

Lingua Ink Media Business Plan (Draft)

Executive Summary

Lingua Ink Media is a Portland, Oregon-based independent publishing and content services company founded in 2024. It operates as a one-person micro-press and literary consultancy, helping emerging authors publish their work and providing writing workshops and marketing consulting. The business is currently a sole proprietorship with plans to formalize as an LLC by 2026. Although the company began with a net loss in 2024, it turned a modest profit in 2025 and is on track to further grow revenue through new course offerings and book releases. Lingua Ink's mission is to empower underrepresented voices in literature – as evidenced by its woman-owned, LGBTQ+ leadership – while building a community of writers through workshops and personalized support. Key goals include reaching \$10,000 in revenue by end of 2025, keeping expenses lean, and positioning for sustainable growth in 2026.

Company Overview

Lingua Ink Media offers a combination of boutique publishing services and writing education. The company publishes books for select authors, runs writing cohorts to mentor writers, and provides consulting (such as editing, marketing, and SEO guidance) to creatives and small businesses. Operating since 2024, Lingua Ink fills a niche between self-publishing and traditional presses – giving authors personal guidance and quality production without the barriers of big publishing. The environment for independent publishers is favorable: the self-publishing market is growing at about **17% annually**, significantly outpacing the 1% growth of traditional publishing^[1]. This trend means more authors are seeking independent routes, and Lingua Ink is well positioned to capture this demand. The company prides itself on a supportive, inclusive approach (the founder is a woman and part of the LGBTQ+ community), aligning with growing interest in diverse voices and communities in the literary world.

Legal Structure: Lingua Ink Media currently operates as a sole proprietorship owned by its founder (the business was registered under the owner's name and personal tax ID). The owner plans to transition the business to a Limited Liability Company (LLC) in 2026. This change will provide liability protection and a more formal business structure as revenue grows and more projects are undertaken. Remaining a sole proprietor in the startup phase has kept costs and paperwork minimal, which is practical given the company's small scale. The move to an LLC by 2026 aligns with reaching a stable revenue level and will establish clearer separation between personal and business finances. (No outside partners or investors are involved at this time, so a single-member LLC is anticipated.)

Team and Staffing: The business is run solely by the founder, who currently handles all roles – acquisitions editor, project manager, marketer, instructor, and consultant. There are no employees or salaried staff, which is common for a young small business (about

82% of U.S. small businesses operate without any employees[2]). For the foreseeable future, Lingua Ink will continue as a solo operation. However, the owner is open to outsourcing certain production tasks to contractors if funding permits. In particular, grant funding (detailed in the Financial Plan) would be used to hire freelancers for book formatting, cover design, website updates, or social media content creation – tasks the founder currently handles personally. This outsourcing would free up the founder’s time to focus on core growth activities (such as author relations and teaching) without taking on the fixed expense of permanent staff. Until external funding is secured, the business will remain lean, leveraging automation and the founder’s own labor to manage the workload.

Products and Services

Book Publishing

The core of Lingua Ink’s business is publishing high-quality books for independent authors. Since its inception, Lingua Ink has published **six books to date** under its imprint. Notably:

- **Sulima Malzin – 4 books published.** Sulima Malzin is a prolific author in Lingua Ink’s catalog (multiple titles, presumably in poetry or fiction, demonstrating the press’s ability to manage series or repeat authors).
- **Maya Bairey – 1 book.** A single title published, indicating Lingua Ink’s outreach to diverse authors.
- **Carolyn Martin – 1 book.** Another author in the catalog, expanding the press’s offerings.

In addition to these published titles, the company has a **pipeline of upcoming releases** for late 2025. Two books by new author **Daniela Morescalchi** are slated for publication in September and October 2025 (contracts are being finalized for these titles). Furthermore, Lingua Ink’s founder has developed a in-house guidebook called **“The Gentle Guide”**, which is scheduled to launch by Fall 2025. *The Gentle Guide* is a resource for writers (likely covering creative writing and publishing advice) that will serve both as a product for direct sale and a value-add in the company’s workshops (as detailed below). With these new books, Lingua Ink’s catalog will grow to around 9 titles by the end of 2025, expanding its presence in the indie publishing market.

