

YOUR BOOK - CLARITY TO COMPLETION PROGRAM

A SUPPORT PROGRAM, FROM START TO FINISH, TO ENSURE YOU GET YOUR BOOK WRITTEN, PUBLISHED AND PROMOTED EFFECTIVELY, PROFESSIONALLY, AND ON SCHEDULE.

Most business leaders want to write a book, but many fail to achieve this goal. The main reason for this is they try to do it all alone; without professional help, they get side-tracked and ultimately give up. Like anything in life, having a coach to give you a strategy, a process to follow, support and encouragement to stay on track and the keys to perform at your highest level is the key to achieving a successful outcome. This program is designed to empower you to succeed in writing your business book.

No ordinary book, either. Rather, through this program we'll work together to create a truly exceptional book that readers will rave about that will also be a catalyst for a flow of new business opportunities.

1. Kickstart Immersion

Deep Dive Discovery Session

An offline and offsite full-day immersion to gain clarity, define strategy, set objectives, and agree upon desired outcomes from authoring your book. Deliverable for the day is a detailed book outline that is story driven, insight-rich, and directly relevant for the target market. Sessions include unpacking your stories, identifying key themes, deciding on what stories hold the most energy and value for the target reader, and working out best order of stories and insights to create a fast-paced, page-turning experience for the reader.

2. Interviewing for Content Clarity

Four x 90-Minute Interviews

Interviewing through the outline, these sessions are designed to draw out your insights and create the opportunity to share your stories in an intuitive oral way. These interviews will be recorded and transcribed to be used as a resource and base for you to use when writing the book.

3. Clarity to Completion Coaching Program

45-minute coaching call per week x 9 weeks

Using the outline and transcribed interview sessions as the framework, we will work through a nine-week structure to ensure you get your book completed and set up to publish and market.



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