

OUR PROCESS:

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

First, we'll schedule a long call with you to discuss how to get started (outlining), ask what genre you're looking at, and your goals. We'll set some 'homework': finding out the target reader and a survey of other books in your niche. Sometimes it's helpful to find case studies.

As a client, you'll get access to *Book Creation Success Club* and learn foundations of self-publishing, keeping legal, funding, and marketing and media listings.

Each fortnight, we'll ask for 10 pages (4,000 words) to edit and give you feedback on. Then, on our video call, we answer questions and map out the next step. We'll discuss any questions you had, ways to keep momentum, and remind of next steps.

When the writing is finished, the manuscript will be ready for beta readers, then it's on to copy editing and layout stage. We'll help with different routes to publishing your book and the budget for such.

BENEFITS OF THE PROGRAM:

- Cut 12 months' work down to six!
- Feedback improves your writer skills and confidence
- Spend time on learning tailored material
- Develop a properly structured, well-written book

INVESTMENT:

\$2,750 total or \$460 per month x 6. 35-50,000 words (2 rounds)

\$2,450 total or \$410 per month x 6. 25-34,000 words (2 rounds)

Business Author Academy. ABN 80 544 508 158. No GST applicable.

Want to pay via Paypal with a credit card? Just ask; it carries a 2% fee.

Book Writing Coaching

Jennifer Lancaster

Editing | Marketing | Author Coaching

TEL: 0403 125 038

A coach for book development 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's needs and desires.
- 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 or references. Learn how to provide links to any training materials you offer.
- Plan and edit the book blurb and author bio, and discuss your book launch.
- Get expert assistance with book selling points.
- Learn to critique your work and kick some of your unhelpful writer habits (we all have them!)
- Identify the marketing plan items needed.
- Keep you on track towards your set deadline.



NOW INCLUDES:

Three months' free access to **Book Creation Success Club** at *Business Author Academy* with our promo code. See our **welcome email**.

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.

We're here to help guide your progress. Over four to 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 position you at a higher level than business competitors. Or it can fulfill another dream.

Book Publishing Mentor

Jennifer Lancaster, a marketing and finance author, is now a book mentor and editor with over 15 years of self-publishing experience. Her books help ordinary Aussies understand marketing or save money.

The JenniferLancaster.com.au blog is often ranked well on Google for Self-Publishing help, with its 145 articles.