Lingua Ink provides end-to-end publishing services for its authors, including editing, book design, printing (largely via print-on-demand channels), and distribution management. Authors are supported through the entire process, which helps Lingua Ink differentiate itself – offering a personal, “gentle” approach in contrast to impersonal self-publishing platforms. As the industry is seeing a surge of authors choosing self-publishing for greater control and royalties, Lingua Ink’s model of a supportive micro-press aligns well with these trends. In fact, **self-publishing is becoming so prevalent that it’s now outpacing traditional publishing for the first time in 2024[3]**. This shift gives Lingua Ink a growing pool of potential clients (writers seeking alternatives to traditional publishing). By delivering positive experiences and quality books, Lingua Ink aims to build a strong

reputation, leading to referrals and repeat authors like Sulima Malzin who continue to publish multiple projects through the company.

Writing Workshops & Cohort Programs

Community-building and education are central to Lingua Ink's strategy. The company runs writing workshops that both fulfill its mission of nurturing writers and act as a marketing funnel for future publishing clients. Currently, **a free Writing Cohort** is offered, meeting twice a week (every Thursday and Sunday) for two hours via Zoom. This cohort has about **7 regular members** who attend consistently. In these sessions, writers share their work, practice writing exercises, and receive feedback in a supportive group setting. The free cohort has been successful in creating an engaged community – participants value the mentorship and peer support, and it establishes Lingua Ink's founder as a trusted mentor. This trust is crucial because when cohort members eventually have manuscripts ready to publish, they are likely to consider Lingua Ink as their publisher or seek its consulting services (having already built a relationship through the workshop). In essence, the free cohort is both a goodwill offering and a customer pipeline: it costs little to run (just the founder's time on Zoom) and yields high engagement and potential future business.

Building on this success, Lingua Ink is developing a **paid Writing Cohort program**, set to launch soon (planned as a pilot in late 2025). The paid cohort will be a structured 6-week course, meeting once per week via Zoom, and will include a private Facebook group for discussions and support between sessions. Each cohort group will be kept small to ensure personal attention. The curriculum guides participants toward completing a tangible writing goal by the end of six weeks – for example, finishing three polished poems, or drafting a full chapter of a memoir (the exact goal will be tailored to the participant's project and genre). The program is outcome-focused to appeal to writers who want not just practice, but a finished piece of work they can potentially publish or use as a springboard for a larger project. Participants in the paid cohort will also receive a **free copy of *The Gentle Guide*** upon completion, which adds value to the program and introduces them to Lingua Ink's publishing philosophy and services. Pricing for the cohort is being considered in the context of similar offerings in the market and the value provided (which includes live instruction, feedback, a supportive peer group, and the guidebook). Beyond direct revenue, the **strategic purpose** of the paid cohort is to serve as a feeder into Lingua Ink's publishing pipeline – as writers who gain confidence and complete work in the course may choose to continue working with Lingua Ink for editing or publishing that work. Additionally, alumni of the program become part of Lingua Ink's network, spreading word-of-mouth and potentially returning for advanced courses or recommending the cohort to others. The popularity of online creative writing classes has risen in recent years, and Lingua Ink's virtual format allows it to reach writers beyond the local area, tapping into a broader market of aspiring authors who seek community and expert guidance from the comfort of home. This aligns with the general growth of online learning and the trend of authors actively seeking to improve their craft and marketability in the competitive self-publishing arena.

Consulting and Additional Services

Apart from publishing and workshops, Lingua Ink Media has started to generate revenue through consulting services. These services leverage the founder's expertise in writing, editing, and digital marketing to help clients (not only authors, but also small businesses or entrepreneurs) with their content and online presence. In 2025, the company secured a **consulting contract with a client named Nicole** – following a successful “Phase 1” proposal, Nicole signed a contract for a comprehensive consultation. This likely involves guiding the client through the initial stages of a book project or providing editorial coaching and marketing strategy. The fact that this contract was signed indicates that there is demand for one-on-one consulting in the publishing process, and it validates Lingua Ink's ability to monetize its expertise beyond publishing its own titles.

