

**BOOK DOULA –
PROPOSAL CREATION**

INVESTMENT EXPIERIENCE

WITH SHANNON KAISER


01	INTRODUCTION
04	ABOUT
05	DONE FOR YOU BOOK PROPOSAL CREATION
06	WHAT YOU GET
07	SHANNON'S SIGNATURE DIFFERENCE
08	YOUR PART IN THE PROCESS
09	BOOK DOULA PROPOSAL CREATION DETAILS
10	MEET SHANNON KAISER
15	AUTHOR SUCCESS STORIES
18	HOUSE RULES
21	NEXT STEPS



INTRODUCTION

This experience is designed to save you years of trial and error and position you as a must-sign author from the very beginning.

For writers and creatives who know their stories, vision, and messages hold the power to heal and transform the world, and are ready to amplify their voice with intention and lasting impact.



Your book is more than an idea, it's a calling. It carries your legacy and the message you are meant to bring into the world.

But too often, authors with powerful stories lose momentum because they get stuck in the weeds of the publishing process. Writing a proposal can eat up months, even years, of time, energy, and frustration. That stall costs more than momentum: it delays your chance to share your voice, secure your dream agent, and step into the publishing deal your book deserves.

The Book Doula Experience is here to change that. I take your raw vision and shape it into a polished, professional, pitch-ready proposal that positions you as a must-sign author, saving you years of trial and error and ensuring your story reaches the people who need it most.

The Hidden Key to Traditional Publishing

Most experts have signature services...
and thought leaders have legacy ideas...
Authors love writing and sharing their story...
but writing a book proposal is an entirely different process.

A proposal isn't just more writing. It's a strategic sales document with very specific language and positioning. For most authors, it's counterintuitive, time-consuming, and often the reason powerful ideas never make it past an agent's desk.

Think of a proposal as the business plan for your book. Its one purpose is to convince a traditional publisher to invest tens of thousands of dollars in your idea. A strong proposal proves three things:

- You understand how publishing works.
- You know how to position and sell your book.
- You are a "safe bet" for a publisher to take on.

Without this, even the best ideas can be overlooked, and many first-time authors end up with rejection letters, not because their book isn't worthy, but because their proposal isn't doing the work.

THAT'S WHY I CREATED THE BOOK DOULA EXPERIENCE. THIS FULL-SERVICE JOURNEY TAKES YOUR IDEA FROM RAW PASSION TO POLISHED, PROFITABLE POTENTIAL.

Together, we shape your vision into a pitch-ready proposal that aligns with your truth and meets the highest standards of the publishing industry.

Agent / Book Journey Timeline — The Process

Stage	What Happens	Industry Standard	Book Doula Experience
1. Finalize Proposal	Refine <i>Promise to the Reader</i> , chapter takeaways, endorsements, formatting polish.	4–7 months	2–3 months (guided support to stay on track + polish with confidence)
2. Draft & Refine Query	Craft a compelling query letter with emotional hook + professional polish.	~1 month	1–2 weeks (collaborative drafting + revisions until it feels agent-ready)
3. Agent Outreach	Create curated agent list, send queries, track responses.	3–9 months (sometimes longer)	1–2 months (with accountability + tracking support)
4. Agent Calls	Schedule calls, answer questions, assess fit.	2–3 months after interest	4–6 weeks (with prep coaching + confidence scripts)
5. Submission to Publishers	Agent pitches to targeted editors (Big Five + mid-size presses).	6–12 months (sometimes longer)	3–5 months (with doula support, aligned positioning, + strategy)
6. Book Deal Secured 🎉	Negotiate advance, contract, delivery timeline. Celebrate + plan!	6–18 months	As little as 3–6 months post-agent (with strong proposal + aligned timing — which you will have)

Total Timeline (Proposal → Book Deal)
Industry Standard: 21–50 months (≈2–4+ years)
Book Doula Experience: 9–16 months (≈1 year–1.5 years, depending on timing + agent process)

ABOUT THE SERVICE

Why the Book Doula Experience

The Book Doula Proposal Creation Experience is a full-service journey designed to take your raw passion and transform it into a polished, pitch-worthy proposal that lands your dream agent and publishing deal.

With a balance of soulful alignment and industry strategy, I guide your vision into a document that agents and publishers can't ignore. This isn't just about "getting it done"—it's about positioning you and your book as a force in the marketplace.



DONE FOR YOU BOOK PROPOSAL CREATION

A Book Proposal is the Essential Sales Piece to Break into the Traditional Publishing Industry.

Instead of spending months (or years) trying to master the language, format, and insider expectations, or facing rejection letters without knowing why, I take the guesswork out and create it for you. With fifteen years of bestselling publishing experience and marketing know-how, I combine strategy, soul, and industry insight to give your book its best chance to succeed.

If your goal is to land your dream literary agent and see your non-fiction book picked up by a traditional publisher, this program was created for you.

Full Proposal Creation

A full done-for-you, pitch-ready, industry-standard non-fiction book proposal, researched, written, formatted, and edited for you. (Value: \$6,000)

Market Research & Positioning

The finished, polished document agents and Shows publishers why your idea matters now, and why you are the one to write it. (Value: \$6,000)

Editorial Guidance

Ensures your writing reflects your best voice, clarity, and professionalism. (Value: \$2,500+)

Polished Query Letter

Your first impression, positioned to spark interest and get your proposal requested. (Value: \$7,50)

Total Value: \$15,800+

Custom Agent & Publisher List

Takes the guesswork out of submissions and saves months of research. (Value: \$1,500)

Mentorship Along the Way

Two private 60-minute clarity calls (with the option to split into shorter sessions if preferred), plus ongoing email support and voice-note check-ins. You'll feel guided and supported at every step, never left on your own. (Value: \$2,000)

Agent Call Prep Card

A one-page confidence booster with key talking points to help you shine in agent conversations. (Value: \$500+)

Micro-Win Tracker

Keeps you motivated and helps you see success building step by step. (Value: \$300)

The Shadow/Light Side of Your Author Journey Map

A reflective guide to help you recognize your strengths, name your growth edges, and stay embodied through the publishing process. (Value: \$750)

SHANNON'S SIGNATURE DIFFERENCE



I hold the container for your book's publishing journey. With strategy, soul, and industry know-how, I take the guesswork out of creating a proposal and deliver a polished, pitch-ready document that positions you as a must-sign author.

This is world-class, multidimensional support, designed to move your vision into reality and your message into the world.

If you tried to hire all of these experts separately, it would cost you a minimum of \$15,800—without the soul-aligned guidance, deep personal mentorship, and intuitive strategy Shannon uniquely brings.

THIS IS A CO-CREATION.

