

short-read
long-impact books

Plan. Write. Publish.

*& begin
marketing!*



**The Complete
10-Month
Author Program**

**From Idea To
Published with
Your Own Imprint**

You've spent years developing deep expertise in your field. You've helped countless clients, solved complex problems, and accumulated insights that could genuinely improve other people's lives.

Now you're ready to capture that knowledge in a book, not to boost your ego or chase bestseller status, but because you know what you've learned deserves a wider audience.

This comprehensive program takes you from IDEA to PUBLISHED AUTHOR of a quality 'short-read, long-impact' business asset (YOUR BOOK), with marketing know-how, and your own publishing IMPRINT – in just 10 months.

Why this program will work for you ...

- You're confident in your specialised area, but you recognise that writing a strategic, reader-focused book requires different skills. You feel there is a gap between the valuable insights in your head and the polished books you see people launching online.
- You need a partner (rather than an online course) who understands both the substance of what you're trying to say and the craft of saying it well. Someone who can help you shape your ideas into a focused, impactful, quality book that reaches the readers who need it most – and truly serves them.

This program is different because ...

- You'll **work individually with Bev Ryan** (publishing business founder, accredited non-fiction book coach, developmental editor and book production manager) as your expert guide.
- It includes your **business set-up, book plan, writing support, publishing services, 50 print copies, AND marketing foundations.**
- You will **follow proven processes**, with access to Bev's trusted, professional behind-the-scenes team with the **editing and design skills** you require.
- Extra coaching **materials will be customised** to your needs as well.
- You receive **continuous one-to-one support**, from your first brainstorming session to holding your finished book in your hands.

PROGRAM SUMMARY



Month 1:

Crystal-clear vision for your book and business goals.



Month 2:

Complete book foundation, structure, and marketing checklist.



Month 3:

Detailed content framework, chapters mapped, implementation tools designed, marketing preparation underway slowly.



Month 4:

Writing schedule locked in and writing begins.



Month 5:

First chapters written with confidence, momentum building.



Month 6:

Rough first draft completed, refinement begins.



Month 7:

Complete manuscript in hand, and basic marketing tools in place.



Month 8:

Editing takes place. Cover design underway. Focus on marketing prep.



Month 9:

Page design, layout and final proofreading occur. Cover completed.



Month 10:

Published book, 50 copies in hand, ready to share with the world.

MONTH 1: DISCOVERY PHASE

Build the strong foundation that makes everything else easier



Identify your book and business goals

We'll uncover the foundation that turns your book from a nice-to-have into a must-have business tool. Together, we'll clarify exactly how your book will open doors, attract ideal clients, and position you as a go-to in your space.



Define your ideal reader & the transformation you offer them

Stop writing for everyone and start writing for someone. We'll create a detailed profile of your perfect reader—the person whose life will be transformed by your message and who will become your biggest advocate.



Craft your core message

Your unique perspective is your competitive advantage. We'll distil years of experience into a compelling, memorable message that resonates deeply and spreads naturally as you advocate for the change you are driven to see.



Choose your book structure

No more staring at blank pages wondering where to start and how to structure your content. We'll select the perfect framework that showcases your expertise while keeping readers engaged from cover to cover.



Identify foundational marketing & launch requirements

Your own publishing imprint & logo? Author photos, website pages (or a new site), and/or other assistance to prepare for the launch of your book? Add those steps to your 10-month plan. (Some costs are not included in this program, but we can assist you or refer you to the professionals you need.)

DISCOVERY PHASE DELIVERABLES:

- Clarity around your book project within your business
- Ideal reader profile
- Core message statement
- Book structure
- Marketing checklist that underpins marketing preparation during the program



MONTHS 2-3: PLANNING PHASE

Construct your book for maximum impact



Build your transformational content framework

Create the content plan that ensures every chapter builds momentum toward your reader's transformation. This isn't just an outline—it's your blueprint for ensuring your reader's transformation.



Plan actionable chapters in detail

Each chapter will deliver real value that your readers can implement immediately. You'll design content that creates quick wins while building toward lasting change; and decide on stories and case studies that impact.



Design implementation tools to assist your reader

Your book becomes even more valuable when readers can easily apply what they learn. You'll plan worksheets, templates, and/or action guides that turn insights into results. And further develop marketing essentials.



Begin writing key chapters that introduce your book to your readers and outline your promise to them.

These early chapters ensure you find a writing voice you are comfortable with, and ensure you are writing with your reader in mind.

