

## Spirit Authors Course Outline

### ~ Module 3 ~

<b>Module</b>	<b>Mod 3</b>
<b>Title</b>	<b>Preparing for Publication</b>
<b>Who is it for?</b>	Anyone who has completed their final draft (unedited ok), and has established their online presence, and is ready to move towards preparing their manuscript for self-publication. <u>NOTE:</u> if you are getting ready to publish and have not yet built your online platform, I highly recommend you <b>take Module 2 before this module</b> , as you will need those elements in place first.
<b>Duration</b>	8 weeks
<b>Aims</b>	To give you the tools you need to prepare your final manuscript for publication, choose a publishing option and publisher, get a cover designed for your book, understand royalties, payments and Amazon rankings, assemble a media kit, and create a timeline for your campaign
<b>Objectives</b>	By the end of this module, you will be able to: <ul style="list-style-type: none"> <li>• Construct a detailed project timeline for your launch campaign</li> <li>• Get feedback from test readers and use it for promotion</li> <li>• Know how to ask for and get endorsements</li> <li>• Know how, where and why to hire a proofreader/copyeditor</li> <li>• Understand royalties, payments and Amazon rankings</li> <li>• Understand publishing options and find the right publisher</li> <li>• Understand the aesthetics needed for the MBS market</li> <li>• Design or help a designer create a layout for your book</li> <li>• Assemble all the materials needed BEFORE you start your campaign</li> </ul>
<b>Weekly Lesson Content</b>	<ul style="list-style-type: none"> <li>• <b>Week 1:</b> Creating and sticking to your campaign timeline</li> <li>• <b>Week 2:</b> Early Feedback, getting endorsements, making edits</li> <li>• <b>Week 3:</b> Proofreading and copyediting: how, where and why</li> <li>• <b>Week 4:</b> Publishing costs, royalties, payments and publishers</li> <li>• <b>Week 5:</b> Aesthetics: fonts, layout, cover design and costs</li> <li>• <b>Week 6:</b> Getting your media kit together</li> <li>• <b>Week 7:</b> Amazon: how it works and how you work it</li> <li>• <b>Week 8:</b> What to consider before signing off your proof</li> </ul>
<b>Download Content</b>	<ul style="list-style-type: none"> <li>• PDFs of all lessons</li> <li>• MP3s of all lessons</li> <li>• PDF Workbooks to help you move through the lessons</li> <li>• Templates when applicable to help you work more efficiently*</li> <li>• MP3s of monthly calls*</li> </ul>
<b>Community*</b>	<ul style="list-style-type: none"> <li>• Access to Online Community</li> <li>• Get peer support to help achieve your goals</li> <li>• Get feedback on your manuscript and other work by peers</li> <li>• Special Q&amp;A section to post your questions</li> <li>• Interact directly with Lynn</li> </ul>
<b>Calls*</b>	1 live call per month (downloads available to members only)
<b>Rewards*</b>	SPECIAL GIFT for those who demonstrate completion of all weekly challenges within 2 weeks of finishing the module.
<b>Bonuses*</b>	Discounts and other unplanned special bonuses will be revealed as you go along.
<b>Notes:</b>	Items marked with an asterisk (*) are NOT available during a "Test Drive", but will be available if/when you register for the Module.

**To register for Spirit Authors Module 3, go to:**  
<http://spiritauthors.com/register-module-3>