

Coaching packages 2018

Turn what you know into a powerful and motivational book, which will build your brand, help you to create a business you love and inspire others

Wondering how to get started on becoming a published author and writing a non-fiction book? Or in a mess and wondering how to get your book back on track? These are the main book stages that we go through when working together.

PLAN - PEN - PUBLISH - PROMOTE - PRODUCTISE

Plan

Initial book idea

Together, we'll identify where you are with your book idea. Why you are writing, what you feel drawn to and how this fits with your dreams, goals and personal brand.

Plan your book

Following your initial consultation, we will plan your book. This will include your core message, outline, chapter framework, ideal reader, content and strategy.

Pen

Write and edit your book

With me by your side, we will collaboratively write and edit the content. Which then gets passed onto a proof-reader for a final look before publishing.

Publish

Once the book is written, you will be ready to publish. This could be self-published or you may have a publisher waiting for your final draft.

Promote

We will design a marketing plan for your book, with strategies that fit with who you are and your budget.

Coaching and Project Management

Throughout this journey, I will hold your hand, become your mentor, coach, project manager, ghost-writer, editor, accountability buddy, friend and avid supporter. Once your planning and writing style is uncovered, we will arrange your writing schedule and discover out how to write and edit together. All of the additional things like cover design, illustrators, proof and beta readers, how to get your book onto Amazon will be considered. My job is to make it simple and stress-free.

We work together to get to the heart of your message. I spend time getting to know you and the heart and soul of your book. Together we create a beautiful book that will transform you and anyone who reads it.

Not only that, if building a brand and business around your book, we will explore how to do that for you.

Dale Darley - Book|Brand|Business

What you get - 121

	PAYG	Kickstarter	Accountability	VIP
Pay as you go. You can use your 4 sessions in any way that you wish. E.g. 2 * coaching and 2 * anything time based that is on the list.	Month by month	3 months	6 months	12 months
Contact me to find the right package for you				
Pay as you go. You can use your 4 sessions in any way that you wish. E.g. 2 * coaching and 2 * anything time based that is on the list.	595	749	997	1297
PACKAGE TOTAL		2247	5982	15564
<ul style="list-style-type: none"> Weekly coaching /mentoring sessions 	Y 4 * 60 min	Y 4 * 60 min	Y 4 * 60 min	Y 4 * 60 min
<ul style="list-style-type: none"> Ongoing support via an online group (while working with me) 	Y	Y	Y	Y
<ul style="list-style-type: none"> Find the right idea for your book 	Y	Y	Y	Y
<ul style="list-style-type: none"> Writing plan and timetable 		Y	Y	Y

Dale Darley - Book|Brand|Business

	PAYG	Kickstarter	Accountability	VIP
• Core message and understand how to use this book in your business		Y	Y	Y
• Developmental feedback		Y	Y	Y
• Outline		Y	Y	Y
• Chapter framework		Y	Y	Y
• Easy ways and ideas to get to your first draft		Y	Y	Y
• Editing plan		Y	Y	Y
• Publishing guidance		Y	Y	Y
• Developmental editing / ghostwriting / collaborative writing			Y	Y
• Cover design guidance			Y	Y
• Book proposal template			Y	Y
• 10 days to your book proposal online course			Y	Y
• Working with beta readers support				Y
• Book proposal written support				Y
• Project management				Y
• How to turn your book into a course guidance				Y

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	PAYG	Kickstarter	Accountability	VIP
• How to blog your book advice				Y
• Personal brand strategy				Y
• Enrolled in Write a book, build a business program				Y
• 3-day in person final edit – prices on application				

Why Dale?



Placing your trust in a coach to help you to plan, write and edit your book is courageous. When we work together my promise to you is that I will respect and honour your ideas, story and words.

When we work together *I will listen to your ideas and story without judgement.* I will be open minded and respectful of where you want to take it. Together we will explore the possibilities and decide on the right vehicles to convey your story and inspirational message.

I work with my clients to help them to reconnect to their stories and take control of their identity so that they can be seen and heard – usually through

the medium of a book.

