

PHASE 1



**Fundamentals of
Fiction, Memoir
& Story**

PROGRAM

Self-Publishing SCHOOL

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Did You Know?

81% of people want to write a book;
but fewer than **2%** actually do it.

You're about to enter that top 2% of people, the people who actually take action and achieve their dream of becoming a published author. So, first off...

**Congratulations on making the decision to invest
in yourself and in your dream!**

I'm so glad you're here!

Let me take a few seconds to introduce myself and my team so you know who you're working with and who will be alongside you on this journey to becoming a bestselling author.



My name is Chandler Bolt, and I'm the host of the Self Publishing School podcast & the author of 6 bestselling books including my most recent book titled "Published." I'm also the founder & CEO of Self-Publishing School, the #1 online resource for writing your first book. Our company, Self-Publishing School, made the INC 5000 in 2019 (#1,483) as one of the 5,000 fastest growing private companies in the US. Through my books, podcast, training videos, and Self-Publishing School, I've helped thousands of people, just like you, on your journey to writing your first book.

As for our team, we have a lively group of high performers, eager to help you on your journey. Together, we created this workbook and this course, which will take you from no idea to published author in just a few short months. With that, let's see what's ahead...

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90-DAYS
TIMELINE



WRITING

~30 DAYS

6 MONTHS
TIMELINE

~2 MONTHS

YOUR TIMELINE

What's your timeline? Fill in the blanks.

WRITING

DAYS

DAYS



BOOK PRODUCTION

~30 DAYS



PUBLISHING & LAUNCHING

~30 DAYS

~2 MONTHS

~2 MONTHS

START DATE:

END DATE:

BOOK PRODUCTION

PUBLISHING & LAUNCHING

DAYS

DAYS

PART 1

Writing, Editing, & Mindset

MODULE 1

BEFORE YOU BEGIN

STEP 1

WHAT'S YOUR STORY IDEA?

Go ahead and complete the questions that follow.

If you need additional space or another copy of this information, visit:

Step 1: What does it take to make a kick-ass story? *inside the course.*

1 What is your story PREMISE?

2 What is your A-Story?

(Remember, your A-Story starts with Milestone 2 and ends at Milestone 5.)

3 What is your HERO's External Journey?

(This should be aligned with your A-STORY, but may vary slightly.)

4 What is your HERO's Internal Journey?

(A journey your hero may or may not be aware of.)

5 MILESTONES

- 1

SET-UP
- 2

INCITING INCIDENT
- 3

THE 1ST SLAP
- 4

THE 2ND SLAP
(BUT THERE'S HOPE)
- 5

CLIMAX
AND RESOLUTION

What's happening in your story?				
What's your hero doing?				

Anything else to keep in mind?				

HACKS IF YOU'RE STUCK:

What are the 5 milestones of your favorite story?
How can you use that as inspiration for your own story?

Your favorite story's 5 milestones				

Use that as inspiration for your 5 milestones

What is your VILLAIN’s External/Internal Journey?

EXTERNAL:		INTERNAL:	

What is your VILLAIN doing at the 5 milestones?

What’s your villain up to?				

STEP 3

CHOOSE A GENRE

Don't worry too much about what category you fit in. Whatever you write, you will find a genre that fits.

- **Comedy** - A DRAMA that is intended to amuse, and usually has a happy ending
- **Tragedy** - A DRAMA that shows a downfall, and doesn't have a happy ending
- **Sci-Fi** - Science, technology and/or future centered story
- **Fantasy** - Features magic, myth and/or fantastical creatures
- **Romance** - Good romance is more complex than just being a love story!
- **Horror** - A story that usually offers a cathartic experience by the end.
- **Children's Fiction** - Character-focused story that's educational or silly.

STEP 4

ARE YOU WRITING TO MARKET? WHY OR WHY NOT?

STEP 5

ARE YOU WRITING A SERIES?

☐ Yes ☐ No ☐ Undecided

Jot down any ideas or thoughts you have about writing a series (for this book or future books!)

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STEP 6

RULES FOR WORLD BUILDING

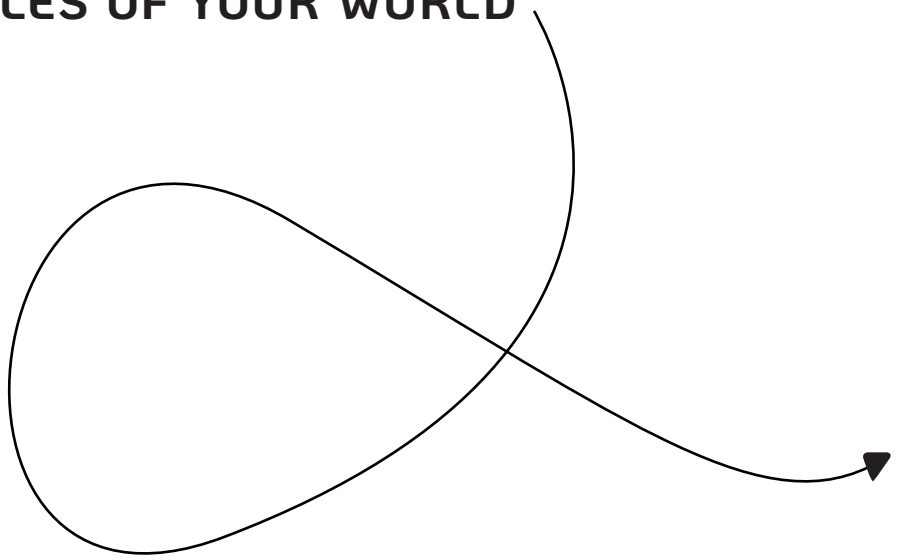
The #1 Rule for World Building is...

Whatever rules you establish in your world, make it consistent.

Checklist for best practice world building:

- ☐ Use the World Building Worksheet
- ☐ Narrow down your ideas
- ☐ Don't throw stuff in just for the sake of it - make sure it's intentional!
- ☐ Be able to justify the reason a rule exists
- ☐ Keep track of any notes to review work later on and make necessary changes

THE RULES OF YOUR WORLD



What's the rule?

