



# Smart women put it in writing

BOOK COACHING  
BOOK PUBLISHING  
services for self-publishing authors

Bev Ryan



# The Book Process

**1**

## PLAN with a COACH



Clarify who you are as an author, and why you are doing this. What big issue do you care enough about to help others with? How will your book be structured? Complete a Book Blueprint before you begin to write.

**2**

## WRITE with REVIEW



Set a schedule. With a good plan in place, you can do the first thrash of 30,000 to 40,000 words in 30/60/90 days. Less words are fine. No need to do a great deal more. Create a writing experience you enjoy.

**3**

## MARKETING MINDSET



This begins with a book marketing checklist, so you can prepare for the business side of our book while you write your book, or during production. There will be things on that list you already have in place; there will be things we can assist you with; and some will require other expertise. (We can often provide referrals for those elements.)

**4**

## EDIT &/OR REFINE



Most editors require four weeks, or maybe more, depending on word count, to do a thorough, thoughtful job, allowing for first edit, then your review and responses; and a final edit of the completed manuscript.

**5**

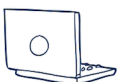
## DESIGN BOOK COVER



Your cover design should reinforce the point and tone of your message, and has a strong influence on how people respond to your book. It also impacts the style of the internal page layout. Begin early.

**6**

## PAGE LAYOUT



Once your book has been edited properly, and your book cover has been decided, page design and layout can commence. There are many elements involved - use a professional.

**7**

## PROOFREAD



It's vital to proofread your book again (several times) after the page layout process, so you pick up errors and make improvements and corrections.

A professional, as well as the author, should do this. Allow several weeks to get steps 6 & 7 right.

**8**

## PRINT COPIES



Printers require up to three weeks to supply authors with a pre-press proof, then print and ship books. We will assist you to gather print quotes and/or use print-on demand with IngramSpark, and we supply your book files to them. You pay them for their services.

**9**

## BOOK DISTRIBUTION



We set you up as a global publisher and distributor, using both IngramSpark and Amazon platforms for online sales of print and e-books via Amazon and other international bookseller websites. We can also assist your application to an Australian book distribution company via the Australian Society of Authors.

# More about *Book Coaching*



## PLAN & WRITE YOUR BOOK WITH THE HELP OF YOUR PERSONAL BOOK COACH

If you've been harbouring a brilliant book idea (or a half-baked one that just won't go away) but the path from concept to finished manuscript seems daunting, I would love to guide you through. As a trained and experienced book coach, I offer a proven process and a warm, supportive style as I inform, encourage and support you as you plan and produce your best book.

**The three keys to success that a book coach ensures:**

### 1) CLARITY OF CONCEPT

We'll talk about your aspirations, ideas, and insights to bring clarity to your writing and publishing goals - and to your book concept. My approach ensures that your story will have a purpose and point for your preferred audience, and will be best placed to bring you the results you desire.

### 2) BLUEPRINT BRILLIANCE

Crafting a book that works for you and your long-term goals relies on a thoroughly structured plan. As your guide, I provide you with a tested and proven blueprint that will help you establish the essential foundations for your book before you begin to write.

### 3) WRITING ACCOUNTABILITY

Wordsmithing is where the work begins and your book steadily comes to life—and where goals, deadlines, and feedback keep you going. As Barbara Sher once wrote, 'Isolation is the dream killer'. Collaboration and accountability are the keys.



# More about *Book Production*



## TURN YOUR EDITED MANUSCRIPT INTO A PRINT & E-BOOK AVAILABLE GLOBALLY

- I manage your editing, book cover design and page layout; and set up print and e-book options with international distribution channels.
- Order a few books at a time or bulk copies for your own use from print-on-demand options and/or a Queensland-based printing company for special cover finishes.
- Book marketing support is also available before, during and after you publish your book. (Request a checklist now.)

We set up everything in YOUR name, so you own all of your publishing assets, and 100% of your sales are paid directly to YOU. You never lose control of your book, and you are not locked into any ongoing arrangements. **The three stages to publication are:**

### 1) EDIT YOUR MANUSCRIPT

We prime and polish and proofread your words in a two-step editing process, with your input and final approval.