In addition, Lingua Ink has completed **website marketing and SEO audits** for two clients: *DevonErvin.com* and *AccessibleTravelAmericas.com*. These audits were delivered as a service and have an estimated value of about \$2,000 each. The clients are evaluating the recommendations and may choose to hire Lingua Ink for further services to implement improvements (such as content creation, SEO optimization, or ongoing marketing support). Even if one of these particular clients does not move forward (as may be the case with *AccessibleTravelAmericas.com*), performing these audits has helped Lingua Ink refine a consulting offering that can be pitched to other authors or small businesses looking to improve their content strategy. This diversification into content/marketing consulting complements the publishing arm: for instance, an author might initially approach Lingua Ink for help with their website or platform, and later decide to publish a book with the company (or vice versa).

Services under the consulting umbrella include: manuscript development coaching, editing and proofreading, marketing strategy for books (including SEO for author websites, social media advice, email newsletter setup), and general content strategy for creatives. By pricing these services on a project or monthly retainer basis, Lingua Ink can create an additional income stream that is not tied to the slow cycle of book sales or royalties. It also raises the company's profile as a knowledgeable player in the literary and content field. Over time, positive feedback from consulting clients (like Nicole's successful Phase 1 outcome) will be used as testimonials to attract new clients. This approach aligns with the trend of solopreneurs offering professional services online, and it takes advantage of the founder's multifaceted skill set in writing and digital marketing.

Market Analysis and Industry Outlook

Industry Trends: Lingua Ink operates at the intersection of the publishing industry and the creator economy. The publishing landscape is undergoing significant shifts that favor independent and small-scale publishers. Self-publishing has shed much of its stigma and is now a major force: in 2024, **the self-publishing sector is growing at roughly 17% annually**, far faster than traditional publishing's growth^[1]. This growth is driven by authors seeking more control, higher royalty shares, and quicker time-to-market than the

traditional route allows. In fact, experts note that 2024 marks a tipping point where self-published titles are beginning to **outpace traditionally published titles** in certain markets[3]. Additionally, more prestigious awards and outlets are opening up to self-published works, further legitimizing the space[4]. For a company like Lingua Ink, this means the potential client base (authors going indie) is expanding. The success of independent authors (some now regularly hitting bestseller lists or significant sales) also inspires others to try – creating a virtuous cycle that grows the market.

Target Market: Lingua Ink’s target clients are emerging authors and writers, particularly those who may feel underserved by traditional publishers. This includes poets, memoirists, and niche fiction writers – many of whom might not get attention from big publishers but still have valuable stories and an audience. The company’s focus on inclusivity (women, LGBTQ+, and other underrepresented voices) is not just a social value but a market position: readers and literary communities are increasingly seeking diverse voices and authentic storytelling. By building a catalog with authors like Sulima Malzin, Maya Bairey, and upcoming Daniela Morescalchi, Lingua Ink can become known in regional literary circles for championing unique voices. Geographically, while based in Oregon, the online nature of workshops and digital marketing means Lingua Ink can attract authors from anywhere in the English-speaking world. That said, local Pacific Northwest writers are a logical initial market due to word-of-mouth and community presence (the founder can network at local writing events, libraries, etc.).

Competitors: Lingua Ink competes with a range of alternatives: on one end, **self-publishing platforms** (like Amazon KDP, IngramSpark) where authors can DIY publish, and on the other end, **vanity publishers** or service companies that charge authors for publishing packages. It also indirectly competes with **traditional small presses** that might sign similar authors. Lingua Ink’s competitive edge is the combination of **personal mentorship and quality control**. Unlike big self-pub platforms, Lingua Ink offers hand-holding through the entire process (which many authors need), and unlike many vanity presses, Lingua Ink is selective and mission-driven rather than profit-at-all-cost – this builds trust. The free cohort is a particularly unique offering that introduces authors to Lingua Ink in a non-sales environment, something competitors generally do not provide. Moreover, with the founder’s marketing savvy, Lingua Ink can offer modern book promotion techniques (like social media strategy, online platform building) as part of its publishing package, which some traditional-minded presses might lack.