IE: When mythical creatures
use magic, they burn time.

Pre-set or Story?

If story, when did it first happen?

Story—First happens with the V.
fight scene

Why is it important?

Strong story dynamic and it
limits magic.

Notes:

Make sure to check earlier magic scenes.
Will influence Milestone 4.

STEP 7 & 8

THE DIFFERENT PERSPECTIVES & TENSES

Rewrite a specific scene in all the different options and see which one feels more naturally to you.

YOUR 5 MOMENTS:

1 Intro:

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2 Action/Dialogue:

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3 Action/Dialogue:

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4 Action/Dialogue:

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5 Emotional End:

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NOW WRITE YOUR SCENE:

Past Tense, 1st Person

Past Tense, 3rd Person

[illegible]

Present Tense, 1st Person

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Present Tense, 3rd Person

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My story's perspective will be in:

☐ First Person ☐ Third Person ☐ Omniscient ☐ Limited

My story's perspective will be in:

☐ Past Tense ☐ Present Tense

STEP 9

**PUT IT ALL TOGETHER,
AND START WRITING YOUR STORY!**

PROGRESS TRACKER

Congratulations! You've made it to the finish line!
Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:



My top three learning milestones from this section are:

--	--	--

What I'm most proud of:

--

What I'm still struggling with:

--

Questions I have for my coach:

--

Congrats! You finished this section!
How will you celebrate your accomplishment?

--

MODULE 1.5

WRITING A MEMOIR

STEP 1

THE 3 RULES

A memoir is a *true* story. But just because it is true, doesn't mean you are exempt from good story telling. Follow the fundamentals and you'll do great. When you are writing a memoir, however, it's worth knowing there are a few *extra* rules that need following. The following section of this workbook will help you navigate those *extra* rules.

1	2	3
Base it on a true story	You're the hero of the story, so be proactive	Tell the story with as few characters as possible

What true story is your memoir based on? What major events will you discuss in your memoir?

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List the proactive angles that you will use to present yourself as the hero in your story:

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Who are the must-have characters in your memoir?

Character	Why is he/she important?	Can the story be told without this character?

STEP 2

PREMISE VS. THEME

Primes

Theme

PROGRESS TRACKER

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Overall rate your level of satisfaction with your progress on the line below:

① ⑩

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What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?

MODULE 2

TIMELINES AND STYLE

STEP 1

STYLE

When should you “show and not tell” in your writing?

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When is it okay to “tell” rather than show?

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Describe the difference between active vs passive voice. Then, explain which one you should use in your writing.

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STEP 2 & 3

FINDING YOUR 5 MILESTONES AGAIN AND DRIPPING OUT INFORMATION

Your reader is on a “need to know” basis, which means you must give them the absolute minimum amount of information possible so that they can still understand and follow the story at that point.

Let’s revisit the 5 milestones of your story. Using the space below, make a list of everything your reader needs to know in each milestone. This will help you drip out the necessary information.

Milestone 1

Milestone 2

Milestone 3

Milestone 4

Milestone 5

STEP 4

CONQUERING WRITER'S BLOCK

When face with writer's block, ask yourself these two questions:

- ☐ How can I raise the stakes? ☐ How can I shorten the timeline?

STEP 5

TIMELINE

Manipulate time to cut out any dead time! This will help you from making your timeline longer than it needs to be. Move it forward as fast as possible!

On the timeline below, indicate the most important events that you need to include.

.....

STEP 6

OUTLINE A SERIES

- ☐ Decide whether you will outline a series or not

STEP 7

HOW TO OUTLINE A SERIES

Your World Hook

Your Universe

STEP 8

MIND MAP & OUTLINE

- Mind map and outline your story using whichever technique suits your brainstorming and creative process best!

STEP 9

TIPS FOR OUTLINING A CHILDREN'S BOOK

- Read a lot of picture books
- Find an idea that appeals to children and adults.
- Show, don't tell.
- The art must show your story
- Know the relationship between animals and humans
- Use active voice and concise language
- Use "said"
- Don't force rhyme
- Don't be didactic
- The child is the hero
- Leave half the work to the illustrator
- Revise and edit!
- Design your book with the page limit in mind
- Look at books that are similar to the one you want to create

PROGRESS TRACKER

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Before moving on, let's do a quick self reflection.

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① ⑩

My top three learning milestones from this section are:

What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?

MODULE 3

WRITING A KICKASS SCENE

STEP 1

ACTION/REACTION

SCENE: CHAPTER:

