



*Dream to*  
**Author**  
*With Jackie Haley*

*Executive Writing Course:*

# WRITE A BOOK TO GROW YOUR BUSINESS



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*LEARN FROM AN AWARD-WINNING AUTHOR AND BUSINESS OWNER - HOW TO WRITE A BOOK AND PUBLISH WITHIN MONTHS.*







# 1

## OBJECTIVE

*Forbes Magazine* stated that writing a book is ***“The Tool” for business branding in 2024.***

This 6 week course is led by an award-winning author to provide expert insight to get writers past their own barriers of:

- \* Lack of time
- \* Lack of confidence
- \* Lack of knowledge

**At the end of this course,** you will have all tools needed to write your engaging story, understand how to publish, and begin using it to grow your business – adding to your bottom line.

You will have a clear understanding of your own message that will **hook your potential clients.**

This will give you the confidence and support to **get your book done so you can grow your business.**

**START DATE: OCTOBER 1, 2024**



# COURSE BENEFITS TO YOUR BUSINESS

# 2

## What do I get with this course?

At the end, you will:

- **Have expert guidance** from an award-winning author to understand what it takes to write a book that sells.
- Have a book started and a **clear path to completion**.
- Have a **solid understanding** of the craft and genre.
- Know your own **publishing path** that works for your business.
- Understand how to **make money** from your book.

## Benefits of being an Author Include:

- Position yourself as an authority figure in your field of expertise.
- Added revenue source for your business.
- Books can be used as an extended business card.
- Authors get higher speaking fees and an opportunity to sell the book in bulk.
- Books are an additional visibility tool for your business.
- Add “Author” behind your name.



# 6 SESSION COURSE CURRICULUM

# 3

**Each session includes instructor presentations, group discussion, and critique of examples and / or student work.**



## SESSION ONE

OCTOBER 1, 2024  
6:00PM - 8:00PM CST

### **Getting in the Writer's MINDSET & Realistic Goal Setting**

Writers dream of becoming an author, but don't succeed. Why? The fundamental reason is they do not have the right Mindset. We set the foundation here.

You'll learn:

- What it takes to become an author.
- 7 Different Strategies to get in the writer's Mindset.
- What it takes to write a story that's marketable.
- How long it takes to write your story.
- How to set realistic goals in a busy schedule.
- How to see results without getting burned out in the process.



## SESSION TWO

OCTOBER 8, 2024  
6:00PM - 8:00PM CST

### **Starting Your Story With a Hook - Identify Genre & Audience**

Writers often get stuck on how to start a story. I'm going to take you through an easy way to get your book started and make sure it's engaging for your reader.

In this session, you'll learn:

- What stories must have to be successful.
- Story Structure - templates & instruction.
- Strategies to start your story and construct your main message, identify genre, and target audience.
- How to write a story that readers can get hooked into and stay engaged to the end.
- Establishing your voice and authority.
- Finding your point of view and staying consistent.



# 6 SESSION COURSE CURRICULUM



## SESSION THREE

OCTOBER 15, 2024  
6:00PM - 8:00PM CST

### **Polishing Your Work**

Your first draft is never your final, but it can be easier to edit when you know what to watch for. Learn what to avoid and how to fix major problems many writers miss.

In this session, you'll learn:

- How to detect common mistakes when revising your book.
- Learn how to validate your message and ensure reader buy in.
- 10 self-editing tools you'll need.
- What authors must know about editing.
- Learn how to move forward during this challenge.



## SESSION FOUR

OCTOBER 22, 2024  
6:00PM - 8:00PM CST

### **What Publishers Look For**

Writers often get tripped up on the publishing process, especially with the changes in the last few years. Hear MUST KNOW information.

You'll learn:

- What has changed in publishing your book today.
- What first-time authors MUST KNOW about publishing.
- What you need to create an engaging book proposal.
- What publishers look for in their authors.
- How royalties are structured on self-publishing.
- How to determine the path to publishing your book.





# 6 SESSION COURSE CURRICULUM



## SESSION FIVE

OCTOBER 29, 2024  
6:00PM - 8:00PM CST

### **Making Successful Authors & Making Money from Your Book**

If you're ready to become an author but wonder if you can become that successful author, hear the secrets and strategies to success.

