



Spiritpreneur Visibility Book Lab Orientation

ABIOLA ABRAMS

YAY – You Did It!

Congratulations

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What is
Book-
Brand-
Business?

12 POWERFUL Book-Brand- Business Pillars

1. The Ramp
2. Your Empowerment Book Outline
3. How to Quickly Write the Book
4. Book to Brand Lead System
5. Your Ambassador Army
6. Editing and Polishing
7. High Visibility Branding and Optimization
8. Book Biz PR and Marketing Plan
9. Launch Strategy and Funnel Prep
10. Ancillary Items
11. Your Spiritpreneur Starlight Launch

PILLAR 1

THE RAMP UP

START WITH WHY



Why this book?



Why you?



Why now?

Set Yourself Up to Win



WRITING
TIME



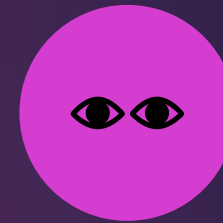
WRITING
SPACE



WRITING
SOFTWARE



WORKING
TITLE



THE VISION

Commit to Being Excellent

- ▶ Excellence vs Perfection
- ▶ Excellence is Doing the Best You Can
- ▶ Excellence is Commitment
- ▶ Excellence is Taking Inspired Action
- ▶ Excellence is Being a Part of the 20%

