1. Conception – I have a book in me, what’s next?

Understanding the importance of:

* Coaching – AWSA, CAN,
* Editing – AWSA, CAN,
* Impartial beta readers
* Like and follow
* Birthing Class - Prepping for a pitch and the OneSheet

1. Birthing Pains – What exactly is a platform and why should I care?

This section helps authors understand the importance early platform building and will receive several tips in the areas of:

* Platform and networking are simply expanding their reach.
* Why it is important to start early.
* Facebook business page vs personal page
* Why a Blog?
* Networking through Facebook takeovers, gust blog posts, and serving others.
* The social component of Social Media
* Memes, quotes, photos, content, landing pages, sales and information funnels
* The importance of comments vs likes
1. Delivery - I’m expected to market and promote my book? I thought the publisher did that.

This section will ease the fear of marketing and give them a basic understanding of:

* Book launch and team
* Branding you, not just your book
* Book signings and events
* Podcasts queries
* Media Kit
* OneSheets – for your book, speaking, podcast queries