

MANUSCRIPT → MARKET EXECUTIVE PUBLISHING PARTNERSHIP

Executive Publishing Strategy, Production Oversight & Mentorship, Creative Direction for Authors Ready to Self-Publish or Pursue a Hybrid Publishing Path.

INVESTMENT PROGRAM GUIDE
WITH SHANNON KAISER



**FROM COMPLETED MANUSCRIPT
TO CONFIDENT BOOK RELEASE.**

A Fully Assisted Path to Publication

Welcome to the Manuscript → Market Executive Publishing Partnership a structured publishing partnership for authors who want clarity, containment, and steady leadership as their book moves into the world. The writing may be complete, but the weight of publishing decisions can fragment momentum. This container holds both the operational complexity and the psychological load. You are not left to manage vendors, contracts, design pressure, or industry ambiguity alone. I lead the process so your energy stays where it belongs — on your voice, your authority, and your long-term positioning.



Your manuscript is finished, but the publishing path feels heavier than writing the book did.

YOU DON'T WANT

- to do it wrong.
- to waste money or be taken advantage of.
- to look amateur after all this work on your book.
- to navigate contracts, vendors, formatting, and marketing exposure alone.
- momentum to stall while you try to manage production decisions by yourself.

YOU DO WANT

- an easeful publishing path
- clarity and confidence
- clear, organized structure
- to move forward with a fool-proof plan
- To get your book into the right readers hands (and potential bookstores) at the right time

You need a publishing partner, someone to oversee the process, protect your investment, and guide your book to market, and into readers' hands properly.



About this Experience

PROGRAM DETAILS

Publish Properly. Without the Overwhelm. You don't have to navigate this alone.

You can move forward with confidence, knowing your book is being built professionally, thoughtfully, and with experienced direction at every stage.

Traditional publishing requires a proposal and a literary agent.

Hybrid publishing requires significant financial investment, discernment, and patience.

Self-publishing requires a significant amount of time and energy, as you step into the role of publisher, overseeing contracts, design, formatting, distribution, and quality control.

Without structure, timelines stretch and standards can slip. Without experienced oversight, the process becomes fragmented and costly. Every production decision carries weight, from contracts to cover design to distribution setup. But you don't have to navigate the publishing journey alone...

THAT IS WHY I CREATED THE EMBODIED AUTHOR PUBLICATION PARTNERSHIP



Manuscript → Market Executive Publishing Partnership

This is a professionally led, done-with-you publishing partnership designed to offer the structure and production quality of a professional team without the excessive financial overhead of many hybrid models, the prolonged uncertainty and rejection cycle of traditional publishing, or the operational overwhelm of managing self-publishing alone. You retain ownership and creative authority while working within a clear, strategically guided framework that protects your time, standards, and long-term equity. This path is built for authors who want professional execution, intelligent cost efficiency, and forward momentum — without sacrificing control or quality.

PARTNERSHIP INCLUDES

- Mentorship continuity
- Executive oversight
- Cover design and book creative direction
- Production liaison
- Launch framework

Inside This Partnership, You Receive:



CONTINUED EXECUTIVE AUTHOR MENTORSHIP

This partnership includes private mentorship sessions throughout your publishing journey. We address positioning, production decisions, and market readiness while also navigating the visibility fears, confidence thresholds, and identity shifts that arise during this process. You move forward with operational clarity and embodied self-trust.



STRATEGIC PUBLISHING DIRECTION

You are no longer guessing your publishing path or reacting to external advice. Every decision is evaluated through an experienced veteran, bestselling author, for industry context, and long-term positioning. So you can move forward from discernment.



EDITORIAL & VISUAL LEADERSHIP

Before production, your manuscript is refined and prepared to enter layout with strength and clarity. I shape the strategic direction of your book's visual identity and personally design your custom cover — establishing authority at first glance. While interior layout is executed by your publishing partner, I oversee alignment to ensure the final presentation remains cohesive and professionally positioned.



END-TO-END PRODUCTION MANAGEMENT

Publishing is operational as much as it is creative. Vendor coordination, contracts, formatting, distribution setup, and timeline management are guided and monitored so nothing is mishandled or overlooked. You remain in creative authority while the process itself is architected and managed.



LAUNCH ENTRY SUPPORT

As your book moves into the world, you are not left to “figure out marketing.” You receive a structured launch-week roadmap and a focused 30-day activation plan to support positioning, early visibility, and momentum. Your book enters the market with direction and containment.