PILLAR 2

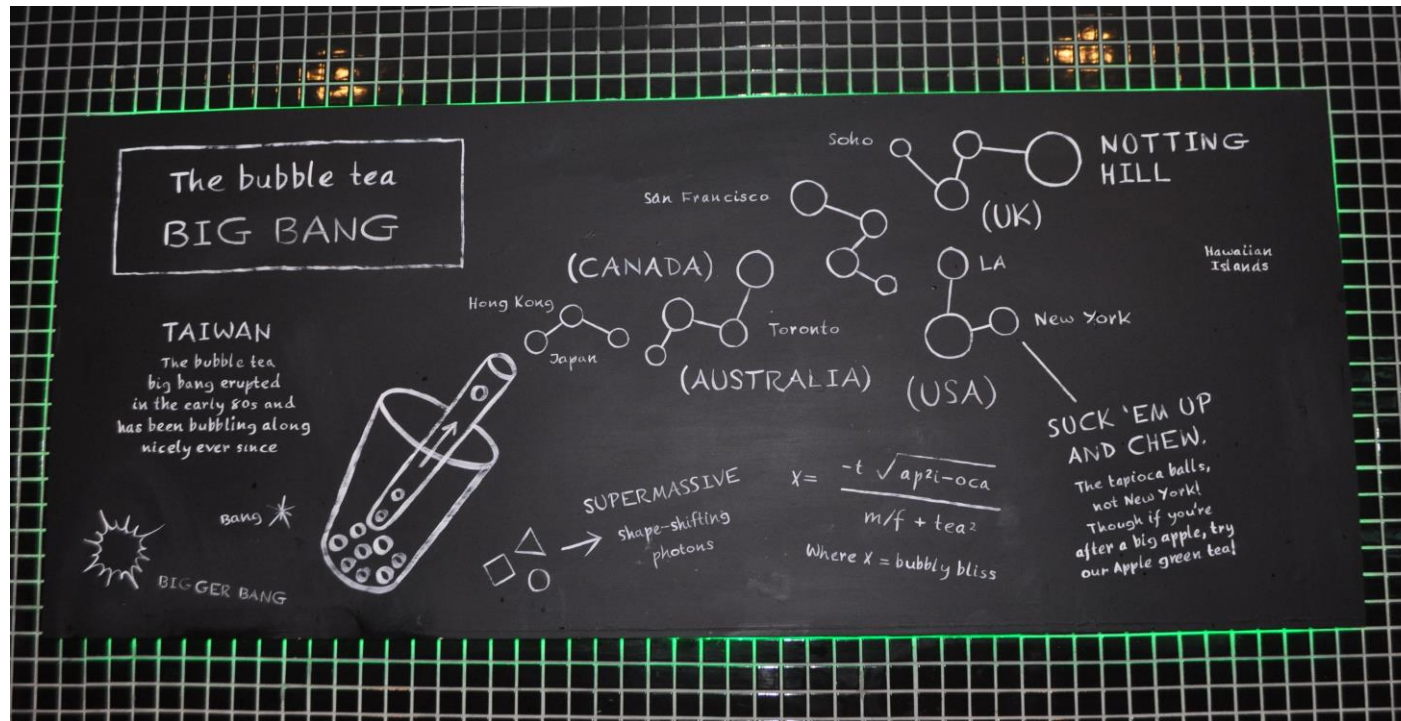
YOUR POWERFUL OUTLINE

Core Messaging Clarity



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Easy Outline Formula



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PILLAR 3

WRITE YOUR EMPOWERMENT BOOK

Structures and Content Types



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Writing Club Rules



Goal: Write your whole book in 15 days.



Do not edit.



Create a schedule first and stick to it.



Use timers for 20 minute sessions.



Record when inspo strikes with notes app, audio app, notebooks etc. but keep moving forward.



The law of writing polarity.

PILLAR 4

BOOK TO BRAND LEAD SYSTEM

Is Your Book a Business Card?

