

Goals for the New Year: **IDEAS & ADVICE** *from* **52** **AUTHORS**

Compiled by **BookBub**



SET REALISTIC GOALS





Holly Seddon

Author of *Try Not to Breathe*

My plan for 2023

"To take a big swing and listen to my gut. I don't want to get swayed by other people's voices, especially when I'm only imagining what they might say anyway! My best work has always been when I've just gone for it, followed my instincts, written what I would like to read and not compared myself to my peers."

My advice

"Make goals actionable and entirely within your grasp. There are so many elements of traditional publishing life that are outside of our control, but there are some things that are all about us: the promotion we can do for ourselves, the events we can go to, the ways we can support other authors... And of course, the writing itself. Setting goals that are achievable is one way to feel a sense of control in what is a rather roller-coaster career."



Tess Rothery
Author of *Assault
and Batting*

My plan for 2023

"I spent the last two years hopping around stories, starting anything that came to mind. I needed a creative year to avoid burnout. In 2023, I will be focusing on finishing my works in progress. I maintain a daily writing tracker, so I have a great visual. I can see at a glance if I've been hopping around too much."

My advice

"It's cheesy, but don't confuse dreams with goals. Goals are controllable. I can set a goal to rotate my advertising across my first-in-series books, because I am in charge of which books are advertised. I cannot set a goal of earning a certain amount of money, or increasing my profit by a certain percent. Those can be the results I want to achieve if I fulfill my goals, but they rely on other people, so they don't function well as goals."



**Vanessa
Miller**

Author of *Tears*
Fall at Night

My plan for 2023

"In 2023 my goal is to reach more readers by getting out of my comfort zone and promoting my upcoming release, *The Light on Halsey Street*, with ads and events with bookstores, libraries, book clubs, and other authors."

My advice

"If you're going to set a goal for your writing business, make it something that can be accomplished with your hard work. Don't set the goal so sky-high that you become disappointed and give up."



**Marina
Koulouri**
Author of
Winter Pale

My plan for 2023

"I'm a new kid on the block, so my goal for this year is to introduce myself, make some connections with other historical fiction authors, and grow a dedicated audience, however small. I'm very hopeful, very excited, and very, very busy! If books are being sold and my readers are growing, then the goal will be largely met. I try to set small short-term goals and see what works."

My advice

"Our dreams and ambitions very often carry us away into setting huge, unreachable goals, and if we don't meet them, we get disappointed and may lose our motivation. Our goals always have to be down to earth (please note that I say our goals and not our dreams!), and we must be willing to work really hard to achieve them."

DARE TO DREAM BIG





M.Q. Barber

USA Today

bestselling author
of *Playing the Game*

My plan for 2023

"This year I'm aiming to connect with more readers and double the core readership for the *Neighborly Affection* series."

My advice

"Don't be afraid to go big with your goals. Say out loud what you really want, no matter how far away it seems, and then write up a plan to get yourself there."



Eva Pohler

USA Today
bestselling author
of *The Mystery Box*

My plan for 2023

"A new thing I'm trying this year is premium memberships. I'm hosting a Christmas party on Zoom, where I'll attempt to encourage fans to join. By subscribing to my site with an annual or monthly fee, premium members will receive a monthly package, advanced reader copies of my books, and other perks for as long as they remain a premium member (you can read about it [here](#)). I hope to convert my superfans."

My advice

"I'd encourage authors not to be afraid to try radical new things. Many will fail, but you never know which will succeed and transform your business."



**Veronica
Cline Barton**

Author of *The Crown
for Castlewood
Manor*

My plan for 2023

"My main resolution for 2023 is to meet and engage with readers (and writers) in person at hosted events, bookstore signings, and book fairs. My goal is to confirm and participate in six scheduled events in 2023. I've made a list of contacts and events to reach out to and set things up. I'm looking forward to having my calendar filled. I'll be posting results and plans on [my blog](#) — if you're in the area, I'd love to meet you!"

My advice

"I'd recommend moving outside your comfort zone with fun, bar-raising, achievable activities. The magic of a successful goal often comes from the unexpected."

