



PUBLISHED & PROFITABLE NOTES AND RESOURCES

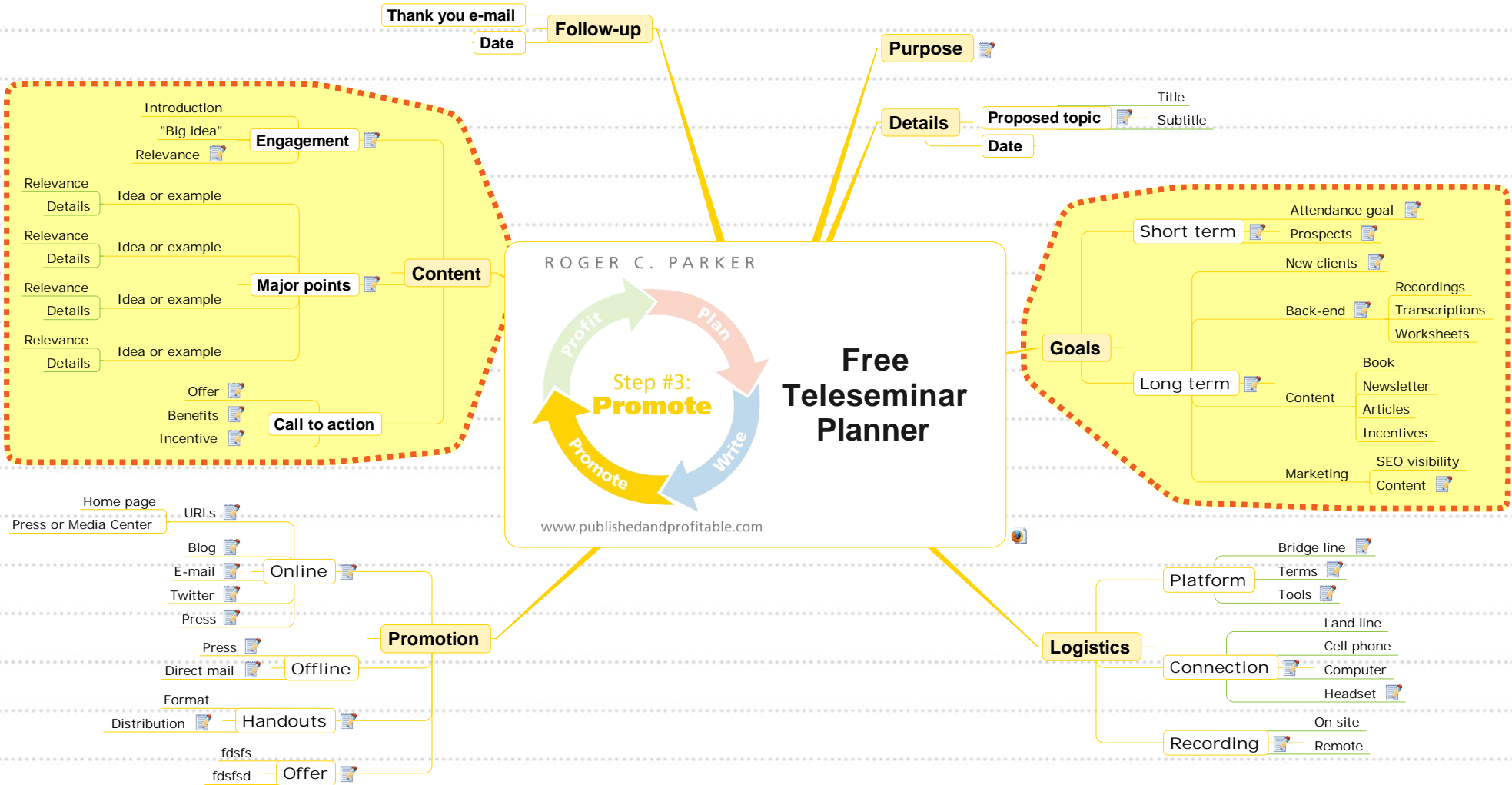
# Author Guide to Book Marketing with Teleseminars

<b>1</b> Create a Teleseminar Event Calendar	<b>2</b> Create a Content & Promotion System	<b>3</b> Deliver and Follow-up Each Event



# Teleseminar Series Planner

QUESTION		ANSWER	
<b>PLANNING</b>			
Whom do you want to attend your events?	Primary		
	Secondary		
What are their most important concerns?			
Who will host and record your events?			
How often will you present them?			
CONTENT			
Event title	Event date	Main ideas	Supporting ideas
<b>PROMOTION</b>			
How will you promote each event?			
How will you follow-up each event?			





PUBLISHED & PROFITABLE NOTES AND RESOURCES

## Hit a brick wall with your book? *Give Roger C. Parker a call!*

**Working alone is never ever fun**, especially if you're frustrated by the slow progress you're making on your book. The calendar keeps turning, but your project never seems to move forward.

Progress often comes quickly, however, when you schedule 1-on-1 coaching time with Roger C. Parker. Working together in an online, screen-sharing environment, together I can help you move your project forward.

Here's what **Dan Schawbel**, [Me 2.0 author](#) and [personal branding expert](#), said after a recent call:

*Roger Parker is a real pro when it comes to book proposals and the publishing business. Working with him online together, completing a detailed table of contents for my next book, took less than an hour—while my previous book took several weeks. He makes it that easy and actually fun too!*

Here are some of the tasks I can help you accomplish in a shared-screen environment:

1. **Establishing realistic goals** and expectations for your book
2. **Positioning your book** and choosing the right book title
3. **Identifying your ideal readers** and the information they're looking for
4. **Creating a content plan** and table of contents for your book
5. **Establishing an online platform** as quickly as possible
6. **Choosing the right publisher** or best self-publishing option
7. **Preparing a book proposal** and query letters for agents and publishers
8. **Writing and editing tips** for finishing your book as efficiently as possible

*Don't let another month go by without making significant progress on your book!*

**Call 603-866-6021**, or e-mail [Roger@PublishedandProfitable.com](mailto:Roger@PublishedandProfitable.com), for information about how Roger can help you move your project forward by helping you *plan*, *write*, *promote*, and *profit* from a brand-building published book!