



Your Author Journey

Towards building a profitable business around your knowledge



A flexible subscription-based service to take you from concept to completion, one simple step at a time.

Steps 1,2 and 3.



What is an Author Business Coach?

An Author Business Coach is interested in much more than helping you to create a great manuscript and to help you with the mechanics of publishing. They are there to help to give you clarity on all of the elements needed to make it a commercial success and create a robust business around your words

An Author business Coach will help you;

- Understand your purpose in writing your book and the outcomes you want both for you and also your reader.
- Provide validation of your concept and content. Will it work in the marketplace?
- Identify your most profitable routes to market. Where will you make the most money?
- What is your business model and will it deliver the results you want?
- What do you need to do to set up an author business?
- What tool and process will you need to manage it?
- Understand your Income and Expenditure – and profit!
- Help you to create your Personal Branding
- Essential Business and Financial Tools
- Be a sounding board as you develop your material
- How many ways are there to repurpose and monetise your content
- Which is the best way of getting published?

- Which Social media channels will produce the best results?
- What are the most cost-effective ways of marketing your offering
- What do you need to unlock lucrative speaking opportunities?
- How to make yourself media-friendly
- Help you to create a project timeline and set milestones
- Give advice on building a following and fanbase

How Author Business Coaching is delivered

- One-2-One – £150 per session (up to two hours) on Zoom or Skype
(Two or three sessions recommended)
- Open Webinars – £25 per online session
- Group Workshops – £25 per live event place
- Face-to-Face within Greater London area £250 per session

Steps 4, 5, 6, 7



Putting your publishing plans into action, and building a successful business around your knowledge.

- **Creating a timeline for the project along with Milestones for every essential task**
- **A curated programme of weekly ‘how-to’ training modules.**
- **Access to all the specialist services you need to create your book and to launch it to the world**
- **Your own Project Manager and Editor.**

Done with you or Done for you

You have two options – “Done with you” – where we teach you the process as we do it to enable to you become self-sufficient in the future.

Alternatively, if you are time challenged and need someone to just make things happen for you under your direction, we offer “Done for you” and provide a range of outsourced and recommended professional services.

What you get

Six months of practical help, advice, webinars, hands-on assistance with graphics, layout, design and book production

A complete programme delivered online, to take an author from starting to write their manuscript, to publishing it and then going onto building a successful business around it

- Your personal Project Manager and Editor
- Use of the cloud-based Author Project System
- Unlimited data storage
- Open Learning Modules – one step at a time to avoid overload
- Weekly Webinar
- Project Timeline including Tasks and Milestones
- Bespoke Budget to deliver your chosen outcomes
- Access to editorial, creative and production services at special members rates, when you need them
- Access to experts and specialists
- Author Concierge Service included (saving £60 per month)
- Unlimited Q&A

Subscription Option

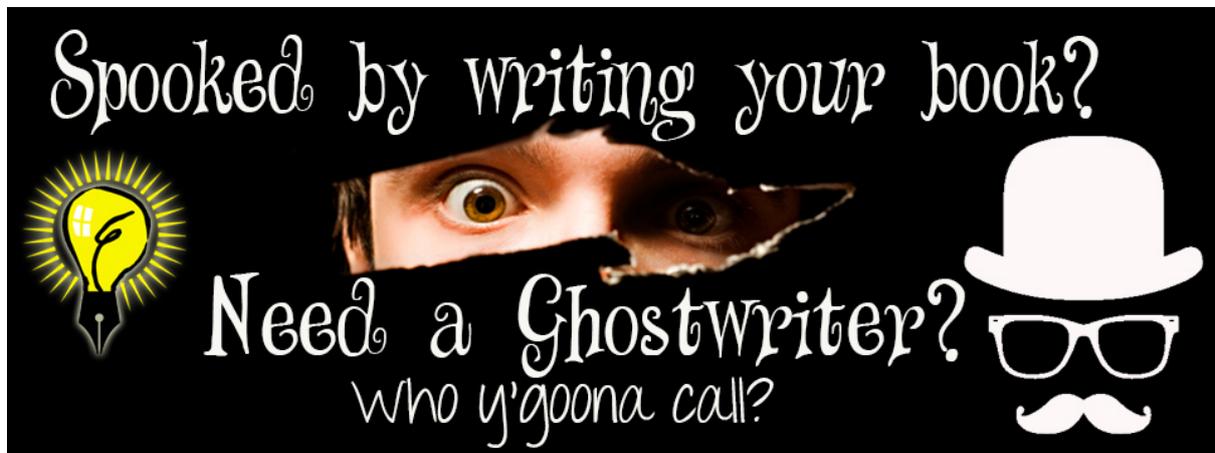
One-off payment of £720 on commencement of the programme

