

# Kickstart Your Business Book

**A Mastermind Group led by Tamela Rich**

**Sponsored by SPARK Publications**

“Kickstart Your Business Book” is a hybrid of mastermind group and hands-on workshops. Working with five other business professionals and led by [national award-winning author Tamela Rich, MBA](#), **you will finish the course with:**

- Defined business goals for your book.
- An Ideal Reader Profile and set of Reader Objectives.
- Key Messages, Themes and a “Voice” for the book.
- A “[Goldilocks Chapter](#)”) of the book, which is a template/sample chapter.
- A detailed table of contents with which to begin writing the book by yourself or in collaboration with a professional writer.
- A primer on copyright concerns.
- Sufficient information necessary to:
  - Decide whether to seek a publisher or to publish independently.
  - Choose your book’s format and distribution channel(s).
  - Begin developing a marketing strategy for your book that could begin before the book is finished.

**This series of workshops is NOT a “writing class” designed to make you into something you are not.** Most business authors engage a team of experts to bring their books to fruition; this course will equip you to captain that team and keep it focused on YOUR vision, voice and table of contents.

**However, you will become a better communicator as a byproduct of this course.** What you learn about using Key Messages and an authentic Voice to convey messages that meet your Ideal Reader’s Objectives will serve you throughout your career.

# Your Path to Published Author

## **1/22/13: Business, Audience, Voice**

- Setting your BUSINESS goals for the book.
- Developing the Ideal Reader Profile.
- What will your Ideal Reader be equipped to do after reading your book? These are Reader Objectives.
- Finding the right Voice for your book that will resonate with your Ideal Reader. This goes beyond what you learned in eighth grade about whether to write in first- or third-person.

## **1/29/13: Key Messages, Themes and Table Of Contents**

- Group feedback on 2/2 homework (Business goals, Reader Profile, Objectives and Voice).
- Define Key Messages and practice how to infuse them throughout the book.
- Using Key Messages to develop Themes and a preliminary Table Of Contents (TOC).

## **2/5/13 Goldilocks Chapter**

- Group feedback on 2/9 homework (Key Messages, Themes and TOC).
- Defining and writing your Goldilocks Chapter.
- Copyright concerns.

## **2/19/12: One-on-one feedback sessions on your Goldilocks Chapter**

On Tuesday 2/19, instead of a regular group meeting, each author will spend 60 minutes with Tamela reviewing her feedback and suggestions and mapping the next version. Authors will submit their Goldilocks Chapters to Tamela by Thursday, 2/12.

## **2/26/13: Go, Go, Go!**

- Revising and fleshing out TOC using key messages, themes and the revised Goldilocks Chapter.
- Software and other tools to consider using for your book project.
- What to place in body of the chapter versus sidebars and appendices.

- 45-minute primer on choosing the best book format, design and distribution channel(s) to meet your business goals, guided by [SPARK Publications](#).
- Generating pre-book buzz through: blogging, newsletters, social media, speaking engagements, podcasting, white papers/e-guides, etc. **“It’s your content...reuse and recycle it!”**

## The Fine Print

- Limited to six participants. Overflow will form a new group.
- \$950 tuition as follows:
  - At least \$500 to confirm your seat. Since there are only six participants in this mastermind group, don’t delay. Overflow will form a new group.
  - Tuition must be paid inn full by 1/14/13.
- All workshops will take place at [SPARK Publications offices](#) in [Mathews, NC](#) from 9-12am. The feedback sessions on 2/19/13 will be scheduled individually and will also be held at SPARK’s offices.
- No rain checks on missed sessions. Tamela is available for 1:1 sessions at \$95/hour.

## About Your Instructor

[Tamela Rich](#) combines her roles as Author | Speaker | Adventurer with her profession as a financial and business ghostwriter for an international clientele. She earned an MBA from the Fuqua School of Business at Duke University, where she cut her business communications teeth writing dozens of case studies. Her classmates called her “An MBA who writes like an English Major.”

Tamela is also a [national award-winning](#) author of [Live Full Throttle: Life Lessons from Friends Who Faced Cancer](#).



Send Tamela your contact information along with a check to:

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[Or pay via PayPal.](#)