



Coaching Package - Making Authorship a Reality

Have you decided it is time to stop dreaming about being published?

Do you know you want to write a book, but just not sure where to start?

Do you find the amount of work that needs to be done-overwhelming?

Are you afraid of the risk?

Have you asked; what if I don't sell any, or just to my friends and end up with a garage full of books?

Do you work better if you have someone holding you accountable?

Would you like someone to share ideas with and celebrate success?

7 Months of Coaching

Once a month you will get guidance, coaching & homework assignments. Also, benefit from a set of eyes on your ideas & work, as you weave your way through the process in a supportive environment.

Coaching Cycle:

Month 1 - Building a Publishing Budget (Time & Money)

- a) Choosing a publication date and building your timelines
- b) Factoring costs
(Development, Printing, Marketing, Distribution)
- c) Determining your price (per copy, price for bulk orders)
- d) Finding a Distributor (& Sample Contracts)
- e) Homework: Research

Month 2 - The Writing Process

- a) Intent & purpose
- b) Who is your reader and why they need it?
- c) Chapter flow & topics
- d) Front matter/back matter, title & sub-title
- e) Begin Writing Your Book

Month 3 - Marketing Your Book

- a) Your Brand, A Series & Fit for the Marketplace
- b) Finding Your Primary & Secondary Markets
- c) Media (Print, Television, Radio) & Reviews (Your Media Kit)
- d) Your website, shopping cart, viral marketing
- e) Your platform
- f) Write More

Month 4 & 5 - Design & Development

- a) Choosing a Cover (Cover Designer)
- b) Back Cover Design & Content (ISBN & UPC Symbol)
- c) Typesetting & Font Selection
- d) Page counts, weight, size (possibly go back to budget)
- e) Editing
- f) Proofing (Friends, Potential Reader Reviews & Feedback)
- g) Finish Book - Draft 2, 3, 4
- h) Getting printing quotes
- i) Finish Book - Deadline for Design Stage

Month 6 - Printing

- a) Selecting a printer
- b) Negotiating price
- c) Preparing files from designer to printer
- d) Galleys sent to reviewers
- e) Final Proof
- f) To Printer

Month 7 - Distribution & Sales

- a) Reviews
- b) Speaking Engagements
- c) Consulting
- d) Amazon, Distribution
- e) Book Tour
- f) Libraries, Bookstores & More
- g) On-line Promotion

After 9 years as a part time speaker and 3 years as a full time Professional Speaker this past year I finally invested in my business by hiring Elaine to help me draft my first ever business plan. All I can say is "I wish I would have done it sooner." Not only did I gain a comprehensive business plan, but through our coaching sessions, Elaine helped me to focus my message and create a new brand that really spoke to what I sell. The new direction injected me with so much energy that I wrote and published a 'GOT TO IT!' journal resource, revamped my marketing materials, and am in the midst of building a new website to launch the next level of my business: www.gottoit.ca. If you think you can't afford to hire a business coach, I say you can't afford NOT to. I recouped my investment even before our 6 coaching sessions were complete and since then my income and confidence has continued to soar. This gal knows her stuff!

- Michelle Cederberg, MKin, CEP

This coaching is conducted in small group meetings in the comfort of a living room, once a month for full or half days (dependent on topic or area to be covered), and/or occasionally there will be field trips. In addition, there will be homework assignments, and where necessary telephone or conference calls will be scheduled. Each prospective author will be put in pairs or groups of 3 for support, reviews and encouragement. If you have to miss an assigned meeting or call, a mutually agreed time for a phone call will be arranged. Reviews of the previous month will be done at the beginning of each session.

Target Start Date: _____

Finish Date: _____

About Elaine Allison, CSP (Certified Speaking Professional)

Elaine is a best selling & award winning author of The Velvet Hammer, PowHERful Leadership Lessons for Women Who Don't Golf. She has been seen on ABC World News, Global TV, SHAW, OMNI, Rogers and featured in the Globe & Mail and every major city paper across Canada and numerous publications in the United States. In addition, Elaine has been heard on over 100 radio shows North America wide. Her journey in the self-publishing of her first book is shared as a warning to guide others around the risks, and yet still proves success. These lessons she now shares with prospective authors to guard them of the both the pitfalls and possibilities of becoming an author. She is a beacon of hope and inspiration for those sitting on the sidelines waiting for the right time to write and publish their book.

10 Benefits of This Coaching Program

1. **You don't have to do this journey on your own.**
2. **Your learning curve will be cut in half.**
3. **You will have others to share your findings, creativity, frustrations, fears and successes with.**
4. **You will be held accountable for deadlines (no more getting around to it one day).**
5. **You will gain access to resources and contacts that may have taken you hours at a time to find.**
6. **You will be engaged at a level that will inspire your writing.**
7. **You will have direction, timelines and a dedicated budget.**
8. **It will remove the fear and a lot of the risk.**
9. **You will have a plan.**
10. **You will be a published author = Priceless!**

Bonuses & Payment Options

Option A One extra Month of Coaching FREE

Pay in full and receive an additional one month of coaching free. (Help with ongoing sales) Max. of 3 hours. It can be used up any time within the first 12 months of completing the program.

Option B

3 pay plan (Equal monthly payments)

Deadline to Register: _____

Make cheques made payable to:

Elaine Allison Consulting Group, 2241 Stafford Ave. Port Coquitlam, BC V3C 4X5. 604-723-7774

Or Pay by Credit Card " Visa or " MasterCard

Credit Card Number _____ Expiry Date _____ / _____

Exact Name on Card _____ SEC Code _____

Billing Address _____ PH: _____

Email: _____ @ _____

City _____, Province/State _____ PC / Zip _____

Signature: _____

Date: _____

Cost of Coaching Program: **\$4,997.00**, (plus GST \$249.85) Total Investment: \$5,246.85 CDN

I have read and accept the terms of this purchase. Once registered, there is no refund. (it only prolongs procrastination). By signing the above, I authorize the agreed amounts be charged to my Credit Card.