

BOOK SALES BLUEPRINT

"ELEVATE & CONVERT"

1

CONVERSION

We'll elevate your profile and craft a **highly-converting** content strategy **to attract the right readers** to your books. We'll also develop compelling lead magnets and resources **to capture their attention and nurture them towards sales** of your books.



2

ELEVATE

We'll help you create engaging video content that will **further boost your brand authority**. You'll learn how to **connect with your audience** through stories, live streams, and webinars, and how to **elevate your position as a thought leader** in your genre.



3

LEAD GEN

We'll explore **advanced sales techniques** using Amazon, Goodreads, and social media advertising and we'll teach you how to **nurture those relationships** with effective email communication to **keep your readers engaged and excited about your future releases**.



4

INDUSTRY

We'll teach you how to network effectively in the industry, connect with the right people, and **build long-lasting relationships that will help you sell more books**. You'll learn who to connect with, how to contact them, and how to **leverage those connections to grow your business and get results**.



5

SALES

We'll teach you how to **market yourself as a high-level** keynote speaker and how to **generate additional revenue streams** through speaking engagements and other events.



RESULTS

BOOST
BOOK
SALES

EXPAND
REVENUE
STREAMS

INCREASE
AUTHOR
INFLUENCE

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DELIVERY

STRATEGY SESSION

In this powerful **60-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 5-month program.



1:1 COACHING

10 x 60-minute live strategy calls where we'll work through the exact tools, strategies, and actions required to **elevate your profile, increase your income, attract more readers, and build a thriving author business**. You'll get lifetime access to all recorded coaching sessions and workbooks so you can revisit them whenever needed.



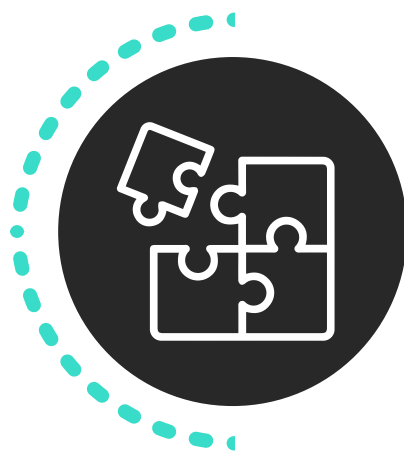
DONE WITH YOU

- 1:1 coaching and implementation support to elevate your online and in-person presence
- Optimized content and messaging strategy
- Targeted lead generation, conversion, and sales strategies to:
 - Elevate your book sales
 - Generate more income from additional revenue streams
 - Grow your community of readers and fans



DONE FOR YOU

- Custom "done for you" strategies for social media, website, and digital/book sale platforms
- Assets such as
 - ad copy templates
 - email marketing campaigns and templates
 - lead magnet and landing page templates
 - social media content calendars
 - sales scripts for lead generation and relationship building
 - book launch campaign checklists
- Resource library of customizable scripts for pitching speaking engagements, podcast/blog interviews, media interviews, and book reviews



**PROGRAM
LENGTH**

**5
MONTHS**

**MONTHLY PAYMENT
PLAN OPTION**

**\$1,700
USD***
x 5 MONTHS

**PAY IN FULL
DISCOUNT**

**\$7,500
USD***
ONE TIME

*Charged in local currency
Applicable GST/HST tax applied for Canadian residents only