join the fam - sign contract + pay retainer 3) Fill out Author Mentoring Questionnaire (::ClientCompany::)

- immediately after first pastoral-mentorship meeting call (if you decide to flourish with MMS)

3

Conduct research to support your creative message + vision (::Mohawkmomma Studio::)

- immediately after first mentorship meeting call

4

Graphic design by MMS (OPTIONAL - If needed, we'll introduce an Illustrator to Author via email + Illustrator sets up initial video chat/phone call + sends Author separate contract) (::Mohawkmomma Studio::)

- immediately after first mentorship meeting call

5

Deliver + Discuss the first draft of creative brief (::Illustrator or MMS::)

- 2 weeks after Illustrator or Designer is assigned.



CELEBRATE THE COMPLETION OF PHASE 1



PHASE 2 - DESIGN STORY

MILESTONES WITH MOHAWKMOMMA STUDIO

6

Present exterior book, magazine, planner, card covers, etc. for review
(::Illustrator or Mohawkmomma Studio::)

- **two weeks, no more than three weeks after receiving feedback**

7

Provide feedback on designs (::ClientCompany::)

- **within one week after receiving cover**

8

Present final exterior cover (::Illustrator or MMS::)

- **no more than two weeks after feedback**

9

Approve final exterior cover (::ClientCompany::)

- **within one week after receiving book cover**

- **you will receive mockup approved cover to create early marketing assets**

10

- **Celebrate this milestone, sis!**

notes

Publishing Date: _____ Pre-sale Date: _____

Creativity flows sustainably from deeply rested folks.



CELEBRATE THE COMPLETION OF PHASE 2



PHASE 3 - MESSAGING + MARKETING STORY

MILESTONES WITH MOHAWKMOMMA STUDIO

11

Who are YOU to help your PRIMARY audience + what's your offering? - **MESSAGE**

12

Who is your PRIMARY audience? Give this person a name - **MARKET**

13

What do they care about (what do they value)?

14

What kind of lifestyle do they have?

15

What are the obstacles they face? (You are their solution)

notes

We go deeper into your Marketing, Messaging and more in the Author Mentoring Questionnaire Planner
Creativity flows sustainably from deeply rested folks.

PHASE 3 IS ALMOST COMPLETED. CELEBRATE!



PHASE 3 - MESSAGING + MARKETING STORY

MILESTONES WITH MOHAWKMOMMA STUDIO

Imagine you and this person from your PRIMARY audience are having a discussion that leads to discovering your product. What would the conversation look like? Enter the name you created in the spaces where they are speaking

You:

:

You:

:

What did you discover in this experiment?

notes

Remember, it's about transformation over transactions you have with your audience.
Creativity flows sustainably from deeply rested folks.

CELEBRATE THIS CONVERSATION, SIS!



PHASE 3 - MESSAGING + MARKETING STORY CONT'D

MILESTONES WITH MOHAWKMOMMA STUDIO

Who are you to help your SECONDARY audience + what's your offering? -

MESSAGE

Who is your SECONDARY audience? Give this person a name - **MARKET**

What do they care about (what do they value)?

What kind of lifestyle do they have?

What are the obstacles they face?

notes

They may not be your ideal or main patron but they're still part of a group whom you'd like to help.

Creativity flows sustainably from deeply rested folks.

PHASE 3 IS ALMOST COMPLETED. CELEBRATE!



PHASE 3 - MESSAGING + MARKETING STORY

MILESTONES WITH MOHAWKMOMMA STUDIO

Imagine you and this person from your SECONDARY audience are having a discussion that leads to discovering your product. What would the conversation look like? Enter the name you created in the spaces where they are speaking

You:

:

You:

:

What did you discover in this experiment?

notes

Remember, it's about transformation over transactions you have with your audience.
Creativity flows sustainably from deeply rested folks.

CELEBRATE THE COMPLETION OF PHASE 3



PHASE 4 - LAUNCH + CONNECT + REST

MILESTONES WITH MOHAWKMOMMA STUDIO

16

Create a lead magnet. Something valuable you can give people for free when they sign up to receive emails from you (see next page for ideas).

- **within one week after completing the Author Mentoring Questionnaire**

- **I will mentor/pastor you around pricing + fulfillment of orders, etc.**

17

Receive digital proof (::Mohawkmomma Studio::)

- **within one week after Blurb set up**

18

Feedback to finalize proof (up to three times at no extra cost) (::Client::)

- **within 24-48 hours**

19

Confirm final proof, then, REST (::Client::)

- **within 24-48 hours of approval**

20

Send Author Media Kit (::Mohawkmomma Studio::)

- **within 24-48 hours after Client's final proof approval**

notes

Mark your calendar: set aside a day/weekend/or half a day to take a break, consider 3-4 weeks before the launch and again 3-4 weeks after your launch. Let's avoid exhaustion.

Creativity flows sustainably from deeply rested folks.

CELEBRATE THE COMPLETION OF PHASE 4

10 lead magnet ideas



Below are some basic suggestions. Choose at least (2) magnets that are relevant to your offering and start creating. Do not make the mistake of having only one lead magnet. Create a collection of them! Check each one off as you create/complete them and add your own.

- ☐ Virtual class
 - ☐ Consultation
 - ☐ A recorded class or class series
 - ☐ Quiz or test
 - ☐ Journal worksheet
 - ☐ Audio recording
 - ☐ A Checklist
 - ☐ Toolkit/resource list
 - ☐ Printable activity or coloring sheets
 - ☐ A free chapter
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Your income
unfolds in proportion
to your offers.

5 minute journaling

Get clear on your definition of 'success'. Choose an alternative term that most resonates with you. Here are a few suggestions:

prosperity, abundance, flourishing and thriving.



Once you've chosen your word, what space are you going to create in your life rhythms that will support mindfully tending to your business, while staying connected?

[illegible]

DATE _____

5 minute journaling

Get used to an experimentation approach to your execution. Trust those "tiny whispers" + "little nudges" from the Divine.



What 3-5 core values will help you walk boldly, bodaciously into an abundance mindset in your creative, ancestral legacy?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

DATE _____

5 minute journaling

Scribble whatever you please.



DATE

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.