



THE SECRET SUPPORT FOR NOVICE AUTHOR-PUBLISHERS

Introduction

Power of Words is a unique publishing support and editing service, focussed on professional people who wish to write their book and educate others along their path. Being a leader in this field, coach and editor Jennifer Lancaster continually aims to exceed client expectations.

Some of the reasons to partner with Power of Words:

- We match our service and support to the broader outcomes the author wants
- Attention to the small details that make a book great, such as a book blurb with hot selling points
- Multiple online resources to educate the new author, such as *Book Creation Success club* (just \$10 p.m. for clients), blog articles, and client bonus, *The Niche Marketing & Book Guide*.



Our Approach

In supporting independent authors, Power of Words upholds the promise to care for client outcomes and their emotional health. We do not sell the fantasy of instant fame, but rather, outline some key ways that a book can help a person's career or business and personal brand.

We refer to only the best providers of book design, and similarly, we partner with other coaches who can see the value in our approach. For **referrers**, an ongoing partnership will be rewarded through credits for our editing or copywriting services.

WHICH STAGE ARE YOU AT?

GETTING STUCK, WRITING A BOOK

BOOK WRITING COACHING

3 or 6 months. Monthly payments

- Includes development suggestions
- Advice on outline
- Documented schedule of publishing tasks
- Theme, purpose of book

1

MY BOOK IS WRITTEN, BUT NEEDS STRUCTURE

DEVELOPMENTAL EDITING

5-10 page review or comp. edit

- Vision statement about purpose/theme, topic-to-audience fit
- Content summary and suggestions
- Constructive take on problems of book, with suggestions
- Writer voice and 'sticking to theme' advice

2

MY BOOK NEEDS LANGUAGE HELP

LINE/COPY EDITING

- Including our special skill in editing for flow.
- Voice consistency, sub-headings, reducing repeated words, and other grammar suggestions.
- Editing changes made are tracked.
- We offer an external proofreader, after the book has been typeset.

3

I NEED HELP WITH SELF-PUBLISHING AND MARKETING

SELF-PUBLISHING COACHING PACKAGE

- personalised advice + videos
- \$249 total

MARKETING & WEBSITE ADVICE SESSION

- 1 hour long, by video call or in person.
 - It comes with a marketing guide.
- \$95 per session

Power of Words is GST-free.

4

5

FINISHED BOOK!



CLIENT REVIEWS

“Your editing is exactly what I needed in all the many areas that I did not know enough. I am so very grateful to have found you. I know the book will be much improved as a result.”

~ **Eve Dyer, Psychologist**

“I took time selecting the best editor for my book, Joyful Eating. Jennifer’s editing style stood out from other example edits I received. She really understood who the book was for and her editing style reflected this. Jennifer made edits that not only ensured my work was grammatically correct; she edited in a way that ensured that the book was engaging, while maintaining my voice throughout.

The process of editing was seamless, and I am delighted with the final draft and feel my book is far more readable. I would not hesitate to engage her services for any future writing projects. Thanks, Jennifer!”

~ **Tansy Boggon, Nutrition Counsellor**

★★★★★

Jennifer is incredibly supportive in the work that she does with business owners and writers. She has been very patient with me as I slowly begin the task of planning and writing my first book, but also very accepting of my circumstances and supportive of me as a writer in that process. If you are looking at writing a book and would love the support of someone who has done it and has the editing background as well - look no further than Jennifer at Power of Words.

~ **Kate Cashman, Balanced Lifestyle Coach**

★★★★★

Jennifer was incredibly approachable and available to offer her expertise in editing and preparing my children’s book for publishing. I would recommend her for all new authors!

~ **Susan Woods**

★★★★★

Jennifer is a pleasure to work with, very detail oriented, and reasonably priced. I highly recommend her.

~ **Stephen Pronk**

**BOOK IN NOW
FOR A FREE
20-MINUTE DISCOVERY CALL.
SEE: WWW.JENNIFERLANCASTER.COM.AU/CONTACT**

BOOK CREATION SUCCESS CLUB

Learn at any hour of the day about writing, planning, producing, funding and marketing a non-fiction book. There are instruction videos, helper audios, print-on-demand guides, pros & cons of self publishing, and marketing templates, with more added monthly. Ask any question inside the Business Author Academy Facebook group.



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