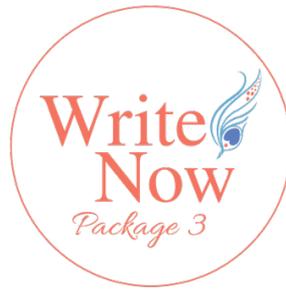


At-a-Glance Write to Launch and Speak Now	
PHASE 1	
Small Group Coaching	✓
Write Now Sessions	✓
VIP Private Coaching	✓
Trello Book Board	✓
PHASE 2	
Associate Coach Support	✓
Beta Reader Review	✓
Editing BONUS	✓
PHASE 3	
Book Design and Production	✓
eBook	✓
Marketing	✓
Promotion	✓
Bestseller Book Launch	✓
BONUS	
Speak to Profit with Jane M Powers	✓
Let's Talk Impact: Code to Close	✓
Let's Talk Impact: Superhero Success	✓

Schedule for Phase 1							
12 Coaching Sessions with Laura 4 Webinars with Jane Held Virtually on Wednesdays from 5:30 – 7:00 p.m. MST							
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
21	4 Jane #1	9	6	18	8 Jane #3	19	10 Jane #4
	11	23	13 Jane #2	25	15		
	25		20		29		



Write Now Package 3 is a 12-month all-inclusive small group writing, publishing, and speaking program.

PHASE 1 – WRITE YOUR BOOK

Small Group Coaching: Approximately twice a month for six months, you join Dr. Laura on a small group virtual session with other authors for 90 minutes. During the session, you learn key writing concepts to apply immediately to your own book writing. Authors also read aloud brief excerpts from their writing and receive immediate feedback from a live audience in a safe and empowering environment.

Write Now Sessions: Twice a month for six months, you join Dr. Bush, or a team member, as well as your fellow writers on a 60-minute virtual Write Now session. This keeps you writing in the company of other writers. Each person shows up **on time** at the designated Zoom location to share writing goals, write for

50 minutes, and briefly report your accomplishments during that 50 minutes.

TRELLO Book Board: Soon after you join the program, you are set up with a virtual TRELLO Project Management Board to visualize everything you and our team at Peacock Proud Press need to customize and manage projected timelines, compile files, and interact with you about your book.

Private VIP Coaching with Dr. Bush: You receive three 90-minute Private VIP Coaching sessions with Dr. Laura over the course of this program. During your VIP sessions, you will work one-on-one with Dr. Laura on any aspect of your manuscript that needs attention.

PHASE 2 – WORK WITH YOUR ASSOCIATE COACH AND EDITOR

Associate Coach Support: You receive support, accountability, and feedback to hone your writing habits and goals. Your Associate Coach meets with you weekly for two months by phone to pace your book writing progress and hold you accountable to your weekly writing goals. Once you've written 35,000 words, your Associate Coach begins a Beta Reader Review of your manuscript to provide you specific feedback and guidance while you finish developing your manuscript.

Editing: All writers, no matter how experienced, need multiple rounds of editing to ensure the quality of their book. Most publishers

do **not** offer full editing services as part of their publishing packages. Why? Because some manuscripts need more editing than others and manuscripts can also differ greatly in length. We only care that your book is well edited, so as a **BONUS** in all our program packages, we offer you full editing services:

- ❑ **Structural editing** – At this level, your editor analyzes your book, focusing on the organization, development, and coherence of the manuscript. Your editor evaluates the clarity and persuasiveness of your book's thesis, the soundness of your book's logic, the

evidence you provide, the stories you tell, and the organization and development of your book's central ideas. Your editor makes specific suggestions for revising your manuscript as needed.

- ❑ Copyediting – This line-by-line editing mainly occurs after a structural edit and focuses on identifying and correcting any weaknesses or errors in the coherence and logic of your book

manuscript at the sentence level. Your editor will tighten sentences and correct any weaknesses in grammar, spelling, word choice, tone, or style.

- ❑ Proofreading – A proofreader meticulously reviews the final draft of your completed book manuscript looking for typographical errors, misspellings, or mistakes that might have been introduced during the book design and production process.

PHASE 3 – PUBLISH, MARKET, and LAUNCH YOUR BOOK

Publishing: Current publishing options can be confusing and overwhelming. The publishing industry has changed quickly and dramatically. Almost anyone who writes and uses the internet can self-publish a book, regardless of its quality. As an independent book publishing company that keeps up with an ever-shifting industry, Peacock Proud Press helps you avoid costly mistakes and reduce unnecessary stress over a complex process by providing you the following publishing services:

- ❑ Book Design and Production – To catch and hold the attention of your ideal reader, the cover and interior layout of your book is custom-designed and produced according to professional book design standards. We only use experienced and highly skilled print and eBook designers.

- ❑ Marketing, Project Management, and One-to-One Author Support – You receive one-to-one author support to market and launch a bestselling book. We develop a publishing timeline based on your needs and interests and manage your project according to that timeline. We work with you to hone your author bio, develop compelling back cover and interior sales copy, and guide you to gather expert endorsements and testimonials.

- ❑ Distribution – Your book is made available in both print and eBook formats for national and international distribution through Amazon CreateSpace and IngramSpark

BONUS: SPEAK TO PROFIT with JANE M POWERS

During Phase 1, you meet live on four webinars with Jane M Powers, a world class speaking and sales expert. Jane will guide you to **Speak with Confidence and Sell with Authority** so you can get seen, get heard, and get sales.

The four webinars cover these four topics:

1. Writing Your **INTROmercial™: Ultimate Impact Formula**. Make Money Beyond Just Selling Your Book.
2. Where to Go, What to Say, and How to Say It. Get Booked Today and Speak on Multiple Platforms.
3. Speak to Profit by Turning Your Book into a Signature Talk.

4. Sell More by Transforming Your Money Mindset for Greater Results.

You are also personally invited to two world class events with Jane:

1. **Let's Talk Sales Impact: Code to Close** on April 7, 2018 at the Pointe Hilton Squaw Peak Resort 7677 N 16th St, Phoenix, AZ 85020. **No cost to attend**. 9:00 a.m. to 5:00 p.m.
2. **Let's Talk Impact: Superhero Success** on September 6, 7, 8, 2018 at the Pointe Hilton Squaw Peak Resort 7677 N 16th St, Phoenix, AZ 85020. **\$197 refundable deposit** with a **VIP upgrade** for each Book in a Barn participant.

Total Value of Speak to Profit = \$7,500