Market Challenges: As a small newcomer, Lingua Ink faces challenges such as limited marketing budget, the need to build a reputation from scratch, and the sheer workload on one person. The **growth of audiobook and digital formats** is a trend to monitor – audiobooks are the fastest growing format in publishing (over 11 years of double-digit growth through 2023)[5], so Lingua Ink may need to help authors produce audiobooks to stay competitive. Social media influence (e.g., BookTok on TikTok) is another factor; viral trends can make unknown books into bestsellers overnight[6][7]. Lingua Ink’s strategy to address these is to stay agile: adopt new formats (the Gentle Guide could later be made

into an audiobook or online course) and encourage authors to engage with online communities. Being small allows quick adaptation to such trends.

Overall, the market outlook for Lingua Ink is positive due to industry growth and the company's alignment with key trends (self-publishing boom, online learning, and demand for authentic voices). The company will need to continue differentiating on personal touch and quality to carve out its niche among larger players.

Marketing and Sales Strategy

Lingua Ink's marketing approach is focused on **community engagement, content marketing, and personal branding** rather than large ad spends. The founder's active role in running workshops and engaging with writers is a cornerstone of marketing. By offering genuine value (free cohort sessions, insightful blog posts or newsletters, social media tips, etc.), Lingua Ink builds trust and credibility that eventually leads to sales. Key elements of the strategy include:

- **Workshops as Funnel:** The free writing cohort is essentially a top-of-funnel lead generator. It brings in aspiring writers who get to know Lingua Ink's supportive style with no financial barrier. Over time, these participants either convert to paying customers (joining the paid cohort or hiring Lingua Ink for publishing/consulting) or they become brand ambassadors who refer others. The plan is to continue this free offering as long as it's manageable, because the goodwill and contacts it creates are invaluable. For the paid cohort, a promotional campaign will run prior to launch, likely via email to the cohort members and local writing groups, highlighting the tangible outcome (e.g. "complete three polished pieces in six weeks") and the bonus Gentle Guide. Early-bird pricing or limited seats may be used to encourage quick sign-ups. Success stories from the free cohort (with permission, e.g., if any member has achieved a milestone or publication) will be used in marketing to demonstrate effectiveness.
- **Online Presence & Content:** Lingua Ink maintains a professional website and social media profiles (Facebook, Instagram, and possibly LinkedIn or TikTok for broader reach). The website showcases the catalog of books (with links for purchase), outlines services, and likely includes a blog or resources section. Regular content such as writing tips, behind-the-scenes of publishing, author spotlights, or updates on the founder's journey in the SEA program keeps the site fresh and helps with SEO. Given the founder's knowledge of SEO (as shown by doing audits for clients), the company website is optimized for search keywords like "Portland independent publisher" or "self-publishing help Oregon," aiming to attract local traffic and beyond. Social media is used to share accomplishments (new book releases, workshop graduations, testimonials) and engage with the writing community. The founder might also leverage personal networks like writing groups on Facebook or forums such as Reddit's r/selfpublish by contributing helpful advice, subtly spreading Lingua Ink's reputation.

