

BRUCE MULKEY—2005-2006

ACTION PLAN

RESULT

I have attracted and signed an agreement with my ideal literary agent* who “gets” who I am and supports what I’m about in the world. I have attracted a national anchor publication(s) in which my writing fits perfectly, and I write regularly for it. I have attracted a publisher that is perfect for me and have signed an agreement for a book deal. I am creating an income of at least \$X per month (gross) through my writing increasing to at least \$Y per month within one year.

VISION

1. I am authentically me, enjoying this process, having fun, spreading love and respect wherever I go.
2. I express my true power--openly, passionately and with high-powered commitment without regard toward how others might respond or react to me when I do so.
3. I am a respected author with national/international audience. My book sales are in the hundreds of thousands.
4. My talent and creativity are sought by agents and publishers.
5. I am a sought-after guest on national radio/TV programs, lectures and workshops.
6. There is a flow of abundance into my life as a result of these activities, including but not limited to financial abundance.

ACTIONS

Actions	Comp. Date
Attract national publication with circulation of at least 200,000 as anchor publication for which I write regularly (at least quarterly).	4/30/06
1. Become blogger on YES! Weblog	11/30/05
2. Create package that fully expresses my abilities (electronic/paper/CD)	12/31/05
a. Query letter/proposal	
b. Articles, commentaries	
c. <i>Peaceful Patriots</i>	
d. Biography with photo—Includes info about audience, identity, etc.	
3. Revise list of publications and send package to top three	12/31/05
4. Follow-up with publications as needed	Ongoing
Attract ideal agent*	4/30/06
1. Send Marriage Vow Workbook query letter to agents	12/2/05
2. Create package that fully expresses my abilities (See above)	12/31/05

3. Create list of agents and send to them	12/31/05
4. Follow-up with agents as needed	Ongoing
Market myself as the Radical Responsibility guy	Ongoing
1. Website upgrade as tool for readers but also publication editors, agents, publishers, etc.	1/31/06
a. Opening statement regarding Radical Responsibility, who I am, etc.	
b. Radical Responsibility quiz	
c. Schedule page: Speeches, workshops, etc.	
d. Archives: Separate articles, commentaries, weblog posts, speeches, etc. into their own categories	
e. About Bruce: Make this page more professionally oriented with link to WNC Woman article	
f. Blog regularly re this	
2. Create book of best essays re Radical Responsibility	2/28/06
3. Give at least one speech on this topic each quarter	Ongoing Quarterly
4. Write at least one new essay each month	By 15 th of mo.
5. Write NPR “This I Believe” essay	12/31/05
6. Write “My Turn” for Newsweek—Southern progressive, non-religious guy	12/31/05
7. Trademark “Radical Responsibility”	
8. E-mail signature upgrade (send folks to weblog)	
9. Speaker’s introduction	10/5
10. Sales Materials complete	1/31/06
a. E-newsletter	Monthly
b. Identity package—biz cards, letterhead, etc.	1/31/06
c. Draw on Positioning Guide for all marketing and PR materials	Ongoing
Create Networking/Outreach Strategy	2/28/06
1. Expert Positioning/Direct Outreach Strategy	2/28/06
a. Identify 15 top opinion leaders in the area of radical responsibility	
b. Poll these leaders on issue of radical responsibility	
c. Create white paper based on poll	
d. Send copy of white paper back to them and post on website	
2. Referral & Networking Strategy	2/28/06

a. Contact opinion leaders re their thoughts on my proposed endeavors	
b. Ask opinion leaders & experts to review books, articles, etc., that relate to their field	
c. Contact opinion leaders for interviews for articles, participation in teleclasses, etc.	
d. Review opinion leaders' books on Amazon and similar websites and inform them of my review	
Complete series of workbooks	3/31/06
1. <i>I Do, I Do: The Marriage Vow Workbook</i> complete	12/31/05
2. Repackage <i>Ideal Life</i> into <i>Radical Responsibility</i> workbook/workshop	3/31/06
Market Peaceful Patriots	Ongoing
1. Get copies printed	11/18/05
2. Set up sales from BRM website	11/4
3. Complete Lulu storefront	11/4
4. Set up sales at Malaprops, Accent on Books, etc.	12/2/05
5. Pay-per-click	12/9/05
6. Reading and sales at Jubilee!	12/31/05

SUPPORT

I have weekly support from Randy, Jennifer and Shonnie in our support group. I have biweekly support from Shonnie and Carolyn in our support group. I attract the perfect writing/publishing coach, agent and/or publicist to support me in my endeavors as well. In addition, I put out my intention to the Universe as well as to my friends and associates.

*** Literary Agent Profile**

1. Fully understands who I am and what I stand for
2. Authentic, willing to be real with me
3. Interested in quality, real connection, right livelihood, not merely making money
4. Honesty and integrity
5. Reliable—keeps commitments, maintains regular contact to let me know what's going on
6. Values similar to mine
7. Intelligent, emotionally intelligent, intuitive
8. Politically, spiritually progressive
9. Highly knowledgeable about publishing world
10. Willing to share what he/she knows with me
11. Offers bold yet compassionate support
12. Ability and willingness to create win-win-win relationships—agent-me-publisher
13. Willing to steer me in a direction that will enhance the likelihood of my being published while realizing the importance of my authenticity
14. Based in NYC