



# Author Moonshot One Page Business Plan

*Chris Lowry*

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What is a Moonshot?

It's a goal that's so inspiring and moving it makes people say Wow! When you decided you wanted to become an author, you made a Moonshot. Even though technology makes it easy for anyone to publish now, it's harder than ever to get noticed. This series of Author Moonshot guides are what I have learned on my journey moving from emerging author up to employed author and on my way to expert author.

My goal: Sell 1 Million ebooks with all of my titles.

I've documented what I'm doing, what works, what fails and the results in a group of guides that I publish on Amazon so other new writers can learn from my mistakes, and customize what I'm doing for their works as well.

The key to success is simple: Write. Keep writing. Publish. Write some more.

There are little tips and techniques you can use along the way, and stuff you should avoid.

This guide will take you step by step of thinking about how to set up your author business.

What is a Moonshot? I read a lot about the future and articles from futurists. I write Thriller novels through the publishing arm of my company, as well as science fiction and urban fantasy works.

I could try to explain what a Moonshot is but I like a good story and I think you learn from stories and directives better than philosophical underpinnings.

Elon Musk and Peter Diamandis wanted to go to outer space. There was a problem though. NASA was phasing out the shuttle program, and even if the two men wanted to go to Space, neither had the time to train and sacrifice to make it into the space program and then win the lottery to go into orbit.

What they needed was a commercial aircraft that could give passengers a ride above the stratosphere.

That was a simple solution.

The problem was there was no such airline. There was no such aircraft that could take a group of people up and return them safely.

So they created the X prize. They offered a \$10 million dollar prize to a company that could create a cheap reusable rocket.

This sparked a space race where companies created and innovated space travel to move it into the modern era. The Moonshot was commercial space travel, just like people imagined in the future.

In large part they succeeded as each year we are closer and closer to being shot orbit and becoming astronauts.

A Moonshot is something that inspires, it motivates and it sounds almost impossible. Yet it is the boldness of these attempts that inspire the soul and fuels the action to make it reality.

In other words, but attempting a Moonshot, by announcing a Moonshot and by setting your sights and focus on something grand and inspiring you create the reality for the Moonshot to happen.

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