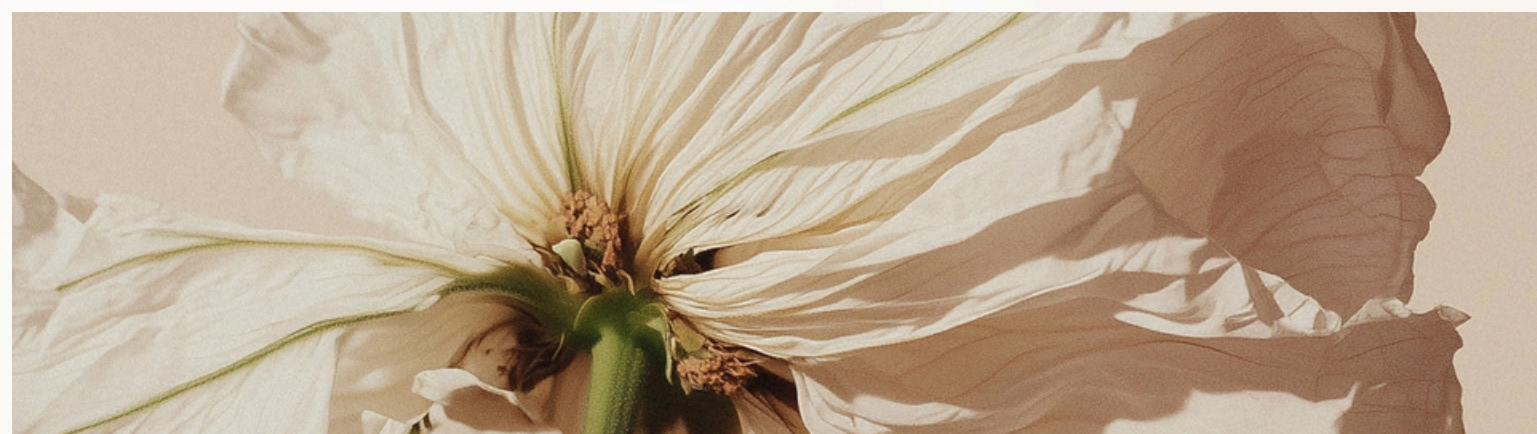
Your Part in the Process

I'll hold the structure, strategy, and publishing know-how, while you bring the heart of your vision. To make your proposal come alive, here's what I'll need from you:

- **Your Book Idea & Working Title** – the seed of your vision, even if it's still evolving.
- **Sample Chapters or Writing Excerpts** – usually 1–3 chapters, polished to the best of your ability, to give publishers a glimpse of your voice and story.
- **Your Author Story** – who you are, why you're called to write this book, and the expertise or lived experience that makes you the one to tell it.
- **Platform & Community Insights** – details about your audience, community, or reach (social media, newsletter, speaking, or network). Even if it feels small, it matters.
- **Supporting Material** – endorsements, testimonials, media features, or career highlights that reflect your credibility and impact.

Book Doula – Proposal Creation Details

Book Doula is a full-service proposal creation experience designed to help you craft a pitch-worthy proposal that lands your dream agent and publishing deal. I take your book idea from raw passion to polished, profitable potential, with strategy, soul, and industry know-how. including market research, detailed editorial guidance, pitch polishing. Includes literary agent list and publishers. **Within 3 months, you will walk away with a complete proposal, a polished query letter, and a curated agent list — everything you need to begin outreach with confidence.**



Investment \$5,750 (best value)

3 payments of \$2,100 (includes processing fee)

YOUR PACKAGE INCLUDES:

- **Full Proposal Creation:**

A full done-for-you, pitch-ready, industry-standard non-fiction book proposal, researched, written, formatted, and edited for you.

- **Market Research & Positioning:**

In-depth competitive analysis to show why your book matters now and how it stands out in the marketplace.

- **Editorial Guidance:**

Professional editing and compassionate feedback to make your sample chapters and introduction shine. Unlimited email and voice message support to maintain momentum, offer clarity, feedback, and energetic recalibration whenever you need it.

- **Polished Query Letter:**

A compelling query letter crafted to capture attention and spark agent requests. Personalized, detailed feedback on your manuscript: book proposal, branding, messaging, and platform development to refine and elevate your work.

- **Custom Agent & Publisher List:**

A curated list of agents and publishers aligned to your genre and book type, with direct contact details.

- **Exclusive access to Shannon's curated toolbox:**

Agent Call Prep Card, Micro-Win Tracker, and The Shadow/Light Side of Your Author Journey Map:

- **Mentorship along the way:**

Two private 60-minute clarity calls (with the option to split into shorter sessions if preferred), plus ongoing email support and voice-note check-ins.

