Profitable Author Program – Kickoff Call

Structured Training Notes – April 27, 2026

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1. Program Overview & Intent

Topic: Why this program exists and how to use it

Core Message:
This program was created to give entrepreneurs a **more supported, affordable, and structured way** to write and publish a book that actually grows their business.

Key Points:

- Combines **group support + expert guidance**
- Designed to be **more realistic than "write a book in 30 days"**
- Focus is on:
    - Completion
    - Alignment with business goals
    - Long-term leverage

Expectation Set:

- Writing a book takes time (often 5–12 months)
- The goal is **progress with support**, not rushed perfection

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Key Takeaways

- A book is not just a project—it's a **business asset**
- The right environment increases follow-through
- Realistic timelines = higher completion rates

Action Steps

- Commit to the full process (not quick wins)
- Block consistent writing time weekly
- Stay engaged in group + support channels

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2. How to Use the Program (Logistics & Support)

Topic: Tools, access, and structure

Key Components:

- Facebook Group → ongoing support & Q&A
- Zoom Calls → training + coaching
- Resource Page → recordings, links, tools
- Bonus 1:1 calls → strategic support

Important Guidance:

- Don't rely on last-minute access—**save links in advance**
- Use the group between calls for momentum

Key Takeaways

- Support is available—but you must **use it proactively**
- Organization = less friction = more progress

Action Steps

- Join the Facebook group (if not already)
- Save all Zoom links to your calendar
- Bookmark the resource page
- Introduce yourself in the group

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3. Writing Phase Focus (Critical Mindset Shift)

Topic: Don't get distracted

Core Principle:
👉 Stay focused on **writing first** — not publishing, marketing, or design

Why this matters:

- Publishing details create distraction
- Overthinking = stalled progress

Reframe:
Writing is not "hard"—it's just the **most mentally demanding phase**

Key Takeaways

- Focus = momentum
- Distraction = delay
- Writing clarity comes from *doing*, not overplanning

Action Steps

- Do NOT research publishing yet
- Set a writing goal (pages, time, or chapters)
- Start before you feel "ready"

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4. Book Strategy: It Must Align with Your Business

Topic: Your book should drive revenue, not just exist

Key Concept:
Your book should lead to:

- Clients
- Speaking opportunities
- Programs
- Consulting

Example (Nadine – Functional Medicine for Athletes)

Strategy Identified:

- Audience: Athletes (primary)
- Secondary audiences:
    - Healthcare professionals

    - Teams/organizations

Smart Positioning:

- Main content → for athletes
- Add sections for professionals
- Include offers for:
    - Consulting
    - Training programs

Advanced Strategy Ideas Introduced

- Sponsorship opportunities inside the book
- Affiliate resources (via external page, not cluttered in-book)
- Multiple audience pathways

Key Takeaways

- One book can serve multiple audiences
- Your book should **lead somewhere specific**
- Think beyond the book → think **ecosystem**

Action Steps

- Define:
    - Who your book is for
    - What action you want readers to take
- Identify:
    - Offers tied to your book
    - Potential partners/sponsors

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5. Resource Strategy (Important Monetization Piece)

Topic: Don’t overload your book with links

Best Practice:
👉 Send readers to **one central resource page**

Why:

- Links change
- Books are static
- Clean reading experience matters

Suggested Structure

Inside the book:

- Mention resources
- Direct to ONE page

On the page:

- Affiliate links
- Downloads
- Checklists
- Lead capture (email list)

Key Takeaways

- Books should guide, not overwhelm
- Your website = dynamic extension of your book

Action Steps

- Plan your “Book Resource Page”
- Decide:
  - What is free vs opt-in
- Brainstorm lead magnets tied to book content

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6. Framework = The Backbone of Your Book

Topic: Why frameworks matter

Definition:
A framework = your **repeatable method or system**

Examples:

- 5-step system
- 10-part method
- Named process

Why it's critical

- Makes your content easier to follow
- Increases perceived authority
- Easier to teach, sell, and scale

Example (Connie – HEAL Method)

Framework:

- Hear Your Heart
- Explore the Shadows
- Align with the Past
- Live the Practice
- Sustain & Support

How it shapes the book

- Each step = a chapter
- Each chapter = teach + story + action

Key Takeaways

- Framework = structure + brand + authority
- It simplifies writing AND selling

Action Steps

- Identify if you already have a framework
- If not, start brainstorming:
    - Steps
    - Process
    - Acronym (optional)
- Reach out for help building it if needed

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7. Book Structure (High-Level Template)

Topic: How to organize your content

Recommended Flow:

1. Introduction
2. Your Story / Credibility
3. Where the reader is now
4. Where they want to go
5. What's stopping them
6. Overview of your method
   7–X. Chapters breaking down your framework
   Final Chapters:

- Case studies / stories
- Next steps
- Resources

Key Takeaways

- Structure reduces overwhelm
- You don't need to "figure it out as you go"

Action Steps

- Draft a rough outline (don't overthink it)
- Start filling in bullet points under each section
- Expect it to evolve

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8. Writing Strategy (This will save you time)

Topic: Stop over-editing early

Big Mistake:
Trying to make it perfect while writing

Correct Approach:
👉 Write first. Edit later.

