



indie*i.e.* — experts IN OTHER WORDS

At Indie Experts we are all about the process of getting your book out of your head, and into a format that works for you, what you want to achieve, and how you want to inspire your readers. I thought it would be helpful to give you an outline of our process and the stages that take place in the before, during and after stages of writing your book.

Getting Started:

Our process is all about identifying exactly what you need to be focusing on, and the best parts of your story to share. Then it's like putting a jigsaw puzzle together. A simple process, because you know exactly what pieces to write, and where each is to go.

Writing your book in just a few weeks is easy, possible, and stress free when you know how this process works and you follow the simple steps clearly outlined for you.

You may end up writing a different book than you first thought!

Several of our clients have ended up writing a great book, but it's turned out to be a little different from the book they initially planned to write. By going through our exclusive planning process, you'll work out exactly where the strength of your story lies, the examples and case studies to share, and the mission you want to set yourself and your book on.

We start with a half day of planning and this is a brilliant way to **nut out the gems and extract the genius in you** so that your first book will be well read, and greatly appreciated by those you wish to be connected with. During this day we devise a writing plan that is easy and straightforward for you to follow. A little homework is required by you up front, but the rest is decidedly easy.

You need to know up front, that working with me means I get to know you very well and this ensures that I develop a clear understanding of your brand, your story and your objectives. All of which is crucial to developing your story and helps us to promote you. All discussions are treated with the strictest of confidence – our company is used to keeping the lid on what we do, see, and hear.

Phase 1 – Planning and Writing your Manuscript

During our half day planning session, we construct the outline/plan of the book's content. This is a comprehensive session where you end up with a clear plan for your writing over the following 2-3 months. The session is carried out in person, Skype or Zoom and it will be like a jigsaw puzzle being put together, your manuscripts structure will take shape before your eyes. As a result, the writing process becomes easy, as all the guess work has been taken away.

The writing stage is supported by one-on-one coaching with me, reviewing topic information, feedback on your writing and developing your understanding of what is involved in using a book to market and position your expertise. These are carried out on Skype or Zoom at a pre-arranged time.

Phase One in a Nutshell:

- A bit of pre-homework preparation – resources will be sent to you.
- Several hours of planning gives you your comprehensive writing plan.
- Weekly coaching through **Phase One** of completing your manuscript.
- Development of your material to completion, editing, reviews, formatting, and design.
- A book marketing plan, strategic development of publishing and distribution plan plus implementation.
- Speaker and Social Media Marketing review and plan.

The Extent of Phase One is valued within our pricing structure at \$9,000-12,000. The coaching and writing part is completed over 8-12 weeks.

NEXT STEPS:

Phase 2 — Producing Your Book

The next stage is sending your proof manuscript off to beta readers; test pilots for your first draft. After which a little more writing is often needed before it is ready for the final editing process.

It is at this stage you are ready to hand your manuscript over to the production team. Our dedicated team of editors, formatting and design specialists will then work on turning your well-developed manuscript into a 'real book'.

We work with you to create a cover design and internal design that reflects you and your brand. The editor will work with you to determine you are publishing your best book possible. During the editing phase there are still some additional development that we help you create – like your foreword, 'about you' page, sales and marketing parts of the book, special featured things such as quotes, indexing or referencing if that's part of what you want. From here all the formats required for both printing and e-book options are created. ***This part usually takes 6-8 weeks depending on a number of variables.***

You will usually continue your one-to-one coaching sessions with Dixie through this phase.

The Extent of Phase Two is Usually \$5,000-8,000 and depends on the size of your book, the quality of the manuscript when considered ready for Phase Two, images, and design specialist requirements.

Phase 3: Finally – Publishing and Marketing Your Book.

After the production stage we deal with uploads to Amazon, IngramSpark and prep-manage files for local printing if required. Advertising for a launch is also an option, as well as ongoing account management to ensure a strong start on Amazon and other online platforms for high rankings. Media management is also provided.

If we do this for you, we include the following as part of our standard services:

Research for keywords, categories, genre comparisons, and determine the best level of descriptions for your book during its launch phase. This is approximately 3-4 hours of specialist time.

From there, we include creation of your Author Central Amazon Author Page so that additional information is listed with your book for the benefit of your readers.

We can work with you to seek additional reviews of your book via BookSprout, including management of reviews and encouraging your readers to provide reviews after the launch. Determining how you then wish to market yourself via online and offline options, speaker opportunities and becoming an influencer in your industry is included in our ongoing coaching options.

A follow up strategic planning session is usually the best way to ensure you are getting the best leverage out of your book. This is carried out with Dixie, Ann, and Brad Hauck, and possibly other specialist team members to ensure your brand is well aligned and your content is maximised across multiple platforms. Giving you all the tools needed so when you are ready to take the next step you are well informed.

The Extent of Phase Three as outlined above is between \$1500-\$3500 depending on what you require – and can be discussed closer to the time of your book being ready to launch if you wish.

Timeframe

The usual pace from starting to write to having a printed book in your hands is 6-8 months. Some people start out with big intentions of getting everything done inside 6 months, but some take longer. The length of time depends on a number of variables including; the size of the book (average 25-35,000 words) and design/reviews/editing etc.

The overall fees for working with us through phases one to three is expected to be between \$15-\$24,000. We usually require a 25% deposit and have various monthly payment options available to you.

GHOST WRITING – Yes this is also an option

Your options for ghost writing: You send us your current blogs, info on your topic, any specialist data etc, allow for interview times; we map out the book content with you, write to completed first draft phase – and that's a \$10,000-\$30,000 investment. Then you are either ready to send to a traditional publisher, or launch into Phase Two as outlined above to self-publish.

Overview

Our books are often award-winning publications, (or are supporting award winning business people), of high quality, and do not look or function like 'self-published' books. We've so far worked on more than 100 titles through variations of this process. Dixie is recognised as one of the best independent coaches specialising in non-fiction publishing/writing coaching and collaborative publishing services in Australasia – and has worked with clients from Dubai, UK, USA, Australia, NZ, and South Africa – so location is of no concern.

Ann has been involved in developing and producing more than 2500 books since 2010 and is focused on high quality production. She is also uniquely specialised in that her work straddles both the traditional and independent publishing worlds.

If you would like to proceed to the next stages, please let us know.

You are also welcome to arrange a time for an additional chat about your project – we can offer a 60-90 minute session on Zoom – so recorded for later reference – for a one-off fee of \$250 AUD.

This will give you the opportunity to ask as many questions as you wish, formulate ideas around your project, and start the thinking process of 'what's required'. If this is your first foray into writing/publishing a book you 'don't know what you don't know yet' and the journey is fraught with a few challenges and unexpected turns. This call is a great way to get further along in the planning stage and learn more about the journey ahead.

A Handful of FAQ's

- ✓ YES we have an online DIY program option for anyone wanting to just crack on and do it yourself with minimal guidance from us.
- ✓ YES you can alter the pace of what happens when, based on your specific requirements.
- ✓ YES we have payment options to suit your budget requirements.
- ✓ YES we treat every client as an individual – one size does not usually fit all, and so we are flexible and avoid a factory or cookie cutter approach for our authors.
- ✓ YES we are focused on the best global outcomes possible for our clients.