

# WRITE THAT BOOK

**FREE 3-DAY  
BOOTCAMP**

- Unlock Your Author Potential
- Craft Your Legacy
- UN-Leash Your Story



**Feb. 4-6, 2025**

HOST

**CAROL J. DUNLOP**

10X BEST-SELLING AUTHOR

**[UNMARKETYOURBUSINESS.COM/WTB](https://unmarketyourbusiness.com/wtb)**



# About the Bootcamp

The 3-day bootcamp provides aspiring authors the roadmap to finally overcome procrastination and self-doubt with an intensive, guided experience to create the book that will drive success in your business. In just 3 days you'll gain the momentum and confidence to become a published author so you can amplify your impact on the world.

This challenge gives you the push needed to silence inner critics and achieve your long-awaited dream.

## About Carol J. Dunlop



Carol J. Dunlop, The Online WOW! Strategist and OX Amazon Best Selling author, influential podcast host, and expert summit producer, teaches Purpose Driven Entrepreneurs to convert marketing into money using their WOW! Website, so that they can live the lifestyle they want. She heads up the marketing arm of the company she co-founded with her husband, Alvin, almost 30 years ago. Carol's clients hail from cities across the U.S.A., the U.K., New Zealand, and Australia. Carol has created 40+ Best Selling authors, launched 9 podcasts, and produced 9 money-making virtual summits. Carol is currently working to promote the Best-Selling books, Influential podcasts, and Expert summits that her clients are creating.

# Bootcamp Timeline

Day  
**1**

The Benefits of Becoming an Author  
+  
The EXACT Type of Book to Create

Day  
**2**

3 MOST Important Pieces for Success  
+  
Do THIS or Expect Failure

Day  
**3**

Creating, Publishing  
& Marketing Your Book

Day

1

# Author Benefits

## Welcome to the Clarity Journey

FIRST, You have to know **WHO** they are **WHAT** they want, and **HOW** you'll provide it to them.

**WHO:** Create your avatar.

***Who are you excited about working with?***

Name:

Age:

Gender:

Hair color:

Eye color:

Marital Status:

Where do they live? (suburb, city, country, etc.):

Annual Income:

### **Favorites:**

Books:

Movies:

TV Shows:

Podcasts:

Magazines:

Day

1

# Author Benefits

Blogs:

Conferences, Workshops, Seminars they attend:

Hobby:

Mentors:

## **Who do they follow?**

Authors:

Speakers:

Actors/Actresses:

Singers:

Brands:

Guilty Pleasures:

Employee: Type of Job:

Entrepreneur: Type of Business:

**Tip:** Look at the magazines, websites, and shopping sites your Avatar would most likely visit and grab a picture to use that represents them to you in real life.

Day  
1

# Author Benefits

**Create your Avatar's story here:**





# EXACT Book to Create

## **A:** Choose the Book Type you will Create

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## **B:** Answer these 2 questions

#1. What is your book about? \_\_\_\_\_  
\_\_\_\_\_

#2. What do you want the reader to THINK, DO, or FEEL when they complete your book?  
\_\_\_\_\_

## **C:** Complete the outline for your book

### **Homework: Post the Answers**

From **A:** which book type you chose and **B:** #1 and #2

Day  
2

## 3 Most Important Pieces

Today, you discovered the 3 VERY Important pieces of your book that are “reader-facing,” meaning the readers see these and then decide whether or not they move forward with purchasing.

### Cover Design

### Title and Subtitle

### Description

### Think about these 3 keys:

1. Investing in professional cover design makes your book more **visible, attractive, credible and memorable** right from the start.
2. Taking the time to craft an optimized title and subtitle improves the likelihood of turning prospective readers into **actual buyers**.
3. Your conversion-focused description **informs and excites** readers. It goes a long way to convince them to **add that book to their cart** and buy it.

### Homework: Evaluate What Makes Compelling Covers and Descriptions

#### Cover Design:

1. Look at the covers and descriptions of 3-5 top-selling books similar to yours.
2. Analyze what draws you to each of these examples. Is it the imagery, fonts, colors used? Note what works.

#### Description:

Use those same books and search for the following:

- What key info do they include?
- Do the descriptions pull you in a make you WANT to purchase the book? Why or Why not?

Day  
2

# Do THIS or Expect Failure

THE most important thing you can do to ensure the success of your book project:

## **RESEARCH**

**#3** Title and Subtitle

**#2** Keywords

**#1** Viability: Is there a market for your project?

Write your Title, Subtitle, and keywords that you discover in the areas below:

### **Title & Subtitle**

### **Keywords**

### **Homework: Research Your Topic**

Post your "working" title in the group, in the homework thread.