

Bucket List to Bookshelf's Author Intensive Packages

LEVEL 1 INTENSIVES TAKE APPROXIMATELY 1 WEEK*		
Craft Level 1	Complex Edit	\$747.00
Marketing Level 1	Marketing Essentials (Choose Independent Author or Query & Pitch Package)	\$497.00
Business Level 1	Resource Package and Platform Set-Ups	\$497.00
LEVEL 2 INTENSIVES TAKE APPROXIMATELY 2 WEEKS		
Craft Level 2	Complex Edit with Co-Authoring Workshops	\$997.00
Marketing Level 2	Marketing Essentials (Independent Author Package) and Buy-A-Thon Kit	\$997.00
Business Level 2	Resource Package, Platform Set-Ups, 2-Year Author's Business plan	\$997.00
LEVEL 3 INTENSIVES TAKE APPROXIMATELY 3 WEEKS		
Craft Level 3	Complex Edit, Co-Authoring Workshops, and Layout	\$1497.00
Marketing Level 3	Marketing Essentials (Independent Author), Buy-A-Thon Kit, and Running of Buy-A-Thon	\$1497.00
Business Level 3	Resource Package, Platform Set-Ups, 2-Year Author's Business plan, Presentation Preparation	\$1797.00
COMPREHENSIVE PACKAGES TAKE APPROXIMATELY 1 MONTH		
Comprehensive Query & Pitch Package	Includes Craft Level 3, Marketing Level 1 (Query & Pitch Package), and Business Level 1 – <i>Save Nearly \$150!</i>	\$2,347.00
Comprehensive Independent Author Package	Includes Craft Level 3, Marketing Level 3, and Business Level 3 – <i>Save Nearly \$250!</i>	\$4,547.00

**Intensives have limited availability throughout the year. Email to set up a call and schedule your slot: reji.laberje@gmail.com.*



Descriptions of Services

CRAFT – services provided to help perfect the writing of your book or project

MARKETING – services to help sell your book directly to your readers or to publishers and agents who will help you reach your readers

BUSINESS – services to help you turn your written work into a revenue engine

COMPREHENSIVE PACKAGES – multi-layered approaches to ensure you have a quality product that reaches your ideal market and is a reliable staple of your income

COMPLEX EDIT – Your manuscript is given four full readings for: *1 – General Notes*, *2 – Tier 1 Edits* (fixes that are essential to correctness such as spelling, grammar, punctuation, accuracy, consistency, and tense & perspective shifts*), *3 – Tier 2 Edits* (fixes that are essential for clarity and cleanliness; i.e. removing confusion or clunkiness – these edits may have more than one way to be fixed, though a specific suggestion will be made), and *4 – Tier 3 Edits* (creative suggestions to improve the quality of the text). *The author will receive back 6 documents*, the original manuscript from which Reji worked, a recap of the tiers and editing approach, a general notes document, the manuscript with all tracked changes and comments, the manuscript with comments only, and the suggested final.

**Corrections-based edits; tense or perspective shifting an entire manuscript must be custom-quoted at Reji's hourly rate.*

CO-AUTHORING WORKSHOPS – Interview sessions between the author and editor to improve sections of text through writing exercises, details, research, and other resources garnered from Reji's decades of writing industry experiences.

LAYOUT – After a session in which there will be a series of creative selections by the author, Reji will provide a professional quality layout for your book, ready for upload.

INDEPENDENT AUTHOR MARKETING ESSENTIALS – This includes your one-sheeter, press release, a traditional media calendar, and a social media calendar.

QUERY & PITCH MARKETING ESSENTIALS – This includes a query letter, a one-page synopsis, and a one-page visual pitch.

BUY-A-THON KIT (& RUNNING OF KIT) – Buy-A-Thon is the ten-day social and traditional media marketing calendar aimed at earning you a #1 Bestseller status on Amazon. It includes category identifications, training, and all related collateral, in addition to optional upgrades. In addition to being provided all of the buy-a-thon pieces and receiving training, Reji can optionally run your buy-a-thon for you. She has used the process to become an 8-time #1 Bestseller, herself, and has pushed another 38 authors up to #1 on Amazon.

RESOURCE PACKAGE – Reji will provide you several templates, branded to your specific work, in addition to her three favorite author's business resources covering subjects including: working with the media, building your platform, selling your book, and her *GREAT EIGHTY* Author's Marketing Resource with 80 tips for creating financial success with your book.

PLATFORM SET-UPS – If you are an independent author, Reji will set up your accounts with: CreateSpace, Bowker, Kindle, ACX (audible), and Author Central, in addition to uploading your final files and setting up sales categories. A new gmail set-up is optional. Reji will also provide a sign-in list of usernames and passwords with some simple tips for using each of these platforms.

AUTHOR BUSINESS PLAN – This two-year strategy, unique to authors and constantly in a state of growing and improving, combines at least social media, traditional media, release schedules for book, e-book, audiobook, sales, and re-releases, and platform building tips. Being an "author" is only one piece of earning a living as a "writer" or as a professional using a book to leverage his or her knowledge. Understand the difference between author and writer/expert and how the roles can work together for your specific goals. In addition, if your written work is meant to bolster an existing company, organization, or brand, learn how to partner it to that work for greater success across the board.

PRESENTATION PREPARATION – Many releases, platform builds, and business plans require a speaking platform. Using your written work combined with a one-on-one session, Reji will train you on how to build a speaking platform that can be adjusted and molded to different target markets, fees, messages, and time lengths. In addition, you will receive the contents of at least one full presentation.