BREAK BIG GOALS INTO SMALLER STEPS





Brenda Novak

NYT and USA Today
bestselling author
of *The Bookstore on*
the Beach

My plan for 2023

"I have an online book group on Facebook of 26,000+ members, and they are such avid readers, so my big goal for 2023 is to meet as many of them as possible. I'm renovating a vintage Airstream and turning it into a cute bookstore and tiny coffee shop, which I will drive all over America in April and May when my new book, *The Seaside Library*, is released."

My advice

"I'm very practical about goals. I decide what I want to achieve, and then I plot the path I'm going to take to get there. Nothing is too big if you break it down into very small steps and focus on each step instead of the mountain ahead."



Milena McKay

Author of *The Headmistress*

My plan for 2023

"One step at a time. One bridge at a time. Authors often categorize their days as successful if they've written. For me, a good day is when I have an idea. A great day is when I put some of that idea on the page. But even the existence of an actionable idea is a step towards the goal."

My advice

"Break your big goal into several smaller ones. Even if you don't reach the major one, each small achievement will bring a deserved sense of accomplishment."



Alex Kava

New York Times
and *USA Today*
bestselling author
of *Hidden Creed*

My plan for 2023

"I'm making 2023 the year of audiobooks! Recently, I received the audio rights back for seven of my backlist titles. We just finished production. As soon as the covers are ready, I'll be releasing them wide. And I'll be looking forward to submitting for my first [Chirp Deal](#)."

My advice

"Some goals are too big and overwhelming to do in one year. Give yourself a break. Separate the big-picture goal into stages. It's better than putting it off because it's too overwhelming."



Annie Adams

Author of *The
Final Arrangement*

My plan for 2023

"A focus on the regular, daily practice of writing and editing new books. This sounds super boring, but in daily contact with my characters, I love my books even more, and want to work on them more and feel more creative. When I have a break of one, two, or even several days, I feel distanced from my story and the self-doubt about whether or not it's a 'good' book floods in."

My advice

"Don't discount small, easily achievable goals. Sometimes just being able to maintain a small goal on a regular basis gives just as much feeling of accomplishment and fulfillment as hitting a bigger goal one time. And all of those small, daily achievements add up to a finished book that you love and feel proud of."



Regina Scott

Author of *My True Love Gave to Me*

My plan for 2023

"I want to be more proactive about marketing my backlist. Focusing on new release marketing is an easy trap to fall into. I have a deep backlist that, with a little attention, can continue to reap dividends well into the future. I have calculated the number of sales at a particular price point for each of my books. As I make changes in covers, descriptions, pricing, and advertising, I will see how each change impacts those sales."

My advice

"Once you set a goal, make sure you have tactics in place to help you meet it. That may seem obvious, but it's too easy to say 'I want to grow my newsletter list by X%' and then do nothing different from the previous year. Research steps and make a plan, then schedule each step so you know what you have to do this month, this week, and today. Spreadsheets can be your friend."

PRIORITIZE AND FOCUS





**Tenille
Bettenhausen**
Author of *Maybe I'll
Be an Architect*

My plan for 2023

"Get focused and stop trying to do all the things. When I see an author do 'XYZ' I think, oh I should do that. Then I go into the rabbit hole and leave the other stuff I was working on. So 2023 is focusing on three things that will benefit my business and not getting sidetracked easily. LOL!"

My advice

"When trying something new, give it a few months with focus and attention to see if it's working. If it's not working, make changes, but give it enough time to have data that can be measured."



Michelle M. Pillow

NYT and USA Today
bestselling author
of *Love Potions*

My plan for 2023

"I plan to get my writing and release schedule back on track. It's slipped a little in the last couple of years. Life happens to us all. I know several authors who are in the same situation and feel blessed to have so many supportive author friends rowing that boat with me."

My advice

"It's easy to get caught up in the non-writing details — marketing, promotion, admin work. There is always something pulling you away from the manuscript. Write the book. Prioritize it. If you don't have a book, then there is nothing to be an author about."