- ▶ How to turn your book into a lead machine



PILLAR 5

YOUR AMBASSADOR ARMY

Creating an Energized Base Who Will Turn Your Book into a Movement

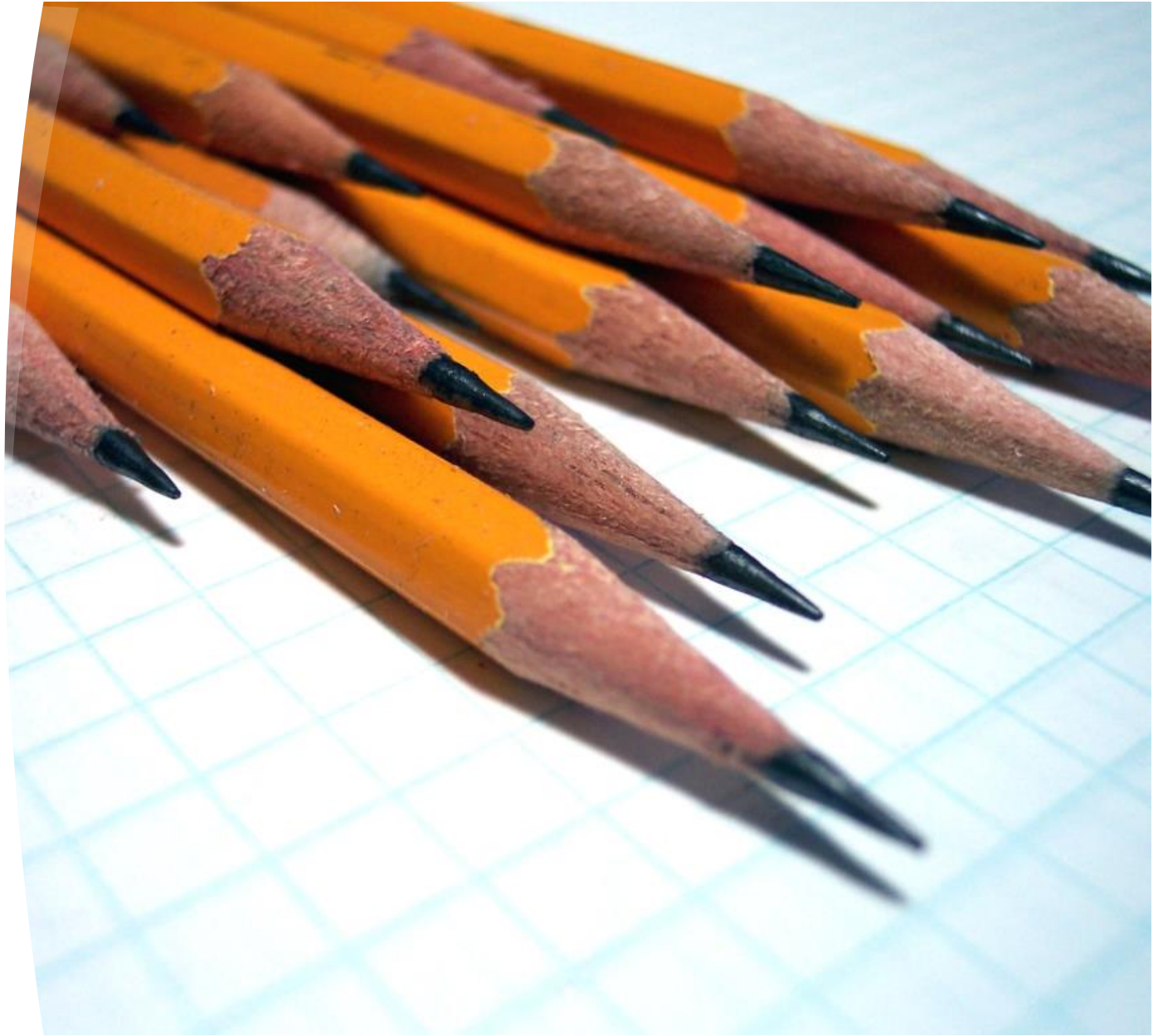


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PILLAR 6

EDITING AND POLISHING

Do You
Need an
Editor? YES!



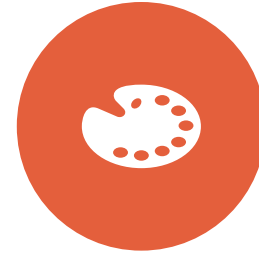
PILLAR 7

High Visibility Branding and Optimization

High Visibility Branding and Optimization



SEO



DESIGN



MARKET
READINESS



BUSINESS
BREADCRUMBS

PILLAR 8

Book Biz PR and Marketing Plan



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Book Biz PR and Marketing Plan AKA Making the Book Do What You Want it To Do

PILLAR 9

Launch Strategy and Funnel Prep

Launch Strategy and Funnel Prep



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PILLAR 10

Ancillary Items



Ancillary Items

WHAT VIRAL ITEMS MAKE THE LAUNCH AND EXPERIENCE OF YOUR BOOK UNIQUE?

PILLAR 11

Your Spiritpreneur Starlight Launch



Your Spiritpreneur Starlight Launch

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HOMEWORK



1. SET YOURSELF
UP TO WIN



2. CLARIFY
YOUR WHY.



3. YOUR CORE
MESSAGING

Homework #1. Set Yourself Up to Win



WRITING
TIME



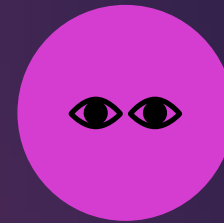
WRITING
SPACE



WRITING
SOFTWARE



WORKING
TITLE



THE VISION

Homework #2. START WITH WHY (3 sentences)



Why this book?

I am writing this book because

_____.



Why you?

I am the only person who could write
this book because

_____.



Why now?

This book matters right now because

_____.



3. CORE MESSAGING: What should I write my book about?

Key Program Days

- ▶ LIVE sessions are Tuesdays at 6pm EST for 12 weeks. Everything is recorded and you can access in your Virtual Classroom.
- ▶ When there are extra lessons, those are added to your Virtual Classroom on Thursdays by 7pm EST.
- ▶ Fridays at 12pm EST, I am live in the VIP FB Group to address any outstanding questions you may have posted. You can always ask questions in advance and watch the replay.

Key Program Logistics

- ▶ The best place for feedback from me is in your private sessions, the VIP Facebook Group or the forum chats.
- ▶ You can always book more 1:1 coaching sessions – the link is in your Virtual Classroom.
- ▶ Hotseat sessions are by-invitation 1:1 coaching sessions that are recorded and shared for the benefit of the group.
- ▶ DWY Lessons are videos of me doing the things I am teaching you – the Book Brand Business Formula in real time.
- ▶ There is a forum comment section under each lesson in this program.

YAY!!!
YOU ARE
DOING
THIS...



1. SET YOURSELF
UP TO WIN



2. CLARIFY
YOUR WHY.



3. YOUR CORE
MESSAGING