



## Course Catalogue

(Trad = appropriate for traditionally published authors; Indie = appropriate for independent or self-published authors)

### Business Courses

#### **Audio Books for Indie Authors** (Indie)

Audio books are the fastest growing segment of the publishing industry and are a relatively easy way to make money on books you've already written. The process may seem overwhelming, but Nicole Evelina will guide you through a few of the ways of getting your book from page to earbuds. She'll help you understand your options for production, the cost involved, how to audition narrators and guide them once you've selected your talent, what the recording and editing process entail, and how to get your books out to your audience. Focuses on ACX and working with an actor/studio.

Lessons include:

1. Welcome video
2. Why make an audio book?/Cost
3. Choosing a company
4. Choosing a narrator
5. Research/prepping your narrator
6. Recording
7. Payment and distribution
8. Marketing

#### **Basic Branding for Authors** (Trad, Indie)

When we hear the word "branding," most of us automatically think "logo." While that is one part of it, branding is actually so much more. It includes the way people feel when they interact with you, your "voice" both in your writing and online, and the image you project online and in person. In addition, branding encompasses your logo, author and book taglines and the fonts and colors you choose for your web site and marketing materials. Drawing on 15 years of professional experience in marketing and a master's degree in public relations, as well as her own experience as an author, Nicole will help you understand branding through case studies of authors who do it successfully, as well as offer tips and exercises you can employ to discover your own brand.

Lessons include:

1. Welcome video
2. What is a brand?
3. Internal branding
4. External branding

### **Business Plans for Authors (Trad, Indie)**

A business plan is a roadmap to success. Whether you're published or not, indie or traditional, a good business plan helps you in defining your goals as well as action steps you can take to reach them. In this course, you'll learn an 11-step process for writing yours that will take only an hour or two to complete. Plus, you'll get to see a real-life example of a business plan from your instructor. You'll also learn how to set your budget and think through your long-term and short-term goals, uncover additional merchandising opportunities that could lead to income, and plan for your next year's worth of book releases.

Lessons include:

1. Welcome video
2. Why you need a business plan
3. Business description
4. Ownership and location of business
5. Products offered
6. Pricing
7. Financial plan
8. Short-term goals
9. Audience
10. Planned marketing and promotion
11. Digital plan
12. Long-term goals
13. Summary

### **Legal Issues for Indie Authors (Indie)**

Being an indie author is more than just writing and publishing a book. Regardless of whether or not you choose to formally start your own publishing imprint, as soon as you make your first sale you are a business in the eyes of the law. This means you'll have to pay taxes and make sure you follow local, state and Federal laws. In this course,\* award-winning author and owner of Lawson Gartner Publishing, Nicole Evelina will walk you through the ins and outs of copyright, PCIP information and Library of Congress numbers, things to consider when starting your own publishing imprint, taxes and proper business record keeping.

\*This course should not be taken as legal advice. Please consult an attorney and/or tax expert before taking any action.

Lessons include:

1. Welcome video
2. Copyright
3. Library of Congress and PCIP numbers
4. Forming your own imprint
5. Taxes
6. Record keeping and expenses

### **Marketing Plans for Authors (Trad, Indie)**

In today's publishing world, it's not only indie authors who have to handle the lion's share of marketing their book. Increasingly, traditionally published authors are being asked to shoulder the burden. So where do you start? Drawing on 15 years of professional experience and a master's degree in public

relations, as well as her own experience as an author, Nicole Evelina will lead you through creating your own marketing plan. You'll learn how to:

- Get an idea of the market for your genre
- Research competitive and comparative books
- Identify your strengths, weakness, opportunities and threats
- Identify your target audience
- Develop key messages about your book and yourself as an author
- Plan what tactics you will use before launch, during your launch and after to gain and sustain sales:
  - Distribution – online and physical stores
  - Getting endorsements
  - Paid advertising
  - Social media
  - Your web site content
  - Guest posts/writing articles
  - Events/speaking engagements
  - Media relations
  - Tapping into online and real-life organizations
  - Using giveaways and ARCs to build buzz
  - Getting reviews
  - Supplemental materials you'll want to have on hand
- Measure for success and evaluation of ROI

Nicole will share her own marketing plans with you, so you can see how one looks when complete, as well as provide handouts you can use as templates to create your own plan. Nicole has won international communications awards for her marketing plans and regularly writes them for her day job.

Lessons include:

1. Welcome video
2. Introduction and competitive analysis
3. SWOT analysis
4. Goals/objectives and target audience
5. Key messages
6. Book categories and endorsements
7. Tactics
8. Sell sheets
9. Measurement

### **Self-Publishing 101 (Indie)**

Self-published authors are more than just writers. We're our own business managers, sales force, distribution team, marketers and more. This course will teach you everything you need to know to self-publish as a professional and produce books of equal or greater quality than traditional publishing houses.

