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GETTING STARTED

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CONGRATULATIONS SOON-TO-BE AUTHOR!

Thank you for choosing to work with me and using the Let's Get Your Book Published Program on your book project! You are not just another name, you are now a part of the family! Welcome! Let's just get right to it.

The program is broken up into the following modules. You'll want to go through the modules numerically in order.

- | | | |
|---|--------------------------------------|------------------------------------|
| 1. Learn the Publishing Industry | 5. The Publishing Process | 10. The Printer & Production Costs |
| 2. What is a Book—Really? | 6. Defining Title, Subtitle, Tagline | 11. Marketing & Sales |
| 3. Defining Your Purpose | 7. The Manuscript & Editing Process | 12. Extras |
| 4. Organizing the Structure of the Book | 8. Cover Design | 13. Review |
| | 9. Interior Layout | 14. PDF Downloads |

The information you will find throughout the program is supplemental to the *Lets Get Your Book Published* book. The program contains additional information and downloads not available in the book.

FACEBOOK: [HTTPS://WWW.FACEBOOK.COM/LETSGETYOURBOOKPUBLISHED](https://www.facebook.com/letsgetyourbookpublished). This page will become invite only as more proprietary information is posted and the program rolls out. This environment will be used for the following:

- Posting any and all questions about your book project.
- Support for book testimonials.
- Supporting book release parties for fellow authors.
- General emotional support for your book project.
- Clarifying subjects in the program.
- You are welcome to cross-promote any and all things as it relates to your book or platform, but please do not use this as an opportunity to sell items not related to your book project.
- Live and recorded video training.

We all have different learning styles and I have attempted to give a variety of tools to get multiple points or lessons across. You may run into a bit of repetition, but know this was intentional so that you can find the style that best supports your learning.

There is often a point in this process where you may become frustrated or have self-doubt, and your family, spouse, job, or other priorities might pull on your time and emotions. Please know that this is normal. My goal is to help be an accountability partner for you, but I'm also here to listen. Your success is my success. We are going to hold hands through this entire project. If you need something I am not providing you as we go, please do not hesitate to ask. There are many steps in this process and sometimes I may just forget to mention something that you may need to know. Please let me know how I can better serve you.

If you are satisfied with your results and my coaching, I'd like to make a contribution back to you for your trust and business. I always offer a referral commission for all new clients you send my way. I can provide you with additional details if you are not already aware. My goal is to serve you with the most integrity, honesty, and swiftly move you through to completion. I wish you great success and look forward to working with you!

Mahalo,

Nicole Gabriel



ALL GOOD RELATIONSHIPS START WITH A LEVEL OF UNDERSTANDING

What the conversation usually comes back to is the client asking, “Do you have any rights to my book?” And, the answer is “no”! You own all the rights to your book. I am just your coach. When you own the files you own the rights. There is a PDF file exported from the design program and you would get these from the designer. Once you have these you can do what you like with your book.

Because each person progresses at their own rate, I am not responsible for the time it takes you to complete your book project. I will give you all the steps to complete your project and it is ultimately up to you to hold yourself accountable to complete the project either within the allotted time you have attained my services for, or sooner. The rate at which you write and the number of changes you make are your responsibility. The program you are purchasing will *expire in 365*, which is mostly an incentive for you to stay on target and complete your project in a timely fashion. Honestly, if you are not focused to complete the project in this time frame it may be time to re-assess the nature of the project in the first place.

I am not the final proof reader or authority on the end result. How successful you are with your book sales will also be determined based on the effort you put in. No royalties of any kind are paid to me. This working agreement corresponds with the online Let’s Get Your Book Published Program to help you write and publish your book. You will receive the following:

- A copy of Nicole’s eBook *Let’s Get Your Book Published*
- Access to Nicole for coaching in live group calls (additional one-on-one access is available for purchase outside of the program)
- Access to the *Let’s Get Your Book Published* program for 365 days
- Access to editorial services advice and referrals (when available)
- Access to printing services advice and referrals (when available)
- Access to publishing imprint advice and access to Angel Dog Productions for imprint and ISBN (additional fees for purchasing each type)
- Access to ADP design services for cover, interior layout, marketing materials, and website
- Access to distribution channels and international rights vendors and training (when available)
- Access to industry information
- Access to other clients for support and testimonials
- Access to the Let’s Get Your Book Published Facebook page

THE FINE PRINT: This training program gives you access to proprietary information that is copyrighted and protected by law. It is a violation of the US copyright law to share the material without written permission. You agree to keep this material for your eyes only. Please sign the below and return it to Nicole upon acceptance into the program. Your enrollment is not refundable due to copyright protection. NOTE: An additional agreement will be made available for other purchased services accordingly.

