



CO-AUTHORS GUIDE

WWW.BOOKPROJECTS.UK

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About the Compiler

Placida Acheru is the founder of Whole Life Activation company that embodies The Unleashed Women's Network for supporting women in business and Coaching4Excellence a company that provides coach and mentoring training. She is a Multi-Award Winning Business Transformation Coach, International Bestselling Author and Mentor. Her dedication to guide others toward taking charge of their lives; breaking through roadblocks to systematically transform their everyday into the power to create wealth. Wealth, in every area of their lives.

A straight-talking Business Coach, Placida helps clients to get a laser focus on their goals. She empowers business owners across the globe to become independent, gifting them the knowledge and passion to transform their lives. She specialises in helping clients to apply planning, mapping and financial strategies to build a successful business.



Placida uses her own powerful story of overcoming significant personal obstacles to encourage and motivate others. Her social media reach is over 100,000.

Placida receives regular features in digital prints (People.co.uk), NHS Conferences, TV shows (Sky 182 Ben TV, OH TV,) LA Talk Radio, Visions of Success Radio. She's also on the list of Top 100 Most Influential Black People on digital/social media by eelanmedia.com. Placida hosts *Keep Your Dream Alive Radio*, featured on iTunes.

Other events and programs by Placida are [Vision Activation Workshop](#), [Woman Unleash Your Potential Tele-summit](#) and [The WLA Awards](#)

If you are looking for a program that will help you get laser focused on your goals, ask about Placida's Inner Circle Program.

"Too often the vision we hold for ourselves and our lives remains stuck. Deciding what we want in life is the hardest part of acting."

CONNECT WITH PLACIDA

Website <http://placidaacheru.com/>

Facebook Business: <https://www.facebook.com/MonetizeYourBusiness>

Twitter: https://twitter.com/Placida_Acheru

Instagram: https://www.instagram.com/placida_acheru/

ABOUT OUR BOOKS

Our books are compilation of inspiring stories. Each book features between 15-20 women who have chosen to move from their past to a more fulfilling life; turning their stories into tools of empowerment. We attract women from different backgrounds, and located around the world. Their personal stories, tips, and strategies are powerful change making tools. These women have made it their mission to step out of themselves and impact lives.

OUR GOAL

The goal is to have worldwide reach for each woman and to see our books in the hands women who need to read the stories. She will find courage, inspiration, and encouragement to set herself apart as she reaches for new heights. No more hiding. It is time to Unleash Her Potential and YOURS too.

THE MAKING OF A BESTSELLER

After the extensive process of producing a quality book, when it's time for the book to be released, we all join hands to achieve our goal of making it a bestseller. The process is a collaborative effort guided by Placida.

We use social media as one of our marketing tool. You will learn what steps to take at every stage of the marketing process.

- ❖ Take a minute and just imagine having the support of 20 inspired women from different parts of the world. Imagine if each woman had a minimum pf 100 friends, multiply that by 20, and if that number had a minimum of 100 people in their network.

Can you see the power of a supportive network? The opportunities, friendships, cannot be quantified in money.

BENEFITS OF CONTRIBUTING:

There are many benefits of being a published author and even more benefits of being a co-author. As mentioned the women in the compilations are chosen from different parts of the world which means massive exposure for you and your business.

You get massive exposure and you also get the following benefits.

- ❖ Become a published co-author.
- ❖ Become a bestseller, (We always aim for international bestseller).
- ❖ Increased credibility.
- ❖ Additional income stream. Sold on your website or at live events. (We will show you how.)
- ❖ Increased speaking gigs. (We show you how to use your book to leverage your career.
- ❖ Increase the value of your coaching programs.
- ❖ Additional support when applying to further your education. Being an author gives you an edge over others.
- ❖ It increases your chance of winning an award.
- ❖ Co-authoring saves time. You have less to write.
- ❖ Access to a supportive community where you will meet other authors who continue to support you even after your project.

Why co-authoring books and why #200WomenAuthors? I first stumbled upon this idea in 2006, 10th November precisely, when I bought a co-authored book at a conference. I fell in love with the whole concept. I have co-authored several books with different authors since then. I have found co-authoring a book a powerful experience for me and the contributing authors. It has opened my mind and my inspiration to write more books.

#200womenauthors: In 2015 January 6th. I woke up on a hospital bed and told I had been in a coma for 24 days. I looked at the strange faces staring at me and could not

understand what they were saying until I tried to move. The last I remembered I was on my way back from a fun weekend. My heart stopped, my organs failed and my whole body began to shut down. I spent another 20 days in hospital rehabilitated, learning afresh how to talk, walk, write. When I was ready to be discharged, fear hit me.