Goal

Conflict

Outcome

PAGE: **SEQUEL:**

Decision

Dilemma

Reaction

SCENE: **CHAPTER:**

Goal

Conflict

Outcome

PAGE: **SEQUEL:**

Decision

Dilemma

Reaction

SCENE: **CHAPTER:**

Goal

Conflict

Outcome

PAGE: **SEQUEL:**

Decision

Dilemma

Reaction

SCENE: **CHAPTER:**

Goal

Conflict

Outcome

PAGE: **SEQUEL:**

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SCENE: **CHAPTER:**

Goal

Conflict

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PAGE: **SEQUEL:**

Decision

Dilemma

Reaction

SCENE: **CHAPTER:**

Goal

Conflict

Outcome

PAGE: **SEQUEL:**

Decision

Dilemma

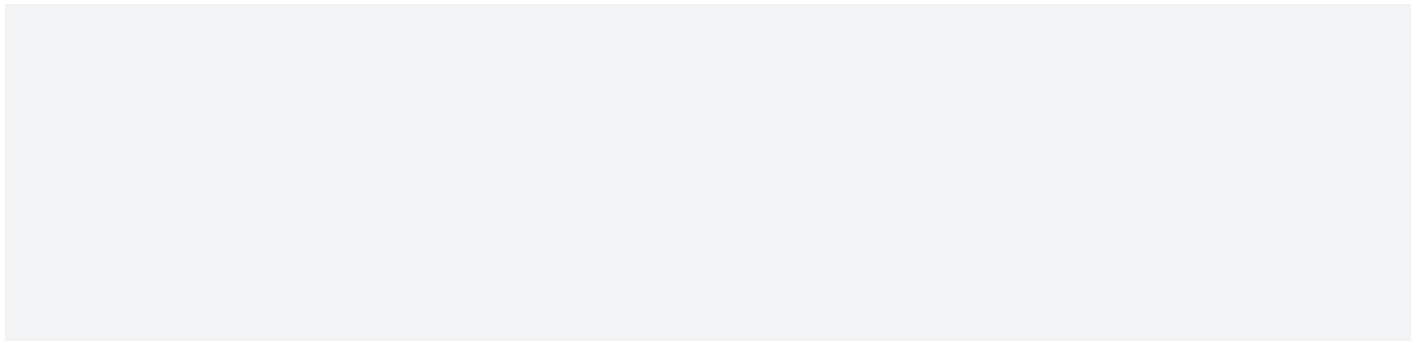
Reaction

STEP 2

FIRST LINES

Jot down some possible “first lines” as you write your draft. Then, highlight your top three first lines. Once your draft is almost done, share them with the Mastermind community to get feedback.

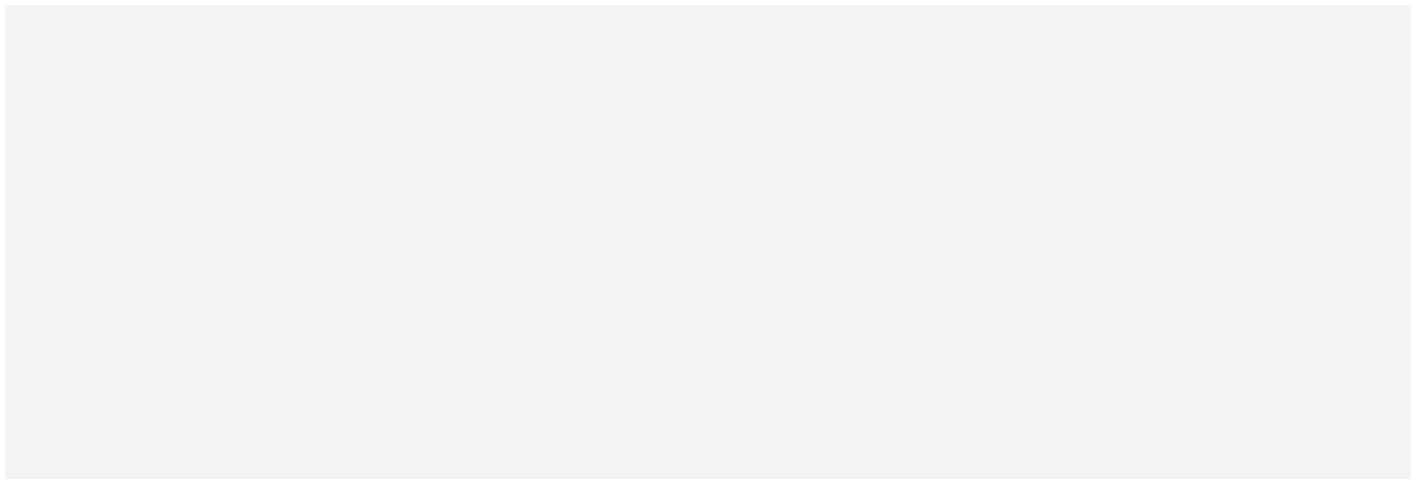
Possible First Lines:



STEP 3

FIRST CHAPTER

How can you create empathy within your hero/character?



What ways can you get the reader excited about your plot?

How can you draw the reader into your world hook or setting?

STEP 4 & 5

CHAPTERS, BREAKS, AND PARTS

- Start determining how you are going to break your story up with chapters, breaks, and parts.

STEP 6

THE BIG NO-NO IN WRITING

How can you avoid coincidences in your story?

STEP 7

THE RIGHT AMOUNT OF DESCRIPTION

Using what you learned in the course video for Step 7, practice writing a short scene from your story using the description tips from the video.

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STEP 8

THE RIGHT AMOUNT OF DESCRIPTION

Using what you learned in the course video for Step 8, practice writing a short scene from your story using the dialogue tips from the video.

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PROGRESS TRACKER

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Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:

① ⑩

My top three learning milestones from this section are:

What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?

MODULE 4

**CHARACTERS, SETTING AND
RESEARCH**

STEP 1

THE ANATOMY OF A GREAT CHARACTER

List out your characters in the space below, and describe them using the tips discussed in the course video.

CHARACTER	TYPE OF CHARACTER	WHAT MAKES THEM STAND OUT? (GIVE CONFLICTING CHARACTERISTICS)

STEP 2

ESTABLISHING EMPATHY AND CONNECTION

Jot down the main ways you will establish empathy and connection between your hero and your reader in the first chapter and beyond:

STEP 3

AMAZING VILLAINS

Describe your villain:

What are your villain's non-conflicting characteristics or beliefs?

STEP 4

WHY SEQUELS ARE SO IMPORTANT

- Don't underestimate the power of the sequel in regards to character development!

STEP 5

PROACTIVE VS. REACTIVE

List four major examples of ways your character is proactive in the story:

STEP 6

CREATING CHARACTERS

- The following pages are character creation templates. Be sure to copy them & create one character sheet for every 1st & 2nd tier character.

NAME:

CHARACTER TYPE:

BACKSTORY:

TRAITS: TRAITS are like TAGS, except that instead of picking specific words, you pick a number of unique things ranging from a trademark prop to unique physical feature. Do they limp? Have wings? Large hands? Do they have a cane? Or maybe 4 arms? Whatever it is, refer to it and make it important.