Guidelines

- Write freely
- Don’t worry about length
- Don’t self-edit mid-flow

Key Takeaways

- Progress > perfection
- Clarity comes AFTER writing

Action Steps

- Set a timer and write without stopping
- Ignore grammar and structure initially
- Plan to revise later

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9. Bonus Insight: AI Use (Use it wisely)

Topic: AI as a tool, not a crutch

Best Use:

- Brainstorming
- Structuring ideas
- Creating frameworks

Not Ideal For:

- Writing your full book without customization

Key Takeaways

- AI reflects what you feed it
- Your voice still matters

Action Steps

- Use AI only when stuck
- Provide context if you do use it
- Always refine output in your voice

Final Summary (Big Picture)

This call was really about:

- Getting clarity
- Creating structure
- Preventing overwhelm
- Aligning your book with your business

Your Core Priorities Right Now

1. Get clear on your book's purpose
2. Create a rough outline
3. Start writing (imperfectly)
4. Stay focused on writing only

Profitable Author Program – Speaker Breakdown

SPEAKER: KATRINA (FACILITATOR / COACH)

Section: Program Purpose & Structure

Transcript (cleaned, in voice):
"I created the Profitable Author program because most people were working with me one-on-one on their books, and I wanted to create an environment where we could give you the help you need but make it more affordable in a group. You still get plenty of advice, access, and feedback.

The last time I did something like this was in 2020, and it was a 30-day program. I was curious if people would actually get their books done in 30 days. One person did. The rest took five to twelve months—but they got it done because they had the support.

So I wanted to create something more realistic. I don't like the feeling of failing, and I don't want you to feel like that either. That's why we're doing this over several months."

Key Takeaways

- Realistic timelines matter
- Support drives completion
- This is about finishing, not rushing

Action Steps (for group)

- Commit to finishing, not rushing
- Use the full timeline
- Stay engaged in support channels

Section: Writing Focus (Avoid Distraction)

Transcript:
“When you're in the writing process, I don’t want to teach you a whole bunch about publishing yet because you’ll get distracted. You’ll start squirreling around when you should be writing.

Writing is one of the most interesting parts of the process. Some people get into a groove, and others don’t know what to write. That’s normal. But the focus right now is writing.”

Key Takeaways

- Writing is the priority
- Distraction slows progress
- Overthinking = stuck

Action Steps

- Focus only on writing right now
- Avoid researching publishing/design
- Build a consistent writing habit

Section: Book Strategy Must Match Business

Transcript:
“The book needs to support your business. It should lead to something—clients, consulting, speaking, something.

You can also structure your book to speak to multiple audiences. For example, you can write mainly to athletes but include sections for professionals or organizations and then market to all of them.”

Key Takeaways

- Book = business tool
- One book can serve multiple audiences
- Strategy matters more than content alone

Action Steps

- Define your primary audience
- Identify secondary audiences
- Decide what your book leads to (offer, service, etc.)

Section: Resource Page Strategy

Transcript:
"You don't want to clutter your book with a bunch of links. Instead, send people to one resource page.

That's where you can have your affiliate links, downloads, checklists, and anything else. You can even have some things behind an opt-in so you build your email list."

Key Takeaways

- Keep the book clean
- Use one central resource hub
- Turn readers into leads

Action Steps

- Plan your book resource page
- Decide what's free vs opt-in
- Create a lead capture opportunity

SPEAKER: NADINE (FUNCTIONAL MEDICINE PRACTITIONER)

Section: Book Concept & Purpose

Transcript:
"My goal is to educate athletes about hidden toxins that impact their performance and long-term health. I want them to understand root causes so they don't end up retiring from sports and then dealing with major health issues later.

I also want professionals to become more aware, and ideally, this leads to consulting work, teaching, and expanding my reach."

Key Takeaways

- Book = education + awareness
- Target audience: athletes (primary)
- Secondary: professionals & organizations

Action Steps

- Clarify audience segments
- Define consulting and education offers
- Align book messaging with outcomes

Section: Strategy Expansion (Coaching Input)

Transcript (Katrina guiding):
"You might want to include a section specifically for healthcare professionals. You can speak directly to them and then also market your services there.

