

CERTIFIED PUBLISHING CONSULTANT TRAINING CURRICULUM



FIRST THINGS FIRST: Introduction to the overall training program

Module 1: How to set up your Publishing Consultant Company

Module 2: Introduction to the My Word Publishing Model: What makes us different

Module 3: Marketing Your Publishing Consulting Company

Module 4: Publishing 101: A broad overview of the system we use

Module 5: How and why the author should set up their own publishing company

Module 6: How to ballpark estimate layout, cover, printing, and editing

Module 7: How to conduct a consultation (a “needs analysis”) with a potential author

Module 8: The process to draft a thorough, compelling proposal for your author

Module 9: The process to draft an Agreement with your author

Module 10: PRODUCTION CALL 1 Steps to onboard a new author

Module 11: How to find good, reliable service providers to have Power Partnerships with. (Includes contracts)

CONTINUED....

CURRICULUM



Module 12: Cover design: process, policies, how to work with our cover designers

Module 13: Basics of layout design

Module 14: All about ISBNs

Module 15: Steps to drafting a proper copyright page

Module 16: PRODUCTION CALL 2: cover, ISBN, open KDP account, BISAC codes, apply for CIP data, paper choice.)

Module 17: How to create a back cover blurb

Module 18: eBook lessons: what, when, how, who, how much

Module 19: How to get Advanced Review Copies (ARCs)

Module 20: PRODUCTION CALL 3: Marketing the release of your book, sales tax info, set expectations about layout

Module 21: Going to Press: What are our options?

Module 22: How to set up your Amazon account via KDP

Module 23: PRODUCTION CALL 4: Research Amazon keywords and categories, upload files to KDP, explain distribution

CONTINUED.... CURRICULUM



Module 24: How to optimize your Amazon sales page

Module 25: All about Ingram Spark

Module 26: The rollout of a book release

Module 27: All about audio books

Module 28: Copyright law you need to know

Module 29: The business of being an author

Module 30: How to wrap up an author's book project

Module 31: Who is your competition: organizations and companies you should know.

Module 32: A mock consultation

Module 33: CERTIFICATION TEST