



Author Income Date

Hey, Beautiful Creator!

Grab a coffee or a glass of wine and a snack, and let's reflect, reset, and refocus your path to a peaceful yet profitable, multiple-income-stream author business! 📖

Foundation & Mindset

1. What does “success” in my author business actually look like—for me, not for anyone else?
2. How much money do I *want* to make each month, and how much do I *need* to make?
3. Do I see myself more as a “writer of books” or as a “CEO of a publishing business”? Why?
4. What fears or limiting beliefs do I hold about making money from my writing?

Current State

1. Where does my current income come from? (list all streams, even small ones)
2. Which book or series is my current top earner? Which one is underperforming?
3. Am I relying too heavily on one “pillar” of income? If yes, what risk does that create?
4. Which publishing tasks make me feel energized, and which drain me?
5. Looking at my last 12 months of sales, what patterns do I see?

Growth & Opportunities

1. If I could add one new income stream tomorrow, what would it be? Why?
2. What's one experiment I've been too afraid to try (translations, direct sales, audio, apps)?
3. What platforms or markets am I ignoring out of habit or fear?
4. Which one of my existing books/series could be repackaged (new format, bundle, box set) to earn again?
5. What do I believe about “marketing” and how might that belief be holding me back?

Time & Energy

1. Where do I spend the most time in my business—and is it moving the needle?
2. What's one task I could outsource or stop doing to free up my energy?
3. Who or what drains my creative energy, and how can I create distance from that?

Vision & Future

1. If my author business were a Fortune 500 company, what role would I want to play in it? (CEO, creative director, marketing lead, etc.)
2. Three years from now, how do I want my author business to support my lifestyle? (time freedom, financial freedom, creative freedom)
3. What small, 1% habit could I start today that would compound into a big shift a year from now?

Your reflections are the beginning of building out your author income stream. The next step? Turning these insights into a plan. That's exactly what I guide you through in my new book, *Stack Your Streams*. [Learn more here.](#)

Would you like to discuss your author date answers and fast-track your way to multiple income streams? Let's chat! Book a one-on-one income audit with me. [Email me your interest here.](#)

xoxo,

Lisa



