



“Thank you for your expertise, good humor, insightful analysis and feedback. I look forward to finishing that book and making you proud.”

Becky, Colorado, USA

"Jo gathered an inspirational group together who supported and helped each other and continue to meet as they move forward to final draft.”

Gwen, Houston, USA

## Book Writing Circle

Kick-start Your How-to Book

From Sept 14<sup>th</sup> 2021 10-12am UK time

“A wonderful journey. I didn't expect it to be this much fun.”

Jacinta, Haarlem,  
Netherlands

"Amazing group. Jo provided practical skills, materials and support. It really helped my brain 'see' where I was going but just as importantly 'how' I could do it.”

Shellee, Devon, England

## Program description

This program of 7 x 2-hour sessions takes place every 2 weeks for 22 weeks. At the end of the process you will have an outline of your book plus 3 chapters and a plan for the rest of your journey. It will help a hand-picked group of 3 to 4 wannabe authors kick start their book writing journey.

As an experienced editor and publisher, I have been working one-to-one with new authors for almost two decades and realise that the start of the process is pretty much the same for everyone. Since running group sessions I have witnessed the power of the group setting for engagement, accountability and productivity. Divided into easy-to-absorb segments with homework tasks that build on each other and encourage constant revision, this program will help authors get started.

The program will get you into a habit of working on your book and seeing how much can be achieved in a short space of time. You will learn simple basics (not about the words on the paper, but the process of writing a book) about the nuts and bolts of writing a how-to book: the organisation, the content, voice, market, focus, style and layout.

Each of the two-weekly sessions will be spent in learning, sharing, time just for you in ‘the hot seat’, tools, tips, tricks, templates, peer and personal feedback. You will always receive at least one task for homework and will have deadlines to meet requiring you to devote up to two days a month to the project. Your commitment not only to your own work but also to reading and supporting the other students is crucial. Initially you will have 10 days to complete each piece of homework, which will then be sent to the whole group four days prior to the next session to give everyone time to read everyone’s work. I will personally comment on all the homework, which is shared with the whole group.

By the 6th session you will have defined your Ideal Reader, Focus, Objective and voice. You will understand the practicalities required to reach final manuscript stage and will have a Contents page, Style Sheet, Road Map and a Work in Progress of one or more chapters ready to move forward and complete the book. You will receive a Book Skeleton template of pages into which you can input your work. You will also have a support network. You will have 8 weeks to complete, edit, polish your first three chapters and table of contents before submitting to me and the group. You will be encouraged to continue meeting during those 8 weeks but without me. You have 2 weeks to read everyone’s work before we meet again for a longer discussion and Q and A session in the 22<sup>nd</sup> and final week.

## How does it work?

- 1 First you will have already had an informal discussion with me during which we have ascertained that the Book Writing Circle might be for you.
- 2 Next you will be invited to join the next suitable group and told the schedule.

- 3 If the schedule is acceptable you'll be sent a short questionnaire to get you thinking prior to the first session and be asked to source and read three books that are similar in some way to the book you hope to write. Again, this must be completed before the first session.
- 4 You will be invited to the first session using Zoom and will notice all sessions use the same meeting ID and password.
- 5 After the 6th session you will continue working on your books for a further 8 weeks as a group and return for the 7th session by which time you will all have written and polished three chapters.
- 6 After the program you will be prioritised for working 1-1 with me. A follow-up session can be arranged for an additional fee.

## Program outline



PROGRAM OUTLINE	
Pework	Read three books similar in genre and complete questionnaire
Session 1	Defining your book
Session 2	Voice, ideal reader, table of contents
Session 3	Road map, style sheet, draft of chapter 1
Session 4	Consistency, subheadings, refining your draft
Session 5	Writing in stories, layout, refining your draft/write chapter 2
Session 6	Review
8 weeks self-study followed by submission of revised work 2 weeks prior to Session 7	Continue to meet every two weeks (without Jo) Polish and complete 3 chapters and ToC
Session 7	Discussion of manuscripts and Q and A

## Pre-requisites and selection process

This program is for people who already know they want to write a how-to book and have a reasonable idea of their focus and market.

You will be prepared to commit up to two days a month to the program.

You accept that students are hand-picked to join an appropriate group of peers, which means it may take a few months for you to be able to start.

## What you pay

Fee: £700



## What you receive

- Seven two-hour sessions held over a four-month period
- Up to 4 hours of Jo's time assessing your work between sessions (normally £600)
- Homework, session notes and useful templates
- Priority consideration working with Jo on a one on one basis after the program.

## Interested?

Email [Jo@joparfitt.com](mailto:Jo@joparfitt.com)