or

Six-month programme £600 plus VAT. Paid in 6 monthly subscriptions of £120

In addition to your subscription for the programme, you will also be charged for any additional services you order – such as an editorial evaluation report, editing, proofreading, cover design, and book layout. These costs will be divided across the project and added to your monthly subscription.

Book Launch Countdown is included with our publishing package at no extra cost.



Not everyone has time to write a book

If you are at the top of your game and in the middle to managing your business, the thought of spending six months gabbing odd hours of the day and night to create 60,000 words, is just impossible. Fortunately, there is a solution!

Your book will be made of words, but those words could be spoken instead of typed. We can help you to speak your book, at the speed of thought, through a series of structured interviews online by Zoom or Skype.

We then take the recording, transcribe it and one of our editors tidies it up. It then goes back to the author to add things that were missed and develop it further. Much faster than starting from scratch. Finally, we involve one of our ghostwriters to smooth it out and turn it into a bestseller.

The advantages of this process are

- The words are in your authentic voice
- People will recognise your style and phrases
- It is a much faster way than for you to sit and type
- You can also leverage downtime to dictate passages on your phone, and send the audio file to us for transcription
- Our Editorial team will check the manuscript for style and consistency, proofread it and ensure it is the best it can be.

Budget – allow for £6,000 (depending on genre and the number of words required)

You are seen as the author, there is no mention of the ghostwriter.

All rights and royalties are yours. The services of the ghostwriter are a one-off payment with no further obligations or liabilities

Our most popular package

Standard Business Book - Six month lead-in time to publication

- Trade paperback book. Laminated full-colour cover. Pages in black and white. Approx 200 pages. 60,000 words. Good quality white coated paper. Any tables, graphs and photographs supplied by the author which are licenced for publication
- Creation of eBook versions of your book (Kindle, Nook, Apple iBooks, etc)
- A professional evaluation of your manuscript from an editor to assess structure, content, style and grammar, in a Reader's Report
- Proofreading and making corrections (based on a manuscript of 60,000 words)
- Book SEO – keywords, categories, full ISBN database entry, specification, territories and supply chain, short and long-form description, synopsis, author biography etc. Upload to all book distribution databases worldwide
- Book Trade Promotion Package - including creating and distributing Advance Information Sheet. Promotional mailing to the book buyers of the High Street book chains and independent bookshops. Entry in monthly global new titles trade mailing list
- Making the book available on Amazon and all other online book retailers
- Book Launch Press Release to bespoke list of journalists
- Creation of a promotional book widget for reviewers and journalists
- Launching the book to the book trade global supply chain to make it available locally in all continents
- Providing a pack and dispatch service to service website sales
- Use of our cloud-based Author Project System and data storage
- Your dedicated Project Manager
- Title published with the imprint of a long-established international publishing house, Authorize demonstrating that you are not self-published.
- There is no VAT on book publishing
- Books supplied to the author for their own sales, at a discount of 60%

International Publishing package £6,000

Includes the Book Launch Countdown package (saving £720) and the Author Concierge Service (Saving £432)

There is an Initial payment on commencement of £2,000. Balance paid in six equal monthly instalments of £670



Solving Problems – Delivering Solutions

If you want to ‘pick’n’mix individual publishing and creative services or solutions, you need our Author Concierge service.

The AuthorCraft Concierge Service is aimed at busy authors and public speakers who need a knowledgeable extra pair of hands to support them with their business. For those that do not have the luxury of a support team behind them to provide ‘back office’ services, but could do with someone to delegate marketing, promotions, creative, production and event tasks, then the AuthorCraft Concierge Service is for you.

