

Share Your Story AUTHOR WORKBOOK



Free 3-part
video training
with bestselling
author Shannon
Kaiser



First off, amazing you! You probably wouldn't have downloaded this resource if you weren't thinking about, already working on, or ready to publish your first book.

The world needs your voice and sharing it through books is one of the most valuable ways to express yourself. I honor you in this process and support you.

I left my corporate job in advertising to follow my heart and be a writer, but having a dream and making it happen are two veeeeeeerry different things. For several months, I struggled. I felt lost and had no idea where to start, nor what direction to take, or even if it was possible to make a living doing what I loved. All I had was a desire to help others and write books. To start, that was enough. But it wasn't enough to actually break into the industry.

OVERVIEW

When I first left my corporate career, I had no idea where to start. I was overwhelmed as there is so much information out there. It can be hard to know what is correct and what steps you should take to get your book out into the world. Do you self-publish or traditional publish? How do you even get a book deal anyway? What in the heck is an author platform and why do I need one? Do I need a literary agent or should I go directly to publishers? These questions and many more circled my mind, and they are common for first time authors. In this resource, I break it down for you.

Flash-forward to today, after I've written five books, four bestsellers, a new book on the way, my books have been translated into five languages, and turned into bestseller audiobooks and ebooks. I have experience with self-publishing, co-publishing and traditional publishing, and with all this experience, I thought what better way to help an aspiring author along your path. Which is why I put together this guide. It's a list of what I wish I would have known before I started on my publishing journey.

Sometimes we just don't know what we don't know, and you can make a lot of expensive and embarrassing mistakes. Agents and publishers are professionals and can distinguish right away between an amateur and a serious writer who has done their research and/or worked with an author mentor which is why I created this free video series, to help you break into the industry with confidence and ease.

Shannon Kaiser



*Your story matters. Use your voice
and share your true self with the world.*

A top-down view of a desk with a laptop, a pink ring dish, a gold pen, and flowers. The laptop is on the right, with hands typing on the keyboard. The pink ring dish is in the center-left, containing two rings. A gold pen is in the bottom-left. There are pink and orange flowers on the left. A white cloth is at the top. A gold USB drive is in the top-center.

DEAR WRITER,

Don't worry about what people will say about your work, or who will read it. Simply say what you want to say — and that will be enough.

Trust yourself and the process.

Your Intentions

I ALWAYS LIKE TO SET INTENTIONS AND A CLEAR FOCUS FOR EACH PROJECT I DO. TAKE A MOMENT TO CLARIFY YOUR INTENTIONS? WHAT DO YOU HOPE AND WISH TO GET OUT OF THIS TRAINING SERIES?

Intention #1

Intention #2

Intention #3

VIDEO #1

THE #1 WAY TO BUST THROUGH WRITER'S BLOCK AND PROCRASTINATION



Video Link: <https://bestsellervideo1.playwiththeworld.com/>

Q Why do you want to write this book?

Q Who is this book for?

VIDEO #1

THE #1 WAY TO BUST THROUGH WRITER'S BLOCK AND PROCRASTINATION

Q What 3 things can you do today that your future self will hug you for?

Q What have you gone through that can help others?

VIDEO #1

THE #1 WAY TO BUST THROUGH WRITER'S BLOCK AND PROCRASTINATION

Q What is your book title and subtitle?

Q How will it reach the readers emotions?

VIDEO #2

AUTHENTIC MARKETING FOR AUTHORS WHO HATE MARKETING



Video Link: Bestsellervideo2.playwiththeworld.com

Q What is the problem your book solves?

Q What is the summary of your book?

VIDEO #2

AUTHENTIC MARKETING FOR AUTHORS WHO HATE MARKETING

Q What are the main 3 goals (key take-aways) of the book?

Q What are the core messages and main themes?

VIDEO #2

AUTHENTIC MARKETING FOR AUTHORS WHO HATE MARKETING

Q What are the pivotal moments/ the key stories you can use to teach?

