

WEBINAR FOR WRITERS  
JANUARY 27, 2021 2-3:15 CST

# HOW MUCH MONEY DOES A WRITER MAKE?

THE BUSINESS OF BEING A CHILDREN'S WRITER: PART 1  
A WORKING WRITER'S INCOME HISTORY

with award-winning poet and picture book author Laura Purdie Salas

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What's the amount of annual income you need? \_\_\_\_\_

Each income stream requires 3 things:

- skills (you have these)
- people who will pay for those skills (your clients or audience)
- a way to connect with those people (through research, networking, community, your platform, job boards, etc.)

What strong skills do you already have? This could be anything from copyediting to public speaking to classroom management to a knack for writing about scientific processes. Fill up the chart!

## My Skills


What 3 income streams (other than trade books) most appeal to you?

- 1.
- 2.
- 3.

Choose 1 to do a bit of brainstorming about: \_\_\_\_\_

What needed skills do you already have for this?

What skills do you need to acquire?

Who is the audience? Who hires or buys this service or product? (This could be bookstores, teachers, librarians, writing centers, schools, publishing companies, businesses, newspapers, websites, etc.)

What connections do you already have to this audience? (Maybe you have a couple of teacher friends, or your partner works with someone who also works at a bookstore. Maybe you blog or belong to a professional group.)

Brainstorm all the things you think you might be able to do to start working in this income stream? (These can be large and tiny things. Be as detailed as you can. Do you need to learn skills? Is there a class you can take or a book you can read? Do you need to start sending out resumes? Can you update your resume with a focus on the skills for this income stream? Can you connect with someone you know who's done work in this field? Can you dig out their email address?)

What are 3 things you feel you can start on **right now** to move forward with this income stream?

- 1.
- 2.
- 3.

Finally, give yourself a deadline to complete your first 3 baby steps:

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