### 2) DESIGN YOUR BOOK COVER & PAGES

First comes your customised book cover design. Your classy page layout that reflects your cover style comes once editing is complete.

### 3) PUBLISH & PRINT YOUR BOOK

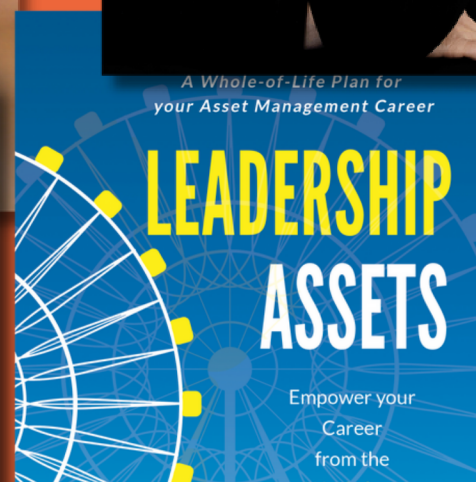
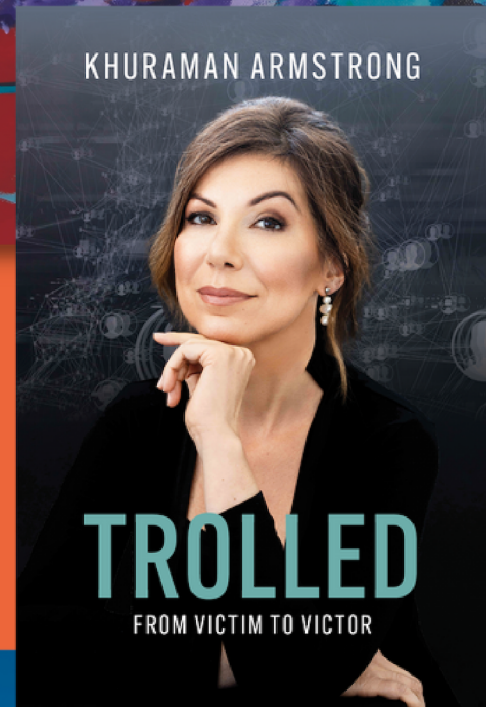
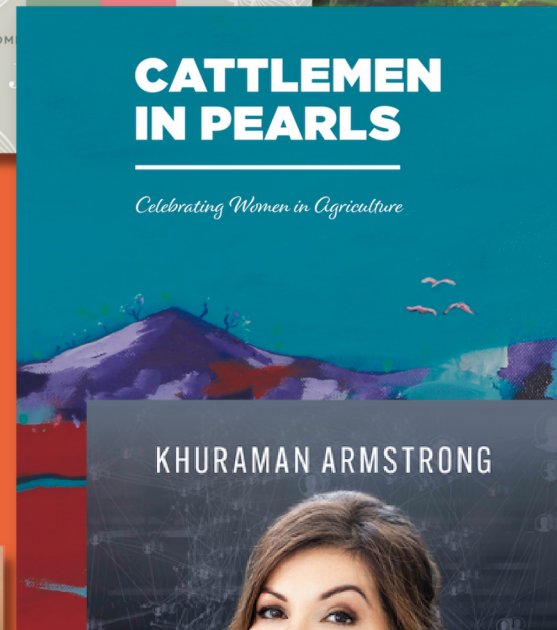
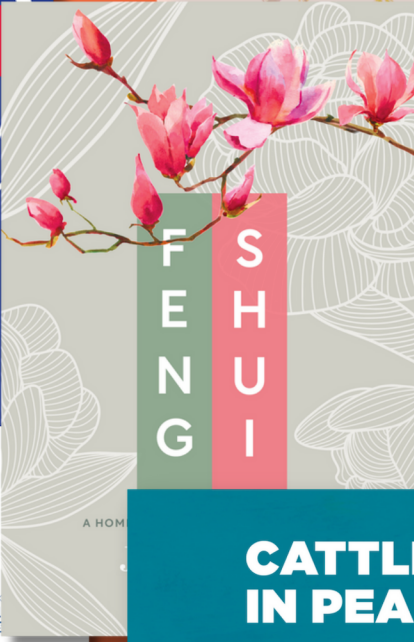
