



Co- Author Project

Hey There Future Author,

I am excited to join this venture with you. Writing a book can seem a little complex, with editing, designing, formatting and type setting you can find yourself overwhelmed and discouraged. Well, Chase Great has a solution. This co-author's project is designed to help eliminate the headaches of self-publishing and give you the freedom to write. Remember, this journey was created to help provide an outlet to your audience presenting yourself as an expert in your niche'. Your 45 day writing schedule can turn your coaching business upside down (in a good way of course).

Check out your writing outline and schedule below. We have a tight schedule to meet, but you can do it! Let's be sure to stay committed to the schedule, print this schedule and post it somewhere visible.

Week 1: Brainstorming - Take this time to identify what your chapter will focus on. Be sure to seek God during this time ask Him what message should you share.

1. Brainstorm your 3000- 4000 word chapter, what do you want your reader to learn?
2. Create an outline. What is the pivotal moment you want to share in your chapter. What problem will you address and what solutions will you offer.
3. What's your writing schedule for the next 36 days? Sit down, create a schedule, and **STICK TO IT!**

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Week 2: Chapter Summary

1. Identify your writing goal. What do you want your audience to learn?
2. Write out the highlights of your discussions and create sub-topics. Your outline should include 3 major points.

- Relatable - how will you relate to your audience.
- Problem - what obstacles will address with your audience.
- Solution - what resolutions will you offer your audience.

Remember, your chapter can be up to 4000 words no less than 3000 words. Be as detailed as you can when writing. You want to give your audience a vivid picture. Don't be shy, get as close to 4000 words as you can.

3. Do your research. Make sure you are providing a well rounded point of view. Research other co-authors and books. Find credible authors and/or speakers you can you cite in your chapter and make sure you provide references at the end of your chapter. If you are using the bible, a favorite book or even a website make sure to cite properly.

4. Begin writing your intro paragraph. Do not start your paragraph with "my name is" be creative. Start your intro paragraph by "telling the story not selling the service". Get your reader involved the moment they start your chapter. Keep in mind, throughout the reading their attention is always up for G.R.A.B.S. and it's up to the writer to get and keep them engaged throughout the reading.

G- Get their attention through your introduction.

R- Restore their confidence. If it's happening or has happened to them reassure them things can and will get better.

A- Answer unasked questions. Be proactive. Don't speak from a place assuming they already know, or it's common sense.

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B. Be assertive. You're the expert. Be confident and forward.

S. Share your story. Being relatable will provide your audience the comfort needed to follow your brand and turn into a paid coaching client.

Week 3: From Rambling to Read Worthy

1. Separate your chapter into topics and sub-topics. You should have your chapter title at this point. This will encourage you to stretch your writing and break up your thoughts so that it won't seem like one complete run on sentence.

2. Fill in the blanks. Here is your time to write out complete thoughts and details as it relates to each topic and/or sub-topic. Be as detailed as possible when describing your thoughts. You want your reader to feel like they are going through the experience with you.

3. Speak from the seat of the expert not the seat of the victim. While you are sharing your story (not selling the service) you want to be sure you speak with confidence. Remember the overall goal of this project is to share your perspective as the expert.

4. Keep your audience in mind and speak from the heart. Don't change your audience because you are in a book with other coaches, stay committed to your audience and speak directly to your ideal client (avatar). Talk to your reader as if they were in your coaching session seeking your expertise. Be honest, be authentic and stay focused.

5. Keep your schedule, 500 words in 20 days will get you 10,000 words. You only need 4000, 200 words over the next 20 days will get you 4000 words. Stay focused.

Week 4: Tie of the loose ends

1. Proof read your work. Fill in the blanks. Don't worry too much about grammatical errors (that's what the editor is for). Stay focused on the message and be sure the message is clear.

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2. (If applicable) Start working on your dedication page for your e-book release. This page should be included in your chapter submission for editing.
3. Check your references. Be sure to cite anything that is not your original work.
4. Write a short autobiography you want listed after your chapter. This autobiography should not exceed 500 words. Be sure to list your social media handles for publication.
5. Take a professional head shot. This photo will be added to the back cover of the book and your autobiography page. . You want to ensure you are providing a professionally polished look.

Week 5 - Relax

1. Send your chapter to a close (trust-worthy, honest) friend, to review your chapter. The more eyes on the chapter before publication the better. We want to be sure your message flows and hits your goal.
2. Gather your documents to be emailed to Chase Great. Chapter in a PDF format, dedication page (if applicable), autobiography, and head shot.
3. Complete Buy In invoice (if applicable).
4. Submit all supporting documents on due date.

Week 6 - Marketing

1. Create marketing plan for your audience informing them of the release of your book.
2. Select e-book cost and decide how you will sell e-book. Website, online store, E-Junkie etc.

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3. Create landing page for your book launch. Allow your audience to purchase books on the landing page. This should include re-orders.
4. Create a contact list of those you will send the official launch flyer to encourage them to buy.
5. Start building the anticipation of your audience. Using drip content share your book launch and the pre-order date. You want to get them excited about the purchase.
6. Create a list of at least 5 individuals you will invite to support you at the Dreamers Gala Book Launch. Their ticket purchase will include; dinner, awards ceremony, and autographed book.
7. Go dress...or suit shopping! '

Congratulations! In 3-4 months you will be a published author.

XOXO,
Chase Greats President
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