

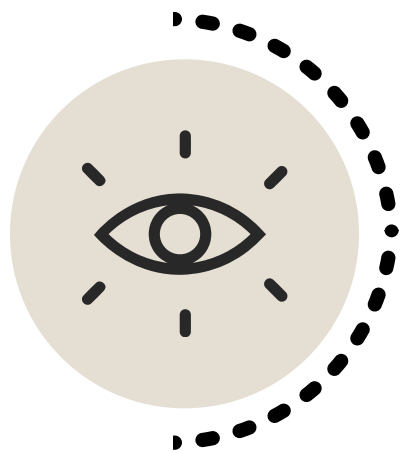
# AUTHOR ACCELERATOR

## "FOUNDATIONAL SALES"

# 1

### AUDIENCE

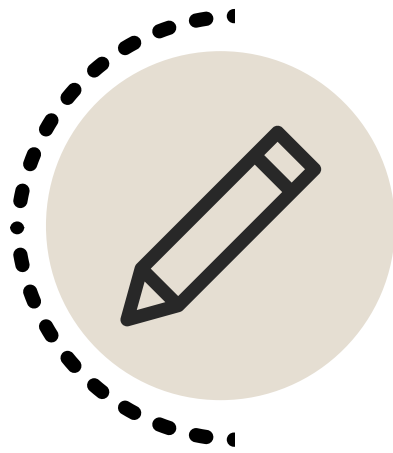
We'll **identify your ideal readers and develop a messaging strategy that speaks directly** to them. By understanding their needs and preferences, you'll be able to **create content that resonates with them and builds a loyal following.**



# 2

### IDENTITY

We'll **develop a strategy that best highlights your strong brand identity and sets you apart** from other authors. This includes defining your brand voice, messaging, and **positioning yourself as a leading authority figure in your genre.**



# 3

### PROFILES

We'll optimize your social media and digital platforms to **ensure that you're reaching the right audience.** I'll also assess your website and help you effectively set up your Goodreads and Amazon pages to **increase your visibility and engagement.**



# 4

### AUTHORITY

I'll help you secure speaking engagements, interviews, podcasts, and media appearances to **promote your book and get your audience hearing your message.** I'll also help you leverage literary reviews reader book reviews, and book awards to **increase your credibility and exposure.**



# 5

### BOOK SALES

I'll **help you list your book in traditional and non-traditional retailers,** as well as develop an in-person event strategy to **increase your sales.** We'll also connect you with leads, referrals, industry contacts, and groups/clubs to **expand your network and reach new readers.**



## RESULTS

SELL  
MORE  
BOOKS

REACH  
MORE  
READERS

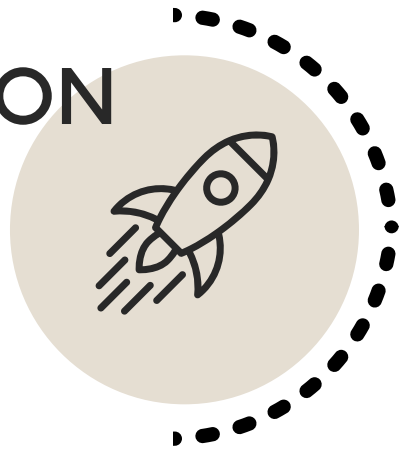
GET YOUR  
MESSAGE  
HEARD

# AUTHOR ACCELERATOR

## DELIVERY

### BREAKTHROUGH SESSION

In this powerful **90-minute pre-program strategy session**, we'll **identify any existing barriers** and **map out the best process and pathway for success** for YOUR journey in this program.



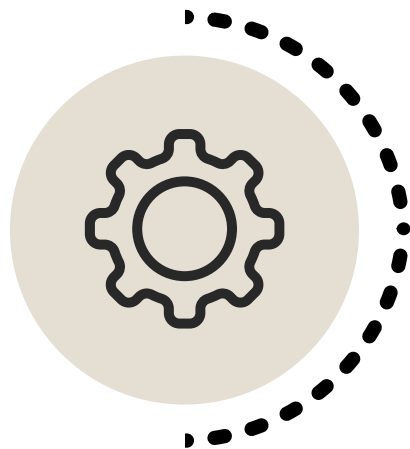
### 1:1 COACHING

**8 x 60-minute live strategy calls** where we'll work through the exact tools, strategies, and actions required to **unleash your full self, position you as a leading storyteller in your genre, and implement proven strategies to sell your book**. You'll get lifetime access to all recorded coaching sessions and workbooks so you can revisit them whenever needed.



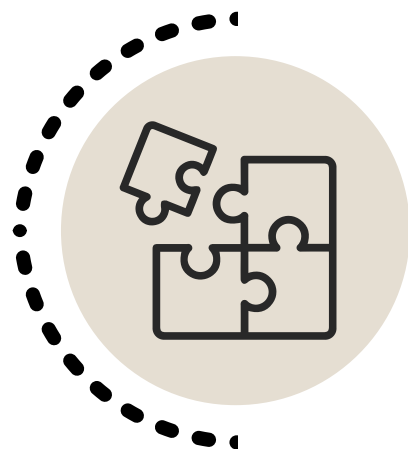
### DONE WITH YOU

1:1 coaching and implementation support to ensure your social media profiles, website, digital and book sale platforms are **best optimized to expand your reach and build a community of raving fans and readers** of your books. We'll develop a messaging strategy that **perfectly conveys the value of your book to your audience**. We'll create custom book sale strategies for upcoming book launches, pre-order campaigns, and promotional sales.



### DONE FOR YOU

- Audit of existing website with suggested changes and strategies given to better flow visitors through site
- Review of any existing marketing materials, social media profiles, and content with feedback and suggested edits to best present your message to your ideal readers and encourage them to take action (and buy your book)
- Social media strategy with custom content categories and a list of content ideas that makes consistent posting on your profiles easy and effortless.
- Directory of tools, speaking opportunities, groups, retailers, and (book) award contests



### TEMPLATES & SCRIPTS

Custom "done for you" assets such as: social content calendars, social media profile best practices, and a resource library of customizable scripts such as booking speaking engagements, media interview pitch, and asking for book reviews.



**PROGRAM  
LENGTH**

**4  
MONTHS**

**MONTHLY PAYMENT  
PLAN OPTION**

**\$1,275  
USD\***

**x 4 MONTHS**

**PAY IN FULL  
DISCOUNT**

**\$4,000  
USD\***

**ONE TIME**

\*Charged in local currency

Applicable GST/HST tax applied for Canadian residents only