From Your Hands to Readers' Hands — Fully Supported

YOU ARE SUPPORTED, LED AND HELD EVERY STEP OF THE WAY.

Phase 1 — Before Publication

MANUSCRIPT STABILIZATION & STRATEGIC CLARITY

You work directly with a 15-year publishing veteran and bestselling author to ensure your manuscript is architected, refined, and positioned for production.

We clarify your publishing path, evaluate partners, align contracts, and prepare your book to enter production with confidence, not uncertainty.

Benefit:

You move forward knowing your book is ready and your decisions are sound.

Phase 2 — During Publication

EXECUTIVE PRODUCTION OVERSIGHT

I work directly alongside your publisher and vendors to ensure nothing is mishandled, misaligned, or overlooked, from formatting to cover design to distribution setup.

You remain in creative authority while operational execution is guided and protected.

Benefit:

You can sleep well at night knowing all the details are handled with care.

Phase 3 — After Publication

LAUNCH WEEK STRUCTURE + 30-DAY MOMENTUM PLAN

As your book enters the market, we outline a clear launch-week framework and a focused 30-day activation plan. This includes positioning reinforcement, visibility sequencing, and foundational outreach guidance so your book enters the world with direction, not guesswork.

Benefit:

Your launch has structure, clarity, and early traction, without you managing it alone.


This experience offers strategic oversight for authors ready to publish but unwilling to risk missteps in the process.

If you're ready to publish hybrid or self-publish, but do not want to navigate on your own, the vendors, technical decisions, design choices, and production logistics etc, this is for you.

THIS EXPERIENCE IS FOR YOU IF:

- Your manuscript is complete (or within reach of completion) and you are ready to move into production.
- You want continued mentorship alongside professional execution, not just production services.
- You do not want to manage contracts, vendors, formatting, and timelines alone.
- You understand that publishing is both creative and operational — and both require structure.
- You prefer experienced oversight over trial-and-error decision making.
- You value design integrity, distribution accuracy, and long-term author positioning.
- You are prepared to invest in doing this properly the first time.

My role is to lead the execution, eliminate confusion, reduce all complexity, and decision fatigue at every stage.



SHANNON'S SIGNATURE DIFFERENCE

I hold the container for your book's publishing journey, from final manuscript to professionally produced publication. With executive creative direction, structured production oversight, and 15 years of industry experience, I remove the guesswork from navigating vendors, contracts, design decisions, and distribution setup.

This is high-level, integrated support designed to protect your investment, preserve your vision, and ensure your book enters the world with credibility and authority.

A person wearing a white, textured knit sweater is sitting and using a silver laptop. The person's hands are on the keyboard. The background is a plain, light-colored wall. The overall mood is calm and professional.

INVESTMENT OVERVIEW (WHAT'S INCLUDED)

1. Private Author Mentorship & Strategic Coach Sessions

(Six 60-minute private mentorship sessions with best selling author and soul guide Shannon Kaiser, coaching and structured production checkpoints, plus email support between sessions. You receive direct access to a 15-year veteran bestselling author who understands positioning, industry standards, and long-term author growth — ensuring clarity, accountability, and confident decision-making throughout production. **(Value: \$5,500)**

2. Manuscript Refinement & Structural Oversight

High-level editorial direction to ensure your manuscript is cohesive, strategically structured, and positioned for publication. This includes clarity of message, chapter flow, pacing, and executive refinement, (not developmental or line editing). You receive a final mechanical proof and structured formatting review to prepare your manuscript for production. I standardize document hierarchy and prepare your book for submission, then oversee layout alignment within your selected publishing partner's specifications. Interior typesetting and production design are executed by the publisher.