**Kamillya
Hunter**

Author of *Success of
a Failed Therapist*

My plan for 2023

"The goal this year is to create systems behind the scenes for my writing business. The good thing about this goal is that it is tangible. Once each task within the overall goal is completed, I check it off until nothing is left. For example, I need to create an email sign-up where readers can subscribe. Once that's done, I move on to the next task of writing a welcome email. Once that's done, I move on to the next thing, and so on."

My advice

"Set one goal for the year and focus on that one. When you've hit it, then set another. Try not to overwhelm yourself before the year even jumps off."



**Danielle
Paquette-
Harvey**

Author of
The Prophecy

My plan for 2023

"My New Year's resolution for my writing is to make more time for my kids even if it means taking a break from writing. I've been spending almost all my evenings and weekends writing, and I think spending more time with them while they're little is important."

My advice

"It's easy to get lost in wanting to always do more. It's important to keep your mental health and relationships with your loved ones in mind."

REGULARLY REEVALUATE YOUR GOALS





**Matty
Dalrymple**
Author of *The
Sense of Death*

My plan for 2023

“Deprioritize online outreach and focus on opportunities to interact in person — with fellow authors at conferences and with readers at book fairs and other book-centric events.”

My advice

“Don’t set and assess goals only at year-end! Review your goals more frequently — monthly works best for me — and adjust as needed. The world doesn’t stand still for a year, and neither should your goals.”



Christina Romeril

Author of *A
Christmas Candy
Killing*

My plan for 2023

"I'm setting firm boundaries around my writing time. In the past I've allowed all kinds of things to interrupt my writing, from social media to other people's requests. This year I will commit to a certain number of hours each day for writing and will not do anything else until they are achieved. I keep track of my writing in a planner. And I use stickers because that makes it fun."

My advice

"Reviewing your goals regularly includes finding better ways to ensure goals are met. There are different habit strategies that work for different people. You need to find what works for you."



John Russell

*Author of **Riding with Ghosts, Angels, and the Spirits of the Dead***

My plan for 2023

"One major goal...more book sales."

My advice

"Be persistent, but realistic. Periodically reevaluate what you're doing and see if the results are matching your efforts. If not, see if you need to tweak your efforts or abandon them entirely and try something new. Above all, keep looking for ways to promote yourself and your books and don't ever give up!"



Misty M. Beller

USA Today bestselling
author of *The Lady and
the Mountain Man*

My plan for 2023

"Increase the size of my reader email list by 50%, and increase click rate to 8% on average. I'll focus on content that my readers will want to click on (based on what has received the highest clicks in my past emails). A high click rate tells email servers that readers want to read my emails, so they're more likely to be delivered into inboxes than in spam or promotions folders. Plus I want readers to engage with my emails (and buy the books!)."

My advice

"I try to make my goals significant enough so that I have to push to reach them, but not impossible to achieve. I check in on my annual goals each quarter and make sure I'm focusing effort each month, week, and day to accomplish them. If I don't quite reach a specific goal by the end of the year, at least I've come much closer than when I started!"

DO YOU!





Aidy Award

Author of
Dirty Wolf

My plan for 2023

“Plan for more regular time off to refill the writing and creativity well. It’s too easy in this business to work 12-hour days seven days a week. While I love this job, that’s not the way for me to have a healthy, happy life.”

My advice

“Not all of us are wired for [SMART goals](#), nor should we be. Spend some time figuring out what kind of goals are right for you, not what society and productivity gurus say you should be doing. When I learned that I should not be trying to ‘write every day,’ I actually became more productive and wrote better books than when I tried to follow the kind of writing advice that is out there for everybody all the time, but that didn’t actually fit me or my brain.”



Carly Phillips

New York Times
and *USA Today*
bestselling author
of *Just One Night*

My plan for 2023

"2022 was a rough year personally, between COVID and my mom's illness. I had to move a lot of releases around and push things back. I want to be kinder to myself this year. To schedule books further out so the pressure isn't as great. Trust that my readers will be there no matter the time frame."

My advice

"I'm not a great goal setter. I tend to think in broad strokes and keep pushing forward. Whatever works for you. Not everyone works the same way towards goals or in life."