Client

Date



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SIGNATURE COACHING FOR YOUR BOOK

When it comes to writing a book, we all have our own pace, goals, and objectives that are unique to us. You may have a personal timeline to meet, a client to please, or approaching your project more casually as you write a self-help, novel, or memoir book. Whatever your needs are, there is a way that the structure of the Let's Get Your Book Published system can align to make your book project a reality.

Occasionally a client comes to us with a manuscript complete and they are looking for the “fast-track” to completion, but we prefer spending some time getting you properly aligned with your goals and objectives before you rush a book into production. Honestly, if you've gone this long in your life without a book, you can go just a bit longer to get it done right. The largest mistake made in this industry is authors not taking the time to do it right. Having a solid business, a tight manuscript, and you're ready to roll... but we ask that you spend some time to learn about some of the errors and mistakes that are made by rushing or not being properly aligned. This is a time-consuming and expensive undertaking and it's the goal of this program that you get it done the right way if you're going to bother making the effort. That being said, here is what we offer as the core program (see the packages download for additional or combined discount pricing):

CORE PROGRAM: ONLINE TRAINING

This is a self-paced program that will take your overall concepts and ideas and reshape them to get you a solid manuscript to take to an editor, designer, and printer. You will be guided on all the steps needed to move your book manuscript into production, marketing, sales, and distribution. You will see this coaching will go far above and beyond the book project and assist you in aligning with your strengths and goals and visions. It will also transform your mind and your message and that will benefit you and your reader. It generally takes a minimum of 3 months of guided manuscript creation and writing (not many do it faster, trust us!). The earliest you might expect to see completion from the program is six months, but because of the teaching environment, you may move through at your own pace. The core program includes:

- Learn what it takes to be a best-selling author and what a publisher is looking for.
- Learn how to develop an author platform and why you would.
- Define your goals and objectives and align your book with values and principles.
- Learn how to write a manuscript that aligns with your overall goals and objectives.
- Define a title, subtitle, and tag line and understand why key words are important.
- Tricks to unblock the blocked writer.
- How to develop and create testimonials.
- Instructions on cover design and interior layout (with option to use Nicole for design).
- Understanding of format and print options (hardcopy, soft copy, audio-book, or eBook).
- Gain a wealth of knowledge on all aspects of marketing and how to align with the proper channels (social media presence to website concepts) and build a brand image.
- Access to all components, modules, online group calls (live and recorded), and resources for production—editors, printers, distribution.

NOTE: Additional package add-ons will group services for price savings.



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PROFESSIONAL DESIGN FOR YOUR BOOK

The added benefit of working with Nicole is that you don't have to start all over with educating a designer on your overall goals and objectives. Since Nicole has worked in the industry in many roles she understands each step required to launch a successful book project. There is no one else out there that can help you through the entire process the way that Nicole can. Because she comes from an executive management business and marketing background of many years she can not only align you with your business goals and objectives, but she can design a very catchy and creative book cover and clean interior design/layout.

Most coaches will give you the editorial perspective, which is great, but it might not be the best way to sell a book. Other coaches will wow you with pie-eyed ideas about becoming a best-selling author or professional speaker, but won't guide you on how to develop meaningful content that is useful for everyday coaching, teaching, or inspiration when you are not on stage or star struck with ideas of fame and notoriety. Nicole is going to give you an approach with realistic expectations coupled with practical knowledge of the industry. Many don't even think about the idea their book is no longer being sold in a bookstore environment, but online...so we have to keep that in mind when we design your book cover, for example.

DESIGN OPTIONS: JACKET & INTERIOR PACKAGE COMBINED

JACKET DESIGN: INDIVIDUALLY

The more defined the content of your book is, the easier the cover design will be. If you have done the work to identify your value message for your book, the cover design will be a piece of cake. The goal at this stage is to be so focused on the message that you wish to convey that you can collaborate with your designer on a cover design, look, and feel with laser point accuracy. The process a true designer takes on your book. It's far more than just a pretty picture! The right Designer will walk you through printing and production and support you into marketing and eBook implementations.

