Establish Book Development program

For those who want to write a full book and sell it directly and indirectly, with a writing expert by their side.
- How To
- Self-Help / Memoir mix
- Insider Case Study
- Thought Leader (create a category)

BUSINESS AUTHOR ACADEMY

Inclusions:

- 6 months of individual writing coaching and editing reviews with Jennifer Lancaster, copy-writer, editor and author (no other program offers this)
- 1 session on self-publishing matters or publishing proposal, including industry knowledge
- Mega Book and Course planner (bound & shipped) - $33 value
- Two year's access to **Book Creation & Self-Publish course** - 45 lessons, checklists and templates for creating and producing books - with print-on-demand, print to order, and ebooks. ($227 value)
- Live session on better marketing of your book
- Access to video on creating an audience organically and promoting on social media channels with visuals
- Private list: Author Resources (shortcuts)
- Recordings of Authorpreneur Annual Summit, blog interview.



Step-by-Step Guidance and Technical Support

To get your book set up properly, you may need mentoring on setting up an Amazon account, IngramSpark account (for library sales), author's book sales page, ISBN set-up, and use of PayPal. ($400 value). This is for Indie Authors. The Book Creation course also provides instructional videos and documents for you.

Competitors charge: $9,995

BAA Price for a 50,000-word book:	**Now $4,650**... or $677 per month x 7
BAA Price for a 40,000-word book:	**Now $4,500**... or $655 per month x 7 (PayPal)
BAA Price for a 27-30,000-word book:	**Now $3,800**... or $552 per month x 7 (PayPal)

If not needing the technical support if you are publishing directly, then we waive $400.
Publishing proposal includes guidance on the publishing submission and which presses to look at.

Referrals: Publishing Package or Web Design options with a professional web agency if you wish.



Benefits of the Establish Program

Regular personal support to transform struggling writers into proud authors.

The program helps to identify potential book categories, offers the 'Power of Words' magic in creating unique and effective wording, and provides professional editing during the six-month writing coaching program.

- Opportunity to identify new book categories
- Support in creating unique content that resonates with the audience
- Professional editing and writing coaching to overcome any writing blocks
- Personal support throughout the process

Set Goals and Follow-up

Setting the schedule at the start, regular two-weekly Zoom check-ins will create flow and allow for your questions.





Book a First Development Coaching Session

If you're not sure about committing 100% yet, you can choose to do a First Development session with Jennifer. This is like a test edit, but better, as it also helps with a broader view.

Writing Developmental Coaching Session

1 hour @ A$160.00

Includes editor notes on the language of 4 pages of the manuscript. Or if at the very early stages, advice on outlining and structuring your book.

https://bookJenniferLancaster.as.me