You could also consider sponsors. Sponsors can help fund your book and give you exposure.

And for resources, you don't want links all over the book. Put them on a separate page."

Key Takeaways

- Add multi-audience strategy
- Monetize via sponsors
- Use centralized resources

Action Steps

- Add a professional-focused section in the book
- Brainstorm potential sponsors
- Create a resource page plan

Section: Framework Development

Transcript:
"I don't currently have one main framework, but I have smaller systems."

Katrina response:
"A framework is really important. It could be a 5-step or 10-step system. If you don't have one, we can build it. It helps structure the book and your business."

Key Takeaways

- Framework = structure + authority
- Makes content easier to teach and sell

Action Steps

- Begin outlining a framework
- Identify patterns in your current work
- Request help building it if needed

SPEAKER: CONNIE (TRAUMA SUPPORT / HEAL METHOD)

Section: Book Direction & Audience

Transcript:
"I am a survivor of child sexual abuse, and I help women who have experienced similar trauma. I'm not a therapist—I lead from experience—but I'm becoming a trauma-informed practitioner.

The goal of my book is transformation. I want people to understand they are not what happened to them."

Key Takeaways

- Book is deeply personal + transformational
- Audience: survivors of trauma
- Goal: identity shift and healing

Action Steps

- Clarify core transformation message
- Align tone with trauma-informed approach
- Integrate credibility (training + experience)

Section: Framework Integration (HEAL Method)

Transcript:
"The HEAL method really helped me bring everything together. It's made it easier to structure my workshop, my website, and now my book."

Key Takeaways

- Framework provides clarity
- Supports all business assets (not just book)

Action Steps

- Use HEAL as book backbone
- Build chapters around each step
- Expand subtopics under each step

Section: Book Structure Guidance

Transcript (Katrina coaching):
"You don't want to jump straight into your framework. You need to set the stage.

Start with:

- Your story
- Where the reader is
- Where they want to go
- What's stopping them

Then introduce your method."

Key Takeaways

- Context before teaching
- Emotional connection first

Action Steps

- Build intro and early chapters first
- Define reader's current state
- Define desired transformation

SPEAKER: SIHAM (MOROCCO FOOD & TRAVEL EXPERIENCE)

Section: Book Concept

Transcript:
"My idea is to create a book about Moroccan food heritage. Not just the main dishes like couscous, but the deeper stories behind the food in different cities.

Travelers have told me they want access to these stories because it would inspire them to come to Morocco."

Key Takeaways

- Unique angle: food + cultural storytelling
- Audience: travelers
- Purpose: inspiration + visibility

Action Steps

- Clarify positioning (food vs travel vs culture)
- Identify core storytelling themes
- Define reader experience

Section: Structure Clarification

Transcript (Katrina guiding):
"You need structure so it's not overwhelming.

Start with:

- Introduction
- Why this book exists
- What makes Morocco unique

Then move into:

- Food map
- Regions or cities
- Signature dishes
- Stories

Then additional sections like:

- Seasons
- Travel tips
- Cultural expectations"

Key Takeaways

- Structure creates clarity

- Break large ideas into sections

Action Steps

- Create outline by region or category
- Define consistent format per section
- Plan visuals (maps, photos, etc.)

Section: Writing Block (Important Insight)

Transcript:
"I feel stuck because I don't know if I should write too much or how to structure it."

Katrina response:
"Write as much as you can. Don't worry about length right now. Don't edit yourself early."

Key Takeaways

- Overthinking = stuck
- Writing comes before editing

Action Steps

- Start writing without editing
- Focus on getting ideas out
- Refine later

SPEAKER: SIOBHAN (LEADERSHIP BOOK)

Section: Book Progress

Transcript:
“I spoke at a conference, and someone suggested I turn my talk into a book. We actually got about 50% of the book done in a weekend.

The title is ‘Armed with Ambition: Stop Winning at the Wrong Game’ and it’s about becoming the kind of leader people don’t have to recover from.”

Key Takeaways

- Fast progress is possible with clarity
- Strong positioning already in place

Action Steps

- Continue expanding existing draft
- Strengthen supporting research
- Refine messaging for audience impact

Section: Content Development

Transcript:
“I’m now adding research to support ideas like burnout, identity, and leadership patterns, especially from military experience.”

Key Takeaways

- Supporting data strengthens authority
- Personal + research = strong combination

Action Steps

- Add supporting examples and data
- Keep balance between story and research
- Ensure content supports core message