This course is actually several courses in one, as I offer many of these modules separately. Here's what you'll learn:

- The benefits of self-publishing
- How to write a business plan
- Budgeting
- How to handle editing/proofreading
- How to get a great cover design
- Options for interior book formatting
- Distribution: Ebooks, print and audio
- How to sell your book to libraries and bookstores
- Legal issues for indie authors: copyright, Library of Congress, forming your own imprint, taxes, recording keeping and expenses
- Marketing and PR basics
- Your digital media strategy: website, social media and branding

#### Bundle includes

##### Steps to Self Publishing

1. Welcome video
2. Why self-publish?
3. Budgeting your expenses
4. Creative – editing, cover design and formatting
5. Distribution and sales

##### Marketing Plans for Authors

1. Welcome video
2. Introduction and competitive analysis
3. SWOT analysis
4. Goals/objectives and target audience
5. Key messages
6. Book categories and endorsements
7. Tactics
8. Sell sheets
9. Measurement

##### Legal Issues for Indie Authors

1. Welcome video
2. Copyright
3. Library of Congress and PCIP numbers
4. Forming your own imprint
5. Taxes
6. Record keeping and expenses

##### Web Sites and Social Media for Authors

1. Welcome video
2. Web site hosting
3. Web site must-haves
4. Other sections you may want to include
5. Social media

##### Business Plans for Authors

1. Welcome video
2. Why you need a business plan
3. Business description
4. Ownership and location of business
5. Products offered
6. Pricing
7. Financial plan
8. Short-term goals
9. Audience
10. Planned marketing and promotion
11. Digital plan
12. Long-term goals
13. Summary

### **Steps to Self-Publishing (Indie)**

Self-publishing a book is more than uploading it to Createspace and clicking "publish." There are several steps necessary in order to produce a book that is equal to or better than those from traditional publishing houses. In this course, award-winning self-published author Nicole Evelina will walk you through everything you need to know about professional editing, cover design, interior formatting, production, sales and marketing in order to make your book as professional as possible. She'll also teach you how to budget for the expenses involved and cover the advantages and disadvantages to choosing to publish independently.

Lessons include:

6. Welcome video
7. Why self-publish?
8. Budgeting your expenses
9. Creative – editing, cover design and formatting
10. Distribution and sales

### **Web Sites and Social Media for Authors (Trad, Indie)**

By now we all know that web sites are a must for anyone who wants to be taken seriously in any field. This is especially true for authors whose sites function as not only as virtual calling cards, but as portals for sales and interaction with fans. In this course, award-winning author Nicole Evelina will walk you through everything you need to do to set up a site of your own, from choosing a hosting company and buying a URL to deciding what information to include and how to organize your pages. She will also show you how to incorporate branding and marketing best practices into your social media. In addition to using her own site and social media examples, Nicole will offer best practices from famous authors and show you how to emulate them.

Lessons include:

6. Welcome video
7. Web site hosting
8. Web site must-haves
9. Other sections you may want to include
10. Social media

# Writing Courses

## **Back Cover Copy That Sells** (Trad, Indie)

You have mere seconds to convince a reader to buy your book. Besides your cover, the description on the back (or online) is the most powerful tool you have to make your case. But crafting that copy is easier than you might think. In this course, award-winning author Nicole Evelina will teach you a quick three-step method for writing copy that sings, in both fiction and non-fiction, with genre-specific tips.

Lessons include:

1. Welcome video
2. Writing Back Cover copy
  - Why back cover copy is important
  - Fiction
  - Non-fiction
  - Resources

## **Self-Editing** (Trad, Indie)

Editing. That one little word conjures a range of emotions in writers. Some love it. Some hate it. No matter how you feel about it, it's a necessary step to get your novel ready for publication. Nicole Evelina will teach you some tips and tricks she's learned over the last several years that will make self-editing a much easier step. Highlights include how to:

- Break your editing into rounds so that you don't have to tackle everything at once.
- Examine dialog, description, characterization and action.
- Use a beat sheet to check pacing and balance of power.
- Make every word count without having to agonize over every single word.
- Use advice from beta readers and contests to strengthen your novel.

Lessons include:

1. Welcome video
2. Dialogue and story
3. Characters
4. Pacing
5. Words
6. Beta readers and critique partners
7. Contests

## **Setting and Description in Fiction** (Trad, Indie)

Setting and description are key to immersing your reader in the world of your novel. But how do you accomplish this without overwhelming your readers with pages of flowery prose? Nicole Evelina shares her tips for writing description that will leave your readers wanting to live in the world of your book without sacrificing pace.

Lessons include:

1. Welcome video
2. Why setting is important
3. Tips on writing setting and description
4. Change your thinking

## 5. Special circumstances

### **Writing Historical Fiction** (Trad, Indie)

Ever wanted to try your hand at historical fiction but didn't know where to start? Award-winning historical fiction author Nicole Evelina will show you it's not as intimidating as it may seem, even if you're not a fan of research (though it helps if you are). She'll cover research methods and sources, how research informs plot, how to handle characterization in other time periods, how to bring the past to life, mistakes to avoid, and more. Whether you're just dipping a toe in the historical waters or have already published in this genre, you're sure to learn something new.

Lessons include:

1. Welcome video
2. Defining historical fiction
3. Before you write (part 1)
4. Before you write (part 2)
5. Research
6. Characterization
7. Dos and Don'ts