



## **This is a 14-week program that covers:**

### **Your Vision**

- 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 <http://www.publishyourpurposepress.com/academy> for more details.

## The Author's Academy Agenda

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Weekly session materials (video, audio and worksheets) will be delivered each Monday of the week, followed by our live Q&A. All live Q&A calls will be conducted using Zoom—date/time of each session TBD.

If you cannot make a Q&A call live, you can submit your questions via the private Facebook Group in advance and the PYP Team will answer your question on the call for you to watch and review later.

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### Session #1: Getting Started

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

### Session #2: 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 #3: 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 #4: 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 #5: 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 #6: 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 #7: 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 #8: 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 #9: 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 #10: 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 #11: 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 #12: 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 #13: 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 #14: 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