

MOHAWKMOMMA STUDIO PRESENTS

PUBLISHING MILESTONE PLANNER

and flourishing benchmarks

MOHAWKMOMMASTUDIO.COM

Sound

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



#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

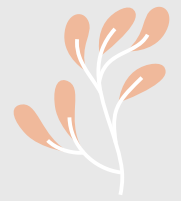
List a few words in the orange box
to describe the emotional responses you want
others to experience + believe
from your publishing project.





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

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, Square, 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

Think, who you're helping (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 SOULution)

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 book. What would the conversation sound like? Enter their name in the spaces where they are speaking.

You:

Them: (Use their name, preferably a person you know who needs your book)

You:

Them:

What did you discover in this conversational 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

Think, who you're helping (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 sound like? Enter their name in the spaces where they are speaking.

You:

Them: (Use their name, preferably a person you know who needs your book)

You:

Them:

What did you discover in this second conversational 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.

☐ Registration-based online or in-person 4-5 week book club with purchase of the book

☐ Q+ A forum

☐ A recorded or video series embedded in your email marketing or YouTube (or both)

☐ Quiz or test

☐ Journal worksheet

☐ Podcast book club series

☐ A Checklist

☐ Toolkit/resource list

☐ Printable activity or coloring sheets

☐ A free chapter or early digital release of first few pages



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, or 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 to your sacred being?

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.

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 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 _____

AUTHOR BUSINESS *checklist*

☐

A checklist for starting a business <https://www.irs.gov/businesses/small-businesses-self-employed/checklist-for-starting-a-business>.

☐

A business management system to build relationships, manage invoices and clients, bookkeeping, and create workflows. Check out Dubsado's CRM for Creatives. Free trial: no credit card required, up to 3 clients (trial ends after you acquire your first three clients). After three clients, you pay a small monthly fee.

☐

A separate bank account for your business.

☐

Automate your email to work for you.

1. Setup a weekly vacation responder, yes, take a day off from your inbox. If you can't bring yourself to take a full day off, take part of the day off from checking and sending emails.
2. Set up your email signature to promote your business and communicate your boundaries (make clear your email off times and office hours).

☐

Accounting software with a P&L feature (there are free options available). I use Wave (no sponsorship here, just a fan). Compare for yourself.

☐

Keep up with your mileage and know the IRS standard mileage rate. Check out the Stride Drive app or any app to track your mileage.

☐

Buy your domain name, immediately. I use GoDaddy.com.

☐

An appointment scheduling software to avoid playing email and phone tag. (i.e. Calendly - it's free.)

☐

An E-commerce system like Square to sell your books and other physical products from your landing page.

☐

A payment platform to collect money (i.e. PayPal, Stripe, Venmo, etc.)

☐

Pay Sales Tax (Check in with your states Dept. of Revenue. You will pay based on your revenue and payment schedule.)

How to Decide if Podcasting Is Right for You

Before you even wrote your book, you should have worked out your book's positioning. That means that you determined who your audience is, what your book idea is, and what your objectives for publishing the book are.

Those were important pieces in writing your book, but they're equally important pieces in coming up with a book marketing plan that works.

Is your objective to make money? Find more clients in a niche area? Expand your platform as a public speaker? Gain credibility as a thought leader in your industry? Raise money from investors? Change careers? Start a publishing or consulting business?

Whatever your objectives are, be honest with yourself. Does podcasting align with those objectives? Will spending several hours each week making your own podcast help you reach those larger goals?

If not, then I recommend abandoning the idea, for now, to search for being a guest on other people's podcasts. Your time is valuable and better spent promoting your book in other ways that help you leverage the audience of others.

If you think podcasting does align with your objectives, then you need to answer a second set of questions. Many people get drawn into the hype of podcasts. They hear about it as a "shiny, new thing" and think it sounds like fun. Or, they think it's an easy way to build a platform.

- Will I enjoy the process of creating a podcast, even if it doesn't take off immediately?
- Is this a craft and a medium that I think I'll love as an author?

