



The Publishing Institute's Book Coaching Program is designed to get and keep you on track from start to finish with your book project. There are dozens of questions to be answered along the journey to becoming an author. We can help answer those and most other questions that pop up as you move from "brainchild" to "best-seller." You alone define what success means for you, but you don't need to travel solo. We can help. In addition, book coaching can help save you money, time, and frustration. In many cases, book coaching can be deducted as a professional business expense.

Objectives of Book Coaching with The Publishing Institute (TPI):

The primary goal of TPI book coaching is getting the book out of your head and onto paper, and then developing a manuscript ready and suited for publication or for submission to literary agents and publishers. TPI's book coaching program is customized to meet your needs, schedule, and budget. After an initial complimentary 30-minute consultation by phone or in person to discuss your book idea, where you are in your writing process, and what needs you have for completing your book, you will partner with your own personal book coach to:

- Define the scope of your book project
- Organize and map out the process and materials needed for your book
- Establish accountability benchmarks according to your own schedule and work style
- Submit pages, chapters, or sections of your book to your coach for comments and editing
- Opt to combine writing with TPI's unique Tell-A-Book™ program
- Work through emotional challenges with your materials
- Work through emotional challenges with the prospect of becoming an author
- Discuss the technical and legal aspects of your work
- Determine the market(s) for your book
- Brainstorm a great title
- Produce a manuscript ready for publication or submission to literary agents and publishers.

Any information shared with your book coach is, of course, treated with utmost confidentiality. Your coach would also be happy to sign a non-disclosure agreement prior to discussing your idea.



Book Coaching Guidelines / Agreement

Coaching Sessions:

The coaching session is considered to begin at the pre-arranged time. We will work around scheduling conflicts as necessary and I will make every effort to accommodate your scheduling needs. We will also decide the amount of time I should allocate to writing, reading, and commenting on your materials.

Changes to Session Times:

Coaching sessions may be rescheduled only if you provide at least 24 hours' notice. Missed sessions with less than 24 hours' notice will not be rescheduled and will count as one of that month's sessions.

You should not request to reschedule a session due solely to lack of preparation for a session (see below). If you hit a block, please call or email me immediately. In a few minutes, we should be able to assess your situation, find ways around your blocks or change your actions as appropriate to your circumstances so that we can accomplish the goals we set during the first session.

No Guarantees Given:

Your book-writing goals are yours. The purpose of book coaching is to facilitate your work on those goals. I make no representation, guarantee or warranty that such coaching will work for you in your particular circumstances, though I commit to giving it my best effort. You agree to hold me harmless and indemnify me for the failure (in whole or in part) to achieve any or all of your goals and for any damages incurred by you directly or indirectly as a result of the book coaching.

Preparation for Sessions:

You agree to complete all actions or assignments to which you have committed in each book coaching session. If you cannot accomplish this, contact me by phone or email as soon as you realize that you are unable to complete all actions. Together, we will look at your options.

Your assignment or an update of your actions must be faxed or emailed to me at least 48 hours before each session. I will also get back to you any comments on materials you have sent within 24 hours so that you may comment or prepare for our session. Before each session, take a few minutes to review your progress and think about what you would like to get out of our book coaching session.

Between Sessions:

If you feel stuck or challenged between sessions, please do not struggle alone. I am available by phone during business hours, 9 a.m. to 5 p.m. Monday thru Thursday and 9 a.m. to 12 noon on Fridays (608-442-0204 or cell 608-576-9747), and occasionally on weekends. I am also available by email and will respond within 24 hours to all emails and voice mail messages unless I notify you that I will be unavailable for a longer period of time.

TPI BOOK COACHING – TO BRING OUT THE BOOK IN YOU!

**Problems:**

If anything occurs during a book coaching session that concerns you or doesn't feel right, please inform me right away. My goal as your book coach is to have an open, authentic and trusting partnership with you. Writing a book is an extremely intimate process and almost every author experiences periods of fear, as well as periods of elation.