TAGS: TAGS are words you hang upon your character when you describe them. When you're putting things together, for each character, pick two or three words that best describe them. Then, every so often, hit on one of those words in references to them. Try to avoid using them elsewhere. By doing this, you'll be creating a psychological link between those words and that strong entry image of your character. Also get more specific than LARGE, MUSCULAR, DARK SKINNED. VENDING MACHINE LARGE, SO MUSCULAR THAT EVEN HER FOREARMS HAD A SIX PACK, OLIVE SKINNED; MOCHA, etc...

CHARACTER'S NATURE: What actions does your character do that would make everyone in a room table him the same way—nervously shaking his leg, checking out every woman who walks by, chewing gum with his mouth open, a braying laugh, etc.

CHARACTER'S MOOD/MENTAL STATE: Regardless of culture, we can tell if someone is mad, hurt, sad, or happy by body language. Make a list of all the body language cues for the mood you wish to create. For example: sad = biting lower lip. A book on body language can be extremely helpful for the more subtle stuff.

TRIGGERS: This is a simple one... what sets them off and throws them into an uncontrollable range? Bullying, racism ... baking?

STATUS FLUX—HOW DO THEY REACT

How do they react to Authority:

How do they react to those Weaker than them:

How do they react to Equals:

How do they react the when Out-Classed:

How do they react when they are Superior:

Other:

SPECIAL HOW?

UNIQUE HOW?

CONFLICTING TRAITS: Character need internal conflicts. The Hulk wants to be left alone, but is constantly needed to save the world. Katniss (Hunger Games) simultaneously wants to help the District and doesn't want to have anything to do with them. Hamlet wants to avenge his father, while humming and hawing at everything. Internal conflicts are what makes the drunk who wants to sober-up compelling, the grumpy old man who helps children lovable (Up) and the slimey lawyer with ethics interesting (Better Call Saul).

ASSOCIATED WORDS, PROPS, AND/OR TAG-LINES(S):

IMPORTANCE OF STORY:

NAME:

CHARACTER TYPE:

BACKSTORY:

TRAITS:

TAGS:

CHARACTER'S NATURE:

CHARACTER'S MOOD/MENTAL STATE:

TRIGGERS:

STATUS FLUX—HOW DO THEY REACT

How do they react to Authority:

How do they react to those Weaker than them:

How do they react to Equals:

How do they react the when Out-Classed:

How do they react when they are Superior:

Other:

SPECIAL HOW?

UNIQUE HOW?

CONFLICTING TRAITS:

ASSOCIATED WORDS, PROPS, AND/OR TAG-LINES(S):

IMPORTANCE OF STORY:

STEP 7

CHARACTER DEVELOPMENT

List out your characters in the space below, and describe them using the tips discussed in the course video.

Milestone 1

Developments?	Set-backs?

Milestone 2

Developments?	Set-backs?

Milestone 3

Developments?	Set-backs?

Milestone 4

Developments?	Set-backs?

Milestone 5

Developments?	Set-backs?

STEP 8

THE FUNDAMENTALS OF SETTING

Use the chart below to jot down your ideas on the fundamentals of your story's setting.

PHYSICAL SETTING	
SEASON	
TIME OF DAY	
GEOGRAPHY	
LANDMARKS	
CULTURE	
THE "WOW"NESS	

STEP 9

WORLD BUILDING

Determine which settings are needed for your story:

☐ Imaginary Worlds ☐ Alternate Realities ☐ Actual Locations

Depending on which setting is needed for your story's world, use the space below to plot out some major events and characteristics needed for your story's setting:

STEP 10

SETTING AS THE VILLAIN

- Determine whether the setting can be considered the villain in your story.

STEP 11&12

RESEARCH AND WRITING

Describe how researching your story and writing your story are two different muscles. Then, explain how you will allot time for each.

PROGRESS TRACKER

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Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:



My top three learning milestones from this section are:

What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?

MODULE 5

THE WRITER'S MINDSET

STEP 1

CERTAINTY

What ***positive certainties*** will your book give you once it is written?

STEP 2

THE ONE PERCENT

Using the formula in the course video, what is your time worth to you?

Now, list 6 things you can sacrifice in your downtime to make more time for writing:

- 1
- 2
- 3
- 4
- 5
- 6

STEP 3

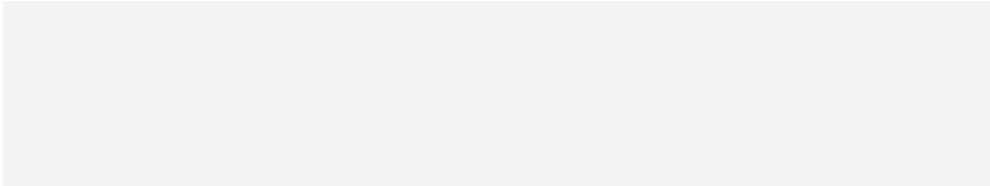
THE WRITING HABIT

Using the techniques listed in the course video, create a structure for your own writing habit in the space below:

STEP 4

AVERAGE WORD COUNT

Based on your genre, your average word count for your story needs to be:



STEP 5

READ, READ, READ

Checklist to ensure you are reading on a consistent basis:

- ☐ Set a DAILY reading goal (time or page count);
- ☐ Read widely (not just in your genre);
- ☐ Read in your genre as much as possible;
- ☐ Read multiple books from 1 author (not just their famous work);
- ☐ Don't just read great/good writers - read the bad ones too;
- ☐ Try to dissect what makes them good or bad;

STEP 6

BORROWING ANOTHER AUTHOR'S VOICE

List 3 books that are written in an author's voice that is similar to yours. Be sure to refer to this list when you need to get unstuck!

1

.....

2

.....

3

.....

STEP 7

YOUR BEST WORK IS STILL IN FRONT OF YOU!

- > Accept that this may not turn out to be your best work!
- > Don't dwell on the little things that you could have improved upon but rather focus on learning the fundamentals so that you can perfect your craft as a writer.

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Questions I have for my coach:

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MODULE 6

SELF-EDITING

STEP 1

TRACK CHANGES



Always use track changes to “undo” any unwanted changes!

