



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 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, or even publishing the book yourself. 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 and/or 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 make every effort to accommodate your scheduling needs. We will also decide the amount of time that should be allocated to writing, reading, editing, 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 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. TPI makes no representation, guarantee or warranty that such coaching will work for you in your particular circumstances, though we commit to giving it our best effort.

### **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 us 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 should be faxed or emailed to [info@thepublishinginstitute.com](mailto:info@thepublishinginstitute.com) at least 48 hours before each session. We 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. You can reach your coach at (608) 576-9747 to either set up an appointment or speak at that time if your coach is available. We are also available by email and will respond within 24 hours to all emails and voice mail messages unless we notify you that we will be unavailable for a longer period of time.

### **Problems:**

If anything occurs during a book coaching session that concerns you or doesn't feel right, please inform us right away. It is important to have an open, authentic and trusting partnership. 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 TPI. 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 is TPI. To ensure that you achieve the greatest impact for your efforts, and yet have the flexibility to proceed at your own speed, we generally 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 and MasterCard. Checks not honored by our bank will incur a \$37 fee.

**Options:**

- A. Customized book coaching in 6-hour blocks, \$360. This includes mapping of book project, review of manuscript, editing, development of a marketing plan, and other areas you would like to focus on for your book.
- B. Monthly coaching sessions by phone (three 45-minute phone sessions, plus up to three 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.
- C. 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-minute phone 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.
- D. 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

**Contact Information:**

Kira Henschel  
The Publishing Institute  
A division of HenschelHAUS Publishing, Inc.  
2625 S. Greeley St. Suite 201  
Milwaukee, WI 53207

**Book coaching sessions are held in person,  
by telephone and via email.**

Call-in number: (608) 576-9747  
Fax: (262) 565-2058  
Email: [kira@henschelHAUSbooks.com](mailto:kira@henschelHAUSbooks.com)



**Book Coaching Client - Project Information Sheet**  
(Please complete and send or fax back to The Publishing Institute, 262-565-2058)

Date: \_\_\_\_\_

Author: \_\_\_\_\_ Tel: \_\_\_\_\_ Birthday: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Personal work style / preferences: \_\_\_\_\_

**Book Coaching Option:** \_\_\_\_\_

**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: \_\_\_\_\_