- Author Success & Word-of-Mouth:** Every book Lingua Ink publishes is an opportunity to generate word-of-mouth. The company ensures authors have a good experience and a book they're proud of. Satisfied authors will recommend Lingua Ink to fellow writers. For example, Sulima Malzin's multiple books with the press suggest satisfaction and an ongoing relationship; those familiar with Malzin's work may take note of Lingua Ink. As more titles are released in late 2025, a goal is to get local media coverage or literary blog reviews – even a small press can pitch human-interest stories to local newspapers (“Local Entrepreneur Launches Publishing Company for Diverse Writers”) or seek interviews on writing podcasts. Additionally, the consulting side can create word-of-mouth in business circles; a successful website audit for a client could lead to referrals in their network. Because the business is small, *each client interaction is treated as crucial*, and the founder's personal touch is the key sales asset. Rather than hard-sell tactics, the strategy is to demonstrate expertise and passion, which organically attracts paying customers.
- Community and Partnerships:** Looking forward, Lingua Ink may engage in partnerships to boost visibility. This could include collaborating with local bookstores for book launch events, participating in community arts festivals or book fairs, giving free talks or webinars through the Small Business Development Center (which the SEA program connects entrepreneurs with[8]), or partnering with writing nonprofits. By embedding in the literary and small business community, Lingua Ink gains access to potential clients and supportive resources at low cost. The SEA program itself requires participants to make a business plan and offers guidance; Lingua Ink will make use of such networks for mentorship and possibly to meet like-minded entrepreneurs who can cross-promote services.

Sales for Lingua Ink come from a few streams: book sales (royalties or direct sales), workshop fees, and consulting fees. Each has a slightly different sales approach. Book sales depend on both Lingua Ink's marketing and the authors' own promotion; hence, the company coaches authors on how to promote their book (for example, encouraging them to use **email marketing, which can be 100x more effective than social media for driving sales**[9]). Workshop sales will be directly tied to how well the value is communicated online and via the free cohort (essentially converting a portion of free members to paid). Consulting sales often come from networking or direct inquiries after someone sees the founder's expertise (like Nicole's case or the SEO audits). The plan is to keep nurturing all these channels without overstretching. In summary, marketing efforts emphasize **education, engagement, and excellent client outcomes** as the path to revenue growth, rather than expensive advertising.

Financial Plan and Performance

Current Financial Snapshot: Lingua Ink Media began operations in 2024 with very modest revenue and mostly startup expenses. In the calendar year 2024, the company had approximately **\$714.76 in gross inflows (revenue)** and **\$6,177.82 in outflows (expenses)**,

resulting in a net negative cash flow of about **-\$5,463** for the year. This initial loss was expected as the company invested in foundational expenses (website, software, initial book production costs, etc.) and was building its client base. By 2025, financial performance improved significantly. Year-to-date in 2025 (through mid-year), Lingua Ink recorded about **\$5,518.16 in inflows** and **\$4,509.45 in outflows**, yielding a net **profit of roughly +\$1,009**. In other words, the business became cash-flow positive in 2025, earlier than many startups do. This positive turn was driven by increased book sales from the titles published, some initial consulting income, and the relatively low ongoing expenses (the founder keeps overhead low by working from home and using on-demand services).

The **goal for end-of-year 2025** is to reach **\$10,000 in total revenue** while limiting expenses to around **\$3,000**. Hitting these targets would result in an annual profit on the order of **\$7,000**. To achieve the revenue goal, the new paid cohort launch will be key (each cohort session's tuition could add a few thousand dollars if fully subscribed) along with the release of multiple new books in Q4 2025, which can generate one-time setup fees or higher sales volume. The expense goal (\$3k) will be managed by continuing the frugal approach: using free or low-cost marketing channels, not hiring staff, and only printing books on demand or when sold (avoiding inventory costs).

Revenue Streams Breakdown: For planning purposes, Lingua Ink identifies these main revenue streams going into 2026: (1) **Book Publishing** – commissions or share of royalties from published books, plus any author-paid fees for services (if the model includes author fees; currently it seems Lingua Ink invests in the authors and recoups from sales, though this could be clarified); (2) **Workshops/Courses** – fees from the 6-week paid cohorts and possibly future online courses or guidebook sales; (3) **Consulting Services** – hourly or project fees for editing, marketing, and content strategy consultations. In 2025, the mix was roughly skewed toward book-related income, but in 2026 the goal is to balance the streams for stability. For instance, even if book sales are slow in a quarter, a cohort or consulting project could provide a boost of income.