Katie

MacAlister

NYT and USA Today
bestselling author
of *You Slay Me*

My plan for 2023

"As someone with high [Input and Learner strengths](#), it's hard for me to tune out people wanting to teach me new ways to market, etc. My resolution for 2023 is to listen to what my muse wants and ignore the myriad advice from other sources. My goal is a simple one: to write books that make me laugh and fall madly in love with my heroes, and hope my readers enjoy the ride."

My advice

"Don't try to be all things to all people. Pick one or two goals that you can reasonably tackle, and give yourself permission to not complete them if life gets in the way. Look to your support to keep yourself sane and productive."



**Suzie
O'Connell**

USA Today
bestselling author
of *Mountain Angel*

My plan for 2023

"In 2023, I'm all about focusing on what brings me joy and moves my career not only forward but toward the life I want. It may seem counterintuitive, but actually living life — reading for pleasure, spending more time with family and friends, spoiling my critters, etc. — makes me far more productive than forcing myself to work when my energy just isn't there."

My advice

"Be realistic about how much you can ACTUALLY get done. And when you think you're being realistic, add in a bit more 'buffer' space in your schedule because things come up, and we always think we have more time and more energy than we actually do. And don't forget to leave room for the fun things in life (you know, the things that refill your well rather than drain it)."

REMEMBER YOUR “WHY”





**Matthew
Maxwell**

Author of *How to
Hold a Cockroach*

My plan for 2023

"Publish the sequel to my first book (*How to Hold a Cockroach*)!"

My advice

"It's important not just to set a measurable goal, but to understand the personal objective behind it, what really makes it meaningful. I don't just want to publish my next book, I want to share something that will uplift and inspire myself and others. That's what motivates me!"



Lisa Rayne

Author of *Never
Cross a Highlander*

My plan for 2023

"The pandemic stalled my writing, and with that, my engagement with my former community also stalled. As I move forward in 2023, I'm looking to rebuild and expand my bookish community by communicating consistently with them on social media and via my newsletter."

My advice

"You can't figure out the 'what' until you know the 'why.' Authors often set goals based strictly on numbers (number of followers, number of likes, number of reviews, number of lists they want to hit, how much money they want to make, etc.). But getting to success on any goal requires a true emotional connection to the why behind that goal."



Yelena Casale
Author of *A Touch of Darkness*

My plan for 2023

"As a publisher (City Owl Press), my business has kept me busy for a number of years. But I was a writer first, and this year I'm getting back to my author life. I have two new series planned, a paranormal romance and an urban fantasy, and my goal is to finish the first book in both series."

My advice

"Even if you have to take a break, don't give up on your writing dreams. Always go back to your why, and remember how you felt when you decided to become an author. Also consider how you would feel when you accomplish your writing goals. This will help you get excited again and will allow you to move forward with your writing career."



Laura

Greenwood

USA Today

bestselling author
of *From the Deep*s

My plan for 2023

“To write three holiday stories. I spent the first part of my career avoiding writing them, and then realised how foolish it was — holiday stories aren’t just fun to write, but they also help create a connection with readers, and are a great tool for marketing around that holiday. That’s three good reasons to write them in my book!”

My advice

“Monetary (and sales) goals are good, but you should also consider goals that help you feel fulfilled on the creative front — whether that’s finishing a series, indulging in a passion project, writing holiday stories, or something else that fuels the fun of this career!”

LEARN FROM PAST EXPERIENCE





J.L. Stowers
Author of
Vengeance Lost

My plan for 2023

"I'm making 2023 my year to figure out what I'm calling my 'stress ceiling.' Each month I'll reevaluate how many words I'm averaging per day, add a little more to it, and then make that my new goal. Once I reach the point where it becomes stressful to keep up with my goal, I'll back off slightly and hover there for a month before trying to bump it up again."

My advice

"Writing is a marathon, not a sprint. And, while sprints can help you write better and faster, you also need to focus on long-term, realistic, and sustainable goals. Think about where you went wrong on previous goals and brainstorm ways to work past what's holding you back (even if it's you). Take the time to understand your process, what fills your well, and what stops the flow of words so you can better prepare for the year ahead."



**Kimberly
Grymes**
Author of
Isoldesse

My plan for 2023

"Marketing itself requires a lot of time and energy, so I want to figure out a better way to utilize my marketing time so I can focus on writing more books."

