

GOALS AND

OBJECTIVES



In order to stand out as a recognised authority, and expert in your field, you need to create credibility and gain respect.

To be well known, well paid and wanted, evidence is required in order to convince your ideal client to buy you, your specialist know-how and your services.

This proposal covers the elements we can assist you with to achieve your goals.

The objective of this proposal is to outline the process to develop your status as a recognised best selling author and leverage your book credibility and develop multiple streams of income from the contents of your book.

The steps outlined may or may not include the entire scope of our capabilities, and has been tailored to your specific needs.

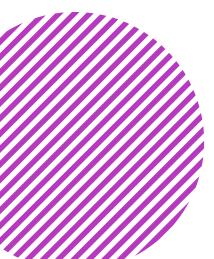
Please contact us with any questions or if there is something we haven't covered which you need assistance with.

PROPOSAL ••••••••••• PAGE 3

BECOMING A

BEST SELLING AUTHORITY

- 1. Process Outline
- 2. Timeline
- 3. Marketing Plan
- 4. Publicity Plan
- 5. Estimate & Options



The Audacious Agency does not guarantee success in any aspects outlined in this proposal, this is reliant on the individuals efforts in investment of time in working on the development of the project.

We provide the strategy, consultancy and may affiliate with partners where necessary, with deliverables noted in the proposal., however you are responsible for meeting deadlines, self promotion and effort.

You may choose to implement all, some or just one of the options and in a different order as deemed necessary. Payment options are available as outlined in each section.

PROCESS OUTLINE

You can access help with the entire book creation and launch program, or just the parts you need.

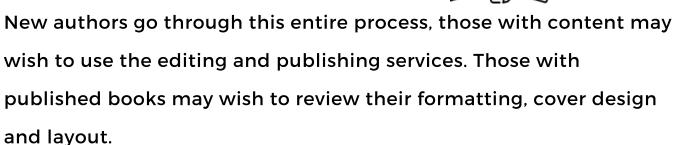
We recommend all new authors complete the process, while those with content or published books review their strategy before beginning the launch, marketing and publicity process.

Each step is outlined in this document for you and we suggest you contact us to discuss your specific requirements.

STEP 1 & 2) Strategy & Mindmapping 🔑 💮

Essential for new authors and vital for content creators and published authors to review the purpose of the book, the ideal reader and the platform for generating multiple streams of income from your book content.

STEP 3, 4 & 5): Writing, Editing & Publishing 🧷 🗍



STEP 6 & 7): Launch, Marketing & Publicity (#)



New authors go through this entire process, those with published books can use all of these services.

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PROCESS OUTLINE

STEP 1) Strategy:

To ensure your book is leveraged properly we first create a unique strategy with you to sustain awareness and enhance your personal brand over the next few years. We outline the possibilities and desired outcomes to set timings and goals.

We also review your personal brand to ensure your book is aligned with your personality, expertise and style.

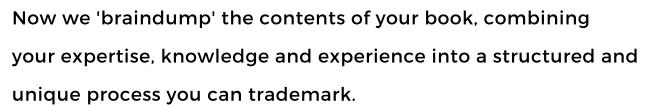
This stage includes clarifying the purpose of the book, researching the market, identifying your ideal reader demographics, psychographics and communication style to ensure the book resonates and developing your book launch platform, sales funnel and lead generator as well as the book branding, marketing and publicity requirement.

The strategy also includes outlining how you are going to grow a following and build a database so you have an audience to launch to and your online presence making it easy to become a known author and speaker on your expert topic.

If you have already published your book, this is a review process which may lead to a revitalising and relaunch of your book.

PROCESS OUTLINE

Step 2) Mind-mapping your book 🛞



This is how we can develop a guidebook with the potential to expand into a signature system used for mentoring courses, workshops, keynote speaking and online programs.

This is captured visually and via recorded zoom call so the ghost writer/editor understands your author's voice and can create an authentic guidebook which supports you personal brand.

We also consider ideas for cover design and forward collaborator along with the leveraging opportunities and how your book content can become part of your content and social media marketing.

This enables you to begin gathering a library of images, memes, quotes and other useful content to market and promote your book

If you have already published your book, this is a review process which may lead to a revitalising and relaunch of your book.

PROCESS OUTLINE

Step 3) Writing: 🧷

To create a guidebook to companion any expert mentoring or coaching and support you as an expert, speaker or consultant, the content needs to enable the reader to take themselves or be guided through your unique process as part of a 1:1 session, workshop or online program.

It also needs to communicate your personal brand, with your 'voice' and personality.

Interviews between yourself and the writer are essential here, as you go through each chapter of the book, including intros and action steps, call to action and research/data required, images or diagrams available or sourced.

This stage includes cover image design concept and chapter opening graphics and any additional content required to support your opinions or approach (data, facts, quotes etc). Reviewing of testimonials, and adding action steps and is included at this stage.

If you have already written your book content, this is a review process which may lead to a revitalising and relaunch of your book. PROPOSAL •••••••••••• PAGE 8

PROCESS OUTLINE

Step 4) Editing

Grammar, spelling and fact checking. Approving of draft layout and the formatting your book as an eBook and a print on demand/paperback version.

At this stage we make sure your voice, expertise and the flow of your approach matches your personal brand and any existing programs or services you may have or be in the process of developing.