Creating an impact around your personal brand is what is important - the other products come later.

I promise to make it simple to move from where you are, to build a solid foundation, find out what it is you want to say and then create a stress-free approach to enabling you to share your message, in a way that resonates with you. We'll do things like a review where you are and where you want to be. Create a strategy that maps to the outcomes you want. And then crack on with your book.

Your book becomes my book and I work with you from my heart and soul.

Testimonials

Dale acted as a catalyst that kept me going when it got tough! Writing a book is a personal journey of breaking through a number of limiting beliefs that can give a new author many difficult days and nights of self-doubt, Dale provided constant cheerleader support, encouragement and structure. I would highly recommend her to any new budding authors.

Dale was recommended to me by a fellow author after I was struggling to find the right editor for my new book. After viewing the website, I thought Dale looked ideal. I wanted someone very experienced who would give my project a personal approach and really bring out the best messages in the book. Someone to give me a trusted, professional opinion, answer various publishing questions and add their own skills into the project. A lot to ask for I know, but Dale stepped up to all of this and more...

From editing and contributing, to brand coaching and producing the eBook and paperback, Dale has been there to support and advise whenever I needed it.

The entire process of producing a high-quality book and brand has been made a lot more straight-forward with Dale's help and extensive contacts. Our regular skype consultations were extremely valuable, informative and always left me feeling motivated and raring to go with my project. Writing a book is a massive challenge, but Dale sets a clear path and provides high quality, personal support, every step of the way. If you want someone professional yet approachable to help you with any aspect of writing or producing your book, I would highly recommend Dale and will definitely use her services again in the future.

Dale Darley - Book|Brand|Business

Big shout out to Dale Darley who's been helping me with structural editing for my book 'The Coach's Guide to Impostor Syndrome'. I'd written the content, but it felt clunky, didn't flow and had obvious flaws like repetition. I didn't know how to fix it, so I was feeling overwhelmed and helpless. Not fun! Dale gave me great suggestions, tamed the confusing parts and told me the practical (and creative) steps. Now I'm really excited to be editing!!

Dale has been assisting me in writing products for my vocal coaching company. Her dedication to ensuring you succeed at your plans is total. What's more she sees it through, plans it, and walks you through it step by step so that the fog clears and you suddenly achieve what you had been aiming for. If you think you can write a book without her - think again!

Dale is a wonderful person to work with. Her skills are intuitive and experience lead with passion and love. I have been on 2 of her Book Writing Retreats and have come home with inspired results and on both occasions a book to finish. I would happily work with her again and recommend her to anyone wishing to get started with their book or even help to get the book into shape after the first draft.

Working with Dale is a pleasure on both the professional and personal sense. I worked with her on my 2nd book, and she made creating it, with my team of co-authors, an easy and creative process, which took us all, step by step, to publishing a very special book.

Email: dd@daledarley.com

FAQ

Can I mix the packages up? Yes, just ask me for what you need, and I will provide you with a proposal. My desire is that you write a book in the best way for you and your needs.

Can I buy ad-hoc hours when I need them? Absolutely, contact me, and we can book you in. 4 sessions per month are included with all packages.

I've written quite a lot, and my book is a mess, can you help me to sort that out? I'd love to. One of the things I excel at is seeing in patterns and pictures. I'll be able to find out where your book is not flowing. I will need to you to send me your outline and chapter synopsis.

I already have my outline, can we just start coaching? Yes and no. We need to check in to ensure that this is the right book to write before we start. Don't worry it won't take long to find that out. We'll review your outline and make sure it flows and ties in with your core message.

Will you help me with my book proposal? Yes, I can take you through how to plan and write a master proposal document.

Why is there a three/six/ twelve-month commitment? Writing a book takes time. The three-month or greater commitment gives us enough time to work together and see real results and progress. Plus we can establish a good working relationship, learn how we each work so that our project achieves the outcomes you desire.

Does the financial commitment to coaching include editing or other services? Take a look through each package, so that you get a feel for what is included. You will get feedback no matter which package you have. And always ask and we can work out how to make sure you get what you need. There is always a way.