



| At-a-Glance<br>Write to Publish and Speak Now     |   |
|---|---|
| <b>PHASE 1</b>                                    |   |
| Interview Author                                  | ✓ |
| Gather Content and Organize                       | ✓ |
| Ghostwrite Book for Author                        | ✓ |
| <b>PHASE 2</b>                                    |   |
| Structural Editing                                | ✓ |
| Copyediting                                       | ✓ |
| Proofreading                                      | ✓ |
| <b>PHASE 3</b>                                    |   |
| Book Design and Production                        | ✓ |
| eBook   | ✓ |
| Marketing   | ✓ |
| Promotion   | ✓ |
| Bestseller Book Launch                            | ✓ |
| <b>JANE M POWERS</b>                              |   |
| Five hours private coaching                       | ✓ |
| 60 days of support                                | ✓ |
| Speak to Profit: Craft Your Big Cash Talk program | ✓ |

**Write Now Package 1** is a 12-month all-inclusive ghostwriting, publishing, and speaking program.

#### PHASE 1 – DR. LAURA GHOSTWRITES YOUR BOOK

**Ghostwriting:** As your ghostwriter, Dr. Bush will capture your distinctive voice, tone, and style through recorded interviews with you about your experience and expertise. You will offer her occasional input and feedback as she organizes, writes, and develops your manuscript. This ghostwriting process will allow you to stay focused on what’s important to you—your own life and work. Without doing the actual writing yourself, you’ll experience more freedom, fun, and ease becoming the author of a superior, nonfiction book that will establish your expert authority and credibility in the marketplace.

## PHASE 2 – WORK WITH YOUR EDITOR

**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, working with you to hone your author bio, develop compelling back cover and interior sales copy, and 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

## SPEAKING WITH JANE M POWERS

**Speaking:** Dr. Bush has partnered with Jane M Powers, a world class international speaking and sales expert, to launch your speaking career in connection with your book. You will receive a VIP Day with Jane that includes the following:

- Five hours private coaching with Jane, either in person or virtually, split into two 2.5-hour sessions.
- 60 days of support from Jane upon completing the VIP Day, during which you will finalize and polish your talk around the topic of your book.
- Speak to Profit: Craft Your Big Cash Talk program, providing you a formula for ongoing support to evolve your talk over time.
- Unlimited Email Access to Jane.
- All notes and recordings (if applicable) of your meetings with Jane.