Step 5) Publishing

Now we prepare your book for launch and making sure it produces electronically and for print. Obtaining ISDN numbers, final formatting for a range of platforms including Amazon, Apple and Barnes & Noble for eBook, hardcopy and paperback, including final set-up for printing the front cover, spine and back cover,

This stage includes assistance with your Amazon Author Page setup including bio and testimonials, plus guidance to familiarise yourself with the platform.

It also includes guidance on your authority page on your website, media kit, collateral and sales process.

If you have already edited and published your book content, this is a review process which may lead to a revitalising and relaunch of your book. PROPOSAL PAGE 9

PROCESS OUTLINE

Step 6) Launch, Publicity & Marketing 🔑 🚼 🣢



Following the strategy we set at the beginning, to ensure every opportunity is taken to have your ideal reader learn about your book, gain reviews and credibility we focus on pre-launch, before a global launch and continued marketing of the book. At this stage your book is only available as an eBook for reviews.

A launch is set with marketing to announce the limited give-away period to reach best-seller status. Your book is then produced for print as a best-seller, with sample copies available for photography while the eBook cover is updated and the long term marketing and publicity begins.

Images and collateral are created including social media content, pull up banners, and your authority page (about page on your website) with your bio and speaker kit created.

Your marketing action plan is developed with 12 months of scheduling completed, with added newsjacking opportunities to 'relaunch' the book and leverage opportunities, media releases completed and pitched to selected channels, blog themes chosen, social media pages set-up and launch events planned.

Printing and production of collateral is additional cost dependant on requirements.

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TIMELINE

Creating Your Best Seller Platform

- 1. Strategy, research and reader identification
- 2. Mapping out the guidebook contents
- 3. Briefing ghost writer/editor
- 4. Interviews and transcriptions
- 5. Developing database and following
- 6. Creating the cover artwork & book style
- 7. Copy editing, page design and layout
- 8. Publishing to multiple platforms
- 9. Prelaunch & reviews
- 10.Online launch
- 11. Amazon best-seller status
- 12. Printed book artwork completed
- 13. Marketing, Publicity and Launch

Ebook format included, printed copies additional cost depending on page count and quality.

Your program, workshops, mentoring etc can be conducted simultaneously or after your book has launched. Marketing of this is separate to the marketing of your book and should be treated as an additional launch.



MARKETING PLAN

Strategy:

To ensure your guidebook and programs/mentoring are launched and remain relevant to the ideal target client with a long term strategy to build the brand and business.

This marketing plan enables you to manage consistent content creation and social media to be seen and noticed throughout the entire 12 months ahead without becoming overwhelmed.

Marketing Action Plan:

Setting the over-arching brand strategy
Themes for each month
Article content and research/story ideas
Newsjacking opportunities
Social media planning



Including a printed planner and 1:1 planning session, themes for each month, content idea generation and advice on setting up your community/group as well as social media content and repurposing.

Mood board development is included to assist with style, colours and the accumulation of images, quotes and memes which you are responsible for obtaining and managing.

PROPOSAL

PUBLICITY PLAN

Strategy:

To ensure you are reaching the right audience and being seen and noticed so that your authority status is publicised and communicated for long term success we suggest the development of a 12 month publicity plan.

Publicity Plan:

Your author bio and brand story

Media kit content

Identifying channels for sharing content

Media release distribution

Editorial and event calendar

Outlets, guest blogging, podcasts and speaking opportunities Repurposing, relaunch and contests

Including clarifying the ideal media and channels then creating multiple stories and media angles to avoid hype and prepare constantly interesting, newsworthy articles and content.

Ensuring your content is repurposed to leverage it as much as possible and ensure it drives interest back to your book, website, authority page and social media.

This may include entering the book in awards, new platforms and repurposing as an audiobook which are additional costs.

ESTIMATE & OPTIONS

Steps 1 & 2) Strategy & Mindmapping 🅀 👚

Creating the unique program including brain dump, structure and plan for guidebook, online and mentoring program.

\$1650 (review process for content creators & published authors \$875)

Steps 3,4 & 5) Writing, Editing and Publishing 🖉 🍃 🗍

Everything included except costs for printing books (dependant on size, page number and quantity).

For new authors and books \$8800

For those who have written content: \$5900

For those published and need revitalising \$3200

Step 6) Launch & Marketing 🛱 🛱

Making sure your guidebook and program launches and is sustained for the long term. (Does not include paid advertising or launch event costs).

\$1997

Publicity Package

Author bio, media releases and a publicity plan to get you in the media, on podcasts and to help leverage your personal brand, book and business. (Does not include launch event costs)
\$1997

All prices \$AUD inc GST.

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YOUR TIME TO SHINE!

Thank you for the opportunity to work together, we are excited about your book project and can't wait to launch your best selling authority. You can select the entire program or parts of it depending on where you are at in your authority journey.

New authors are encouraged to complete the program in its entirety,
Those who have written the content but need assistance from editing
and publishing should contact us to discuss a review before
beginning the process.

Existing authors may wish to review their books as well to create a marketing and PR plan to become more well known and sell more books, leveraging your expertise into a program.

Wherever you start from, you will receive the Audacious Agency
Package of 'Selling You', 'Media Magnet', Marketing Action planner'
and the 'Weekly Rocket' for speaking opportunities to sustain your
book and personal brand.

CLICK HERE to have a chat with us about your best selling authority.