(Value: \$3,200+)

3. Hybrid & Self-Publisher Selection & Contract Clarity

Strategic evaluation of publishing partners such as BookBaby, Page Two, IngramSpark, Barnes & Noble Press or aligned alternatives. Guidance/ direction and liaison on ISBN ownership, distribution configuration, return programs, print options, and contract terms — so you choose from clarity, not confusion. **(Value: \$2,000+)**

4. Executive Creative Direction & Visual Oversight

Strategic art direction across your book's overall presentation. Includes typography guidance, interior formatting oversight, proof review, market positioning alignment, and cohesive visual decision-making to ensure professional standards. Led by an award-winning art director, this ensures your book holds credibility, visual authority, and category alignment. **(Value: \$3,500+)**

5. Custom Book Cover Design

Professional cover design created by an award-winning graphic artist. Includes concept development, typography selection, front + spine + back layout, and production-ready files aligned with publisher's printer specifications. **(Value: \$1,500+)**

7. Production Liaison & Process Oversight

Strategic vendor communication and direction plus guidance, timeline mapping, production checkpoints, and oversight of formatting and distribution setup. You remain in creative authority while operational structure is managed by Shannon. **(Value: \$2,500)**

8. Marketing Launch Foundation Strategy

As your book approaches publication, we dedicate a strategic session to clarifying your marketing direction, ideal reader positioning, and early visibility opportunities. You receive structured guidance, activation ideas, and sequencing recommendations so you understand how to introduce your book to the market with clarity and confidence. This phase focuses on strategic direction — not outsourced marketing execution — ensuring you are equipped with a clear path forward. **(Value: \$1,500+)**

INVESTMENT

If you were to hire each of these services separately, while also coordinating freelancers and managing timelines yourself, not including the time, energy, and risk of navigating the process alone:

if purchased separately \$20,000

The Embodied Author Publishing Partnership

Total Investment:

This partnership unites embodied authorship, strategic mentorship, publishing direction, and focused market execution in one aligned structure.

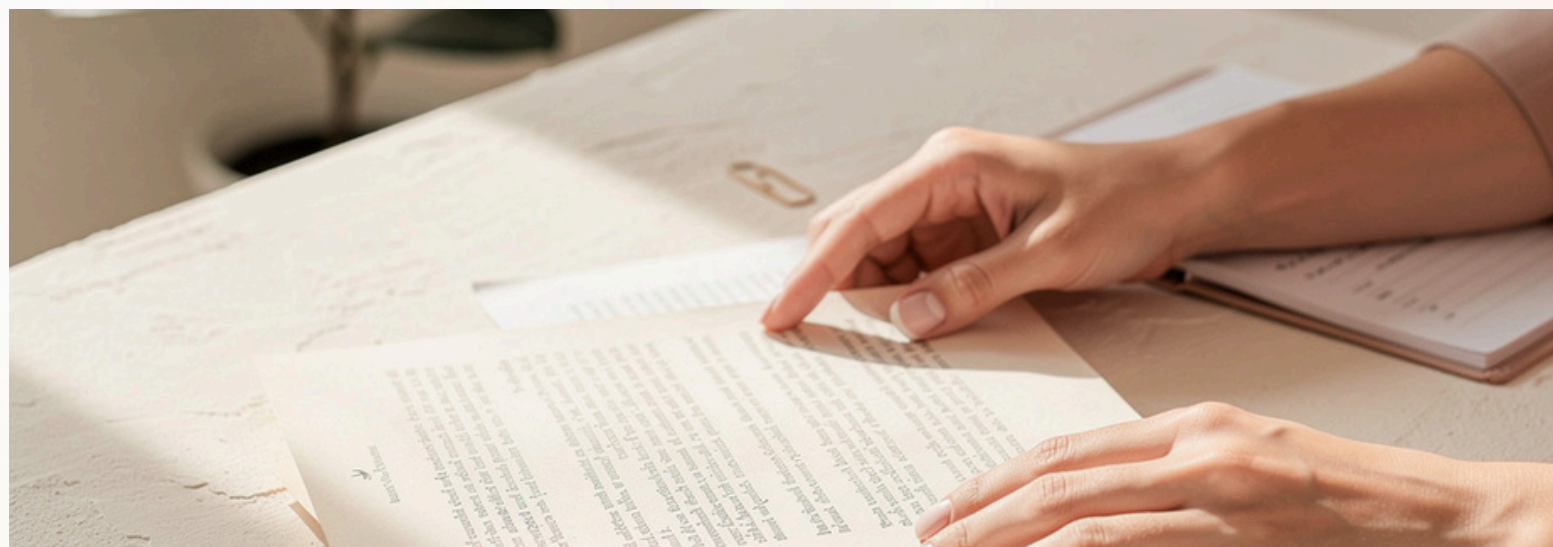
I oversee the process, protect your investment and the integrity of your book and message, and ensure your book meets industry standards across design, formatting, contracts, and distribution. Within 4–6 months, you will walk away with a professionally produced, market-aligned book built with clarity, credibility, and long-term positioning.

