

Learning Guide



Discover How to Write, Publish and Market a Book with No Out of Pocket Expense



Featuring Kathleen Gage, Amazon bestselling author, award winning keynote speaker and award winning entrepreneur.

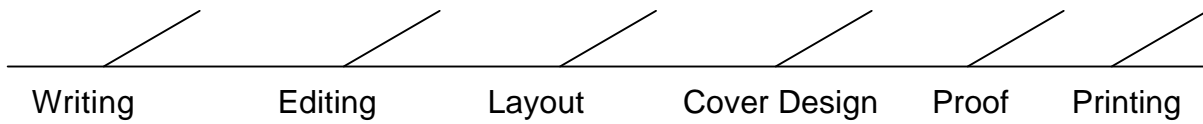
With special guest, bestselling author and award winning entrepreneur and speaker, Lori Giovannoni.



Call Learning Guide

1. Writing a book is a business and should be treated as such. It is not a business in and of itself, but something that creates business opportunities including:

2. Book Development Timeline



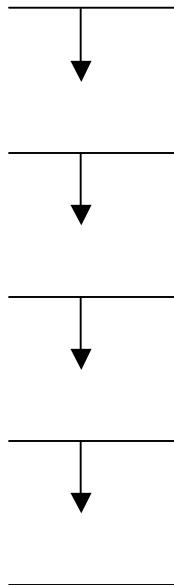
3. Budget considerations for your book

4. A Book	
Pros	Cons
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
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➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤

5. Publishing house vs self publishing	
Publisher	Self Publishing
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤
➤	➤

6. The Process of Writing

7. Simple process to completion



8. Establishing a publishing business

9. Strategies to offset costs

10. Process for creating the money as you go along

11. Marketing Your Book

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