



Amazon Bestselling Author and 10-City Tour Certificate Program

Trade School (Four Month Duration, 10 Hours of Effort): Graduate as an Amazon Bestselling Author

• **Though Leadership & Credibility:**

- ✓ You focus on your CPOp (Customer Point of Pain) and we ghostwrite your book after a 3-hour interview.
- ✓ Your book is formatted, and distributed in hardcover, paperback, Kindle, PDF, audiobook & AHAbook formats in 50+ locations.
- ✓ You read your audio book which is distributed in 23 locations.
- ✓ We publish and distribute a blog post and press release.
- ✓ You are an Amazon bestselling author.

• **Assets for Leadgen:**

- ✓ You receive 100 paperback copies and 25 hardcover copies.
- ✓ You receive a PDF eBook and an excerpt for LeadGen.
- ✓ You receive 7 videos, 3d images of your cover, and a set of images suitable for Pinterest, Instagram, and your Web site.

On the Job Training (2-8 Month Duration): 10-City Tour

- As an Amazon bestselling author, you go on a 10-city social proof tour.
- Starting in month 3, if it makes sense, we will work with you to setup a Facebook group, Eventbrite page, and a Meetup group.
- We will recommend the cities to have your tour in that we know we can create enough buzz to have 15-25 people attend each of your events.
- We will secure the locations for each event and make sure there are light appetizers at each event.
- Once the dates are set, we will do both organic and paid-for marketing on Facebook, Eventbrite, and Meetup to drive attendees to the events.
- After the 10-city tour, if you want to start a networking group in your local community, it will cost \$350/month.
- \$500/city for us to hire and coordinate the social proof photographer.
- \$250/city plus travel for us to book travel and hotel.

\$26.5k* for this program to be an Amazon Bestselling Author and go on a 10-city Social Proof Tour.



“Your book will give you credibility and the 10-city tour will deliver social proof.”

**If paid upfront, subtract \$2,000 from the cost.*



Contact Us

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