

# Transform from inspired writer to international bestselling published author; access your inner clarity; to write with confidence; and make an impact with your book.

Professional literary agent, author coach and editor, Wendy Yorke will support and guide you through the three key steps of the creative book writing, editing and publishing journey.

Wendy offers this unique one day programme, for groups or individuals, to fast track your book, from: concept to manuscript completion; to self and professional editing and proof reading; and to publication, book launch and sales impact.

## FOCUS

Designed for fiction and non fiction writers, the day focuses on the three key steps of the published author's creative journey and includes interactive author coaching exercises.

### 1. PROFILE

- What; Why; Who; and How
- Purpose; Passion; Presence
- Clarity; Commitment; Confidence
- Intention; Courage; Enthusiasm

### 2. PRODUCT

- The writing process and tips for today's market
- Decide on your genre, market, readership and target audience

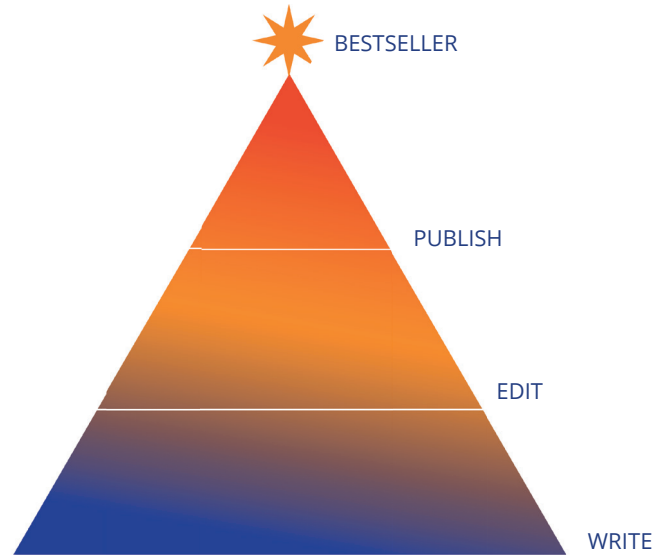
- Develop your book's key messages and reader engagement tools
- Identify your reader's Call To Action
- Establish your author's voice, style and credibility
- Create your narrative arc and the best book structure for your content
- Embed your daily book ritual and habits
- Map your book's SMART Action Plan, with milestones and timelines

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WRITE • EDIT • PUBLISH

### 3. PLATFORMS

- Self-editing and professional editing requirements
- The Beta Reader process and importance of comparable works
- Cover endorsements and book discoverability
- Commercial viability, routes to market and publishing options
- Online author profile and presence



Wendy Yorke is an international, professional literary agent working across the European, Australian, and Middle Eastern markets. She has a reputation for discovering new talent and has taken a considerable number of debut writers from start-up to international bestseller author status.

She currently represents authors from across the globe, including: Australia; New Zealand; Canada; Dubai; Sharjah; Abu Dhabi; Ireland; India; Poland; Czechoslovakia; United States; and United Kingdom.

Wendy has author coached and/or book edited, seven Amazon bestselling authors since 2017, in the non fiction, transformational, self-empowerment, spiritual and business

book genres. She specifically works with books which have the capacity to change people's lives and with authors who are high-profile leaders, entrepreneurs and change makers in their respective fields.

To create your own international bestseller, elevate your brand, and expand your profile and global visibility, contact Wendy now; [wendy@wendyyorke.com](mailto:wendy@wendyyorke.com) or from her website; [www.wendyyorke.com](http://www.wendyyorke.com)

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