STEP 2

FILES USED IN EDITING



Create your own filing system for your drafts

STEP 3

THE 3 ROUNDS OF EDITING

1

Spell Check

2

Computer Read

3

Read Out Loud

STEP 4

WHAT DOES IT MEAN TO BE WELL WRITTEN?

To ensure your story is well written, you’ll want to keep an eye out for these three main rules:

1

Obey the laws of physics

2

Obey the laws of time

3

Have mastery of your own world

STEP 5

EVERYTHING THEY NEED TO KNOW

Using the content in the course, fill out this chart to quickly jot down all of the “Need to Knows” for your reader to follow both your story and your world:

Need to Know for Your Story

Need to Know for Your World

STEP 6

SET-UPS AND PAY-OFFS

Fill out the chart below to determine the set-ups and pay-offs in your story:

Set-up	When	Pay-off	When

PROGRESS TRACKER

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Questions I have for my coach:

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RETURN ON INVESTMENT (ROI) CHECK-IN

Take a look at this comparison chart between SPS authors versus non-SPS authors. At a glance, you can see how much time and money we can help you save. The figures listed are based on averages, gathered through surveys, research, and testimonials.

	Non-SPS Author	SPS Author	You
Writing software	~ 15 hours \$0 - \$80	~ 1 hour \$0	
Editing	~ 4-9 months \$1K - \$10K	~ 2-4 weeks \$200 - \$1K	
Formatting	~ 4 weeks \$300 - \$1500	~ 1-2 weeks \$20 - \$250	
Cover Design	~ 4-8 weeks \$550 - \$5K	~ 1-2 weeks \$25-\$500	
Category research	~ 20 hours \$97	~ 1 hour \$49	
Audiobook	~ 1 month \$300 - \$3K	~ 1 day \$25-\$500	
Promotions	~ 6-9 months \$500 - \$5K	~ 6-9 months \$50-\$5K	
Total time spent	~ 12-24 months	~ 3-6 months	
Total money spent	\$3K-\$25K	\$300-\$3K	

KEY TAKEAWAYS

- » SPS authors save over 100 hours of time & thousands of dollars on book production
- » 90% of SPS authors publish within one year; 72% of them publish within 6 months
- » Many SPS authors earn over \$1K back within their first months of publishing
- » Average self-published author that doesn't use SPS sells less than 200 copies
- » 85% of SPS authors plan to publish more books, which means their book earnings & return on investment will exponentially increase each time (learned repeatable skill)

MODULE 7

HIRING AN EDITOR

STEP 1

HOW LONG SHOULD SELF EDITING TAKE?

- The time it takes to edit depends
- Spell check takes roughly 1 hour
- Self editing takes roughly $\frac{1}{3}$ of the time it took you to write
- Don't use editing as a procrastination tool!

STEP 2

BETA READER

The three rules to using beta readers:

1

Beta readers must agree to read your book within a few days.

2

Any problem they identify must come with a fix.

3

Know that you don't have to listen to them

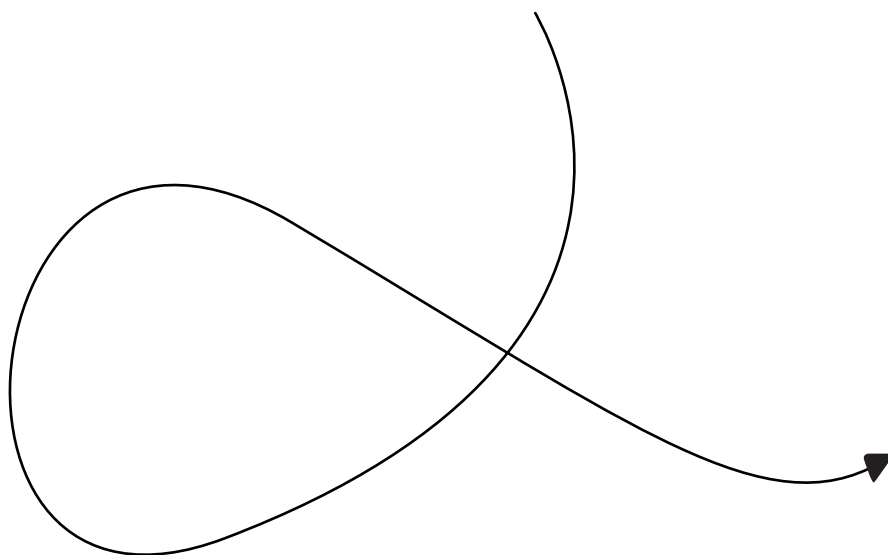
Jot down the names of potential beta readers for your book:

STEP 3 & 4

THE 2 TYPES OF EDITORS

There are two types of editors you will need:

- Content editors
- Line or copy editors



2 TYPES OF EDITS

The level of feedback you receive from your editor depends on what type of editing you select.



CONTENT EDITING

A step below developmental editing but more extensive than copy editing.

- Paragraph fluidity
- Sentence style
- Word choice



COPY EDITING

Basic form of editing and the bare minimum we recommend before publishing your book.

- Sentence structure
- Incorrect word usage
- Tense
- Consistency within text
- Grammar errors
- Spelling mistakes
- Minor content feedback



BEFORE HIRING AN EDITOR, ALWAYS CONFIRM...

1

The types of editing you'll receive

2

The number of rounds you'll receive

3

The pricing structure of the editing services
(per word, per round, etc.)

GUIDED WORKSHEET

FINALIZE EXPECTATIONS WITH YOUR EDITOR

BUDGET

DEADLINE

EDITING REQUIREMENTS

☐

Content editing

☐

Copy editing

ALWAYS CONFIRM EXPECTATIONS WITH YOUR EDITOR

The types of editing you'll receive:

The number of rounds of editing you'll receive:

The pricing structure of the editing services you'll receive:

STEP 5

FINDING AN EDITOR

Use the table below to keep track of potential editors you might use for your book.