My advice

"Find your realistic and achievable writing goals by keeping a log and tracking your writing habits. You'll be surprised to learn what you're able to achieve in real time!"



Michael Shotter

Author of *The
Nemesis Effect*

My plan for 2023

"My primary goal in 2023 is to focus my efforts as a writer and publisher to eliminate any excesses that don't produce meaningful results. I'll be using the performance of my 2023 book release as compared with similar releases from previous years to gauge my plan's effectiveness."

My advice

"Look at what's worked for you in the past and consider how to make those activities work even better for you in the future. Along those lines, if you do decide to reattempt something that didn't work well previously, take the time to assess why that was the case and come up with at least one or two new relevant ideas to try to make it a success. In short, don't do the same thing the same way every year expecting a different result."

LEAN ON YOUR COMMUNITY





**Elizabeth R.
Andersen**

Author of
The Scribe

My plan for 2023

"This year, my resolution is to understand the audiobook industry and publish an audiobook version of my historical cozy mystery. My goal is to have the audiobook in production (at the very least) by the end of April, which means I need to educate myself, find a narrator, and an audiobook distribution platform (Helloooooo Chirp!)."

My advice

"The community of other authors is one of the most powerful tools you have. Find your tribe of fellow writers and stick with them. Encourage each other, read and recommend each other's books, commiserate, and have fun. It will give you a better perspective on your own writing, and it will enrich your life."



Barry Lee Thompson

Author of *Broken
Rules and Other
Stories*

My plan for 2023

"To finish the manuscript of my second book next year, and have it ready to send to my favourite publisher before the end of the year. I announced my goal to my writing group last week. They immediately and enthusiastically called for it to be written into the minutes of the meeting, so it became solidified. That in itself indicated to me that the goal was not unreasonable, because they've known me for over 15 years."

My advice

"If you've never been in one already, see if you can find a writing group to join. But beware: No two writing groups are the same. Shop around till you've found the right fit. It's out there somewhere."



**Heidi
McCahan**
Author of
Unraveled

My plan for 2023

"I'm launching my first digital course in 2023. I want to teach writers how to harness the power of their voices to dictate their first draft. I'm creating the course, building my email newsletter list, and I'll consider the goal accomplished when I launch."

My advice

"You're more likely to achieve goals if you write them down and share them with people who will encourage you."



Cameron

Coral

Author of
Steel Guardian

My plan for 2023

"My sci-fi series *Rusted Wasteland* has three books so far with the fourth just coming out! In 2023, I plan to write two more books in the series which will bring it to six. The first book, *Steel Guardian*, won second place in the SPSFC science fiction competition and is a fan favorite. My readers are excited for more, and I'm thrilled to deliver a full series that people can dig into."

My advice

"Create a strong writing habit. What I found works best for me: a two-hour morning zoom with two fellow writers. We mute ourselves and work on our books. It's fantastic accountability because I know people are waiting for me (I must show up), and I'm driven to write rather than get distracted with admin and marketing tasks that can wait until later in the day."

**ALL PROGRESS IS
WORTH CELEBRATING**





Peggy

Rothschild

Author of *A Deadly
Bone to Pick*

My plan for 2023

"To be kind to myself. The last three years have been tough, but also filled with wonderful experiences. I think it's important that people — especially authors who often work alone — take time to appreciate what they get done each day, no matter how small it might seem. I have a writing 'Joy Jar' where I write down the good things that happen — big or small. If my jar is full by the end of the year, I'll know I've been taking time to savor the good moments."

My advice

"It's great to shoot for the stars, but if you don't make your targeted goal, it's important to remember that the act of working towards your goal is an achievement in itself."



**Trish
Arrowsmith**
Author of
Nursery's Rhyme

My plan for 2023

"My resolution this year is to focus on marketing. I'm going to choose a small number of platforms to focus on rather than trying to push my books everywhere I can think of. I have a certain number of books I would like to sell in 2023 and my marketing efforts will (should) align with that set goal."