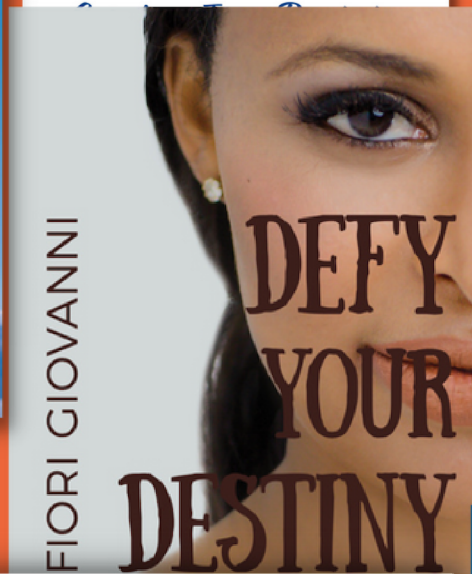
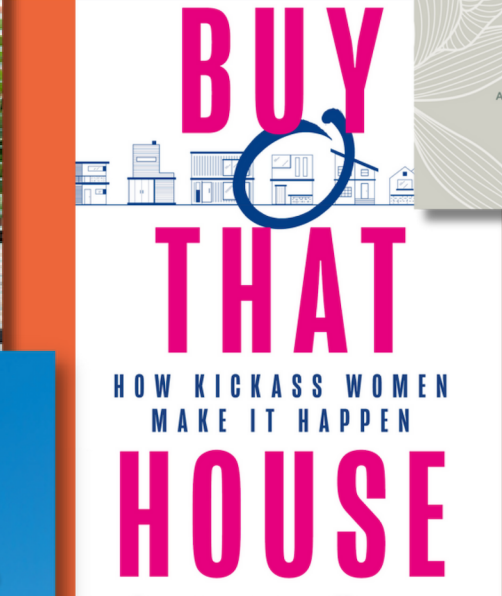
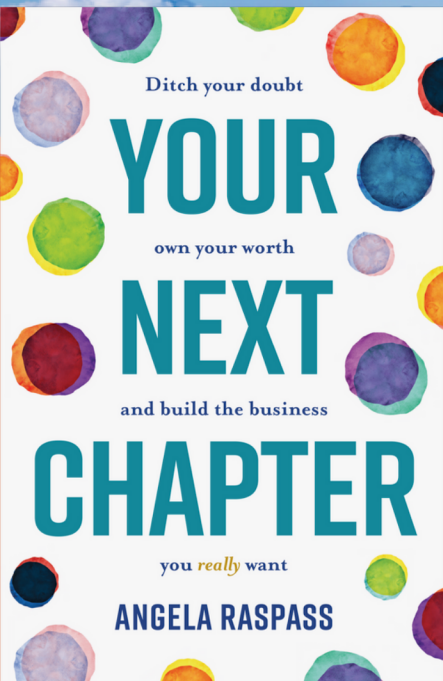
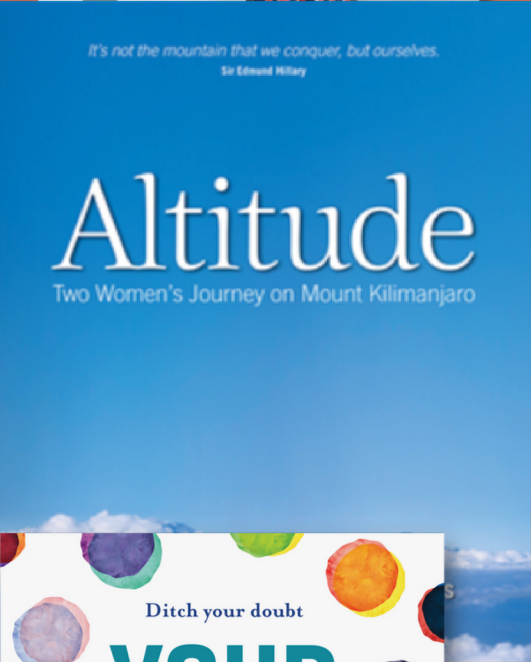
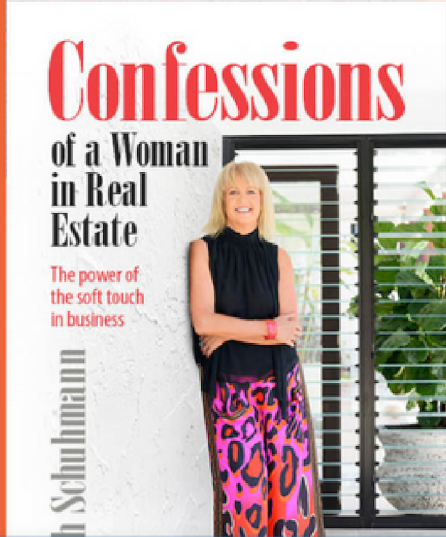
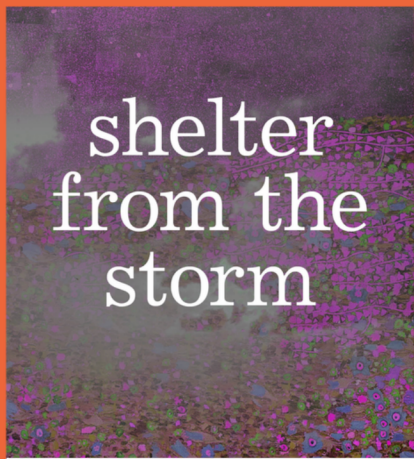
Once quality checked, we arrange print copies and set up global distribution channels for print-on-demand copies & e-books, via IngramSpark and Amazon.