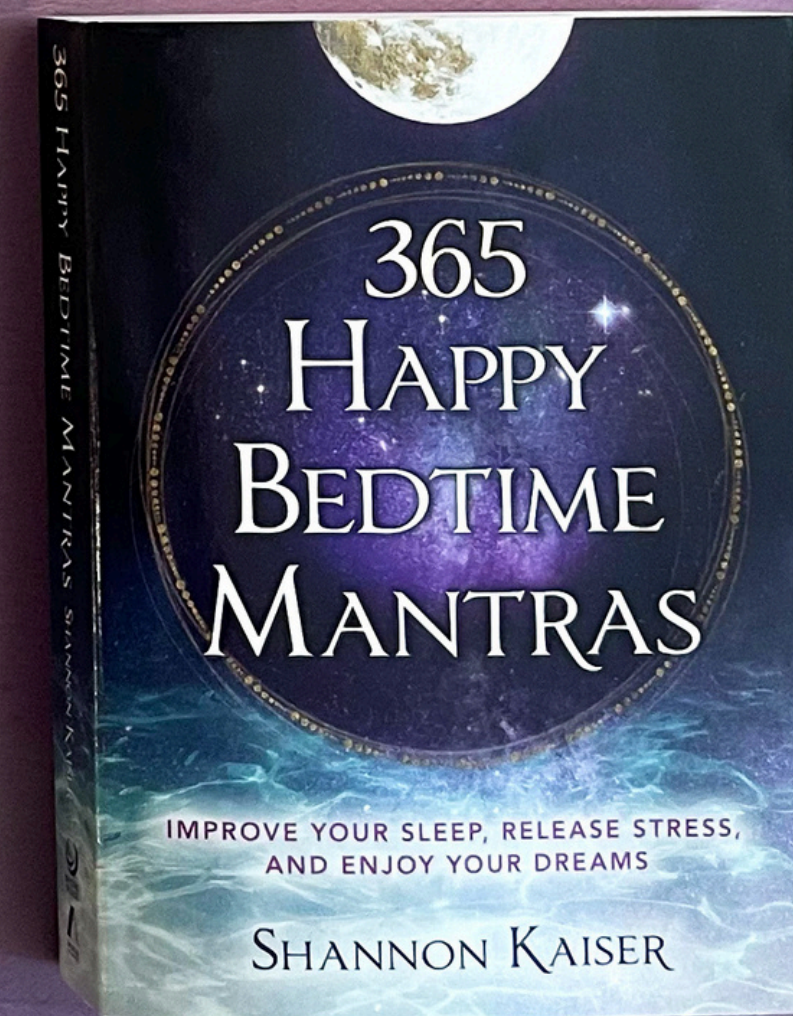
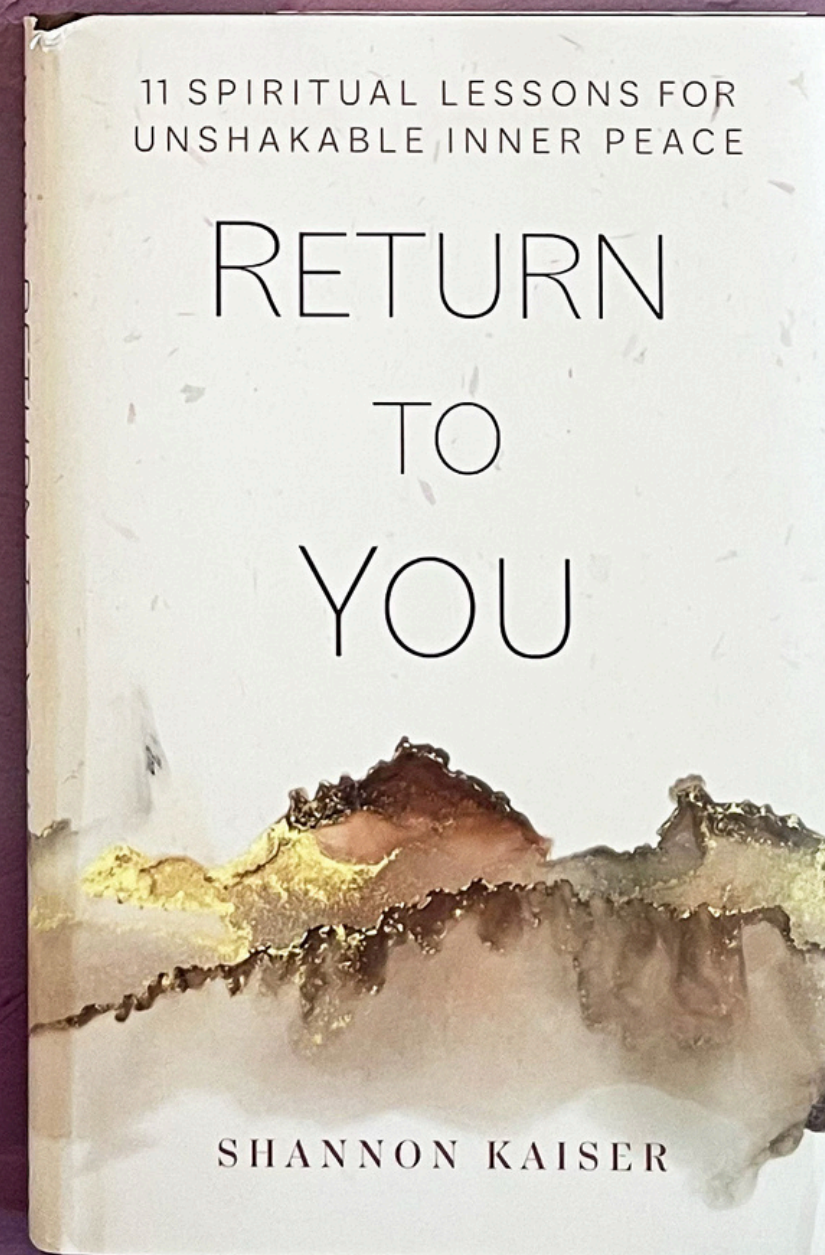
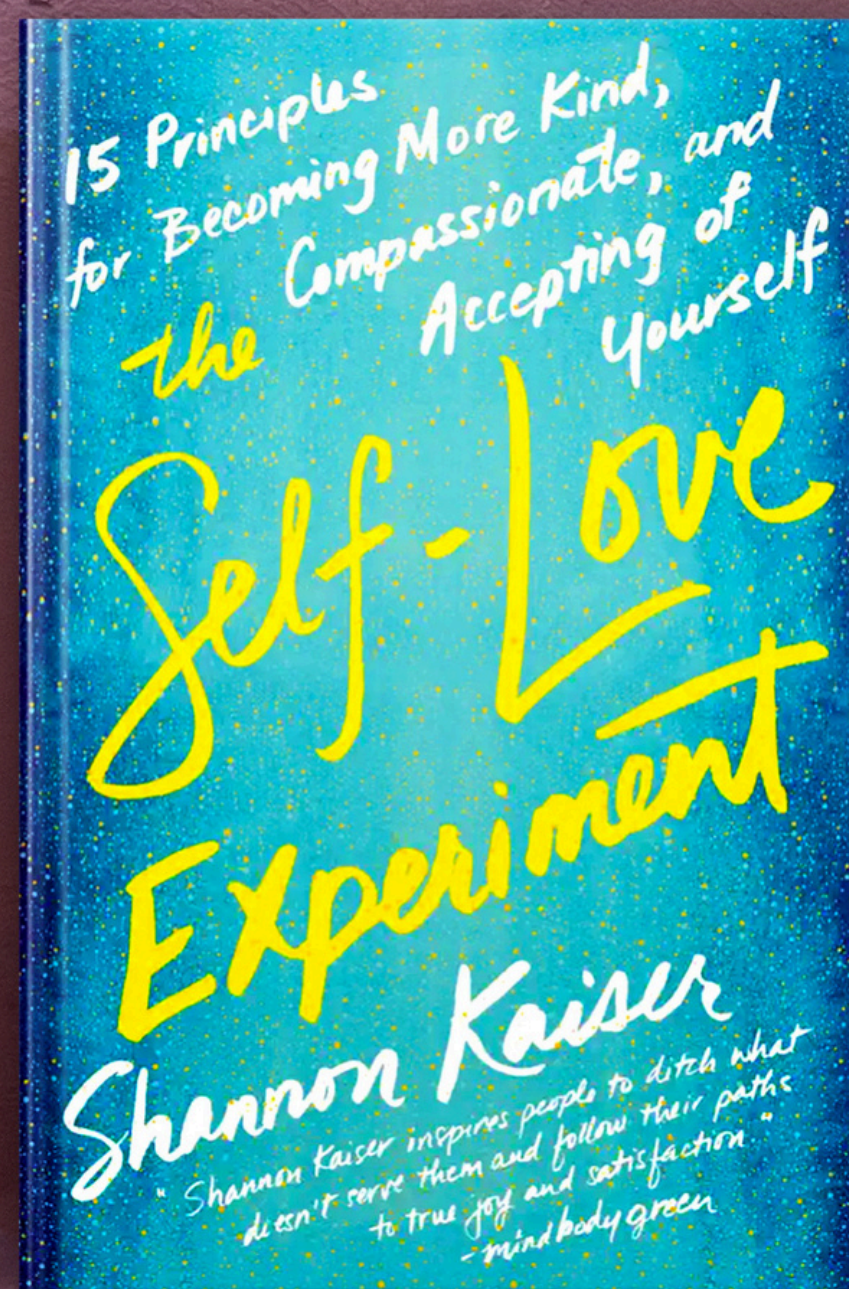