- Choose from 5-10 professionally designed sample jacket/cover designs.
- Deliverable of one format cover design in either soft or hard cover (additional fees may apply for additional formats). *Note: Nicole will count on you for any design templates outside of a traditional printer and has the right to refuse design for print on demand or other time-consuming layouts.*
- Deliverable of one final print-ready PDF file includes the following: front cover, back cover, spine, front flap about the book, back flap about the author.
- All royalty free artwork will be provided by you. (*Note: custom-designed covers and artwork may be subject to additional fees or simply finding an artist may be recommended.*)

INTERIOR DESIGN: INDIVIDUALLY

The interior of your book will showcase the material you have worked so diligently to gather. There are a few things that can get you a better end result, like: margin widths, enhanced chapter heading pages, spacing, fonts, small graphics, etc. How the interior presents itself is as important as getting the right cover design.

- * Deliverable of final print-ready PDF manuscript (*Note: custom-designed interiors, longer manuscripts of 70K or more words, and special artwork will be subject to additional fees.*)



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WHY ONLINE & GROUP COACHING?

GETTING YOUR BOOK INTO AN ONLINE COMMUNITY:

So you want to teach the contents of your book on the web? Many tools are free and easy to use. Don't get hung up in the technology! There are some easy solutions:

- Members Only:
 - Create a closed group on Facebook and invite participants to join and use the discussion forum.
 - Create a password protected area on your website.
- Live or Recorded Social Media or Zoom Video
- A bit more complicated and robust: Kajabi*, ClickFunnels*, and iTunes or other podcasting*

*I would love to be able to teach you how I got my program or book coaching system into a webinar and on a podcast. I will be teaching classes on this going forward. Stay tuned for more details and take your book to the next level!

BENEFITS OF GROUP COACHING:

To be honest, I was not a proponent of a group environment for training when someone told me that was how I was going to need to learn something I needed for my business. I had the attitude that I wanted to have individualized attention, but then when I had the roles reversed I realized that any good coach is not going to want to repeat themselves daily and isn't going to manage to hit every point with every client on one call every few weeks. Group coaching would allow a client to tune in for daily calls and listen to other people with similar questions or issues...and actually have more access to the coach! With an online training and recorded or live calls it was easy to access valuable information quickly.

I found that it didn't make sense to constantly repeat the same message day in and day out and it also doesn't allow a coach to grow and learn and teach new things to their clients. I also learned that students learn from one another when they are in what is more of a classroom environment. I questioned whether or not people of various industries would be able to learn from the same structured environment, but the more I researched the more I realized that the good coaches were busy and not only would they go insane with daily repetition, but they were capped on the number of clients they could provide services to daily (an 8-hour day would cap a coach out at 40 clients a week)...and in a variety of disciplines there were always unique and diverse answers. If your coach is not busy then you probably don't want them as your coach. If your coach is tied up and unable to learn new things you will get antiquated information too. What makes the group environment great with the Let's Get Your Book Published program is the following:

- Community or group support will provide more value—a wider and more diverse network.
- Gathering testimonials, sharing publishing resources, support at book launch.
- Cross-discipline peer learning.

You will want to learn how to use a group model and if you are teaching or coaching when your book project is complete you might do the same. You can leverage your time and resources, allowing you to work with more clients over less time and at a lower price per person. And, when you are ready...I highly suggest getting your book into as many mediums as possible. Or, if you are up for a bit more of a challenge...I highly recommend getting a webinar or podcast going for additional coaching. It's great when you can refer a client someplace for a regular topic and not have to repeat yourself.



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HOMework & NEXT STEPS

HOMework:

- Become a member on the Let's Get Your Book Published page on Facebook:
<https://www.facebook.com/LetsGetYourBookPublished/>
- Go to a bookstore (or Costco even) and look at book designs and layout. Be sure to understand what books in your genre look like before you leave.
- Take pictures or buy the books you like and identify why you like certain elements.
- Go to the author's website and social media pages and take notes on what you like/don't like.
- Start looking at royalty free images to get an idea what you like for your book cover (www.Shutterstock.com and www.iStockphoto.com)
- Go to www.fonts.com and look at fonts and identify the ones you like.
- Go to www.pantone.com and start identifying colors you like.
- Spend some time clearly identifying your brand before you begin doing any creative materials for your book. Define slogans, tag lines, and/or unique phrases or identifiers that you regularly use that might identify your brand image. What problems do you solve? What answers do you give and how can those be turned into mission statements for your brand?
- Understand your overall goals and objectives for your book project so you can be sure they are being met from start to finish in the content, the look and feel, and the marketing message.

FORWARD THINKING:

- What kind of marketing strategy will you have and how will you implement it?
- What can you do now to grow your platform and build your email list? Free gifts? Contests? Do you need to learn a new software? How can you plan in advance so when your book is complete it's already in place?
- Are you doing training from your book? How can you lay out the content in your book to flow more seamlessly into this environment?

