

Entrepreneurial Author Course

TIMELINE

How to Use This Course

■ **Module I: Preparing Your Book Plan**

3-5 Years Before Publishing

This first module works best before or during the writing of your book. It may be useful after you're done writing during the editing process.

■ **Module II: Your Author Brand**

1-2 Years Before Publishing

Now is the perfect time to develop your author brand. However, agents and publishers prefer to see an established author brand before accepting a piece. Agents want completed fiction manuscripts and non-fiction sample chapters, and the road to launch from contract signing to publishing takes minimum 1yr.

■ **Module III: Preparing to Publish**

6mo-1 Year Before Publishing

Use this module to plan your marketing strategy and book launch. Too often do authors ignore these tools and miss out on opportunities. Don't be one of them!

■ **Module IV: Launch Plan**

During Publishing & After

This module will give you the tools you need to make the biggest splash possible with your book.