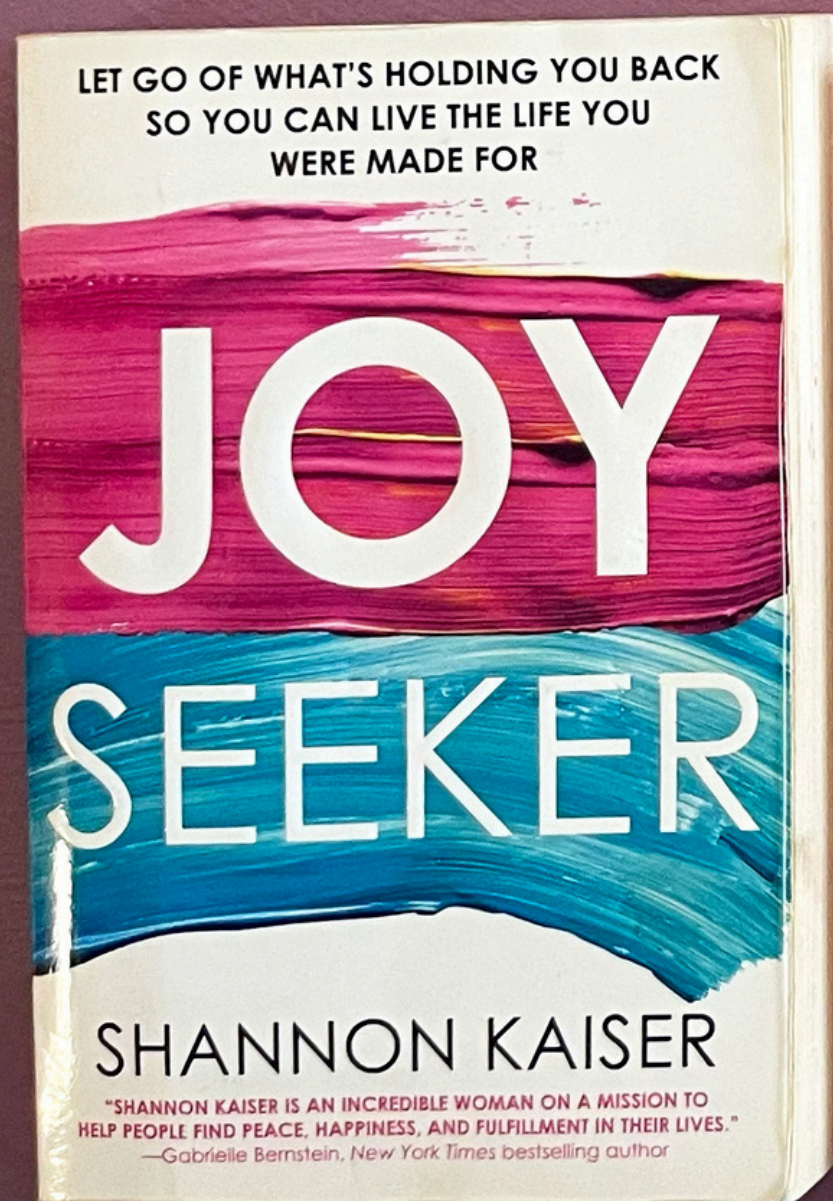
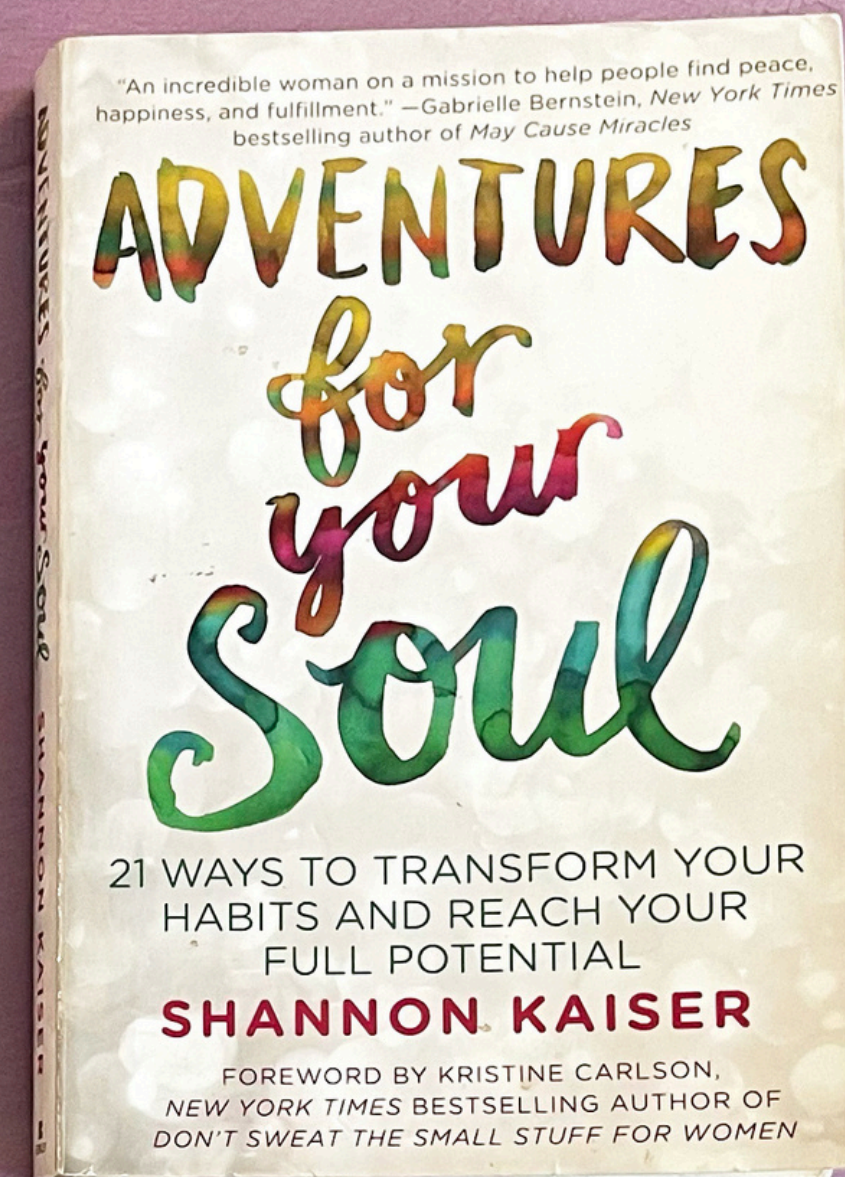
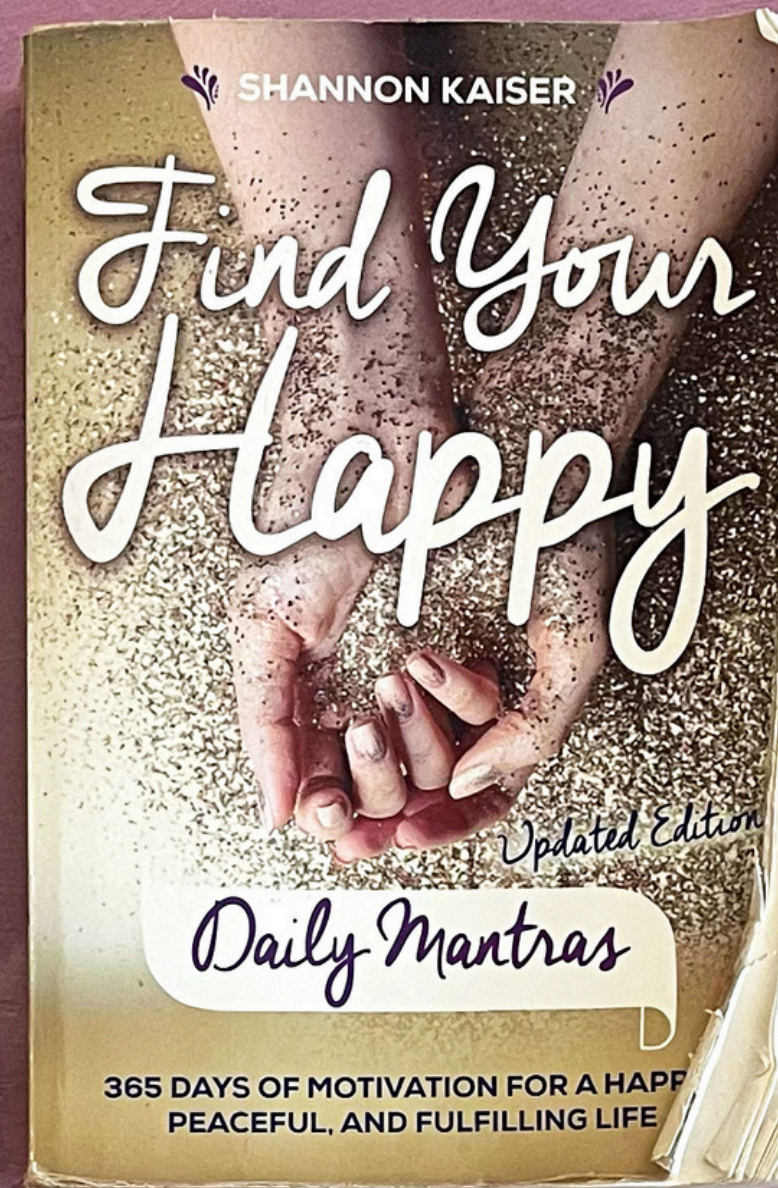


