

## AUTHOR COACHING & PRODUCTION PACKAGES



At Write Your Life, our objective is to help you produce the highest quality book and to reach your overall business goals using your book as a marketing tool. We coach professionals to become amazing authors, and authors to become experts. So our singular focus is your success.

We educate authors on the intricacies of strategic content development, professional book publishing, and effectively leveraging your book to achieve your goals.

We are proud to have worked with professionals in a variety of industries, including financial services, genealogy research, professional speaking, advertising, business consulting, counseling/ministry, online marketing, and publishing. Our clients have achieved exceptional success in their publishing efforts, including media visibility, awards recognition, and business growth.

We're ready to help you see that "It's Bigger Than the Book!"

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## 2018 Author Coaching and Book Production Packages

**"Pulitzer" is best if you** are a professional, entrepreneur, coach/consultant, or speaker wishing to use your book as leverage. You have an idea for your book (or maybe you don't) and need help clarifying your concepts, organizing your thoughts, creating an outline, writing engaging content that drives readers to work more closely with you, defining your project goals/objectives, identifying your target audience/ideal reader, and establishing bodacious goals, plus a team of publishing experts to produce a high-quality book.

**"Best Seller" is best if you** have the start of a manuscript (or at least a few notes) and need feedback on areas of improvement, need accountability and help to complete your manuscript, or assistance reorganizing your existing manuscript and preparing it for publication with your own publishing team.

**"Indie" is best if you** have a complete manuscript and you need a quick review and recommendations for improvement or enhancement prior to publishing.

## Private VIP Intensive \$2,497

This exclusive, one-on-one, half-day laser coaching experience is specifically for people who are ready to get the book done in the next 90 days, or make a bigger impact with an existing book. You get personalized coaching with The Author's Midwife in a private setting where you'll focus on the exact areas you need help with. This is a no-fluff, no PowerPoint, hands-on, roll-up-your-sleeves coaching experience designed to focus on your specific needs related to one of the following aspects:

LAYING THE GROUNDWORK	LEVERAGE
<p><b>Lay the Groundwork for Your Kick-Ass Book</b></p> <ul style="list-style-type: none"> <li>• Design your author journey: Your objective, goals, expected results/outcomes</li> <li>• Create a writing/publishing timeline</li> <li>• Develop a profile of your ideal reader</li> <li>• Walk away with a clear picture of your author journey so you know what to expect.</li> </ul>	<p><b>Leverage Your Book for Success</b></p> <ul style="list-style-type: none"> <li>• Assess your author platform</li> <li>• Clarify your book's offer and reader takeaway</li> <li>• Develop options for multiple revenue streams from your book</li> <li>• Design strategies to repurpose your book content</li> </ul>

## Next Level Progression

Take your author journey one step at a time (rather than jump in all at once). Our Next Level Progression offers just what you need on your author journey, exactly when you need it.

Start with our Private VIP Intensive to get your book project started or moving in the right direction . . . or sign up for the "Indie" package to make sure your manuscript is ready for the next phase of publishing.

Then, move to the next level, and enjoy the benefits of the "Bestseller" or the "Pulitzer" package. Your initial investment is applied to the cost. If you start at "Bestseller" and are ready to move to "Pulitzer", we're ready when you are, and your investment is essentially rolled over to the next level package.

No matter where you begin your journey with Write Your Life, your investment will be applied to the next level in the journey; just let us know within 60 days of completing the previous package. This is a great way to manage your investment in your book project, and it offers you all of the focused coaching and publishing expertise to help you be an author, be an expert, be amazing!

## The “Pulitzer” \$14,997

SERVICE	DESCRIPTION
Author Coaching and Book Project Management  9 - 12 months	Author coaching/consulting to include: <ul style="list-style-type: none"> <li>• Private VIP Intensive</li> <li>• Co-create book theme, outline, and content</li> <li>• Develop project timeline</li> <li>• Manuscript review (3 rounds) and recommendations;</li> <li>• Define target audience, benefits of book, author goals &amp; platform, projections</li> <li>• Develop custom crowdfunding, sponsorship, or pre-launch promo campaign</li> <li>• Develop marketing, promotion and distribution strategies, and content extension options</li> <li>• Formation/management of publishing team.</li> </ul> Executed via One Source Project Management
Book Cover Design	Graphic design of front, back, and spine. Two design options and two rounds of revisions. Includes dust jacket for hard cover books.
Interior Layout/ Formatting	Develop consistent interior design and page formatting. Two design options and up to 10 illustration placements.  Additional author-provided illustration placements: \$25 each Design of charts, tables, graphs: \$125 each Back matter: bibliography, notes, index: \$80/hr
Copy Editing	Structural review of manuscript for grammar, sentence structure, story flow and consistency, concept clarity, organization.
Registration	Secure International Standard Book Number (ISBN).
E-Book conversion	Convert print files (cover and interior) to electronic format for e-readers and upload to Amazon.