Editor	Service Offered	Referred by	Price/Fee	Notes

STEP 6

HOW TO RECEIVE FEEDBACK

- Take time to work out your frustration and/or discouragement in your own way
- Then, create a process for how to implement the feedback into your writing

STEP 7

HOW TO KNOW YOU ARE READY

Using what you learned in the course video, fill in the blank below:

I'll know I'm ready when...

PROGRESS TRACKER

Congratulations! You've made it to the finish line!
Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:

① ⑩

My top three learning milestones from this section are:

What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?

PART 2

Launching Your Book

MODULE 8

GETTING READY TO PUBLISH

STEP 1

THE SIX AND A HALF REASONS SOMEONE WILL BUY YOUR BOOK

Book Cover

Title

Book Description

The Look Inside

Reviews

Pricing

Your Profile Photo & Bio

STEP 2

COVERS

Find 20+ book covers that sell in your genre. Take a look at all of the covers in thumbnail size, and take note of any common similarities or differences you notice:

Similarities

Differences

Now, using your notes from the previous exercise, decide which common elements or ideas you want to use in your own book cover:

STEP 3

TITLES

Brainstorm some title ideas in the space below:

STEP 4

BOOK DESCRIPTIONS

Use the space below to practice writing some book descriptions in the correct format:

Log Line:

Body:

Call to action:

Log Line:

Body:

Call to action:

Log Line:

Body:

Call to action:

Log Line:

Body:

Call to action:

STEP 5

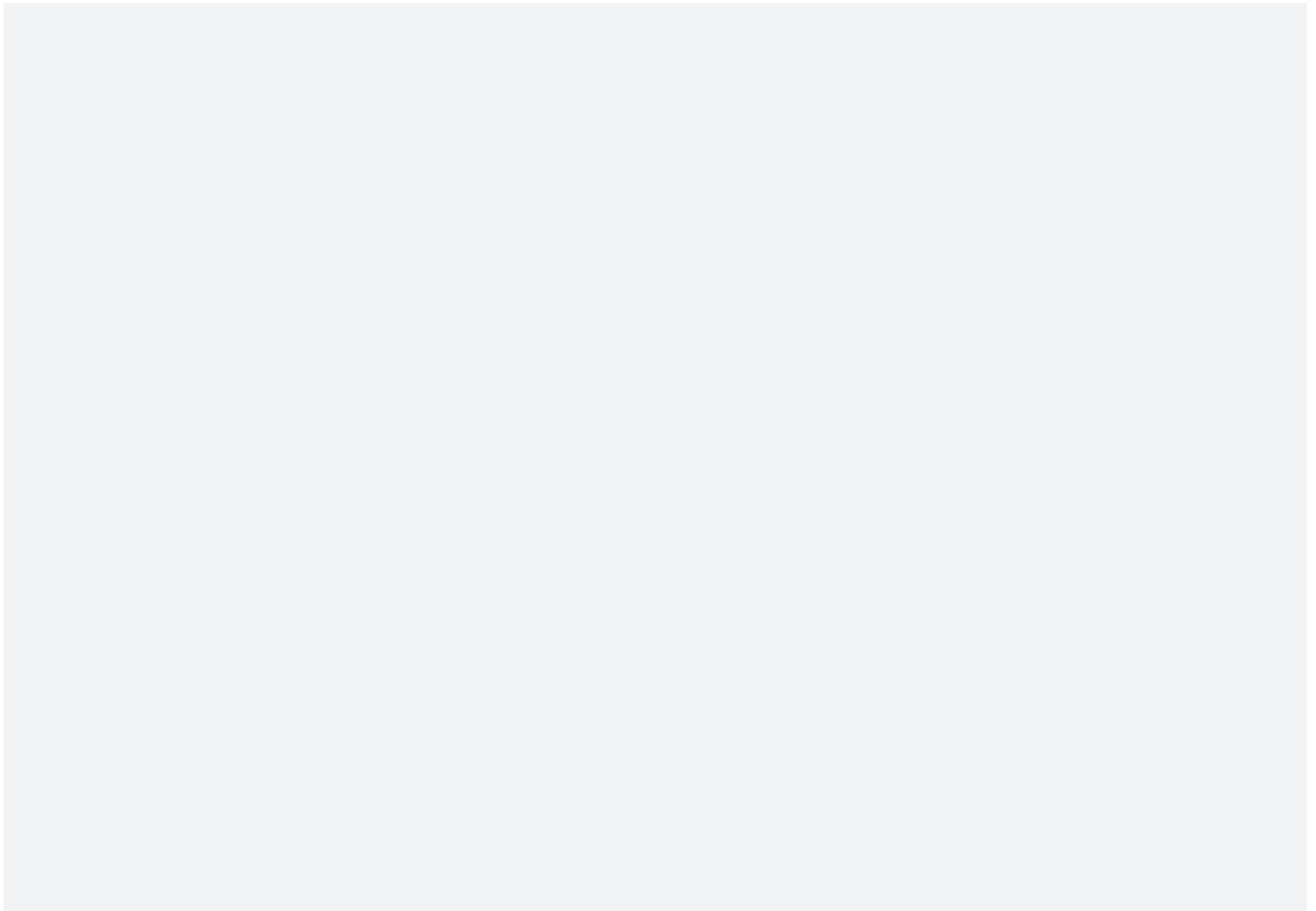
AUTHOR BIO AND PICTURE

- Craft a snazzy author biography (make it brief!)
- Include a picture of yourself (that represents you!)

STEP 6

LEAD MAGNETS

Brainstorm 4 effective lead magnets you can use as part of your book's marketing plan:



STEP 7

CREATING YOUR LEAD MAGNET

- Decide on a lead magnet to use, and create it using the course video instructions

STEP 8

FORMATTERS

Use the table below to keep track of potential formatters you might use for your book.

Formatter	Service Offered	Referred by	Price/Fee	Notes

PROGRESS TRACKER

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Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:



My top three learning milestones from this section are:

--	--	--

What I'm most proud of:

--

What I'm still struggling with:

--

Questions I have for my coach:

--

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How will you celebrate your accomplishment?