MEET

SHANNON KAISER

*Best Selling Author, Global
Thought Leader & Speaker*

As a globally recognized leader in authenticity and embodied living, seven-time bestselling author, international speaker, award-winning creative, marketing and brand expert, and trusted mental health advocate, Shannon Kaiser brings a rare fusion of soul and strategy to the publishing world. She doesn't just guide writers, she activates visionaries. Through her mentorship, and book doula creation process, you'll be led by someone who has walked the path, built the platforms, and turned lived truth into global impact.



SHANNON'S BEST-SELLING PUBLISHED BOOKS

© 2025 SHANNON KAISER LLC. ALL RIGHTS RESERVED.



**SHANNON'S BEEN ENDORSED BY TODAY'S LEADING
THOUGHT LEADERS AND EXPERTS. HERE ARE SOME...**

**JACK CANFIELD
MARTHA BECK
GABRIELLE BERNSTEIN
JENNY MCCARTHY
ANDREA OWEN**

**LEANN RIMES
JENNA KUTCHER
MARK GROOVES
REBECCA CAMPBELL
MEL WELLS**



Author Success Stories

**What began as a dream became a manuscript, and then
a published book. These clients said yes to their voice.**

You can too.

CLIENT BOOKS

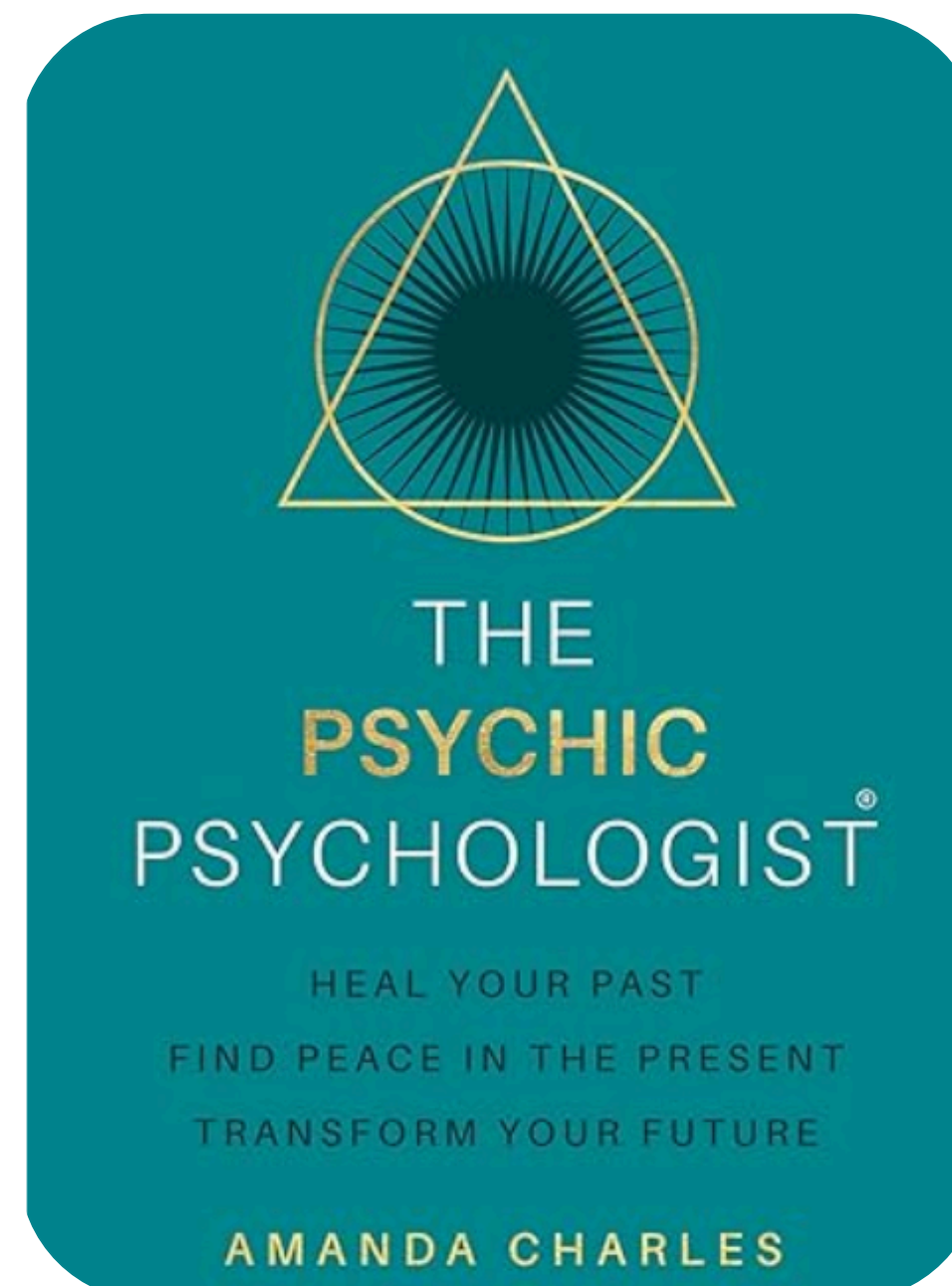
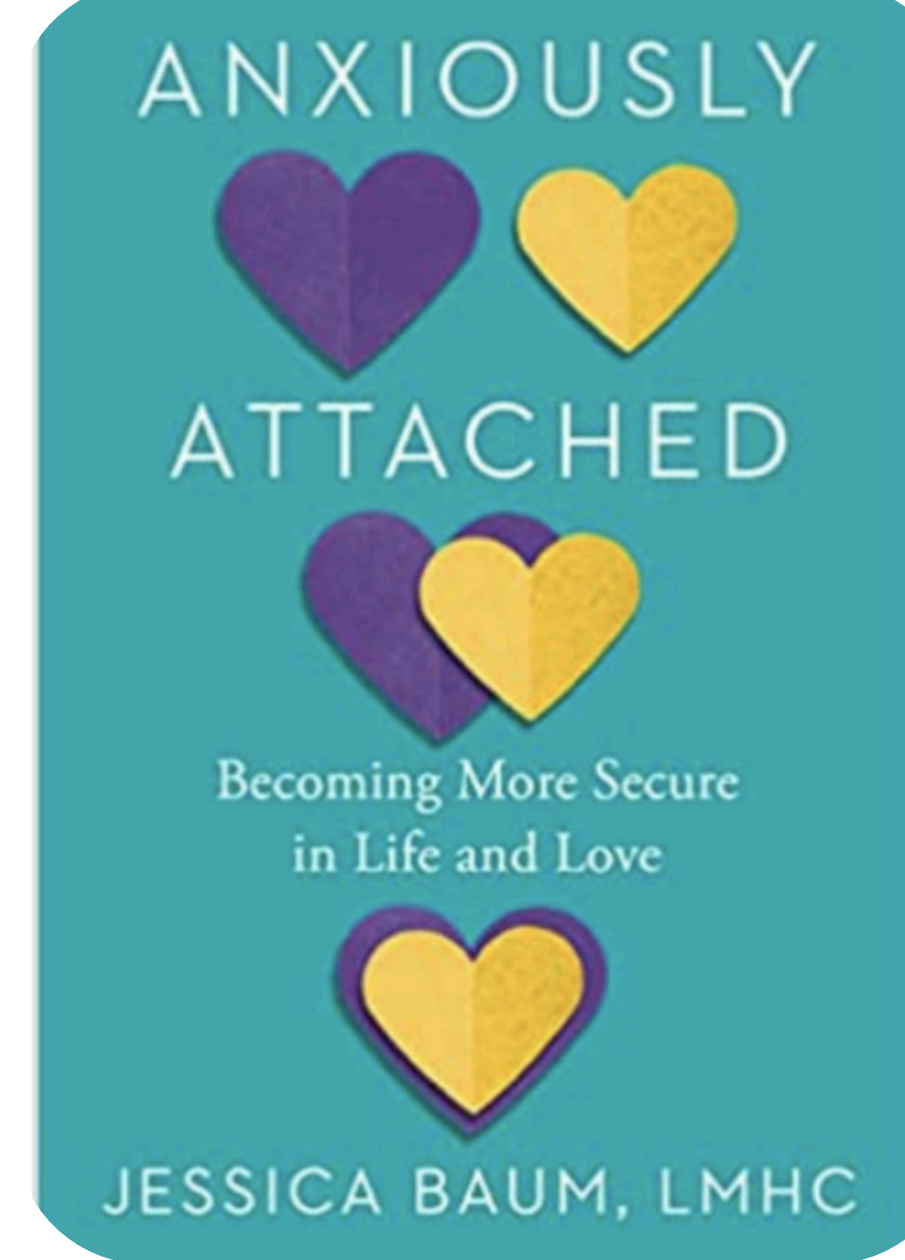
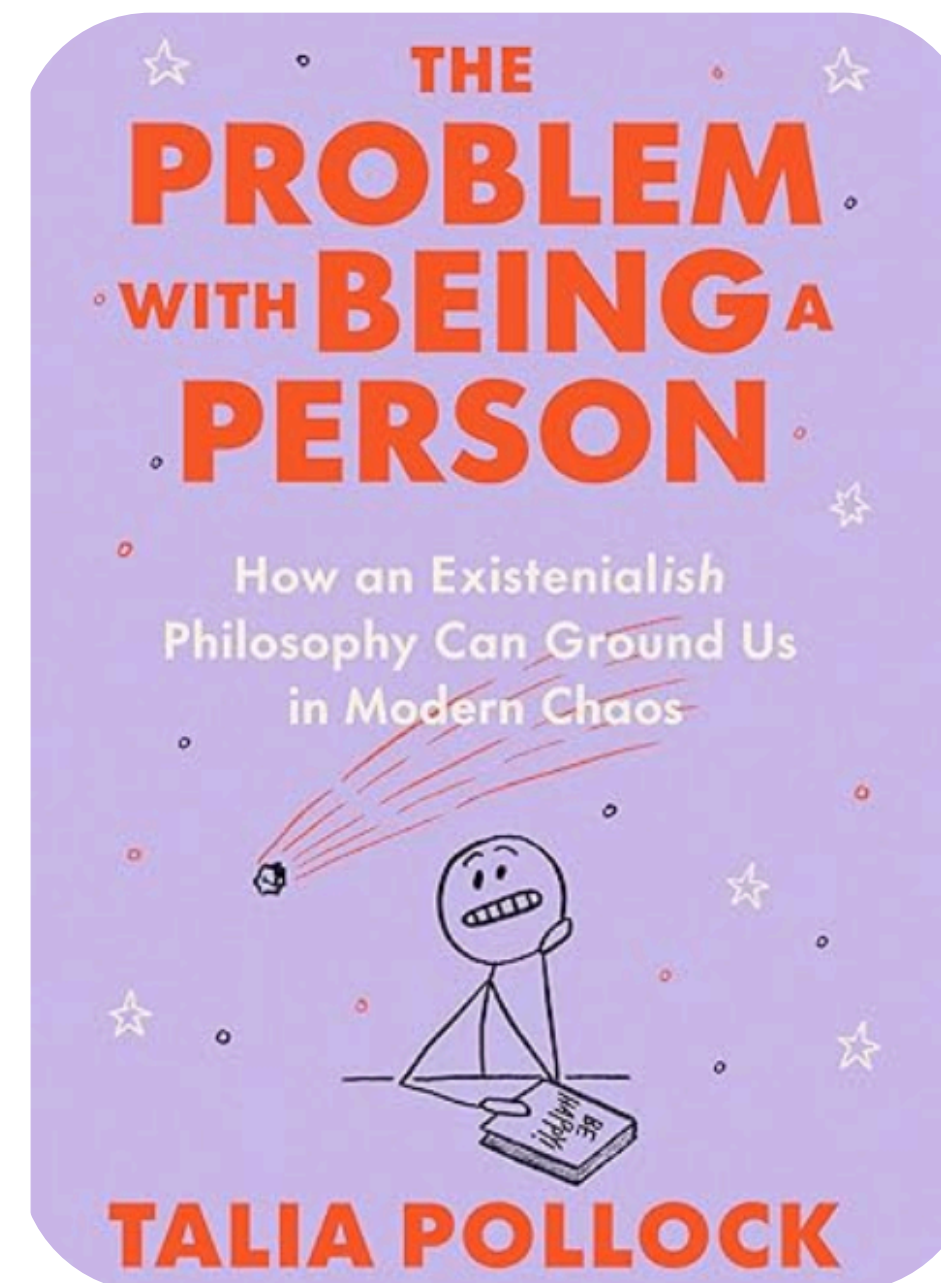
Books We've Brought to Life