*I call Anita my book sherpa. She guided me, helped me avoid the normal pitfalls authors run into, kept me on track, and helped me to achieve my lifelong goal to become an author.*

Rena Kilgannon, CEO of Kilgannon Group LLC, author of *What's the Worst That Could Happen?*

## The “Bestseller” \$4,997

SERVICE	DESCRIPTION
Author Coaching and Strategic Direction  3 months	Author coaching/consulting to include: <ul style="list-style-type: none"> <li>• Private VIP Intensive</li> <li>• Co-create book theme, outline, and content</li> <li>• Develop project timeline</li> <li>• Manuscript review (2 rounds) and recommendations (up to 50,000 words)</li> <li>• Discuss marketing, promotion, distribution, and content extension strategies</li> <li>• Define target audience, benefits of book, author goals, projections</li> </ul>

*Anita streamlined my concept, focused my material, and motivated me to attack the keyboard until a book came out.*

Sandy Weaver Carman, CEO of Voicework on Demand, author of *The Original MBA*

## The “Indie” \$2,497

SERVICE	DESCRIPTION
Manuscript Review	Structural review of completed manuscript (up to 50,000 words) <ul style="list-style-type: none"> <li>• Assess content structure, concept clarity, story composition (1 round)</li> <li>• Provide recommendations for improvement or enhancement</li> <li>• One 1-hour laser coaching session</li> </ul>

## Additional Services

SERVICE	DESCRIPTION
Available at additional cost	<ul style="list-style-type: none"> <li>• Ghostwriting</li> <li>• Copy editing</li> <li>• Cover design</li> <li>• Interior layout/formatting</li> <li>• Website design/development</li> <li>• Social media strategies/management</li> <li>• Public relations strategies (media outreach, awards, appearances)</li> <li>• Design of promotional materials (Includes original design of flier, post card, invitation, book mark, signage, or related materials with common graphic look to support book marketing.)</li> </ul>

## Compare Our Author Coaching/ Book Production Packages

	Pulitzer	Bestseller	Indie
<b>Author Coaching &amp; Consulting Book Project Management</b>			
Manuscript review and recommendations	3 rounds	2 rounds	1 round
Private VIP Intensive — half-day coaching session	X	X	
Define target audience, benefits of book, author goals & platform, projections	X	X	
Co-create book theme, outline, and content	X	X	
Develop project timeline	X	X	
Develop marketing, promotion and distribution strategies, and content extension options	X	X	
Executed via One Source Project Management	X		
Formation of publishing team	X		
Develop custom crowdfunding, sponsor, or pre-launch promo campaign	X		
<b>Book Cover Design</b>	X		
Graphic design of front, back, and spine			
<b>Interior Layout/Formatting</b>	X		
Develop consistent interior design and page formatting. Two design options and up to 10 illustration placements.			
<b>Copy Editing</b>	X		
Review manuscript for grammar, sentence structure, story flow and consistency, concept clarity, organization			
<b>Registration</b>	X		
International Standard Book Number (ISBN)			
<b>E-Book conversion</b>	X		
Convert print files (cover and interior) to electronic format for e-readers and upload to Amazon			
<b>TOTAL</b>	<b>\$14,997</b>	<b>\$4,997</b>	<b>\$2,497</b>

PAYMENT OPTIONS			
All require downpayment of \$2,500 (minimum)	Pulitzer	Bestseller	Indie
<b>2-pay:</b> Balance due in 30 days*	X	X	X
<b>3-pay:</b> Half of balance due in 30 days, remainder due 30 days later**	X	X	
<b>6-pay:</b> Balance due in 5 equal monthly payments**	X		

\* Add 3% administrative fee

\*\* Add 5% administrative fee

## Hourly Rate \$250

SERVICE	DESCRIPTION
Author Coaching	Provide insight and direction with: <ul style="list-style-type: none"> <li>•Book theme, outlining, content development, and composition;</li> <li>•Manuscript review and recommendations;</li> <li>•Define target audience, benefits of book, author goals &amp; platform, projections;</li> <li>•Marketing, promotion and distribution strategies, content extension options;</li> <li>•Crowdfunding, sponsor, or pre-launch sales/promo strategies and resources;</li> <li>•Provide industry insight, strategies, and resources.</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>•Develop project timeline;</li> <li>•Formation of publishing team (editor, designer, printer);</li> <li>•Budget oversight, price negotiation;</li> <li>•Coordinate with and manage team members;</li> <li>•Regular status reports to author.</li> </ul>

## NEXT STEPS

Write Your Life shares your desire to make your book a reality. We are committed to assisting you throughout the process and providing our expertise, insight, and resources to ensure your book is a high-quality product that serves your needs and the needs of your target audience. Your commitment and diligence are required to help make this process flow smoothly so that your expectations are met.

To begin this project, we will need:

- Approval of services needed
- Signed Agreement/Scope of Work
- Initial payment

This is a non-binding proposal. Pricing is valid up to 30 days from the date of this proposal. Please contact Anita Henderson with any questions at [anita@writeyourlife.net](mailto:anita@writeyourlife.net) or 770.900.7097.

Thank you for the opportunity to provide these options. We look forward to working with you.