Confidentiality:

As part of coaching, you may share personal information with me. This information will never be disclosed to any third party without your consent, barring court order. All written materials sent by mail or email fall under your copyright and will never be used, published or shared without your consent.

Duration of this Agreement:

Your personalized book coaching program will continue from month to month as long as we both continue to find value in the book coaching relationship.

Book Coaching Sessions and Fees:

You are committed to your project, and so am I. To ensure that you achieve the greatest impact for your efforts, and yet have the flexibility to proceed at your own speed, we work on a month-to-month basis. Fees include time spent with you in person (face-to-face or by phone), editing and preparing written materials (in MSWord, sent from and returned to you via email), market research, and other services that will support your moving forward quickly and easily on your book project.

Monthly fees are payable on your anniversary date and are non-refundable (for instance, if you miss a session without prior notice for rescheduling). The Publishing Institute accepts payments by check or money order (payable to The Publishing Institute), Visa, MasterCard, AMEX, or Discover. Checks not honored by our bank will incur a \$30 fee.

Options:

- A. Monthly coaching sessions by phone (includes two 45-60 minute personal sessions, plus up to two hours of review, editing, writing, and email correspondence: \$ 360 per month, payable in advance and non-refundable. Also applicable for TPI's Tell-A-Book™ program. Some clients choose to contract for 3-month coaching packages at a discounted rate of \$995 when paid in full at the beginning of the package.
- B. Book coaching intensive (when you have a deadline in mind or just want to get your book done as quickly as possible without compromising quality): Includes four 45-60 minute sessions per month, up to four hours of review, editing, writing, email correspondence: \$ 720 per month, payable in advance, non-refundable. Also applicable for TPI's Tell-A-Book™ program. Some clients choose to contract for 3-month coaching packages at a discounted rate of \$1,995 when paid in full at the beginning of the package.

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- C. Individual coaching sessions: \$150/hour
- D. Customized agreement to meet your specific, unique needs (e.g., speaking / transcription)
- E. Customized Group Book Coaching (ideal for books being written or edited by more than one person): Following an initial 30-minute complimentary session, the book coach and the clients determine the appropriate number of hours per month to meet. Group book coaching applies to single projects with a maximum of four participants. Each participant must fill out an information sheet. Submissions to the book coach during the week must be made by one participant, not by each participant individually unless arranged otherwise. Fees shall be determined on a project-by-project basis.

Beginning date: _____ Ending date: _____

Client's Name

Client's Signature

Date

Your book coach is Kira Henschel, MS

Head book coach Kira Henschel is president of The Publishing Institute and founder of award-winning Goblin Fern Press, Inc., a premium custom publisher with international headquarters in Madison, Wisconsin. Kira's diverse background in book production management, business, geology and engineering, as well as Reiki, helps her tune into most authors' needs and wishes. She provides individualized and group book coaching for authors and would-be authors with the intent of helping them create high-quality, attractive, successful books and subsidiary products, like audio books, e-books, and marketing tools. She has authored a series of Build-A-Book™ kits for memoirs, cookbooks, and other types of books.

Book coaching sessions are held in person (Madison, WI) or at another agreed-upon location, and/or via email and telephone.

In Madison at:
The Publishing Institute / Goblin Fern Press,
6401 Odana Road, Suite B, Madison, WI 53719
Call-in number: (608) 442-0204
Email: kira2255@charter.net



Book Coaching Client - Project Information Sheet

(Please complete and send or fax back to The Publishing Institute, 608-442-0221)

Date: _____

Author: _____ Tel: _____ Birthday: _____

Address: _____

Email: _____ Mobile _____ Fax _____
: _____ : _____

Personal work style / preferences: _____

Book Coaching Option: A (4 hours/month) B (8 hours/month) 3-month package A 3-month package B
 Other: _____

Book / Project Information:

Working Title: _____

Subject matter: _____

Target readership: _____

Comparable books: _____

Why do you want to write this book? _____

Why do you feel you're qualified to write this book? _____

What are your expectations of book coaching and having a book coach? _____

What would you consider successful for yourself as an author?
For your book? How do you measure success? _____

Comments / things you feel I should know about you and your project: _____