Each of these titles began as an idea.

With the right support, strategy, and soul, they became published books. Yours could be next, on shelves, in hands, and changing lives.

My clients have landed rare, high five-figure book deals, secured endorsements from global icons like Oprah and Tony Robbins, and built bestselling careers that started with just a story and a dream. Their work has reached millions through platforms like Good Morning America, Dr. Oz, and beyond.

Imagine what we can create with yours.



COMING HOME TO YOURSELF AND OTHERS

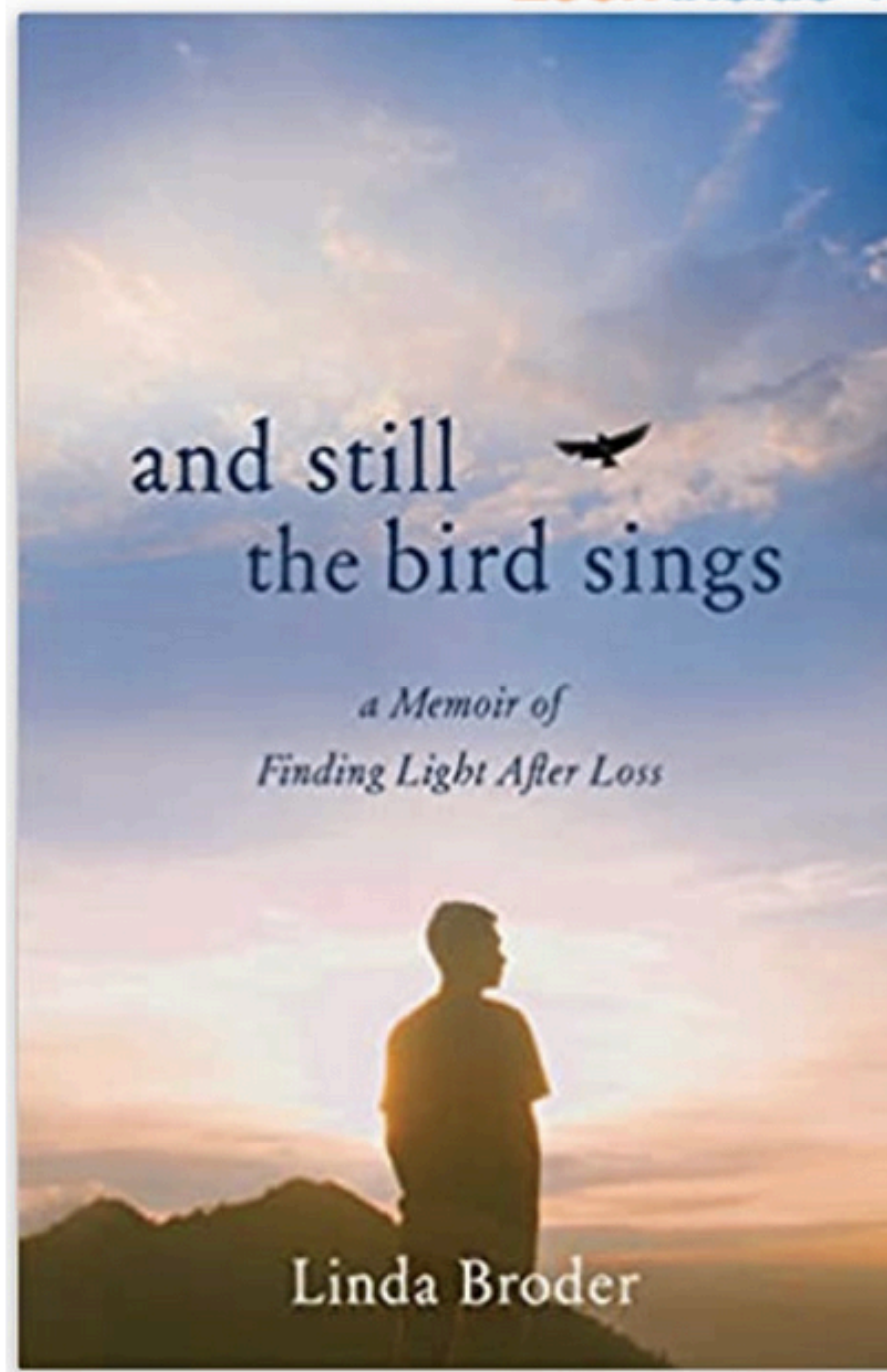
SAFE



An Attachment-Informed Guide
to Building More Secure Relationships

JESSICA BAUM, LMHC

Author of *Anxiously Attached*



and still the bird sings

a Memoir of
Finding Light After Loss

Linda Broder



A Woman's Search for Freedom
and the Journey of Coming Home

unraveling

MARTA HOBBS



CREATIVE CONSCIOUSNESS HEALING

A 44-CARD ORACLE DECK
AND GUIDEBOOK

FOR SELF-HEALING AND SELF-CARE

JOHANNA WRIGHT

THE REAL AND RAW TRUTH ON RELATIONSHIPS,
FRIENDSHIPS, AND ALL CONNECTIONS IN BETWEEN

I Deserve Better

MAZ DELA CERNA

SERVICES & INVESTMENT



BREAKING FREE A SELF-HEALING JOURNEY

CHRISTINE MARIE



THE Magic of Mindset

A JOURNAL TO
GET UNSTUCK

JOHANNA WRIGHT



A Brush with Worlds Unseen

A MEMOIR

SHANNON WYSOCKI



"A Breath Of Fresh Air. I Am So Thankful For Shannon And How She Shows Up In The World And The Work That She Creates."