The fear of, "so that would have been my end" I asked questions like
Have I achieved my goals?
Have I served enough?
This potential I always talk about, have I unleashed my full potential?

Here is another chance to make the most of life. **I decided to help women like myself who get too busy to achieve their souls goal.**

I don't know what your story is, maybe of Love, Romance, Pain, Struggle, we all have stories and I believe our stories should not be kept silent. This the reason I created #200womenauthors, it's a highly discounted authorship program, which gets you to become a bestselling author and provides you a community that continues to support you even after the project.

Nothing is by chance, this is my belief. And reason why I have a strong belief that the women who join us are meant to be doing this now and I am committed to making the experience worthwhile.

I am excited and looking forward to partnering with you should you decide to join this movement of empowerment.

CO-AUTHOR'S REQUIREMENTS:

- ❖ Your personal story. A story not already published in the format that you submit. A story new to the reader is much more powerful.
- ❖ Word count: 1500 -2500 (Typed in word document version 97-2000) Required Font - Times Roman, font size 10
- ❖ We advise to keep your word count to 2500 Max as not to incur an extra fee.
- ❖ Bio - 200 words
- ❖ One high resolution photograph – 300 dpi
- ❖ Engage fully, don't be a loner, connect with others, take action, and trust that together, we have it handled.

Investment: £597.00 enrolment fee covers a four-month program which includes;

- ❖ formatting, editing and clean-up of your chapter
- ❖ group coaching support calls
- ❖ coaching in a private fb group
- ❖ Social Marketing Training
- ❖ Templates at all stages
- ❖ social media graphics. (See Samples below)
- ❖ It also covers the promotion needed to bring the book to Bestseller status which will give you recognition and open doors.
- ❖ Being in the community means that you get continued support and also notified of opportunities that will be beneficial to you and your business.

Investment to similar project are between £997 - £2470 per individual. This program is highly discounted and will continue to be until we reach **#200womenauthors**

Instalments options are available, please see payment form.

Investment does not include book orders.

Publishing dates: Online Kindle Publishing dates are determined when enrolment is full, and all stories submitted for editing. Estimated dates will be appx 3-4 months from when the last person joins the project.

The official "release" of the paperback book will be 2-3 weeks after kindle goes live on Amazon. We do this to make any changes needed before publishing the paperback.

Branding/Publicity

In our previous releases, some authors have requested to have a branded cover. What this means is, they will have their photograph and bio on the back cover of the book, name in front and spine.

There is an additional fee of £200.00 for branded covers

The branded cover is additional feature for the benefit of women launching out as public speakers. It is optional not included in the enrolment fee to keep it affordable for those who are not ready to venture into public speaking.

You will learn more about this when you join a program. *(See branded covers sample below)*

PUBLISHING RIGHTS AND COPYRIGHTS FOR AUTHORS:

- The publisher will include a declaration that copyright of the author's work remains the sole property of the contributing author.
- The author agrees the publisher will have exclusive rights to publication of the work for twelve months following the publication date. After that time the author can use the story in other publications as they wish.
- The publisher will include a declaration that the copyright in the anthology
"as a collective work" belongs to the anthology publisher.
- The compiler is the publisher, and receives all royalties. The publisher reserves the right to have their logo inside of the book.

(Note: The "Work" is the author's contribution, not the anthology as a book.)

THE WLA AWARDS

The WLA Awards celebrates women who are making a difference in the world. On 10th November 2017, The Love Unboxed Women received an award for being courageous, sharing their life stories and collaborating to transform lives.

This award is open to women who join and complete Placida's Book Projects. The Awards require that you are present on the day to receive the trophy in London UK. *Love Unboxed Women attended from USA, United Kingdom, Sweden and Spain.*

The women were featured in the brochure giving them more visibility for their work. Everything we do is all about YOU!