Q What one key channel do you love and what will be your growth plan?

Q Where are your readers now? What are they reading? What do they subscribe to etc?

VIDEO #2

AUTHENTIC MARKETING FOR AUTHORS WHO HATE MARKETING

Q What are current cultural themes you can tie your book too?

Q What key stories can you use to teach?

VIDEO #3

WHAT PUBLISHERS ARE LOOKING FOR BUT WON'T TELL YOU



Video Link: bestsellervideo3.playwiththeworld.com

Q How can you polish your writing and make sure your pitch is clear?

Q What authors can you support and who would you love on your support team?

VIDEO #3

WHAT PUBLISHERS ARE LOOKING FOR BUT WON'T TELL YOU

Q What is your unique style and special gift?

Q What authors can you support and who would you love on your support team?

NEXT STEPS

To wrap it all up, writing your book is only the first step to getting it out into the big beautiful world. If you want to share your book with others, think about these key things first and you will be light-years ahead of other authors.

DEVELOP YOUR WRITER SELF

Take a writing class or course to help grow your platform, style that provides discipline and structure.

CHECK OUT SHANNON'S 6-WEEK WRITER'S MASTERCLASS

Learn bestseller secrets and how to write, publish and market your book in the full 6-week program.

CREATE A TIMELINE

Develop a big plan of action for your book. Start with the publish date and work back filling in your timeline with key dates, like editing, layout review, writing etc

HIRE AN EDITOR

Hire your own developmental and content editor for content, style, and organization. If you are working with a traditional house, they will have a professional editor assigned to you but it never hurts to have multiple eyes on your work.

PRACTICE PATIENCE

Don't be in a hurry. Good things take time. Be prepared to take the time needed to produce a well-organized, professional book. Most of my books go through at least 8-10 drafts before they ever even see the publisher for first review.

HIRE A AUTHOR MENTOR OR WRITING COACH

Working with a book doula, writing mentor or author coach can help you craft your ideas, create a stellar proposal and gain confidence in your ability to write, publish and market your book. Don't be afraid to invest in your dreams, it always pays off.

About the Course Leader:



As an international life coach, retreat leader, and speaker, Shannon Kaiser has helped hundreds of thousands of people across the globe to trust and believe in themselves, so they can live to their highest potential.

Shannon is the best-selling author of five books on the psychology of happiness and fulfillment, including *The Self-Love Experiment: Fifteen Principles for Becoming More Kind, Compassionate, and Accepting of Yourself* and *Adventures for Your Soul* and the new book *Joy Seeker*.

Shannon leads retreats, coaching, and writing workshops worldwide, and she was named one of the 100 Women to Watch in Wellness by MindBodyGreen. She was also described as “one of the freshest voices in mental health and wellness” by Marci Shimoff, coauthor of *Chicken Soup for the Woman’s Soul*. Shannon’s Instagram account is listed in MindBodyGreen’s “9 Gorgeous Instagram Accounts That Will Awaken Your Creativity,” and her Facebook page is included in their “8 Incredibly Positive Facebook Accounts to Inspire You Every Day.”

To hire Shannon to speak or work with her one-on-one for coaching visit www.PlayWithTheWorld.com.

Connect on Social Media @ShannonKaiserWrites

Everything I do is to help you connect to your true self and unapologetically live your authentic purpose.

Bestseller Success Secrets:

WRITER'S MASTERCLASS

6-Week Live Virtual Training

with #1 international bestselling
author Shannon Kaiser.

Step into your purpose and share your story.
Gain insider industry knowledge and learn
the fool proof process for writing, publishing
and marketing best-selling books.



If you enjoyed this FREE video training series and are ready to go deeper and turn your literary dreams into an abundant reality, then check out the full 6-week [**BestsellerSuccess Secret: Writer's Masterclass**](#) Live Virtual Training with Shannon Kaiser.

Enrollment Closes April 7th, 2021.

[**LEARN MORE HERE**](#)

Notes: