

LAUNCH YOUR
DREAM BOOK

Syllabus



Course Description

Welcome to the Launch Your Dream Book Course!

Globally, the book publishing industry is valued at \$119 billion, and self-publishing continues to grow at a steady rate. With platforms like Amazon and Kindle Direct Publishing (KDP) experiencing steady growth each year, it's no surprise that people are more inclined to write and publish their own book to gain credibility, expand their audience, promote their business, land speaking engagements, grow their income, and so on.

Through a mix of video lectures, tutorials, and interviews, plus a variety of handouts containing resources, tips, planning tools, exercises, and templates, this course will provide the step-by-step structure and support you need to write, self-publish, and promote your book! There's also a bonus library with author interviews and additional resources.



Program Objectives

Upon completion of this program, students will be able to:

- Create a comprehensive book outline, broken down into defined writing prompts
- Utilize the outline and writing prompts to write a book on a topic of their choosing
- Understand and apply the various steps of self-publishing using a third-party self-publishing platform
- Choose a low-budget, do-it-yourself approach or select and assemble a team of professionals to assist with editing, photography, and design
- Implement various marketing strategies to promote their book, including promotions, a website, email and social media marketing, book presales, and a launch party
- Craft a pitch and articulate it with confidence to gain media opportunities and speaking engagements
- Build a sales plan, list the book on Amazon, become their own publicist, and learn how to achieve Amazon best seller status to boost visibility and book sales
- Promote themselves as authors and experts in their respective fields
- Define their beyond-the-book goals and discover how to use the book to leverage their career and fuel even larger accomplishments



Content

There are a total of 47 lectures and 65 handouts, which span the various areas of study, including:

Envisioning Your Dream Book

- Select the genre of your book
- Define your niche
- Identify your ideal reader

Designing a Best Seller that Looks, Sounds, and Feels Like You

- Find your unique voice
- Construct a comprehensive outline, broken into specific writing prompts
- Design an award-winning book cover and interior layout

Following a Step-By-Step Approach to Self-Publishing

- Drafting a publishing timeline
- Learn how to self-publish your final product, whether you're on a \$0 budget or wish to hire a team of professionals
- Upload your final product on the self-publishing platform of your choice!

Promoting and Selling Your Story

- Pre-sell and crowdfund to start earning and building interest
- Create a landing page and leverage social media to build your following
- Pitch to media outlets to get even more recognition

Looking Beyond the Book

- Determine your next steps and goals for your book
- Land speaking engagements and gain press coverage
- Explore book contests and awards to continue maximizing your success

In addition to lectures and handouts, you'll have access to a comprehensive reference library, complete with seven bonus videos and five worksheets, covering everything from citations and font permissions to creating and optimizing a YouTube channel – plus exclusive interviews with successful published authors, including Sarah Eckelcamp, Terry Walters, and Sarah Wilson.



MODULE OVERVIEWS

On the following pages, you'll find a module-by-module overview of the content in the Launch Your Dream Book Course.



Pre-Course Bonus Module: Get Started and Writing Prompts

Get Started and Writing Prompts: You might have heard the expression, “There’s a book in each of us.” That’s because each of us has a unique perspective to offer when we share our stories. Our background, experiences, goals, struggles, accomplishments, and countless other facets of ourselves and our lives lend to our bio-individuality. As a result, the book you’ll have written by the end of this course will be an extension of your unique self! In addition to providing an introduction to the course, this module will highlight the bio-individuality of books and arm you with writing prompts, tools, and resources so you can tap into your writing flow from the get-go!

Topics Covered:

- Welcome to the Launch Your Dream Book Course
- The Bio-Individuality of Books
- Ten Tips to Improve Your Writing
- Intro to Writing Prompts and Resources

 **Handouts:** Show. Don’t Tell.; Writing Prompts; Writing Tools and Resources



Module 1:

The Writer's Mind-Set

The Writer's Mind-Set: One of the first steps to setting yourself up for success on your writing journey is getting into the writer's mind-set. From time management to creating an environment that supports your writing process, this module will provide the resources to build a strong foundation for your book and optimize your success. Another key facet we'll cover is how to release perfectionism, which is one of the biggest barriers authors face when deciding to write a book. By the end of this module, you'll have taken a crucial step that will aid you throughout the rest of the course.