--

MODULE 9

HITTING PUBLISH

STEP 1

CATEGORIZE AND KEYWORDS

- Follow the step-by-step tutorials in the video when selecting your categories and keywords.

STEP 2

PUBLISHING YOUR BOOK

- Follow the step-by-step tutorials in the video to upload and publish your book!

STEP 3

SETTING UP YOUR FIRST PROMOTION

- Follow the step-by-step tutorials in the video to set up your first promotion!

STEP 4

HIT PUBLISH

- Hit “Publish” and make your book go LIVE!

PROGRESS TRACKER

Congratulations! You've PUBLISHED your book!
Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:

① ⑩

My top three learning milestones from this section are:

--	--	--

What I'm most proud of:

--

What I'm still struggling with:

--

Questions I have for my coach:

--

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How will you celebrate your accomplishment?

--

Your Launch Triangle

3 Essential Pieces to a Successful Launch



MODULE 10

LAUNCH TEAMS AND LAUNCH CALENDARS

STEP 1

WHAT ARE LAUNCH TEAMS AND WHY ARE THEY IMPORTANT

- Understand why building your launch team is necessary

STEP 2

THE MARKETER'S MINDSET

Using what you learned in the video, briefly explain what the marketer's mindset is, and how can you develop it.

STEP 3

THE 5 TOUCHES OF YOUR LAUNCH TEAM

Use the space below to jot down ideas for your 5 touches:

Opportunistic Beginning:

10 Days Before Launch

3 Days Before Launch

Day of Launch

2 Days After Launch

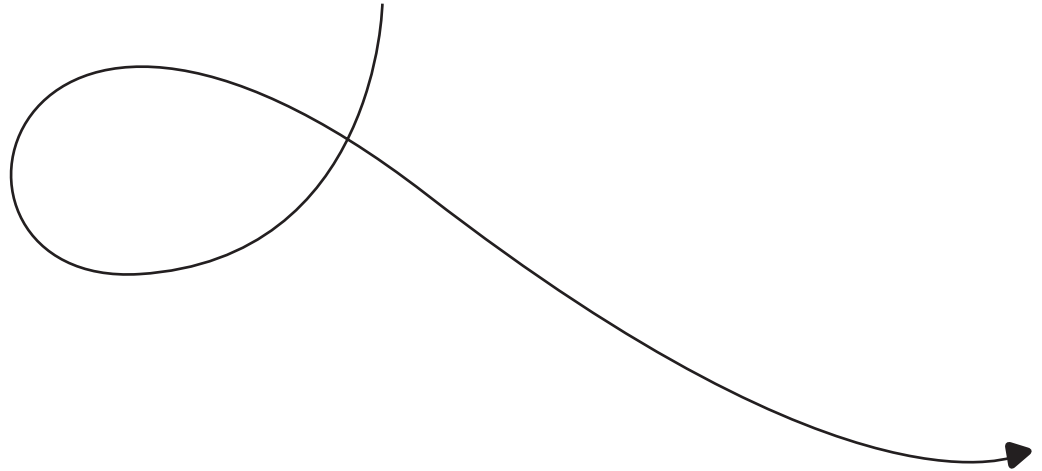
STEP 4

YOUR FIRST PROMO

- Keep track of the promo sites including in the Course PDF!

STEP 5

YOUR LAUNCH CALENDAR



STEP 6

SHOULD I LAUNCH DURING THE HOLIDAYS?

- Decide whether or not to launch during a holiday



W E E K 1

YOUR LAUNCH CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SIGNIFICANT ACTION:

Touch 2

» Send Touch 2 to your launch team.

» This is the kick off event.



W E E K 2

YOUR LAUNCH CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SIGNIFICANT ACTION:

Touch 3

- » Send Touch 3 to your launch team.
- » Upload Your Book to Amazon (Ideal time - 8 pm EST).

SIGNIFICANT ACTION:

Engage A- Team

- » Ask your A-Team to Purchase and Review your Book!
- » Set your book to be FREE on the FRIDAY and SATURDAY of this week.
- » Start booking your PROMOS

SIGNIFICANT ACTION:

Continue Booking your PROMOS

- » Continue hitting those PROMO sties.
- » Engage the members of your A-Team that hasn't reviewed.

SIGNIFICANT ACTION:

Touch 4

- » Send Touch 4 to your launch-team.
- » Remember your book should be free today and tomorrow. Let your launch team know this, and encourage them to download it before reviewing it.
- » Continue hitting those PROMO sties.

SIGNIFICANT ACTION:

Switch your book from FREE to 0.99c

(Ideal time - 10 pm EST).

- » Continue hitting those PROMO sties.
- » SIDE HUSTLE Continue engaging your launch team!



WEEK 3

YOUR LAUNCH CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>SIGNIFICANT ACTION:</p> <p>Touch 5</p> <p>» Your book should be 0.99c now. Ask your launch team to purchase your book before reviewing it. After all, it is priced at less than a cup of coffee!</p> <p>» Continue hitting those PROMOS (if any are left).</p>	<p>SIGNIFICANT ACTION:</p> <p>Take a breather</p>	<p>SIGNIFICANT ACTION:</p> <p>Engage any stragglers on your Launch Team Any Side-Hustle Game you got!</p>	<p>SIGNIFICANT ACTION:</p> <p>Engage any stragglers on your Launch Team Any Side-Hustle Game you got!</p>	<p>SIGNIFICANT ACTION:</p> <p>Engage any stragglers on your Launch Team Any Side-Hustle Game you got!</p>	<p>SIGNIFICANT ACTION:</p> <p>Engage any stragglers on your Launch Team Any Side-Hustle Game you got!</p>	<p>SIGNIFICANT ACTION:</p> <p>Engage any stragglers on your Launch Team Any Side-Hustle Game you got!</p>



W E E K 4

YOUR LAUNCH CALENDAR

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!

Any Side-Hustle
Game you got!



