

# Author's Business Canvas

<p><b>Mission Statement</b> Who am I as a writer? What do I write for? What do I write about?</p>	<p><b>Competitors list</b> Who are my competitors? What do we have in common? How do my competitors differ from me?</p>	<p><b>Customer Segments</b> How old are the readers? What are their challenges? What are the readers' values? What are their habits?</p>	<p><b>Book Distribution Channels</b> What are the online retailers I want to work with? What distribution services do I prefer?</p>	<p><b>Revenue Streams</b> What are the channels of income? What are the customers ready to pay for?</p>
	<p><b>Partnership Ideas</b> Why do I want to cooperate with this person or brand? What benefits will I attain? What can I give to partners?</p>		<p><b>Milestones</b> What are the important dates I don't want to miss?</p>	
<p><b>Value Proposition</b> What are the readers' expectations? Why is my book worth buying?</p>				<p><b>Expenses</b> What is the price for the services I order? What is the price of the goods I need?</p>
		<p><b>Ideal Reader</b> How old are the ideal readers? Where do they live? What are their interests? Why do they choose my books?</p>		