Topics Covered:

- Set Yourself Up for Success
- Create Your Environment
- Manage Your Time
- Release Perfectionism



Handouts: Perfectionism Exercise





Module 2:

Beyond-the-Book Goals and Know Your Ideal Reader

Beyond-the-Book Goals and Know Your Ideal Reader: Often, we know we want to write a book but don't know where to start. A good place to begin is from the end. This module will help you look within and discover your why for writing a book. Similarly, it will probe you to determine who your book is intended for. By answering these questions, you'll have a clearer vision for your book – and one that connects to your big-picture life and career goals!

Topics Covered:

- Create Your Beyond-the-Book Goals
- Who Is Your Reader?



Handouts: Beyond-the-Book Worksheet; Envision Your Dream Book; My Ideal Reader

Module 3:

Pick Your Path

Whether you want to write a novel, memoir, cookbook, children's book, or self-help book, this module will walk you through choosing the genre, which will help guide your writing approach. In addition, we'll share best practices for each path to help you structure and organize your book. This module will conclude with a guest interview with Leigh Newman, author and editor of Oprah magazine, to shed more light on the process of writing a memoir.

Topics Covered:

- Pick Your Path Intro
- Pick Your Path: Create a Children's Book
- Pick Your Path: Create a Cookbook
- Pick Your Path: Write a Self-Help Book
- Pick Your Path: Write a Fiction Novel
- Pick Your Path: Write a Memoir
- Writing a Memoir Guest Interview with Leigh Newman



Handouts: Children's Book Story Board Template; Recipe Templates; Manuscript Template






Module 4:

Publishing Timeline and Create an Outline

To help you create accountability for yourself and stay on track, this module will walk you through creating a realistic publishing timeline that works for you. You'll learn how to draft your outline and then break it down into specific writing prompts to help guide your writing flow, make the process manageable, and maximize your efficiency once you sit down to write your book!

Topics Covered:

- Publishing Timeline Overview
- Create a Simple Book Outline

 **Handouts:** Publishing Timeline; Book Writing Steps; Basic Book Outline

Module 5:

Get Clear on Your Voice and Workshop Your Work

A common limiting belief writers tend to have is not sounding genuine enough, especially when there are countless books written about various subjects. The good news is that in addition to leveraging your unique journey, leaning into your authentic voice can help make your book stand out and connect with your reader. This module will teach you how to find your unique voice and write from a place of authenticity. We'll also share our six-step formula for writing an introduction that will grab your reader's attention and tips for hosting a creative session to further support your writing flow.

Topics Covered:

- Create Your Introduction
- Find Your Voice
- Host a Creative Session



Handouts: Find Your Voice Worksheet



Module 6: Publishing 101

Now that you've received guidance on essential steps to take and things to keep in mind as you write your book, this module will introduce you to the basics of self-publishing, comparing it to traditional publishing and outlining pros and cons of each. Finally, we'll walk you through how to set up your own self-publishing account with KDP or IngramSpark. We'll share the best options for hardcover books and for international publishing for authors located outside the United States.

Topics Covered:

- Self-Publishing vs. Traditional Publishing
- Choosing a Self-Publishing Company



Handouts: Publishing Recommendations; Create Your Kindle Direct Publishing Account; Create Your IngramSpark Account; International Publishing



Module 7:

Create Your Publishing Team

While writing a book may sound like a solo journey, bringing your dream book to life is a process that numerous people are part of – editors, photographers, and graphic designers, to name a few. You'll learn how to create your publishing team and gain access to resources and tools to help you work with them. We'll also share options for all budgets and creativity levels so you can create a beautiful book even on a \$0 budget!