Cost Structure: The major expenses of the business include: book production costs (cover designers or illustrators if outsourced, ISBNs, author proofs), online services (website hosting, design software subscriptions, Zoom Pro account for workshops), and marketing (which has been minimal cash-wise, mostly just domain fees or occasional boosted social media posts). As the business grows, one planned expense is professional outsourcing for production elements – but this will only happen if external funding (like grants) is obtained, as the owner does not intend to strain the cash flow with those costs otherwise. Another future expense consideration is any state filing fees or taxes related to forming the LLC in 2026 (the owner will budget for those). The owner is not currently drawing a personal salary from the business (living expenses are partly subsidized by unemployment benefits via the SEA program, as noted below), and any profits are reinvested into the business's development.

Financial Projections: While detailed multi-year projections are in development, the outlook for 2026 is cautiously optimistic. With the addition of new books and the full roll-

out of the paid workshop program, annual revenue could potentially double from 2025 levels (e.g., aiming for \$15,000–\$20,000 in 2026). Expenses will rise modestly (particularly if some contractors are hired for specific tasks or if marketing spend increases), but the intention is to keep the business profitable each year by closely managing costs. The LLC transition in 2026 will come with some accounting and legal costs, but those are one-time and not prohibitive. Importantly, the founder will evaluate when to start paying themselves a regular draw or salary – possibly in late 2026 if cash flow allows – while ensuring the business has enough capital to operate and grow (e.g., reserving funds for the next print run or for software upgrades).

At this stage, Lingua Ink is not seeking loans or debt financing. The founder prefers to grow organically without incurring debt, especially given the relatively low capital needs of a primarily digital and service-oriented business. If a large opportunity arises (such as publishing a book that requires a significant upfront investment in illustrations or a bulk print run), the approach would likely be to seek grant funding or a crowdfunding campaign rather than a bank loan. This conservative financial approach keeps the company's risk low.

Funding Needs & Support Programs

Lingua Ink Media's immediate funding is being managed through existing revenue and the personal support of the founder's unemployment benefits. The founder was accepted into Oregon's **Self-Employment Assistance (SEA) program**, which is a valuable resource but not a direct grant. The SEA program allows eligible unemployed entrepreneurs to **continue receiving up to 26 weeks of unemployment insurance benefits while they work full-time on building their business, without the usual job-search requirement**^[10]. This effectively provides an income safety net during the startup phase, enabling the founder to focus on Lingua Ink's growth. Through this program, the founder can keep any income generated by the business while still drawing the weekly unemployment checks^[10], which greatly eases financial pressure in the critical first months. (The SEA program has been successful statewide, having helped over **1,500 Oregonians start their own business** as of recent counts^[10].) It's important to note that SEA is **not a grant that injects capital**; rather, it's an allowance to use unemployment benefits in a more flexible way. Lingua Ink is leveraging this by dedicating essentially full-time effort to the business with the assurance of some income floor during 2025. The program also requires the creation of this business plan and provides access to business counseling (for example, Oregon's SBDC network offers free advising to SEA participants^[8], which Lingua Ink will utilize to refine strategy and operations).

Beyond the SEA program, Lingua Ink plans to seek **grant funding and awards** targeted at small businesses, especially those that are woman-owned, LGBTQ+-owned, or arts-related. The founder has identified that there are a variety of grants in the ecosystem for which Lingua Ink could be a strong candidate. For example, WomensNet's **Amber Grant** program offers *monthly grants of \$10,000* to women-owned businesses, plus additional annual grants to those winners^[11]. Winning an Amber Grant or even being a finalist could

provide not only funds but also exposure. Similarly, there are entrepreneurship grants focused on creative industries or diversity; one such opportunity is the **National Pride Grant for LGBTQIA+ Small Businesses**, which offers awards ranging from \$5,000 to \$25,000 in partnership with the National LGBT Chamber of Commerce^[12]. These grants aim to foster economic empowerment in the LGBTQ+ community and could align well with Lingua Ink's profile and mission. While specific grant applications have not yet been submitted (as of this draft, the founder is still researching the best fits), the plan is to apply to several relevant grants in late 2025 and 2026.

