

Write Your Heart Out! From Conception to Published in 90 Days
Plan, Write, and Publish Your Own Book in 90 Days

7 Day Challenge: It's Time! Plan and Start Your Book with this 7 Day Free Challenge.

1. Day 1: #topic– Determine your topic, working title, and context
2. Day 2: #motivation – Develop Your Why to make an impact
3. Day 3: #benefit – Who is your audience and what are their needs
4. Day 4: #competition – Discover what else is out there and how can you be different
5. Day 5: #toc – Create your Table of Contents using your stories and message
6. Day 6: #cover – Image and begin designing your cover
7. Day 7: #market – Plan and begin implementing your marketing message

Each Day there will be a short video on the topic.

Join the Facebook Group: BookBetty1221 (month/year)

Post proof using above using hash tags

Provide feedback to each other

Book call with Betty for sharing your goals, and determining next steps (which calendar to use)

**7 Day Challenge Must Be
Completed prior to beginning
the From Conception to
Published in 90 Day Program**

90 Day: Write Your Heart Out Program – Write, Publish, and Share your Book in 90 days

PreWork: Complete work from 7 Day Challenge: Identify Target Market, Who is Your Audience, Who Will Benefit and How, Why are you writing this, and Who is Your Competition (use information from 7 Day Challenge...which means 7 Day Challenge would be a prerequisite?)

1. Week 1: Review PreWork, Determine and Secure Domain and Decide Upon Social Media Channels – Share something on a minimum of one Social Media challenge per week on your progress (creating a buzz and building an audience before your book comes out); Create TOC and first draft of first two chapters. Book Session 1 with book coach (me).
2. Week 2: Concept: Quotes – Permissions; Who Will write your foreword – Reach Out to them; Complete Next two chapters. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
3. Week 3: Concept: Images – Sources; Author Picture; Consider Cover Design Options; Write next two chapters, Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
4. Week 4: Index, Footnotes, Glossary, Table or Figure Lists; Complete Last Two (or more) Chapters. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
5. Week 5: Introduction, Dedication, Acknowledgement/About the Author; Edit two to three chapters. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
6. Week 6: ISBN options; Book Description; Author Bio – Edit Next two to three chapters. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.

7. Week 7: Set up KDP account and ISBN (you will need cover by now); Edit remainder of book. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
8. Week 8: Review KDP book corrections and order printed draft copy of book. Create Video for your book trailer (motion graphics?). Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
9. Week 9: Set up press releases, set up eBook for preorders; Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
10. Week 10: Make final edits to paperback and submit for publication; Create and upload eBook, make corrections. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
11. Week 11: Set up Virtual Group Book Launch; Begin Asking for Reviews – Get at least 5 before next week from verified sources; Apply for Copyright; Develop marketing plan. Review (scan) other participants work and ask questions/provide feedback (I need to create method and guidance for this). Post on Social Media. Follow Each Other.
12. Week 12: Send invitations out for Virtual Group Book Launch; Finalize Marketing Plan; List of podcasts, or TV stations or Radio Stations or Networking Groups to reach out to in the next 30 days; next 90 days; next 120 days. Celebrate Graduation!

Add-On Options:

- In Person Writer Weekend
- Personalized Hourly Coaching
- Full Editing
- Best Seller Marketing Option
- Cover Design Option
- Audio Book Option

Investment In Your Project

- 7 Day Challenge – Your Time, Commitment, and Participation! Free!
- 90 Day Write Your Heart Out! Program
 - Option 1: \$1479 invested up front
 - Option 2: \$799 invested in 2 payments, 1 prior to program, the next in 30 days
 - Option 3: \$599 invested in 3 payments, 1 prior to program, 30 days, 60 days
- What is included in 90 Day Program?
 - Must do 7-day challenge first – and complete workbook, 1 coaching session
 - 12-week program and virtual group book launch with 1 coaching session a month
 - Book, Workbook, Education and Guidance
- Your own Costs outside of program:
 - ISBN – This can be free or apx. \$100-\$300
 - Copyright – apx. \$65
 - Cover Design – Guidance on DIY or FIVRR, 99 Designs, or Other, up to \$500
 - Best Seller Marketing program – Guidance on DIY or up to \$1500+
 - Audio Book – Resource – can connect to vendor for quote
 - Full Editing outside this program – can connect for quote
 - Indexing outside this program – can connect for quote

2022 Write Your Heart Out! Write and Publish Your Own Book Program Dates

7 Day Challenge: (Daily for 7 Days – New Video each day)

Program 1: August 17-August 23, 2022

Program 2: November 16-November 22

Program 3: December 14, 2023 (Wednesday) thru December 20 (Tuesday)

Program 4: February 15-February 21, 2023

Program 5: May 17-May 23, 2023

90 Day Program: Write Your Heart Out! Write and Publish Your Own Book in 90 days

Program 1: October 5, 2022 – December 28 is Virtual Group Book Launch Day

Program 2: January 4, 2023 – March 29 is Virtual Group Book Launch Day

Program 3: April 5, 2023 – June 28 is Virtual Group Book Launch Day

Program 4: July 5, 2023 – September 27 is Virtual Group Book Launch Day

TIME:

Wednesdays, 8-9pm EST Lesson, Group Interaction

with 9pm-11pm writing time – all in Zoom, using breakout rooms and feedback

For More Information Contact:

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Write Your Heart Out! From Conception to Published in 90 Days www.bettynorlin.com