Topics Covered:

- Create Your Publishing Team: Editing
- Create Your Publishing Team: Photography and Graphic Design

 **Handouts:** Editing Resources; Graphic Design Resources; Building a Team; Sample Publishing Budget





Module 8: Preselling and Crowdfunding

Did you know you could start earning money and building sales from your book before you're even done writing? We'll share presale strategies and crowdfunding options to help you cover the cost of creating your dream book. Apart from bringing in revenue early on, these are excellent ways to get the word out about your book! Then, by the time your book releases, you'll have created enough buzz among your audience to motivate them to purchase your book! From creating a landing page to teaching you email marketing, this module will arm you with resources to start putting yourself out there as an author.

Topics Covered:

- Preselling and Crowdfunding Overview
- Promote Your Campaign



Handouts: Checklist and Resource Guide; Sample Email Marketing; Landing Page Guide; Marketing Jump Start

Module 9:

Design a Book Cover and Price Your Book

The cover of your book is the first impression you will make on a potential reader. While they say, “You can’t judge a book by its cover,” designing one that makes your book stand out and catch your reader’s eye is equally as crucial as crafting high-quality content! In this module, you’ll learn the art of designing a professional book cover, complete with Canva and KDP tutorials for all levels of creativity and artistic ability. You’ll also be prompted to reflect on your beyond-the-book goals and calculate your printing costs to help determine the right price for your book.

Topics Covered:

- Create a Book Cover
- Design a Cover with Canva and KDP
- Pricing Your Book



Handouts: Book Cover Resources; Stock Photo Resources; Book Cover Checklist; A Sample Guide to Pricing Your Book



Module 10:

Design an Interior Layout

The inside of a book is more than just words on a page. One of the steps of self-publishing involves designing the layout of your interior. What will your inside cover look like? Will you include pictures? Will they appear throughout the book or in an insert in the middle? Where will you place your “about the author” page? Beyond considering the flow and aesthetic design, you’ll be encouraged to think about any marketing you want to include inside your books. Are you looking to promote a business you own? Do you give talks and want to include your contact details? No matter what you’d like to convey to your audience, this module will teach you how to optimize your book interior.

Topics Covered:

- Design Your Interior Layout



Handouts: Interior Resources; Interior Checklist; Disclaimer Text; Marketing Inside Your Book; Create an IIN Info Page Inside Your Book



Module 11:

Back Cover Text and Author Bio

While the front cover is what grabs their attention, the back cover is your opportunity to engage prospective readers and sell them on your book! This module will teach you how to strategically create a back cover that will market you and your book. You'll get a variety of customizable templates to formulate your perfect back cover, along with tips and templates to craft your author bio. This will help your readers get a sense of who you are and connect with you before even reading your book!

Topics Covered:

- Create Your Back Cover Text



Handouts: Back Cover Templates; Create Your Author Bio



Module 12:

Reviews and About the Book

Whether you're a budding writer or a seasoned author, having reviews and endorsements will help showcase credibility to prospective readers. Accordingly, this module will teach you how to create a concise and effective "about the book" page to pitch to influencers, contacts, and media outlets and ask for reviews.

Topics Covered:

- Create Your About the Book Page
- Requesting Reviews



Handouts: About the Book Template; Requesting Reviews



Module 13:

Ready, Set, Publish

Now comes the exciting part – publishing your book! From start to finish, this module will walk you through the steps of uploading and self-publishing your book through Amazon’s KDP platform. To simplify the process, you’ll receive a handy checklist and reference links so you’ll know exactly what you need to have before you upload your book. In addition, you’ll gain access to several ebook resources and learn all about expanded distribution, Library of Congress Control Numbers (LCCNs), and ISBNs.

Topics Covered:

- Upload Your Book to KDP



Handouts: KDP Book Printing Checklist; Ebook Resources; Expanded Distribution; Library of Congress; A Simple Guide to ISBNs





Module 14: Build a Tribe and Sell Your Book

Part of launching a successful book involves creating a tribe of loyal ambassadors who support your mission. This module will arm you with five effective strategies for developing a following that believes in you and your work and wants to share it with the world. Since selling your book can seem daunting, this module will also teach you how to create a simple sales plan, showing you how to identify your buyer and create targeted campaigns. We'll also share our top recommendations for selling your book!

