



C. Ruth Taylor



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ASA'S PREMIUM PUBLISHING BUSINESS CERTIFICATION PROGRAM 3-4 MONTHS

Become A Top Certified Publishing Coach
and Start Your Own Profitable Publishing Business
with Guidance from C. Ruth Taylor,
Bestselling Author, CEO of BambuSparks Publishing
& Indie Publishing Consultant

For Aspiring/Published Authors and Future Book Publishers

PUBLISHING TRAINING & CERTIFICATION PROGRAM OUTLINE
Next Offering: February 5 – May 5, 2024

NOTE WELL: The trainee should have a manuscript or complete one in the first 30 days of the program. You cannot begin the publishing process without the first draft of a book.

Online Training: The training will be conducted **online via Zoom**. Along with hands-on experience and coaching from C. Ruth Taylor, the training will be primarily based on the materials in the training guidebook, "Authorpreneur Secrets (Updated and Expanded Edition) and self-paced tutorials. You will gain access to the ebook as part of your training. You may purchase the print copy if you so desire.

Timeline: 3-4 months, which is the average publication timeline for books.

Certification: An e-certificate will be provided which you can print.

Disclaimer: This is strictly a personal development business enterprise. It is not an accredited academic program but a proven practical business development success path to help more authors/people to gain socio-economic freedom with books and tap into the billion-dollar publishing industry.

Program Lead/Creator: C. Ruth Taylor, the convenor of this program, is replicating her results. She has been making a full-time living with her writing and publishing business since 2018. She has published 27 books in 7 years for herself and close to 100 for other authors. She has certified several publishing coaches since December 2021, who are now earning by helping authors to publish. Ruth also runs a publishing company which employs publishing freelancers from around the world.

This training program is part of her poverty alleviation and generational wealth creation program in support of her Vision 2030 Authorpreneur campaign, which is to raise up 10,000 author entrepreneurs (Authorpreneurs) by 2030 to transform lives and create socio-economic freedom for many families in the Caribbean.

Visit www.extramileja.com to find out more about her and her authorship ventures.

Learn

Publish

Earn



**AUTHORPRENEUR
SECRET\$ ACADEMY**

www.authorpreneursecrets.com

Become a *Boss Publisher* With Our Guidance

Join ASA Now! →

Get certified
Start your
own business



PROGRAM OUTLINE, RESPONSIBILITIES, OUTCOMES & COST

LEARN. PUBLISH. EARN

Publishing Coaching and Training – You will embark on a collaborative process to learn the book publishing process while conducting a publishing pilot to publish at least one book in print/ebook format on Amazon. This could be your own book or one assigned to you while working with an aspiring author.

At the end of the process, after demonstrating mastery of the process, the trainee will:

- a. Become a certified publishing coach
- b. Publish a small book in print and ebook formats
- c. Name their publishing company, design a logo and publish that company's first book
- d. Publish at will in a cost-effective manner, thereby reduce overall publishing expenses in the future
- e. Get a list of recommended publishing freelancers to build a publishing team
- f. Recover publishing training cost with the first 3-5 clients and selling copies of your book
- g. Create financial freedom in the long term for yourself and leave a legacy for your family
- h. Create an asset [the book] from which you can earn multiple income streams and increase your influence and impact
- i. Learn essential book formatting skills in Microsoft Word to earn extra income

2. Trainer/Coach's Responsibilities: During the training process, the following services will be provided:

- a.) A one-week Live Publishing Bootcamp Monday – Thursday at a mutually convenient time for two hours per day
- b.) Self-paced publishing tutorials and assessment activities
- c.) Self-paced Book Formatting Course to format a book in ebook and print formats using Microsoft Word
- d.) Weekly accountability, mentoring and practice sessions
- e.) A Publishing Guide using an ecopy of *Authorpreneur Secret\$ (Updated and Expanded Edition)* which comes with a publishing toolkit. You will complete the assigned readings and activities
- f.) Responses to emails/communication in a timely manner (within 48 hours of receipt).
- g.) Recommendations of formatting tools eg. Atticus.io
- i.) Access to affordable publishing services providers (editors and cover designers) to help you create your own publishing team and a pricing guide
- i.) Assistance in acquiring your ISBN in your own publishing imprint
- j.) Guidance and consultation to ensure the professional completion of the project. This includes refining the book description, setting up your Amazon Kindle Direct Publishing Account (KDP) account, guidance for printing and selling books direct, and answers Author's questions via email or WhatsApp outside of coaching sessions.
- k.) Self-paced video tutorial on how to become an Amazon bestseller
- l.) Coaching and consultation practice via the Authorpreneur Secret\$ Academy membership group

Bonus

1. Authorpreneur Secrets\$ 101 Audio course
2. Upon completion, freelancing opportunity with BambuSparks Publishing to further hone your publishing skills
3. A Book Formatting Template
4. Access to the ASA Membership Group Portal

Note: The Publishing Coach/Trainer plays the role of a facilitator/guide. The **Trainee/Author is the publisher** and will take full responsibility for the publishing of the work. The coaching/training costs do not include editing or proofreading or any other publishing services or physical printed books or formatting tools.

3. The Trainee's Responsibilities: The Trainee will:

- Attend the training/coaching and accountability sessions
- Create a timetable or action plan for publication
- Hire freelancers to complete the various parts of the publishing process
- Review the lessons, training materials, and complete the assignments given
- Publish at least one book (ebook/print) within 90 days
- Respond to emails/communication in a timely manner (within 48 hours of receipt)
- Sit and pass a publishing exam

Note: If a session needs to be rescheduled for any reason (either by the coach or trainee/Author), a minimum of 24 hours of notice should be given.

4. Trainee/Author's Copyright

If publishing your own book, the copyright in the Work shall remain the property of the Author and the copyright notice to be printed in every copy of the Work shall be in the Author's name.

5. Ownership & Royalty: The Author retains full ownership, 100% royalties and rights to the Work produced.

6. Production Costs and Responsibilities

The Trainee is responsible for all publishing costs and the final product. The Author undertakes to read, check, and correct the proofs of the Work properly before the proofs are considered passed for press by the Author. We aim to help you to publish a small book for no more than US\$500.00.

The Publishing Coach is not providing editing or proofreading services unless otherwise agreed and paid for separately, and as such the Author/Trainee will cover those costs.

7. Payment Terms/Plans

The cost of this training and certification program is **US\$5000.00 – one-time fee.**

Extended Payment Plans Available (with interest).

- US\$240 per month for 24 months
- US\$440 per month for 12 months

8. Withdrawals /Termination

- a. You are free to withdraw from the program within two weeks at no penalty. There is no refund for withdrawals after 30 days for those on a payment plan.
- b. If the program is terminated after two weeks of commencement, the trainee is expected to pay a fine of US\$500.
- b. A publishing training agreement will be signed. If any party is in material breach of the provisions of the Agreement and has failed to remedy such breach within one month of notice in writing, this Agreement can be terminated.
- c. If a refund is warranted for those who have paid in full, a fine of US\$500 will be deducted plus any transaction or administrative fees incurred in the process.

9. Interpretation: The headings are for convenience only and shall not affect its interpretation.

For more information, book a consultation call with C. Ruth Taylor using the booking link below or send a WhatsApp message to 876 334-2488. Text only.

Email: authorpreneursecrets@gmail.com

Booking: <https://calendly.com/ruthtaylorapreneur/30-minute-consultation>