If successful in obtaining grant funding, **Lingua Ink would use the funds primarily to scale up production and marketing capacity**. Concretely, this means paying for professional services that are currently bottlenecks: hiring a graphic designer for book covers and layout, contracting a web developer or social media manager to enhance online presence, and possibly purchasing better equipment or software for creating course content (e.g., a higher-end microphone and camera for recording workshop materials or an upgraded design suite for book interiors). The infusion of \$5k–\$10k could allow the release of more titles in a year by offloading some work from the founder. It could also fund a part-time assistant or intern to help with administrative tasks during peak periods (like multiple simultaneous book launches). The **key principle** is that grant money would not be used just for operational overhead or the founder's salary – it would be invested in growth initiatives that have a lasting impact, moving the business to the next level. For example, a \$10k grant might be allocated as: \$4k for design/editing contractors for upcoming books, \$3k for a marketing campaign (including possibly travel to a major book fair or conference to represent Lingua Ink), \$2k for technology and software upgrades, and \$1k contingency for unforeseen needs. (These numbers are illustrative; the actual use would depend on the grant amount and business needs at that time.)

It's also worth mentioning that as a creative enterprise, Lingua Ink could explore **arts funding** or literary grants. Some arts councils and foundations offer grants to small presses or literary programs, particularly those serving community or educational roles. For instance, Oregon's Literary Arts organization and the Oregon Cultural Trust have in the past provided support to local publishers and literary projects. These avenues will be researched, although they can be competitive and often require non-profit status or partnerships – something to consider (e.g., partnering with a nonprofit as a fiscal sponsor if needed).

At present, **no loans or equity investments are being sought**. The founder prefers not to take on debt while the revenue is still low, and giving equity isn't on the table since the vision is to keep the company founder-owned (at least until much larger scale). The reliance on grants and organic revenue growth aligns with Lingua Ink's cautious financial philosophy.

In summary, Lingua Ink's funding strategy is to maximize available programs like SEA (to cover living costs), aggressively pursue grants suited to its profile, and avoid traditional

financing unless absolutely necessary. With even a small amount of grant funding, the business could accelerate its growth significantly without compromising financial stability.

Future Plans and Milestones

Looking ahead to 2026 and beyond, Lingua Ink Media has clear plans to expand and solidify its position as a sustainable business:

- **Transition to LLC by 2026:** The legal upgrade to an LLC will mark a maturation of the business. The plan is to complete the necessary filings in early 2026 (assuming 2025's financial goals are met and the business shows steady income). This milestone will coincide with adopting more formal bookkeeping and perhaps opening a separate business bank account under the LLC's name, simplifying financial management. It will also strengthen the brand's credibility when dealing with authors, vendors, and grant committees (an LLC appears more established than a sole prop).
- **Growth in Publishing Catalog:** By end of 2026, Lingua Ink aims to have a catalog of at least **12+ books**. This means signing a few new authors in 2026 (in addition to the ones already in the pipeline for 2025) and possibly publishing second books from existing authors. The focus will remain on quality over quantity, but increasing output slightly will help diversify revenue (more books = more potential sales) and raise the press's profile. A successful *Gentle Guide* launch in 2025 could even spin off into a series or related titles (e.g., a workbook, an online course, or themed guides).
- **Workshops/Courses Expansion:** If the first paid cohort in 2025 is successful, Lingua Ink will schedule multiple sessions in 2026 (for example, one 6-week cohort each quarter). There is also potential to develop specialized workshops – such as a poetry masterclass, a memoir writing bootcamp, or one-day intensive seminars on self-publishing basics. These could be offered at different price points to capture both entry-level writers and those willing to invest more for advanced training. Another avenue is to convert some of the workshop content into a **self-paced online course** or ebook that could generate passive income. The experience gained from live cohorts can inform a curriculum that might be sold on platforms like Udemy or through Lingua Ink's website for those who cannot commit to live sessions.
- **Enhanced Marketing & Sales Channels:** By 2026, Lingua Ink will likely upgrade its ecommerce capabilities – for instance, selling books and courses directly through its website, not just via Amazon or third-parties. Building an email newsletter list is a priority in the coming year, as email marketing has proven very effective in driving book sales^[9]. Setting up a monthly newsletter for readers and a separate one for writers (with tips and news) can maintain engagement and promote new offerings. Attendance at a major industry event is another milestone: the founder could aim to

have a booth or at least attend the Pacific Northwest Booksellers Association trade show or AWP (Association of Writers & Writing Programs) conference in 2026 to network and learn. These events often spark new opportunities (partnerships, distribution deals, etc.).