Topics Covered:

- Build a Tribe and Gain Book Interest
- Super Simple Sales Plan



Handouts: Tribe Builder Worksheet; Super Simple Sales Plan; Top Ways to Sell Books

Module 15:

Public Relations 101

Marketing and selling your book involves more than reaching out to individual buyers. Pitching your book to local television networks, magazines, newspapers, blogs, radio stations, and websites is one of the most effective ways to gain new readers and grow your following! This module will show you how to effectively pitch your book to the media and confidently approach potential partners who can spread the word about your book. You'll learn how to become your own publicist and secure media opportunities, utilizing the tips provided along with customizable templates and a sample press release!

Topics Covered:

- Craft a Winning Pitch and Gain Media Attention
- Be Your Own Publicist



Handouts: Sample Pitches Worksheet; Tips for Gaining Media Opportunities; Sample Press Release; Marketing Templates and Resources




Module 16:

Social Media 101

As you've probably witnessed, social media can be an incredible asset when it comes to marketing yourself and your work and growing your reach. This module will cover the basics of how to effectively leverage social media to promote your book. You'll be given resources to help you pinpoint the social media channels you want to use, set goals for each channel, evaluate your current marketing strategy and improve it over time, and take advantage of done-for-you posts that you can tweak and share! We'll also offer ideas to help you build your email list.

Topics Covered:

- Establish Your Online Presence

 **Handouts:** Social Media Diagnostic Sheet; Social Media Strategy Sheet; Ten Ways to Build Your Email List; Sharable Social Media Posts



Module 17:

Build a Speaking Platform

What better way to market your book than by talking about it yourself? In this module, you'll learn how to create public speaking opportunities to share your story with an audience and promote yourself and the work you do! We understand that public speaking can be a little nerve-racking, so we'll also guide you in crafting your message and structuring a talk that you can deliver with confidence in a way that connects with your target audience! This module will also inspire you with ideas for where to reach out and sample pitches to help you land speaking opportunities!

Topics Covered:

- Book Speaking Events
- Craft Your Message



Handouts: Sample Speaking Pitch Letter; Sample Places to Speak





Module 18: Launching and Marketing

After all your hard work writing, designing, publishing, marketing, and building excitement around your book's release, it's time to celebrate your book and inspire prospective readers to purchase it! We'll share our best tips to help you plan a successful launch event. The module also includes links and resources to help you market and promote an ebook!

Topics Covered:

- Plan a Launch Party



Handouts: World's Simplest Launch Plan; Launch Marketing Extras; Ebook Marketing and Promotion

Module 19:

Become an Amazon Best Seller

As you'll gather from the course, marketing your book and yourself as an author is a continual process that requires ongoing strategy adjustments. In this module, we'll share exactly how to implement one of the best marketing strategies to put into place at the time of your book launch: becoming an Amazon best seller! You'll learn the strategies and steps involved to effectively increase your ranking and up your odds of receiving this highly coveted credential.

Topics Covered:

- Anatomy of a Best Seller



Handouts: Best Seller Tools and Tactics



Module 20:

Beyond-the-Book Plan

The release of your book is just the beginning of your journey! How will you use your book as a stepping stone to even bigger goals and dreams? To help you continue your momentum following the launch of your book, this module will provide tools to help you establish your beyond-the-book plan. Revisiting your goals is an important way to keep you fueled to try new strategies and adjust your marketing efforts to achieve your long-term goals. This module will provide tools and inspiration to take the next steps in your career as well as links to book contests and awards to invite even more success!

Topics Covered:

- Beyond-the-Book Plan



Handouts: Your Beyond-the-Book Plan; Book Awards



Curriculum Structure

The Launch Your Dream Book Course consists of two introductory modules, Orientation and Writing Prompts, as well as 20 modules of course content. Each module contains simple, digestible steps in the form of video lectures and handouts that will help you efficiently and successfully write, self-publish, and promote your book.

While each module takes roughly 1–3 hours to review, every student has a unique writing process. The total time needed to complete modules, make use of additional resources from the content library, write, collaborate with your publishing team, and market your book will vary.

As our most creative course, this class differs from the others in that there are no graduation requirements. Your finished book will represent your hard-earned credential and be a lifelong asset in your personal and professional journey.