PLANNING PHASE DELIVERABLES:

- A chapter-by-chapter outline, focussed on the reader's journey
- Chapter content briefs (with key points, stories, and examples mapped out)
- Implementation tools framework (worksheets, templates, checklists)
- Writing schedule with milestone dates
- Two key chapter drafts to frame your ideas
- Further develop basic book marketing tools



MONTHS 4-7: WRITING PHASE

Turn your plan into a polished manuscript with confidence and momentum



Write with clarity and purpose

No more writer's block or endless revisions. With a clear plan, you'll write with confidence, knowing every word serves your reader and your business goals.



Ensure reader engagement and impact

Keep readers turning pages and taking action. We'll help you craft compelling stories, practical examples, and clear next steps that create genuine transformation.



Accountability to external deadlines

Stay on track with structured milestones and regular check-ins. You'll have the support and gentle pressure needed to cross the finish line.



Feedback as you progress

Get expert guidance when you need it most. Regular feedback sessions with a writing coach ensure your book stays focused, engaging, and aligned with your goals.

WRITING PHASE DELIVERABLES:

- Complete first draft manuscript
- Bi-weekly progress reviews and feedback
- Refined implementation tools
- Beta reader feedback integration (optional – will require more time)
- Further develop book marketing plans



MONTHS 8-10: PUBLISHING PHASE

Polish, design and launch your professional book to the world



Professional editing and refinement

Polish your manuscript to professional standards. Your ideas deserve a presentation that matches their quality—clear, compelling, and error-free.



Design a compelling cover and layout

First impressions matter. Your book will look as professional as it sounds, with a design that attracts your ideal readers and reflects your brand.



Publish and launch effectively

Navigate the publishing process with confidence. From ISBN to distribution, we'll handle the technical details so you can focus on what matters most—connecting with readers.



Receive 50 print copies; order more any time

Hold your finished book in your hands and share it with key contacts, clients, and prospects. Control your print-on-demand account to order more at any time.

PUBLISHING PHASE DELIVERABLES:

- Professionally edited manuscript
- Custom cover design
- Interior layout and formatting
- Published book (available on Amazon and other platforms)
- 50 physical copies for your use
- Launch strategy and marketing guidance
- Full ownership of your files and accounts so you now manage your book business and ongoing printing demands.



What Makes 'From Idea to Book in Hand' **Unique**



Business-First Approach

This isn't just about becoming an author—it's about creating a strategic business asset, and a publishing arm to your business. **Every decision you make considers how your book will serve your business goals**, reach readers, attract ideal clients, and establish your authority.

Focus on Short-Read, Long-Impact

Your book will be designed for busy professionals who want actionable insights they can implement immediately. We're not writing 300-page tomes that sit unread on shelves—we're **creating focused, powerful books that readers actually finish and implement.**

All-Inclusive Package

Everything you need is included—no surprise costs, no 'oh, that's extra' moments. **From planning sessions to marketing preparation support, to editing, cover design and print copies, it's all covered.** (If you deviate from or require more than the inclusions, we will chat about any extra costs involved.)

Done-With-You Support

You're not alone in this. You'll have expert guidance at every step, from conceptualisation to publication, and marketing prep on the side. **Think of it as having a seasoned publishing partner in your corner for 10 months straight.**

Seamless Integration

Each phase builds naturally on the last. No gaps, no momentum loss, no wondering 'what's next?' You'll move smoothly from discovery to planning to writing to publishing, with marketing in mind, and one point of contact and continuous support from Bev and her trusted team of experts.

Clear Completion Path

With clear milestones, regular accountability, and continuous support, you'll have everything you need to actually finish. No more abandoned manuscripts. No more 'someday I'll write that book.' (Disclaimer: Your results will reflect your own dedication and contribution to your project.)

Complete Accountability System

- Bi-weekly **check-ins** throughout the entire 10 months
- Structured **milestones** at each phase
- Progress tracking and **course correction** as needed
- **Support** when you hit inevitable roadblocks





Investment & Payment Options

OPTION 1: Four Payments

\$20,000 AUD total - Paid in 4 instalments over 8 months

- Commencement: \$5000 (Months 1-2)
 - Planning: \$5000 (Months 3-4)
 - Writing: \$5000 (Months 5-6)
 - Publishing: \$5000 (Months 7-8)
- Provides flexibility while maintaining momentum
→ Natural checkpoints to celebrate progress

OPTION 2: Ten Payments

\$2,200/month for 10 months (\$22,000 total)