# THE BENEFITS OF WORKING WITH A ONE-STOP BOOK PRODUCTION SERVICE

As your book production manager, I will:

- ⑥ Provide one personalised, calm and responsive point of contact for you, explaining the process, assisting with queries and providing updates
- ⑥ Coordinate a team with professional editor, designer, print company, and other providers
- ⑥ Care for a small number of clients at a time, so each book receives our full focus, ideas and input
- ⑥ Maintain your project schedule, allowing up to four months for the book production process to be completed thoughtfully and thoroughly
- ⑥ Provide you with publishing guidance and feedback on book elements, and quality control of all aspects of production throughout the project
- ⑥ Manage the fiddly bits - ISBN, barcode, National Library of Australia registration - as well as optional assistance with application to an Australian bookstore distribution company







### More about Bev Ryan:

'I coach & deliver quality books with business and professional people who want to contribute to positive change, demonstrate their expertise, engage new audiences, build credibility, and capture and monetise their IP – even though they may not feel like a writer, and may know little about the publishing process.'

## Testimonials



Writing and publishing a book was a long-held dream. Having finally started this brave journey, I was unsure where to go next or how to launch my book into the world. Bev Ryan was a wonderful support and coach. She was the catalyst at the crossroads. She provided a practical framework, with steps, guidance, and time frames plus referrals to printers, and other helpful resources so that 'Altitude – two women's journey on Mt Kilimanjaro' became a reality. I do strongly recommend Bev & her team to anybody considering the writer's journey.

**Dolores Cummins**

Executive Coach & Consultant: Business Transformation, Culture & Leadership Development

“

When I sent my manuscript to Bev, I didn't know how much work was involved, although I thought I understood the publishing process from my research. After I started working with Bev, I realised how beneficial it was to work with a professional and an experienced person like her to help me effectively navigate through the process. English is my third language, and I wouldn't have produced a quality book like 'Your Best Life' without her patient guidance and friendly, informed support. She is the person who turned my dream into a reality! I am both grateful and respectful of her and her services, and highly recommend Bev to anyone serious about producing a high-quality book.

**Helen Nan**

Certified Financial Planner & Founder of Compound Freedom



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TO DISCUSS  
YOUR OWN BOOK PROJECT,  
NO MATTER WHAT STAGE YOU ARE AT,  
PLEASE CONTACT

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