- **Financial Targets:** For 2026, while specific numbers are to be determined, the business will strive for a **year-over-year revenue increase of 50-100%** while keeping expenses growth lower, to amplify profitability. A rough target might be hitting \$15k-\$20k revenue with \$5k-\$7k expenses, delivering around \$10k+ profit (which could be partly taken as the owner's income and partly reinvested). Achieving grant funding in 2025/26 could boost these figures, but the plan is resilient even without it (then growth would simply be more gradual).
- **Long-Term Vision:** In the longer run (3-5 years out), Lingua Ink Media envisions itself as a respected small press known for cultivating new talent and as a boutique agency for authors who want a mix of coaching and publishing. The competitive edge will continue to be the personal, "family-like" treatment of clients, something not easily replicated by larger firms. There may be consideration of scaling by bringing on a partner or an employee once the financial base is strong – for example, an assistant editor or a marketing coordinator – but that will be approached cautiously. Another future avenue is broadening distribution of books (getting titles into local bookstores or libraries) and perhaps establishing a subscription or membership model (where supporters pay an annual fee to get all Lingua Ink publications or special content). These ideas will be explored as the audience grows.

Conclusion

Lingua Ink Media has made commendable progress in a short time, laying the groundwork in 2024-2025 for a thriving creative enterprise. The business has combined **passion for literature** with **savvy business tactics**: tapping into community-driven marketing, staying agile in a changing publishing landscape, and leveraging programs like SEA to sustain the early phase. With a solid plan to increase revenue through new offerings and a clear vision for formalizing its structure, Lingua Ink is poised to enter 2026 on a trajectory of growth. The broader market trends – from the rise of self-publishing to the availability of grant support for diverse entrepreneurs – are aligned in the company's favor. By continuing to focus on quality output, client relationships, and prudent financial management, Lingua Ink Media aims to become not just a viable business, but a valued contributor to the literary arts. In essence, the next year will be about **scaling up wisely**: more books, more courses, and more partnerships, all while preserving the intimate, inclusive ethos that defines Lingua Ink. The excitement of helping authors bring their stories to life and the positive reception so far fuel the company's drive. As this business plan illustrates, Lingua Ink Media is prepared to navigate the challenges ahead and seize the opportunities to grow its impact in the publishing world.

Sources:

- Oregon Employment Department – *Self-Employment Assistance (SEA) Program Overview*[10].
- WomensNet Amber Grant – *Funding for Women-Owned Businesses*[11].
- National LGBT Chamber of Commerce – *National Pride Grant for LGBTQ+ Small Businesses*[12].
- SelfPublishing.com – *Publishing Trends 2024 (Self-Publishing Growth Rate)*[1].
- U.S. Chamber of Commerce (SBA data) – *Percentage of Small Businesses Without Employees*[2].

[1] [3] [4] [5] [6] [7] [9] The Future of Publishing: 10 Publishing Trends in 2024

<https://selfpublishing.com/future-of-publishing/>

[2] See the data behind America's small businesses. | U.S. Chamber of Commerce

<https://www.uschamber.com/small-business/small-business-data-center>

[8] [10] Self-Employment Assistance | OED Unemployment Insurance

<https://unemployment.oregon.gov/self-employment>

[11] Small Business Grants for Women in Oregon | Womensnet

<https://ambergrantsforwomen.com/business-grants-women-oregon/>

[12] LGBTQ+ small business grants | Swoop US

<https://swoopfunding.com/us/business-grants/lgbtq-small-business-grants/>