My advice

"Setting goals is important and a means to keep you moving in the right direction. However, the most important thing about goals is working towards them, not necessarily meeting them. Many things happen in our daily lives that we can't control, and sometimes those things can hinder our progress. Don't hold those things against yourself. Keep moving toward the goal and focus on the progress, not the end goal."



**Jennifer J.
Chow**

Author of *Seniors
Sleuth*

My plan for 2023

"To celebrate every little step of the writing journey. I'll measure success by breaking down the timeline from drafting to publication into eight (a lucky number in my culture) guideposts and celebrating little wins with a tiny gift to myself (a memento or edible experience)."

My advice

"Give room to your feelings, to better assess what you need at this current moment in your writing career."



Ana E Ross

NYT and *USA Today*
bestselling author
of *The Doctor's*
Secret Bride

My plan for 2023

"Plotting my books before sitting down to write. I wrote my upcoming release, *Seduced by Passion*, the way I've written the eight books in my backlist — by the seat of my pants. But because the plot was so complex, there were a lot of holes in it, and I had to rewrite so many parts of it. My new editor convinced me to start plotting, something that I've tried to do but failed at before. I will measure my progress by comparing how long it takes me to write a plotted book versus a fly-by-the-seat-of-my-pants one."

My advice

"One tip I would like to share with authors about setting goals — don't beat yourself up if you can't follow your goals to the letter. Give yourself time for setbacks and errors, but keep writing, keep moving forward."



Cheryl Bolen

New York Times
and *USA Today*
bestselling author
of *With His Ring*

My plan for 2023

“Write two novels and one novella and hope to do a nonfiction project for writers. I keep a log that charts my goals weekly.”

My advice

“For years I’ve been keeping a writing log, which is a chart of the seven days of each week and allows me to set daily and weekly goals and record my daily progress. This really helps me see in black and white what I’ve accomplished that week. And if I complete my weekly goal early, I’ll give myself the rest of the week off. I might even go shopping!”



Dallas

Woodburn

Author of *The Best Week That Ever Happened*

My plan for 2023

"To connect with my creative project (a novel-in-progress) for at least 15 minutes every day, and to take one marketing action every day. I have stickers that I put on my calendar for each day that I write and take marketing action. It is very motivating to see the rows of star stickers add up!"

My advice

"Make it small and doable for this season of your life — don't compare yourself to others, or to past versions of yourself. Reward yourself for every single win and celebrate all the steps along the journey!"

**SHOWING UP IS HALF
THE BATTLE**





Glynnis Campbell

USA Today
bestselling author
of *Lady Danger*

My plan for 2023

"After a few years of little inspiration while the world burned, I'm determined to get back into writing and releasing new books. I'm using [WriteTrack](#), a word tracker that accommodates shifting priorities and allows me to schedule pub dates more realistically when 'life' intervenes. The ability to maintain my output with a lot of flexibility built in means I'm staying on track and will help me meet my release goals."

My advice

"Don't set yourself up for failure. Rather than setting overly optimistic word count goals, I think it's more useful to make time-oriented goals. Instead of planning to write 2,000 words a day (which may or may not be achievable), plan to write from 12:00 to 4:00 every day (which you can definitely do). My goals are always about effort rather than outcome."



David Tindell

Author of *Quest
for Honor*

My plan for 2023

"Average a page a day for my work-in-progress. That should let me easily meet my goal of publication by 10/1. If I end the day by lying in bed and thinking, 'I did some writing today,' that's good. It might be a few pages on the WIP, or a blog post, or even marketing, but I did something. Having said that, it's important to take a day off now and then. Usually one a week, so I can catch up on household stuff or just relax. (Yes, writers need to force themselves to relax!)"

My advice

"Be realistic, but once you've set a reasonable goal, get after it. One of the best pieces of advice about writing comes from Steven Pressfield, who wrote *Gates of Fire*: 'Get your ass in the chair!'"



**Leslie
Budewitz**

*Author of **Assault
and Pepper***

My plan for 2023

"To be kind to myself, e.g., when a sentence isn't perfect, I don't meet a daily goal, or a proposal is turned down. The creative spirit responds to both pressure and kindness."

My advice

"Make your goals specific and manageable. 'I will write a page a day.' 'I will write every Saturday morning.' Consistency is more important than perfection. I wrote my first three manuscripts on Fridays because that was the time I had."



