



Author's Academy

Turn Your Story Into a Powerful & Profitable Personal Brand

We will personally guide you through the process of writing, marketing and publishing your book.

We will help you access the tools and gain the confidence you'll need to get published and turn your story into a powerful and profitable personal brand.

Is your book idea Purpose Driven? We bet it is!

Are you trying to help others based on your expertise and life experiences? Are you driven to share your message with as many people as you can because you know your information will help them?

If yes, then you are Purpose Driven!

Let us help you ***Publish Your Purpose!***





This program is built on the tried and true methods used when writing our own books, and when guiding dozens of individual clients through the process.

To date, we've published 16 books and helped dozens of authors develop their ideas.

This is a 15-week program that covers:

Your Vision

- Goal setting
- Accountability tips
- Secure your topic
- Select the best tools for productivity
- Repurpose your existing content
- Craft an outline and draft a chapter plan
- Work with an editor
- Discover the resources available for aspiring authors

Publishing & Logistics

- Map out milestones and set a publication date
- Define your target readership
- Pick a publishing path (traditional vs. self)
- Understand production options (paperback and eBook)
- Design a cover that works

Marketing

- Position yourself as an expert
- Leverage your author status to increase business
- Develop and engage your tribe
- Launch your book
- Become a best seller
- And much more!

Visit www.PurposeDrivenAuthorsAcademy.com for more details.



The Author's Academy Agenda

Weekly session materials (video, audio and worksheets) will be delivered each Monday of the week, followed by our live Q&A call on Tuesdays. If you cannot make a Q&A call live, you can submit your questions via the private Facebook Group in advance. All live Q&A calls will be conducted using Zoom and be held on Tuesdays. Time to be determined.

Session #1: Deep-Dive Goal Setting for Authors

Craft Your Goal:

Fully develop your goal of publishing a book by focusing on all the reasons why your book is important and why you're the right person to tell this story. The work you do in this module will give you clarity that sets you up for success.

- Why your book is important
- Why you'll be successful
- Strategies for navigating potential roadblocks
- Permission granted!

Work The Plan:

Tips, techniques and tactics for staying on-track as you incorporate the work of writing and publishing your book into your daily life.

- Effective scheduling and prioritization tips
- Accountability strategies

Session #2: Getting Started

- **What you'll learn**
 - Contract With Myself
 - Your Vision
 - 3 keys to success
 - Start with the end in mind
 - Free writing

Session #3 Planning Your Content

Live Q&A call

- ***What you'll learn***
 - Starting with the end in mind
 - Narrowing in on your idea
 - What is the purpose of your book
 - Your Target Reader
 - How long should your book be?
 - What physical size should your book be?
 - How many words should your book be?
 - My Daily Word Count Goal
 - Where to collect content from
 - Content Inventory
 - Marketing Inventory
 - Mind mapping a book outline

Session #4: Preparing to Write

Live Q&A call

- ***What you'll learn***
 - Creating a book outline from your mind map
 - 6 Steps to refine your book outline
 - Non-fiction book outline samples
 - Tips for writing more effectively
 - Writing programs
 - Transcription & dictation
 - Moveable content
 - Organizing your inventory

Session #5: Marketing – Personal Branding

Live Q&A call

- ***What you'll learn***
 - Understanding your personal brand
 - 3 questions to help define your personal brand
 - Sally Hogshead assessment
 - Your 3 descriptive words
 - Creating a personal brand logo



Session #6: Marketing – Website

- ***What you'll learn***
 - Fine tuning your website for your book launch
 - Choosing a domain name
 - Domain resources
 - 10 point checklist for your personal brand website/blog
 - Website Resources

Session #7: Marketing – Titles & Subtitles

Live Q&A call

- ***What you'll learn***
 - How to choose a title and subtitle that work
 - Characteristics of a title
 - Characteristics of a subtitle
 - Top 3 tips for choosing your title
 - 5 steps to choosing a book title

Session #8: Logistics – Interior Formatting

Live Q&A call

- ***What you'll learn***
 - Choosing the proper formatting for your book
 - Setting up an Amazon CreateSpace account, print book
 - Interior book templates
 - Cover templates
 - Setting up a Kindle Direct Publishing account, electronic book
 - Formatting your book
 - Print v. ebook formatting tips
 - How to find an interior layout you like
 - What your freelancer needs to know
 - Creating an Interior Design Brief



Session #9: Logistics – Cover Design

Live Q&A call

- ***What you'll learn***
 - *Designing a cover that stands out*
 - What should be on your cover
 - Avoid these two mindsets
 - Your book cover is a billboard
 - Top 9 tips for designing an effective cover
 - Benefits of crowd sourcing
 - Creating a Cover Design Brief

Session #10: Logistics – Front Matter

Live Q&A call

- ***What you'll learn***
 - *Front matter*
 - What is front matter?
 - ISBN
 - Library of Congress Number
 - Collecting testimonials and a foreword

Session #11: Logistics – Editing

Live Q&A call with guest, Heather Habelka- Director of Editorial Content

- ***What you'll learn***
 - *Working with an editor*
 - 9 tips to get you through the editing process
 - Editing resources



Session #12: Logistics – Back Matter

Live Q&A call

- ***What you'll learn***
 - *What to include in the back matter*
 - Acknowledgements
 - Glossary
 - Resources
 - About the author
 - Ads for your backlist or upcoming titles
 - Calls-to-action

Session #13: Logistics – Pricing

Live Q&A call

- ***What you'll learn***
 - *How to price your book*
 - Research/Printing costs
 - How to price your print book
 - Discounts/Bulk sales
 - Speaker contract sales
 - How to price your electronic book
 - Accepting payments
 - Collecting payment from Amazon

Session #14: Marketing – Book & Author Marketing

Live Q&A call

- ***What you'll learn***
 - *Marketing Buzz*
 - Remembering your goals
 - Leveraging your network
 - Advance readers
 - Low hanging fruit
 - 11 ways to generate buzz



Session #15: Marketing – Launching Your Book Live Q&A call

- ***What you'll learn***
 - *The Book Launch*
 - The 10 day book launch strategy
 - Pre-launch
 - Kindle Countdown Deals
 - Free book promotion
 - Launch on Kindle
 - Make it easy on social media
 - Track your results
 - Ask people to do something
 - Post-launch
 - Price adjustment
 - Focus on providing value, not the direct sale

Bonus Video #1: Audio Books

- ***What you'll learn***
 - *The Benefits of Publishing an Audio Book*
 - Learn whether an Audio book is right for you
 - The Audio Book process
 - Setting aside time for the audio book
 - Distribution
 - Marketing your audio book and getting it out there
 - Audible, the 500 pound gorilla
 - Hard copy Audio Book
 - Who should read your book? You, or someone else?



Bonus Video #2: Telling Stories

- ***What you'll learn***
 - *Publishing Your Journey and How to Tell Your Story*
 - How to Believe Your Story is Worth Telling
 - Video with PYP Author Jennifer Brown
 - Collecting Stories to Support Your Message
 - Video with PYP Manuscript Strategist Fern Pessin
 - Sharing your story
 - Sharing another person's story

Bonus Video #3: Scrivener Tutorial

- ***What you'll learn***
 - *How to Use the Writing Program Scrivener*
 - What Scrivener is
 - The uses of Scrivener
 - How to start using Scrivener