

Outline for Book Coaching Bonus Package in Women's Leadership Certification Program

Led by Erin R Lund, nonfiction book coach & editor

Six modules to be delivered weekly via live videos Mondays at 4pm PST in an exclusive facebook group.

All homework will receive expert editorial feedback for further guidance.

Bonuses included:

Workbook, "5 Easy Steps to Jumpstart Writing Your Life-Changing Book"

PDF: "Introduction to the Master Plan for How to Write Your Life-Changing Book"

Template form for outlining an Introduction

Template form for outlining book chapters

One personal coaching call with me to be scheduled anytime during the six weeks of the course

Module 1

Introduction: who I am, who I serve, what a book coach does

How writing and publishing a book elevates leadership

Opening exercise: 5 Easy Steps to Jumpstart Writing Your Life-Changing Book

Homework: complete workbook's 5 easy steps. Due Wednesday evening by 5pm PST. I will return feedback by Saturday morning.

Module 2

What an Introduction is for, must do, and must include. Template provided.

Homework: outline the Introduction. Due Wednesday evening by 5pm PST. I will return feedback by Saturday morning.

Module 3

How to craft book chapters. How to guide a reader through each step of the transformative process the book offers. Consider the kinds of elements the chapters might include and how they each help the reader affect the transformation the book promises. Choose the elements to include in the chapters. Chapter Outline templates provided.

Homework: outline book chapters. Due Friday by 5pm PST. I will return feedback over the following weeks.

Module 4

Importance of creating a regular writing schedule to ensure the book will be written.

Tips on strong writing techniques like using active voice, showing not telling, using strong verbs, avoiding misplaced modifiers, speaking with authority to engender the reader's trust, writing concisely, beginning each chapter with its main idea and then unpacking it, not assuming your reader knows what you mean, and avoiding lingo the reader won't understand.

Homework: create a writing schedule. Due Thursday by 5pm PST. I will return feedback by Saturday morning.

Module 5

The importance of professional editing, the editing process, and stages of editing. Average editing fees to anticipate and plan for. Links to two online Rates pages provided. Discuss the Track Changes feature in Word, used for editing. Link to a video provided.

Homework: watch video, ask questions in group if needed.

Module 6

Publishing options: self-publishing, assisted self-publishing AKA hybrid publishing, and traditional publishing. Consider which to choose. Routes to each and costs to anticipate. What a book proposal is and is for. Where to research literary agents.

Invitation to continue working with me: while writing the book, to craft a book proposal and pitching plan, and/or to edit the manuscript when complete.