

*Snap Planning:*  
*7 Steps to a High Impact  
Career Plan*

AuthorMBA Step-by-Step Training Guides

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# Snap Planning: 7 Steps to a High Impact Career Plan

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### Lesson #1 – The Snap Plan: Your ticket to the big(ger) time! ..... page 4

*If you want to create a workable plan, the process needs to begin with a quick review of your existing goals and your constraints. You'll list any current goals you have (short-term and long-term), lay out your branding strategy (if you have one), and identify the lifestyle constraints you need to consider. All of these will help you build a solid foundation for your Snap Plan to come.*

### Lesson #2 – Career Purpose: Glutton for punishment or writer on a mission? ..... page 8

*Knowing what you want to contribute with your writing is the greatest motivator you can have. It doesn't have to be as noble as saving the world, but it has to be significant to you. You'll work through the exercises here to help you pinpoint exactly what compels you to write and what kind of impact you want to have on your readers.*

### Lesson #3 – Career Vision: I can see it now ..... page 14

*This is the stuff dreams are made of. In the old adage "Keep your eye on the prize," your Career Vision is that prize. You'll lay out the big dream you have for your career in all its glory, complete with vivid details that make your toes curl just thinking about them.*

### Lesson #4 – Writing Brand: A stiletto in a sea of spectator pumps ..... page 19

*If you want to stand out in a crowded marketplace, you need to be able to differentiate your work from everyone else's. Branding is a meaty subject, so you'll be working through some basic exercises to help you narrow down what makes you memorable. This will lay the groundwork for your future branding work.*

### Lesson #5 – Industry Brand: Look at me, I'm Sandra Dee ..... page 25

*If you want to be appreciated for the valuable writing professional you are, you need to actively cultivate the kind of reputation that gets you where you want to go. You'll identify what makes you desirable as a business partner for an agent or editor (yes, you are definitely business partners) and make sure you're keeping these qualities in mind every time you interact with an industry professional.*

### Lesson #6 – Professional Image: Mirror, mirror, on the wall ..... page 30

*If industry brand is about the professional strengths and character traits that make you a hot commodity as a writing pro, professional image is how those qualities come across in public. We'll discuss how your appearance and your demeanor impact the way you're perceived in this competitive business. You'll also create image brands that give you confidence and naturally make you feel comfortable and powerful in public.*

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### **Lesson #7 – Goals, Milestones & Intentions: Go West, young writer** .....page 35

*With the big picture in place, you'll shift to your immediate goals and intentions. You'll determine what you want to accomplish in the next 12 months as you pursue your Career Vision and how you want to grow as a writing professional.*

### **Lesson #8 – Rewards: Mama needs a new pair of shoes**.....page 44

*Every writer needs to enjoy the rewards of success. Sometimes this means celebrating the huge wins like getting a new contract or making a bestseller list, but just as often it means celebrating the small wins along the way to help you stay motivated. You'll be creating two different types of rewards to help you stay pumped on the road ahead.*

### **Lesson #9 – Snap Plan Time: Pulling it all together** .....page 48

*With your brainstorming behind you, you'll go back through your worksheets and make your final decisions about what to include on the inaugural version of your Snap Plan. You'll be filling out the exclusive Snap Plan template and reviewing it to make sure each piece works on its own and as part of the bigger picture.*

### **Lesson #10 – Staying the Course: Following your yellow brick road** .....page 52

*A career plan is only as good as what you do with it. Once your Snap Plan is ready to go, you'll learn the five things you should do with it to make sure you get the most out of your planning efforts. And then... it's off to the races with you.*