

BIRTHING YOUR BOOK

(a.k.a. The “I’ve got a book inside me trying to get out” PROGRAM)

2.5 hours of coaching to:

- Define WHY you want to create this book
- Define who will care that (i.e. pay for) YOU are writing this book
- Understand what's keeping you from writing (craft a plan)
- Identify 3 key communities of support

At the end of this coaching program, you’ll have key basics of your product marketing plan, your target market identified and a plan to secure endorsements ahead of publishing. In addition, I’ll help you understand IF and HOW you can start making money *before* you have a book.

\$299

Optional one-hour coaching session (additional \$100)

- Learn best practices for securing key endorsements BEFORE you publish
- Learn if you can start making \$\$ NOW before you have a book

Why hire me as your book birthing coach?

- PLATFORM - You’ll learn how I established myself as a thought-leader in sustainability BEFORE writing 1st book, as military veteran before writing 2nd and why this step is critical to YOUR book launch success and sales.
- TIME MANAGEMENT - I’ll teach you how I carved time from life to write a book requiring massive research into ten industries while mothering three children including one with dual sensory disabilities. It’s doable.
- COMMUNITY - I’ll teach you how I secured 22 endorsements from 4 key communities ahead of publication of first book *Latininnovating: Green American Jobs and the Latinos Creating Them* & how we launched children’s book onto THREE Amazon Bestseller lists with social media campaign.
- RESEARCH & WRITING ORGANIZATION- Learn how I compiled unique childhood-to-entrepreneurship profiles of Latinas and Latino innovating in the green economy across 10 industries - we’ll craft your Table of Contents.
- MARKETING EXPERTISE - Learn best practices to differentiate your work (“1st book showcasing Latino leadership, innovation and entrepreneurship in the green economy” & “1st bilingual children’s book about why women serve in the military); learn how to generate national media buzz and target different audiences with compelling messages.

NOTE: After completion of this program, hourly coaching sessions are available at \$100 per session. Ask about available dual sessions, where two writers pair up, get coached, and split the cost \$50 each/hour. It’s a great way to stay creative, get your questions answered and see what other fellow writers are doing.

“Your success and awards as author of both a business book and a bilingual children’s book, coupled with your global marketing and publishing skills, make you the ideal person for this type of coaching.”

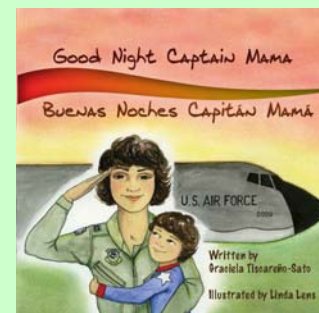
-Dr. Angelica Perez-Litwin, Founder, ELLA Leadership Institute



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Latininnovating
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Good Night Captain Mama
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