It might be that you need some pull up banners to be created and set up at the venue you are speaking at; it could be that you need someone to arrive at a venue and set up a table of books for sale on your behalf. Maybe you urgently need some posters or fliers to be designed, printed and dispatched and are just too busy training or speaking to do it yourself. The AuthorCraft Concierge Service draws on our extensive team of designers, technicians, copy-writers, printers and project managers to be available to solve your problems and immediate needs.

You have your own portal on our cloud-based Author Project Management System which enables you to stay in charge of your project wherever you are in the world

How does it work?

To join the service, we ask for a membership fee of just £60 plus VAT per month which gives you access to your own project manager, who will get to know your preferences and needs. Your membership fee also gives you one hour of activity during the month.

Each task or service you request will be charged for on an hourly rate of £60 plus VAT invoiced monthly. External services or purchases will be quoted for in advance and would need to be resourced at the time of purchase.

For clients working in other time zones, we can also offer a 24 hour service for a monthly subscription of £100. We also have project partners in all major countries.

Never forget that as a speaker, author or entrepreneur, you will be recognised and rewarded, not by what you do, but by what you cause to happen. The AuthorCraft Author Concierge Service enables you to achieve more by outsourcing those time consuming 'penny-tasks' and give you more time to do those things that earn you money.

Try before you buy! Your first month is free of charge.

Call us on +44(0) 20 8688 2598

Author Concierge Services Menu – Additional Options

Author Website

An author website is essential for you to be found and for you to sell your books to your fans and followers. Books that are sold in this way by the author will make up to seven times more than books sold through a retailer. Once built, you will have full access to edit and update your site and to add pages at no additional cost. VAT at the current rate is added to this item.

A custom-designed site built on a WordPress engine with the latest Divi theme.

Includes: hosting for one year (thereafter £75 p.a.) and registering a domain name.

Designing a unique look to reflect your brand and business.

Building pages for Home – About – News / Blog – Press/Media – Shopping Cart – Contact us –

Privacy Policy – Terms of Business. Synchronising MailChimp and Paypal accounts. Adding supplied videos, logos and photos

From £1000 plus VAT

Author Brand awareness campaign and PR.

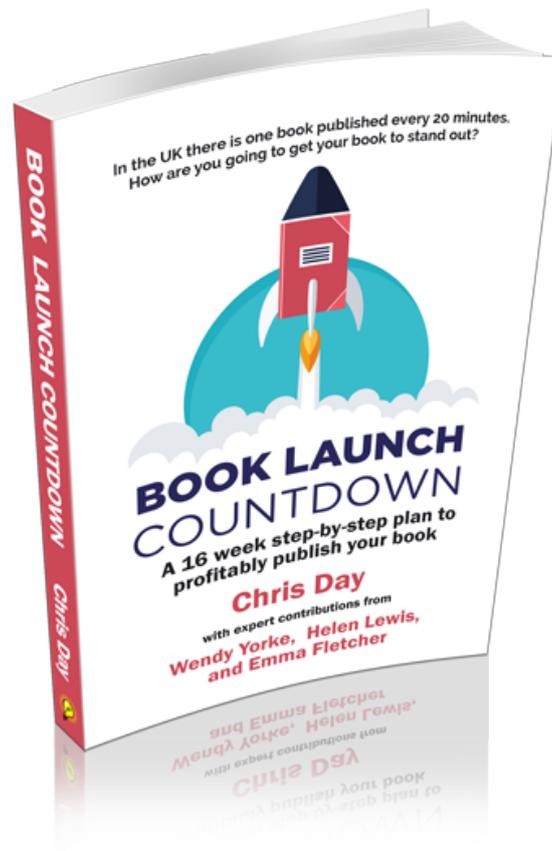
Specialist PR is delivered by our partner, Helen Lewis of Literally PR.

Every book requires good PR to ensure a successful launch. Depending on the needs, genre or marketplace of a book, an extended PR campaign may be recommended and will be quoted for.

Creating and distributing Advance Information Sheets for distribution to book buyers in the chains and independents. Creating a 3D book cover image for the author's email signature, website and newsletters.

Creating a bespoke list of journalists, publications, radio and television stations. Sending out press releases and news stories. Promoting the new titles to all of our mailing lists.

Standard book PR campaign over eight weeks £1,500



Putting the Author in Authority

Give us a call! +44 (0)20 8688 2598

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