

| Author Academy   |   |  |
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| We turn knowledge into action because you learn why and how, not just what                         |   |  |
| Features<br>“We have...”   | Benefits<br>“It will...”  | Value<br>“Which means...”  |
| Industry experts conducting crucial and in-depth conversations about best practices and strategies | Increase your awareness and understanding, enhance your satisfaction and appreciation for the publishing side of business | Confidence, resilience, time saved, better functioning; stronger relationships; negotiation readiness  |
| Full range of topics to help you go from manuscript to book release                                | Create a wide range of knowledge and skills; expand point of reference  | Prepared decision making based on facts, not myth or misperceptions, and choosing from array of options that are relevant to your individual needs |
| Custom workshop-based training with active participation exercises                                 | Assist your learning capacity by doing with help from fellow attendees; answer specific questions                         | Better productivity and effectiveness; improved retention of content; ability to create with confidence  |
| Opportunity to work with peers and potential partners  | Enhanced diversity of opinion and feedback; exposure to ideas, methods, solutions; accountability as a motivator          | Personalized action plan to guide you step-by-step; enhanced morale; expanded networking resources   |
| Learner-centered programming based on adult learning styles  | Focus is on what the future author needs, not what the speaker wants to cover   | Improved problem-solving skills; resource-filled content for reference when you need it  |
| Low-cost, economical programming   | Individualized access to tools you need and want; affordable growth from writer to published author                       | Quicker time to book release; budgetary decisions made based on options available and understood   |