**Lynn
Slaughter**

Author of *Leisha's
Song*

My plan for 2023

"Finish the draft of my current WIP, *Missing Mom*."

My advice

"Each week, map out available writing time and make a schedule for yourself. Make your writing a priority. Regular 'butt-in-chair' time works!"



Rachel Dacus

Author of *The Invisibles*

My plan for 2023

"Every New Year, I try to envision my next novel, completed and ready to launch. At the same time, I imagine other literary projects completed. Whatever I have next on my list (and I have a list). It's not so much a resolution as setting into my subconscious that it will happen. I will measure my progress by completing the manuscript(s). If I don't get them out the door, completion of a finished manuscript to me means success."

My advice

"Set goals, but make them realistic based on your past successes. If you don't hit the mark every day, month, or year, make a note of how to shift your goals next time to be realistic about your time and intention. It's a success if you worked toward it, even if you didn't quite get all the way!"

IDENTIFY POTENTIAL BARRIERS





**E. Chris
Ambrose**
Author of *The
Mongol's Coffin*

My plan for 2023

"I'll be releasing at least three books in 2023. I'll plan my schedule around the writing time, and make commitments with my accountability partners to get the job done! I use a spreadsheet to track daily word counts so I can see my progress."

My advice

"When you make a goal, close your eyes and imagine the day after you've set for the goal to be complete. Did you achieve the goal? If not, what stood in your way? Open your eyes, and write that down. That's the obstacle preventing you from reaching your dream. Brainstorm strategies to overcome obstacles alongside planning for the goal itself and you can increase your chances of success."



Barbara Longley

Author of *The Highlander's Bargain*

My plan for 2023

"My goal is to publish two new books during 2023. Any more than that and my life/work balance becomes stressful. When I get the two books out into the world, I will have met my writing goal."

My advice

"I've always been a goal setter with a plan B, C, and D just in case things don't work out as planned. Life happens, you know? I don't set word count goals, because doing so shifts my attention from the heart of the story to how many words I can put on the blank page. I prefer the big picture goals... like two books out per year."

BE KIND TO YOURSELF!





Carrie Rubin

Author of *The Bone Curse*

My plan for 2023

"To do more local, in-person events rather than just rely on online marketing. Not an easy resolution for an introvert! I'll do this by making a list of at least 10 local independent bookstores and libraries and sending a press release to them during my next book launch."

My advice

"To allow room for flexibility. Life is anything but predictable, and it doesn't lend itself well to rigidity. For example, if our goal is to finish a first draft by a certain date, let's cut ourselves some slack and allow a week or two (or three) of wiggle room."



Janis Harper

Author of *Jonas
and the Mountain*

My plan for 2023

"Completing my second novel and fourth book (on the heels of the success of *Jonas and the Mountain*), getting it a manuscript evaluation edit, revising it, and querying agents. I know, more than one goal, but one overall intention!"

My advice

"Don't sweat it. Enjoy what you're doing now."



**Jeannie
Wycherley**
Author of *The
Wonkiest Witch*

My plan for 2023

"Be kinder to myself. The past few years have been hard for everyone, and this year I have found it hard to concentrate and be productive. I'm planning on writing a little more for me. I want to take a bit more time to explore the fantastical reaches of my mind in the hope I'll produce some interesting new ideas."

My advice

"Every day is a new day. If you didn't hit your goal on Tuesday, set a new one for Wednesday. Nothing matters except enjoying the process of putting words on a page with the ultimate aim of providing an escape for your reader."



Catherine Peace

Author of *Ember's
Secret*

My plan for 2023

"Working on marketing and content creation. I know my books are solid, but I'm not reaching people the way I want."

My advice

"Like plotting a series, you want an overarching SMART goal, and SMART goals that break the overarching one down into more bite-sized chunks. We all go into a New Year with all these big dreams and plans, but it's OKAY if you don't accomplish all of them, or even any of them. No one could have predicted 2020, and no one can predict 2023, either. Life will happen, but no matter what, your goals and dreams are important."



Read the full post:
insights.bookbub.com/new-year-goals