



NEW AUTHOR TRAINING PACKAGE

WITH

Shannon Ethridge, M.A.
COACH. AUTHOR. SPEAKER. TRAILBLAZER.

B.L.A.S.T. 
BUILDING LEADERS, AUTHORS,
SPEAKERS & TEACHERS

A book release is SO exciting – and so overwhelming! New authors simply don't know what they don't know, and publishers can't possibly find the time to effectively train them. But what if your authors could be personally mentored by a million-copy best-selling author with a passion for passing the baton of success? With over 20 years of speaking experience (including the *Women of Faith* platform), 22 books published in 25 languages (including the *Every Woman's Battle* series) and frequent appearances on numerous media outlets such as MSN-BC's *The Today Show*, Shannon Ethridge is eager to help **AUTHORS EXCEL** in every way!

What does this comprehensive package include?

Access to Shannon's B.L.A.S.T. Mentorship Program (\$1300)

- 9 Information-packed Video Sessions (approx. 27 hours total)
- Self-paced Recommended Book List for Professional Growth
- Optional Small Group Participation (including 12 monthly calls with Shannon)
- Lifetime access to B.L.A.S.T. Monthly Community Calls

Book Review / Phone Interview Prep (\$750)

- "Cliff's Notes" Extraction & Media Soundbyte Creation Exercise
- Review of Author Press Kit / Media Interview Q&A
- 3 Recorded Mock Telephone Interviews w/ Critique

2-day Media Training in Richmond, Kentucky (\$1500)

- Professional Image/Wardrobe Consultation
- Video-taped Mock Interviews with Critique
- Video Editing Tutorial (Adobe PremierPro) for Video Blogs

Set up a **FREE** 30-minute consultation with Shannon by emailing blast@blastmentoring.com

Book Launch Prep (\$1000)

- Comprehensive Website Review
- Maximizing Social Media Tutorial
- Electronic Marketing Strategy Creation
- Review of Author Copy Mailing Strategy & Tips on Cultivating Group Book Studies

PUBLISHERS

3 hours Individualized Coaching (\$400)

- One-page Bio Polish with Graphic Design Enhancement
- Speaker's Information Packet Creation
- Event Merchandise Table Tutorial
- Developing Marketing Strategies for Landing Speaking Events & Continued Media Interviews

TOTAL: \$4950

Go to www.blastmentoring.com to learn more!