Jenna Kutcner
#1 NYT Bestselling Author



"Shannon Is An Incredible Woman On A Mission To Help People Find Peace, Happiness And Fulfillment In Their Lives."

Gabrielle Bernstein
#1 NYT Bestselling Author



Corrie Signed With A Book Agent, Doubled Her Mailing List, Tripled Her Social Media, And Later Became A TEDx Speaker

Corrie LoGiudice
Coach, Influencer, Host and Professional Speaker



"I've Become A Regular Sought After Expert In The Media, Featured In InStyle, Parents, Pop Sugar, MindBodyGreen And More. I Went From Lost With Low Self Esteem Around The Publishing World To Landing My Dream Agent And Getting A High-Five Figure Book Deal With My #1 Pick Penguin Random House."

Jessica Baum

Relationship and addiction counselor, author of "Anxiously Attached" and media personality @jessicabaumlmh



"In Less Than Six Months I Wrote And Published My First Book, Which Debuted As An Instant Bestseller In All Of Australia Ranking Top 250 Of All Books On Amazon And Top 50 In It's Category, And This Is Before I Even Announced It Was Out."

Maz Dela Cerna
Author, Creative Entrepreneur, Inspirational Speaker and YouTuber.

"While Working With Shannon I Was Featured On Doc. Oz Show, And Now Have A Regular Segment. I've Become A National Speaker Securing A Speaking And Literary Agent, And Landed A High 5-Figure Book Deal With My Dream Publisher. The Book Became A Bestseller In It's Category For Pre-Order Sales And After Release."

Talia Pollock
Speaker, Author Party in My Plants



connect to your true self

“

Together, we bring your vision to life and turn your dream into tangible reality. Your story is not just a book, this is your legacy.

This is the moment to claim it, embody it,
and share it with the world.

House Rules, Beautiful Soul

Let's get the fine print out of the way so we can focus on the bliss that awaits. This is where the grown-up stuff lives, no surprises, just clarity. Boring? Maybe. Necessary? Absolutely.

Payment Terms

PAYMENT SCHEDULE

At checkout, you may select a payment option to either pay in full or pay in installments. Because of the nature of coaching, mentoring and service based, you are responsible for payment in full for the purchase, regardless of use, dislike, or any other claim to cancel or discontinue payments.

PAYMENT PLANS TERMS

- When you invest in a payment plan, after first payment and before first session, you may be asked to confirm payment type. This is an administrative step to confirm and activated payment plan in full.
- By enrolling, you agree to pay the full program fee, either in full or via an approved payment plan.
- Payment plans are for convenience only and do not function as pay-per-session or cancellable options.
- You are responsible for the full amount, regardless of attendance, completion, or personal circumstances.
- No refunds will be issued for missed sessions or early withdrawal.

REFUNDS & CANCELLATION POLICY

- Due to the intimate, energetic, and time-sensitive nature of this coaching relationship and mentorship container, enrollment in any program is final and non-cancellable once payment has been made or a payment plan has been initiated.
- The Coachee understands that they are making a commitment to their personal growth, and withdrawal from the program does not release them from financial responsibility for the full program fee.
- No refunds or cancellations will be granted due to change of mind, scheduling conflicts, life changes, or lack of participation.
- This policy ensures fairness, energetic integrity, and respect for the Coach's time and availability, while maintaining a clear commitment from the Coachee.
- In rare cases, if the Coach determines that a referral to outside support is ethically necessary and the coaching relationship is discontinued early, a partial refund or cancellation of future payments may be considered on a pro-rata basis, as outlined in the Scope of Services section.

Payment Terms

PAYMENT PLAN DETAILS

There is a 7% markup for 3-month payment plans, and a 14% markup for 6-month payment plans. The reason for this markup is when payments are extended over time, it increases our financial risk and administrative overhead. There's a longer period during which we must manage and track payments, and this extended timeframe inherently carries a higher risk of payment defaults or delays. These factors represent an increased liability for our company.

FAILED AND LATE PAYMENTS

If you choose a payment plan and fail to make a payment, we reserve the right to pursue collection for any unresolved balance after a reasonable grace period (45 days). All outstanding payments owed under this Agreement may be sent to collections.



NO GUARANTEE OF RESULTS

While the Coach is committed to providing high-quality support, guidance, and service, the Client understands that results cannot be guaranteed. Success in publishing depends on many factors, including industry shifts, marketplace trends, and the actions of agents and publishers. What is guaranteed is that, through the Book Doula Experience, the Client will receive a full-service, done-for-you proposal package — including a completed industry-standard proposal, polished query letter, and curated agent list — crafted to the highest professional standard. While specific results cannot be promised, many past clients have secured representation, book deals, and major opportunities through this process.



Your vision. Your voice. Your legacy

NEXT STEPS TO JOIN

01

Pick Your Package

Choose the done-for-you package that feels most aligned with your goals and needs, payment plan or paid in full.

02

Read Terms and Conditions

Please review the terms and conditions carefully to ensure you understand the commitment and policies.

[SEE FULL TERMS & CONDITIONS](#)

03

Email Shannon

Send an email to Shannon at Coach@playwiththeworld.com with the program and payment option you're choosing, either full payment or a payment plan. Let her know if you'd like to add any à la carte services (you can always add those later!). After acceptance, you'll receive a payment link to complete your enrollment.

A close-up photograph of a person wearing a white, textured knit sweater. They are holding a brown notebook with a white pen resting on it. The background is a soft, out-of-focus grey.

THANK YOU.

This is your invitation to step into a one-of-a-kind partnership with a world-renowned mentor who seamlessly weaves spiritual depth, publishing expertise, and high-level marketing strategy. Together, we'll transform your story into a movement, your voice into a force, and your message into a legacy that reaches and heals the hearts it's meant to move.

© 2025 SHANNON KAISER LLC ALL RIGHTS RESERVED.

THIS MATERIAL IS CONFIDENTIAL AND PROPRIETARY. IT MAY NOT BE COPIED, DISTRIBUTED, OR REPRODUCED IN ANY FORM WITHOUT EXPRESS WRITTEN PERMISSION.