Enquire on how you can participate at the next awards ceremony. (See photos below)



LOVE UNBOXED WOMEN BOOK ONE



ARANTXA DE DIOS
TRANSFORMATIONAL COACH



CAROLINE NEWMAN
AUTHOR & INTERNATIONAL SPEAKER



CHERRON LEE JOHNSON
PLATES COACH AND REIN



DINA MARAIS
RELATIONSHIP TRANSFORMATION COACH



EVAKARIN WALLIN
MINDSET COACH



GEMA RAMIREZ
TRANSFORMATIONAL COACH



GLORIA BOMA ALABO
AUTHOR & INTERNATIONAL SPEAKER



JANICE WILLIAMS
THE FIGHTER



JOANNE JOHNSON
SOUND THERAPIST



JULIA KELLER
TRANSFORMATIONAL LOVE COACH



KIM LOVEGROVE
LIFE RESILIENCE STRATEGIST



LAURA BUXO
FINANCE DIRECTOR



MICHELLE CATANACH
UNCONVENTIONAL PARENTING COACH



MONI RODRIGUEZ
WOMEN'S LEADERSHIP COACH



OLGA FRANKOW
RELATIONSHIP COACH



OMOWUNMI OLUNLOYO
THE PURPOSE DRIVEN LADY



PREM GLIDDEN
TRANSFORMATIVE LIFE COACH



TONI HARRIS TAYLOR
MOTIVATION AND MARKETING SPEAKER

LOVE UNBOXED WOMEN BOOK TWO



LUCY ARENBERG
UNITED STATES



DEBRA GARDNER
UNITED KINGDOM



LAURA BUXO
SPAIN



GEMA RAMIREZ
SPAIN



CHRISTINE SMITH
AUSTRALIA



JANICE WILLIAMS
UNITED KINGDOM



CHRISTINA TINDLE
UNITED STATES



IFY OJO
CANADA



CHANTAL EDIE
CAMEROON



BLAKE TAYLOR
UNITED STATES



PENNY HOLLICK
UNITED STATES



LUNA MILLER
SWEDEN



DR GLORIA N HARRISON
UNITED KINGDOM



JENESSA QUA
UNITED KINGDOM



UKI ASEMOTA
NIGERIA



MARY MARTIN
UNITED KINGDOM



DR ARINOLA ARABA
MBBS MSC
UNITED KINGDOM



QUEEN IRENA
UNITED KINGDOM



KIMBERLY ARMSTRONG
USA



PLACIDIA ACHERU
UNITED KINGDOM





Watch Video: <https://vimeo.com/243920309>

WHAT TO DO NEXT:

[Click here to show your interest and schedule a consultation with Placida.](#)

[Click here to enrol if you have had your consultation with Placida and approved.](#)

Like our page on Facebook- Most of the promotion will happen through this page:

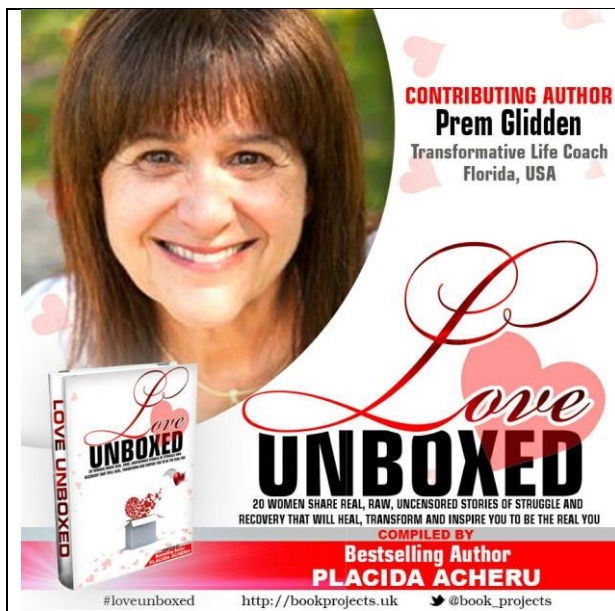
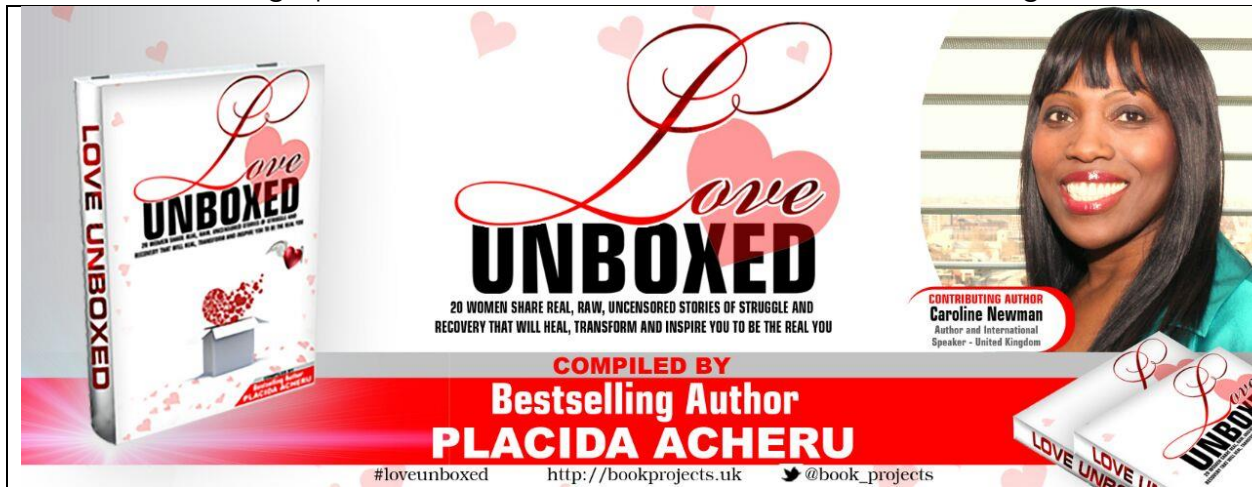
<https://www.facebook.com/UnleashedWomensNetwork/>