If you can honestly answer yes, then a podcast might be right for you.

Here's why I say this: there are millions of books published every year. As an Author, you probably have an idea of how hard it is to make yours stand out. If you want to start a podcast, you have to be willing to completely detach yourself from the results to nurture a growing, global community.

You'll want to treat your podcast as a way to hang out with people. It is a source of personal learning and growth for you.

The reason a podcast can be a good fit for you is that it can dovetail well with what your business actually does: connect with readers and book distributors. Podcasts can also work well for an Author who is full-tilt on being a thought leader in a particular niche with their brand. *I recommend hosting your podcast free through Anchor-Spotify Podcast. It's free and full of resources!*

How to Start a Podcast in 9 Steps

1. Choose the Content for Your Podcast Episodes

First things first: what's your new podcast's focus?

It doesn't have to be the exact same topic as your book, but presumably, it will tie into some of the ideas you covered in your book.

Before you leap in, I recommend revisiting the 3 elements you figured out during your book positioning phase. You may need to tweak them slightly for the purpose of the podcast, but you should still consider the following:

1. Your objectives: What do you want to achieve with your podcast?
2. Your audience: Who are your target podcast listeners?
3. Your idea: What is your podcast about?

If you aren't crystal clear on those 3 questions, take time to sit down and figure them out.

Your reader-listeners will want streamlined content that feels like it was created just for them. You need to deliver on that promise from the very first episode. Taking the time to plan will help you minimize wasted time and maximize the value you're providing to listeners.

It will be useful to use the **Podcast Storyboard Template** I created to optimize clarity + consistency for your show.

Are you going to have an introduction portion, followed by a 20-minute interview, or will it be more of your monologue musing followed by a conclusion?

Are you going to have any special recurring features, like a book review portion or a "top takeaways" section of the show?

Having a consistent structure will help you streamline your content (and it will likely make for easier editing down the line, too).

How to Start a Podcast in 9 Steps

2. Create a Podcast Name + Podcast Cover Art

Every phenomenal podcast needs a great name. Your podcast name should have 5 main attributes. It should be:

1. Attention-grabbing
2. Memorable
3. Informative (it should give some idea of what the show's about)

You also want the name to be specific and easily discoverable by search engines. *Consider your name as the main heading or subheading.* If you choose something too general, you'll need to gain a serious following before your podcast starts turning up on the first page of search engine results.

If you have any keywords that you want to be known for, consider including those in the title. For example, Scribe Author **Will Leach** coined the term "mindstates" for his book *Marketing to Mindstates*, and now he's widely associated with the concept.

Coming up with a standout podcast title isn't that different from coming up with a book title.

You'll also want to create a magnetic podcast cover art to attract listeners when they're browsing podcast apps. Many of the same rules that applied to designing your book cover also apply to your podcast cover. *Canva is a great place to design or choose a template.*

How to Start a Podcast in 9 Steps

3. Decide on Your Format

What's the format of your show? Are you the only person speaking? Will you have a co-host? Will you interview guests?

Variety is the best way to catch and hold listeners' attention, so for most nonfiction Authors, I recommend going with the simplest format and setup:

Have a conversation with guests over Zoom, Skype, or Zencastr and record it.

Yes, there is such a thing as a video podcast, but don't get overly ambitious. Video setups can get really complex really fast, so unless you already have a studio setup and experience, start with audio-only.

4. Microphone

You actually don't need a microphone when you host with Anchor-Spotify Podcast. It's all built into using your phone's microphone. However, here are some things to consider when and if you decide to acquire a microphone (I've been podcasting since 2016, and I bought a simple lapel mic with a pop filter in 2020):

Consider a USB microphone and a pop filter (the foam on a microphone that reduces the popping sounds of your breath and other noises).

Most tend to go overboard when they buy podcast equipment. Good equipment doesn't mean you need the top-of-the-line Shure SM7B.

If you should decide to invest in one, don't spend more than \$50 - 60.

