

Spirit Authors Course Outline

~ Module 5 ~

Module	Mod 5
Title	Benefiting from the Success of Your Book
Who is it for?	Anyone who already published a book, whether recently or in the past, and who wants to know how to sustain public interest and create a long-term career based upon their credibility as an author. <u>NOTE:</u> It is NOT necessary to have taken the previous modules to take Module 5 BUT if you have not yet established a strong online promotional platform , I recommend you take Module 2 (and possibly Module 4) before moving on to Module 5.
Duration	8 weeks
Aims	To give you a comprehensive strategy for sustaining and expanding upon the success of your book, by increasing your visibility, income streams and public image, and to enable you to feel confident and ready to approach a major publisher when the time is right.
Objectives	By the end of this module, you will be able to: <ul style="list-style-type: none"> • Develop and ongoing marketing platform • Know how to use your book as your professional calling card • Develop strategies for media appearances and interviews • Create plans for repurposing and expanding your book idea • Construct a press release that achieves results • Design a long-term promotional strategy to spread your name • Design live events appropriate to your book and your personality • Locate additional sources of income from your book • Take the next step if you decide to seek a traditional publisher
Weekly Lesson Content	<ul style="list-style-type: none"> • Week 1: Your book as a personal brand • Week 2: The power and art of press releases • Week 3: Being a great media guest • Week 4: Creative ways to repurpose your book • Week 5: Festivals, fairs, gigs and events • Week 6: Workshops, courses and performances • Week 7: Other sources of income from your book • Week 8: Using your success to find the right publisher
Downloadable Content	<ul style="list-style-type: none"> • PDFs of all lessons • MP3s of all lessons • PDF Workbooks to help you move through the lessons • Templates when applicable to help you work more efficiently* • MP3s of monthly calls*
Community*	<ul style="list-style-type: none"> • Access to Online Community • Get peer support to help achieve your goals • Get feedback on your manuscript and other work by peers • Special Q&A section to post your questions • Interact directly with Lynn
Calls*	1 live call per month (downloads available to members only)
Rewards*	SPECIAL GIFT for those who demonstrate completion of all weekly challenges within 2 weeks of finishing the module.
Bonuses*	Discounts and other unplanned special bonuses will be revealed as you go along.
Notes:	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 5, go to:

<http://spiritauthors.com/register-module-5>

PDF link: <http://spiritauthors.com/pdfs/Spirit-Authors-Module-5-Overview.pdf>