- Spread investment across the entire journey
→ Easiest on cash flow
→ Maintains continuous commitment
→ Most accessible option for many entrepreneurs



What's Included in Your Investment

- ✔ 18+ hours of one-on-one coaching and consultation across all four phases
- ✔ Bi-weekly accountability check-ins (20 sessions total)
- ✔ Complete strategic book plan customised to your goals
- ✔ Detailed chapter-by-chapter content framework
- ✔ Implementation tools development (worksheets, templates, guides)
- ✔ Marketing preparation information & guidance
- ✔ Ongoing writing feedback and review
- ✔ Professional developmental editing
- ✔ Professional copy editing
- ✔ Custom cover design
- ✔ Interior formatting and layout
- ✔ ISBN and publishing setup
- ✔ Amazon & IngramSpark distribution setup
- ✔ 50 print copies & ongoing print-on-demand
- ✔ Email support throughout the 10 months
- ✔ Resources and templates developed for you
- ✔ Support with setting up your publishing imprint

Frequently Asked Questions

Do I own all the rights to my book?

Absolutely. You retain 100% ownership of your intellectual property and sales profits. Your own imprint, your logo. The book is yours—the ideas, the content, the design files, the rights, everything.

Can I complete this program in more or less than 10 months?

Yes. You may have more time than others to focus on this project. You may have begun work on a manuscript that you now want improve and finalise, rather than beginning from scratch. Also, if you need an extension, we can discuss options.

Do you use AI in clients' books?

I use AI as a supporting tool for planning and review only if my client agrees. I DO NOT work with authors who use AI to write their books for them.

What happens after the 10 months?

You'll have a published book and all the tools to use it effectively. If you'd like ongoing marketing support or help with your next book, we can explore that separately.

Will my book be available everywhere?

We'll set up distribution through IngramSpark and Amazon, so your book is available online, and can be ordered by book retailers, libraries and bookstores. You will also learn how to approach retailers, distributors and allies to increase its reach.

Are the payment options flexible?

Payments can be paused if services are paused due to unforeseen circumstances. Refunds for partial payments already made are not available if a client discontinues. In the case of full payment at commencement, a partial refund may be negotiated depending on circumstances and the extent of services already delivered.



Ready to Transform Your Expertise Into Your Most Powerful Business Asset?

Your knowledge has the power to change lives and grow your business—but only if it reaches the right people in the right way.

In 10 months, you could be holding your finished book in your hands, ready to share it with clients, prospects, and your professional network.

Or you could still be thinking about it.

The only difference is the decision you make today.

Let's make it happen together.

TO APPLY: Book a 60-minute conversation with Bev to...

- Explore your book idea and business goals
- Assess whether 'From Book Idea to Book in Hand' is the right fit
- Map out what your book journey could look like
- Ask any questions you have about the program

No pressure, no obligation—just a conversation about your vision and how to bring it to life.



START HERE

Book a Call with Bev Ryan

OR

Complete this Contact Form

*The best time to plant a tree was 20 years ago.
The second best time is now.
The same is true for your book.*

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‘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 - www.compoundfreedom.au
 Certified Financial Planner & Founder of Compound Freedom





More about Bev Ryan:

I am one of only a few experienced Australian non-fiction book coaches accredited with Author Accelerator, a US company. I also produce quality books with my team of hand-selected, freelance specialist editors and designers.

I work with business women (and men) 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.

About working with Bev

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‘With Bev’s book coaching program and book production services, I went from having a strong desire to write ‘something’, to clarifying my business methodology, telling my story, and having a book in my hands within a year. She also managed the construction of my new website. I am now the published author of ‘Confessions of a Woman in Real Estate’, using my book to build my coaching business. I would not have made any progress with my initial ideas if I had kept going alone.’

Hannah Schuhmann - coachingforwomen.au
Business Coach for Women in Real Estate

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‘When my manuscript for ‘Your Next Chapter’, was ready, I hired Bev as my Book Production Manager and the whole experience was simply sensational. Navigating all of the ins and outs of self-publishing, taking your manuscript from your hard drive to an actual printed book could be utterly overwhelming without the calm and experienced Bev by your side!

Everything I needed was provided - editing, cover design, page layout, author bio, printer introductions, IngramSpark, and Amazon distribution. The end result is a beautiful book I had the final say in, and I am immensely proud of.

We have since worked together on the revised and updated version, and I am now leveraging it all over again to reach a greater audience.’

Angela Raspass - www.angelaraspass.com.au
Business Strategist & Mentor for women

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