Many people like the Blue Yeti, but it's reported to have a lot of reverb. If you put it on a desk and start touching the desk lightly, the mic will pick up those ambient sounds.

5. Consider Your Podcast Hosting "Studio"

Remember, podcasts are an audio medium, so it doesn't matter what your environment looks like. All that matters is that the end result has quality audio.

How to Start a Podcast in 9 Steps

6. Choose Your Podcast Distribution Platform

Once you've created your podcast, the next step is getting it out into the world. For that, you'll need a podcast distribution platform. Here's my biggest piece of advice. Do not use Libsyn, even though everyone uses it.

As mentioned before, I recommend [Anchor-Spotify Podcast Software](#). All the tools you need to host, create, edit, and distribute your podcast like a professional—all for free. Whether you're starting your first podcast or your fifth season, you can find what you need to make your best episode.

They make getting your podcast onto all the major platforms as easy as possible. Spotify, Apple Podcasts, Stitcher, Overcast, I Heart Radio, and Google Podcasts—they distribute your show to all those outlets automatically.

I can't overstate how much I enjoy Anchor's interface. It's beautiful on both mobile and desktop, although you'll mostly use it on your phone. I do a blend of both. They give you fantastic analytics and make distribution, scheduling, and uploading a snap.

This is not a sponsored ad, I'm a fan, and I've been with Anchor since 2016 before they were acquired by Spotify in 2019.

Also, when you choose your Spotify Podcast, you get access to freely choose your podcast's music, as you consider how it fits with **your Author brand**.

Music consideration:

What's the tone of your content?

Who's the audience, and what kinds of audio will appeal to them?

How to Start a Podcast in 9 Steps

7. Use Your Content for More Promotion

Promotion takes a lot of time, so your best mantra is "Work smarter, not harder."

One of the best promotional tools at your disposal is your content itself. Find innovative ways to use your existing content to drum up interest in your podcast.

If you're a self-published author, you have a whole world of content at your fingertips. And if you've got an edited podcast episode in the bag, you have even more content at your disposal. And not just any content—great soundbites.

The best way to work smarter is to recycle your content into social-media-friendly snippets that you can post + spread curiosity.

You can also repurpose your podcast content in other ways. Spotify Podcast provides a transcript feature, so why not turn it into an article or a blog post?

The more content you're creating, the better your Search Engine Optimization (SEO) will be as well.

Let's say that you create a podcast episode/article about a topic from your book. When people go to a search engine and look for information about that topic, they may find your article. After reading your article, they may track down your podcast.

People will find your book, podcast, and other channels, and, ultimately, your products and services more easily once you've built up an omnichannel ecosystem around your brand + ideas.

8. Promote Your Backlist

What's your game plan to promote your episodes beyond the week they come out? If you want to keep growing your subscriber list and keep people interested, you also want to promote your backlist.

Bring back your great content.

Different topics will appeal to different listeners, so make the most of the wide variety of topics you have at your disposal. This is about long-term promotion. Choose to consistently post snippets from episodes you've done in the past, like every 3 months. Simply take the best minute or two of each episode and boost their signal across multiple platforms.

Also, consider promoting older content that seems especially relevant. Maybe it touches on a topic that's currently in the news, an upcoming holiday, a specific person who's making headlines, or a current event.

How to Start a Podcast in 9 Steps

9. Create Phenomenal Promos

You cannot go wrong when you promote with Headliner. From simple audiogram clips to full-length episodes, you will achieve magnetic appeal with Headliner! And it's free.

There are better and worse ways to tease your content. If you want to create amazing promos, you must include the best parts. I know that there can be a temptation to save the best part for the people who listen to the full episode but don't do it. Your best hook to attract new listeners is to lead with your best foot forward.

Think of your promos like a great film trailer. It may include the best parts of the film, but you still want to watch it anyway.

As a momma of eight children, podcasting helped me establish a sustainable way to establish my indie author authority + build a community of loyal readers and clients.

Use these nine steps as a checklist to pace yourself **IF** you're going to use podcasting as a way to market your books + position yourself in the marketplace as an author.