W E E K 5

YOUR LAUNCH CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>PROMO FREE DAY 1</p>	<p>PROMO FREE DAY 2</p>	<p>PROMO FREE DAY 3</p> <p>» Manually switch your book from FREE to 0.99c at 3pm EST.</p>	<p>PROMO 0.99c DAY 1</p> <p>» Focus, focus, focus your PROMOS on the 1st day your book turns 0.99c.</p>	<p>PROMO 0.99c DAY 2</p>	<p>PROMO 0.99c DAY 3</p> <p>» Last day of your 0.99c promo.</p> <p>» NOTE: you can extend your 0.99c sale if you like.</p>	<p>Optional push</p> <p>» Raise your book price to \$2.99.</p> <p>» Before you eventually raise the price for good</p>

PROGRESS TRACKER

Congratulations! You've made it to the finish line!
Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:



My top three learning milestones from this section are:

--	--	--

What I'm most proud of:

--

What I'm still struggling with:

--

Questions I have for my coach:

--

Congrats! You finished this section!
How will you celebrate your accomplishment?

--

PART 3

The Business of Writing

MODULE 11

HOW TO MARKET YOUR BOOK

STEP 1

UNDERSTANDING AMAZON'S ALGORITHM

- Learn about Amazon's algorithm, and how to activate it.

STEP 2

THE STAGGERED LAUNCH

- Determine if the staggered launch is a right fit for you.
- Understand how the staggered launch is set up.

STEP 3

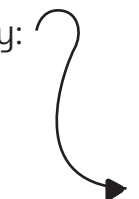
CROSS PROMOTIONS

- Connect with your **Self-Publishing School Fundamentals of Fiction Community**
- Network with other authors in your genre

STEP 4

SIDE HUSTLE

- Use the space on the next page to list your side hustles into each category:



One-Offs

Ongoing

STEP 5

NEWSLETTER AUTOMATIONS

- Implement the best practices for email marketing

STEP 6

GETTING YOUR BOOK INTO MORE CATEGORIES

- Learn how to get your book into 10 unique categories

STEP 7

MANAGING YOUR PEEPS - FACEBOOK GROUPS VS FACEBOOK PAGES

List ways you can use your two platforms differently:

Facebook Group

Facebook Page

STEP 8

FINDING YOUR READERS

- Using the course video, determine which indie authors you can target in your genre

STEP 9

MANAGING YOUR MARKETING BUDGET

- Determine whether it's best for you to spend time marketing or writing.
- Use the downloadable spreadsheet in the course to help you keep track of your spending and earnings.

PROGRESS TRACKER

Congratulations! You've made it to the finish line!
Before moving on, let's do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:



My top three learning milestones from this section are:

--	--	--

What I'm most proud of:

--

What I'm still struggling with:

--

Questions I have for my coach:

--

Congrats! You finished this section!
How will you celebrate your accomplishment?

--

MODULE 12

THE BUSINESS OF WRITING

STEP 1

THE TWO STRATEGIES

- Understand the two strategies and determine which one is right for you

STEP 2

THE POWER OF MEASUREMENT

- You cannot improve in any way, shape, or form unless you figure out ways to measure what you are doing. Use the downloadable spreadsheet in the course to help.

STEP 3

HOW TO MAKE A GOOGLE DOC COPY

- Watch the course video to learn how to make a copy of the Google Doc. Then, make copies, so you have your own measurement documents.

STEP 4

THE WRITING STREAK

- Use the daily word count spreadsheet to maintain production

My Daily Word Count Goal is:

STEP 5

YOUR PUBLISHING AND MARKETING SCHEDULE

- Use the spreadsheet to keep track of everything you need

STEP 6

PUBLISHING BUDGET

- Use the spreadsheet to determine a budget and record your spend

STEP 7

THE ELEVATOR PITCH

Write your elevator pitch below using the strategies in the video:

STEP 8

TO GO WIDE OR NOT TO GO WIDE

- Understand the pros and cons of publishing outside of Amazon

STEP 9

WORKING WITH OTHERS

- Consider the highs and lows of working with another author

PROGRESS TRACKER

Congratulations! You've made it to the finish line!
Let's take a moment to do a quick self reflection.

Overall rate your level of satisfaction with your progress on the line below:

① ⑩

My top three learning milestones from this section are:

What I'm most proud of:

What I'm still struggling with:

Questions I have for my coach:

Congrats! You finished this section!
How will you celebrate your accomplishment?



Congrats!

You finished the
Fundamentals of Fiction,
Memoirs, and Story course!



THE BOOK IS
THE KEY THAT UNLOCKS
THE DOOR TO NARNIA.

– **CHANDLER BOLT**

PHASE 1

PHASE 2

~ Congratulations! ~
You made it to the
first summit!



THE AUTHOR ADVANTAGE JOURNEY

PHASE 3



Book your graduation call here:
self-publishingschool.com/graduation

WHAT IS YOUR NEXT STEP?

We'd love to see you continue your author journey with SPS!



**PR & Speaking
for Authors**
PROGRAM

**Land your first
5 PR/Speaking gigs!**



**Sell More
Books**
PROGRAM

**Get your book in the top 5%
of all Amazon!**



**Course Building
for Authors**
PROGRAM

**How to build your course and
get your first 10 sales!**



**Author Advantage
Accelerator**
PROGRAM

**Become an authority. Create your offer.
Launch your business.**

All SPS Programs come with:



Course



Community



Group Coaching



1-on-1 Coaching



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Visit: self-publishingschool.com/programs

IMPORTANT INFORMATION

COURSE WEBSITE	students.self-publishingschool.com
USERNAME	
PASSWORD	
GROUP COACHING	self-publishingschool.com/groupcalls
HELP CENTER	self-publishingschool.com/answers

MY COACHING CALLS

	TIME	DATE	COMPLETE
PLOT CALL			
COACHING CALL 1			
GRADUATION CALL			

Will you be next?

Self-Publishing School has worked with over 4,527 students in 65+ countries around the world. No matter where you live, you have a story to share with the world. We're here to help you share it.



Self-Publishing School