RSM Book Coaching Form 2020

Name:

Email:

Which package did you choose?

- Editing Only
- Editing and Ghostwriting

EDITING QUESTIONS:

1. How would you describe your voice as you want it to come through in this chapter? (Think adjectives: humorous, professional, warm, etc.)
2. What is the end goal of your chapter? What do you most want readers to take away?
3. Describe your mission/purpose/drive.
4. Describe your expertise/experience/skills/talents/gifts in relation to your mission.
5. How does your knowledge/expertise/experience create the transformation your ideal clients seek in the world? Please include a paragraph-long case study/story that showcases the transformation your client experienced as a result of being in your program.
6. How did creating an online program help you solidify/systematize your process and realize the impact you are making?
7. What specific transformation or mindset shift(s) did you go through and/or what did you have to let go of in order to step into your power and own your expertise? Describe your biggest breakthrough moment. What was life like for you before this breakthrough? What was it like after?
8. What was your biggest objection to creating a program? If you created one before working with Alina, did it produce the results you wanted? Why or why not? (Conversely, why didn't you create a program before working with Alina? What was stopping you?)
9. Explain/describe the three biggest lessons you learned from creating your online program.

10. What do you wish you knew *before* you created your first online program? What corresponding advice might you offer?
11. What are some of the results/changes you saw in your business after you created your first program?
12. Start with the end with mind. Map out the **specific steps** your readers will need to take in order to get from point A to point B (from where they are now to where they want to be).
13. What steps (approximately five) or exercise can you include that readers can take/complete NOW to begin making the transformation they seek? (Be very specific.)
14. Stories sell. As humans, we're wired to learn through stories. What personal story can you use to illustrate the teachings? (Keep the story arc in mind: intro, conflict, climax, resolution.) Notes: If you are writing your own chapter, we suggest starting with your story as the intro. Also, if you can't think of any personal stories to help you illustrate your point, you can use a client's story, instead.
15. What free gift do you want to offer your readers? Please provide the title and a brief description of your gift (with a focus on what the reader will learn by downloading and going through it). Note: You'll also want to get your author pic and a graphic of your freebie ready to submit with the final version of your chapter.
16. Please include a two-to-three sentence bio and your main website URL.

Timeline/Due Dates:

* Note: Please send us your chapter **(3000 words max) as a Microsoft Word document**. This is the best tool we can use to edit your document and send it back to you in a way that allows you to see our edits. If you use a different word-processing program, such as Apple Pages, there should be a way for you to export your chapter into a Word doc. Please let us know if you have any questions.

*** Email all docs to megan@michelepw.com, copying michele@michelepw.com and alina@businesssuccessedge.com.)**

February 17: Book coaching doc/answers due.

You will receive book coaching via email within one week.

March 16: Original chapter due.

NOTE: The sooner you can submit your chapter, the better, after receiving your book coaching.

You will receive your edited draft back within four weeks.

April 24: Second draft due.

You will receive edited draft two back within two weeks.

May 18: FINAL chapters due.