Follow us on Twitter: http://twitter.com/book_projects

For more information, contact Placida directly at:
info@bookprojects.uk Ref: For Placida

SOCIAL MEDIA GRAPHICS

Below are graphics for Love Unboxed. You will receive something similar.



BRANDED BOOK COVER

"To fall in love is one side-effect of being human. Love Unboxed is...more than just a good read, the collection offers an important revelation falling in love delivers a woman into the partnership which ...is down deep to be the one that she deserves" Irma Kurtz, Author, Journalist, Self-help writer. Best known for her column as Agony Aunt at Cosmopolitan for over 40 years.

Caroline is an international trainer, successful business woman in the fields of law and people development. She is also an author, business consultant, transformational coach, a professional actor, TV presenter and facilitator. Her aim is to establish practices such as work/life balance, positive thinking, activity management as a way of life to promote good health, improved relationships and better quality of life for everyone.

Caroline has created two successful award winning businesses, and now lives the life she dreamed about, is a credible example of work-life balance, an ambassador for living life fully and a strong role model for other women.

Caroline has 2 sons and 2 stepsons. They are all smart, wonderful young men. Caroline founded the African Women Lawyers' Association and the annual Women of the African Diaspora Leadership Conference.



She does a lot of charity work and was Trustee of the Howard League for over 15 years, Vice-Chair of its Law Management Committee, member of the Law Society's Council. Caroline enjoys keeping fit by working out and dancing. She loves to ski and to travel, especially to warm climates.

<http://www.caroline-newman.com>



<http://bookprojects.uk>

Cover by Robert N. Bello

LOVE UNBOXED

Caroline Newman



#1 International Bestseller

Love UNBOXED

20 Real, Raw, Uncensored Stories Of Struggle And Recovery That Will Heal, Transform And Inspire You To Be The Real You



BEST-SELLING AUTHOR

Caroline Newman

AND A COLLECTION OF COURAGEOUS AUTHORS

Compiled by Placida Achern

"To fall in love is one side-effect of being human. Love Unboxed is...more than just a good read, the collection offers an important revelation falling in love delivers a woman into the partnership which ...is down deep to be the one that she deserves" Irma Kurtz, Author, Journalist, Self-help writer. Best known for her column as Agony Aunt at Cosmopolitan for over 40 years.

Julia Keller is a Transformational Love Coach who empowers women and men serious about improving their love life to be the writer of their ideal love story by finding, claiming, and improving true love. Julia has a BA in Psychology and an MBA and has studied Coaching, NLP, and Hypnotherapy.

Julia's journey began with her own personal failure when she joined the unhappy statistics after her divorce. Because she'd witnessed enough couples who were happily in love, even though occasional struggles, she knew that love could last and that we all deserve to find that special someone who adores and accepts us just as we are.



What followed was a series of first-hand interviews with anyone who would answer her questions about love, dating, and relationships and a series of interviews on YouTube (search Honest Conversations Julia Keller) and on her blog

<http://www.juliakeller.co.uk>



<http://bookprojects.uk>

Cover by Robert N. Bello

LOVE UNBOXED

Julia Keller



#1 International Bestseller

Love UNBOXED

20 Real, Raw, Uncensored Stories Of Struggle And Recovery That Will Heal, Transform And Inspire You To Be The Real You



BEST-SELLING AUTHOR

Julia Keller

AND A COLLECTION OF COURAGEOUS AUTHORS

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