



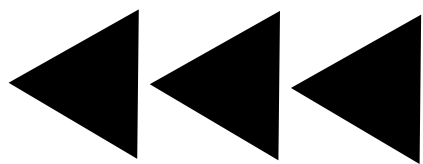
26-28 March, 2021

BOOK TO BUSINESS

**A 3-DAY LIVESTREAM EVENT THAT
GETS YOU WELL ON THE WAY TO
YOUR BESTSELLER**

EVENT PROGRAM





EVENT FLOW

DAY 01

4 PM - 8 PM IST

4 PM OPENING RITES

Introduction to the program, a quick assessment of your bestseller readiness, and a perspective from an author.

5 PM GETTING INSIDE THE IDEA

Understanding you, your book, and your process

6 PM POWER OF STORYTELLING

How to write a non-fic that appeals to the reader

What makes a powerful story

How to curate stories from your life experiences

How to write a title that'll have your books flying off the shelves

EVENT FLOW

DAY 02

4 PM - 8 PM IST

4 PM CREATE YOUR BOOK OUTLINE

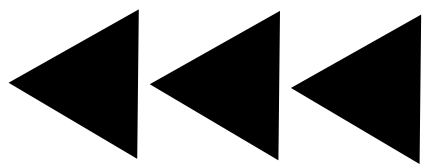
Define the building blocks of your manuscript, structure your narrative, and refine your idea and key messages that you want to send out to your audience

5:30 PM BREATHE

Sharpen your focus and get your creative energies going with some breathwork

6 PM MAKINGS OF A BESTSELLER

The truth behind bestseller lists
How to sell a 1000 copies of your book in 30 days
Create a marketing strategy for your book
Translate your book to business



EVENT FLOW

DAY 03

3:30 PM - 7 PM IST

3:30 PM BEHIND THE SCENES

Understand the publishing industry and the various ways to get your book in the hands of the reader.

Hear from publishers, editors, and literary agents

5 PM PITCH PERFECT

Understand the key elements of a publisher pitch

Write a pitch they can't refuse

6:30 PM POWER THROUGH

Understand the obstacles that might hold you back and commit to a plan of action.

QUESTIONS?

Reach out to us at contactsj82@gmail.com

or call 9739107779