

OUR PROCESS:

First, we'll schedule a 30-45 minute call with you to discover what you need from writing a book, what genre you are looking at, and whether coaching is for you.

After agreeing on a start date and goals, we'll send a Service Agreement for you to read over and sign.

In the next week, we'll send your 'homework'. This usually empasses finding the target reader and a quick survey of other books in your niche. Sometimes it's helpful to find case studies. You'll be able to access Business Author Academy and learn some foundations of self-publishing, funding, and proposals.

Each month, we'll ask for a chapter or at least 10 pages to go through and give you feedback on. Then, on our video call, we can map out the next step. We'll discuss any blocks or breakthroughs.

When the writing is finished, the manuscript will be ready for beta readers, then copy editing.

BENEFITS OF THE PROGRAM:

Cut 12 months work down to six!

Spend time on learning tailoured material, not surfing the net

Feedback improves your writer skills and confidence

Develop a properly structured, well-written book

INVESTMENT:

\$1,800 - 6 MONTHS.

We break up the fee into 6 equal payments of: \$300 per month.

ABN 80 544 508 158. No GST applicable.

Book Writing Coaching

Jennifer Lancaster
Editing | Marketing | Coaching

Book writing coaching helps you to:

- Develop your singular theme: a topic we gauge an interest in. This is crucial when promoting your book to a niche audience.
- Review your outline and match it with your target market.
- Keep your written voice consistent.
- Find references that are useful for the reader and not a copyright headache.
- Learn the parts of a book that must be managed, like the foreword or preface, about the author, even endorsements.
- Plan and edit the book blurb and author bio, and discuss your book launch.
- Get expert assistance with selling points.
- Learn how to critique your work and kick some of your unhelpful writer habits (we all have them!)
- Identify the proposal work to do before submitting to a publisher (optional)
- Keep you on track towards your set deadline.

**WRITING COACHING CLIENT BONUS!**

Access to **Book Writing Success Club** at *Business Author Academy* is included for \$5 every 3 months.

Achieve your writing goals, with support

Are you ready to get your book onto the page... and into people's lives?

You've got a message to share with the world. You may even have a draft partway done, but it just doesn't seem to be coming along. Or you can imagine the book's theme, but not know where to start. If this is your situation, then consider a writing coach.

A coach is there to help guide your progress. Over six months, you will learn how to write, structure, publish and profit from your book. First, the book is planned and then the focus is on your written voice, and keeping to the theme and book niche.

The creation of a book can aid your career or help to increase your prices and position you at a higher level than competitors!

Book Publishing Mentor

Jennifer Lancaster, a marketing and finance author, is now a book mentor and editor with over 20 years of self-publishing experience. Her books have helped ordinary Aussies understand marketing and money since 1996.

Her blog, JenniferLancaster.com.au/blog is often ranked #1 in Australia (Google) for Self-Publishing help, with its 100+ articles.