In this session, you'll learn:

- How to write your pitch for your book.
- How successful authors use a book to grow their business.
- How to get endorsements for your book.
- Identifying your own keys to successful marketing.
- How to implement marketing strategies without getting burned out.



## SESSION SIX

NOVEMBER 5, 2024  
6:00PM - 8:00PM CST

### **Creating Your Book Launch & Wrap Up**

Learn how to be successful, especially with marketing their book and getting revenue.

In this session, you'll learn:

- Step-by-step guide to your own book launch event.
- Submitting to media outlets worthy of your book.
- Get a list of viable media options including podcasts, publications, TV and more.
- Evaluating best revenue opportunities for your book.
- Get all of your questions answered here so you have your clear path to success.



# INSTRUCTOR BIO

Jackie Haley is a nationally recognized, award-winning author, speaker and entrepreneur. She's appeared regularly on NBC, CBS, Fox News, among many other major media outlets and has traveled the country representing her books.

Her first novel, *Crystal Beach*, received many powerful endorsements following its release in 2012, including one from the Des Moines Register (largest newspaper in the state), but Jackie didn't stop there. In 2017, Jackie published her sequel, *Truce Island*, and continued to speak and hold book signing events across the country.

Shortly after, she was approached by David Schmitz to write his family's truly inspiring story about his late wife who left a gift for him, which he received two years after she passed away from ovarian cancer. *Brenda's Wish* was released in 2020 with two awards, several excellent endorsements including two national foundations and many incredible reviews.

Jackie has a passion for writing, for making a difference, and for helping others with similar passions.

Jackie launched Dream To Author in 2019 to help people write, publish, and market their first book. She's helped hundreds of writers in 7 countries and over 15 states with their own stories. Now, it's your turn.

# 4



*Dream to*  
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# PROGRAM INVESTMENT & EXPECTATIONS



## Participant Responsibilities

### **Participant will:**

- Be familiar and comfortable with Zoom technology
- Commit to regular attendance and participation in discussions
- Have enough distance on the event or experience of the memoir to be able to write about it
- Be open to discussing your story with colleagues and receiving feedback on writing style and story
- Be prepared to share your own work and give honest, constructive feedback on the work of others
- Be willing to read in your chosen genre and learn from other authors
- Be willing to practice, revise, and have distance on your own work

### **Program will provide:**

- Professional instruction from an award-winning author and business owner that understands what you need to be successful.
- A top-quality discussion of craft technique equivalent to a college-level writing workshop
- Opportunity to get feedback on work from instructor and peers
- A solid plan for beginning, continuing, or completing a book
- Confidence in writing voice, process, and style
- An overview of the nonfiction genre and a perspective on where your book will fit in the market

Course Registration Investment - \$850 USD

[Register Me](#)

## **Additional Services:**

### **Self-Publishing Service = \$3,000**

Receive the following:

- \*Book Layout
- \*Cover Design
- \*Self Publishing Service

### **Book Landing Page = \$2,250**

Landing Page creation with links to buy book on Amazon

### **Book Launch Social Media Package**

**= \$1,500**

- 3 Months of Social Media Services
- \* 18 posts on multiple platforms
- \* Includes Graphics
- \* Enhanced Event Promo, such as FB Events



# TESTIMONIALS

# 6



"WORKING WITH JACKIE, I FEEL EMPOWERED, INSPIRED, AND ENERGIZED BECAUSE SHE NURTURES THE CREATIVE SPIRIT BY BEING SUPPORTIVE, BUT ALSO FIRM ABOUT HOW TO FIX THE ISSUES. I WOULD HIGHLY RECOMMEND JACKIE HALEY FOR YOUR WRITING JOURNEY.

ANNA MATHERS, OHIO

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"YOUR SERVICES AND COACHING AT DREAM TO AUTHOR ARE SECOND TO NONE."

JIM MCMAHON, ILLINOIS

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"HAVING A COACH THAT CARES AND CAN KEEP YOU MOVING FORWARD IS KEY. THANK YOU DREAM TO AUTHOR FOR BEING MY ACCOUNTABILITY PARTNER!"

LEISA FOX, IOWA