*Your investment: \$9,000
or 6 Monthly Payments of \$1,680*



Manuscript → Market Executive Publishing Partnership Inclusions

This is a professionally led hybrid and self-publishing partnership designed for authors whose manuscripts are complete and ready for production. It is executive production oversight, creative direction, and structured mentorship with author publication partner support, guiding your book from final draft to professionally produced publication into readers' hands. I oversee the process, protect your investment and the integrity of your book and message, and ensure your book meets industry standards across design, formatting, contracts, and distribution. Within 4–6 months, you will walk away with a professionally produced, market-aligned book built with clarity, credibility, and long-term positioning.



Investment: \$9,000 (best value)

or 6 Monthly Payments of \$1,680

YOUR PACKAGE INCLUDES:

- **Private Mentorship & Strategic Sessions:**
Six 60-minute author sessions plus email support. Direct access to a 15 year veteran, bestselling author for structured decision-making, strategic clarity, and production checkpoints.
- **Manuscript Refinement & Structural Oversight:**
High-level editorial direction to strengthen clarity, cohesion, pacing, and positioning. Includes production-ready manuscript preparation prior to publisher layout.
- **Publishing Partner Selection & Contract Clarity:**
Strategic evaluation of publishing partners (BookBaby, Page Two, Barnes & Noble Press or aligned alternatives, including ISBN ownership, distribution setup, return programs, and contract review guidance.
- **Creative Direction & Presentation Oversight:**
Strategic visual direction for your book's overall presentation. Includes typography guidance, publisher proof review, production preparation, and alignment oversight while interior layout is executed by your publishing partner
- **Custom Book Cover Design:**
Professional cover designed and developed by Shannon's creative direction, an award-winning graphic artist, including production-ready files aligned with printer specifications.
- **Production Liaison & Process Oversight:**
Vendor communication guidance, timeline mapping, formatting coordination, and production checkpoint management to keep the process structured and cohesive.
- **Launch Foundation Strategy**
Core positioning refinement, ideal reader clarity, marketing guidance, and structured soft-launch planning.

Visibility & Media Asset Expansion Package

For authors ready to move beyond strategy into execution. This expansion includes structured launch activation and custom-designed promotional assets aligned with your positioning. From press materials to branded visuals, your visibility presence is cohesively built and prepared for deployment.



What's not included:

To maintain clarity around scope and responsibility, the following items fall outside The Embodied Author Publishing Partnership and are engaged separately. *Strategic marketing, PR, advertising, and outreach support may be added à la carte — see the next page for details.*

Publisher Direct Fees

\$1,000–\$3,000

Printing and distribution setup is paid directly to your publishing partner and typically ranges between \$1,000–\$6,000. (Shannon can help choose the best fit based on your goals and budget, depending on format, page count, and initial print quantity.)

Professional Editorial Services

\$700–\$3,000

Professional editing is contracted separately and typically ranges between \$700–\$3,000 for a full manuscript, depending on the level of editorial support selected.

Marketing, PR, Advertising &

\$3,800–\$15,000

Outreach (optional)

(Podcast pitching support and book launch plan, media outreach, press release writing and distribution, paid advertising, launch strategy, and social media ads are not included in the core program fee.

This service is available separately, see next page.



Visibility & Media Asset Expansion Package

For authors ready to amplify their book with cohesive visibility and professional authority.

✓ EXTENDED LAUNCH VISIBILITY ACTIVATION PLAN

Beyond launch week, you receive a structured visibility 90-day framework, designed to support sustained presence and momentum — ensuring your book enters the market with direction, coordination, and credibility. **Value: \$2,750**

✓ PRINT & EVENT MARKETING MATERIALS

Professionally designed bookmarks, signing posters, flyers, or announcement postcards — be an award winning graphic designed, complete and prepared for seamless printing. We decide which top 2 assets work the best for your goals. (Up to 2 Designs) **Value: \$1,400**

✓ CUSTOM DIGITAL + SOCIAL MEDIA LAUNCH SUITE

A cohesive set of branded promotional visuals, newsletter ad, designed to support announcement, release week, and early momentum, and social media ads and banner styles, fully aligned with your book's visual identity. (5-8 Graphics) **Value: \$1,750**

✓ PODCAST & MEDIA POSITIONING SUPPORT

You receive structured guidance for podcast pitching and interview preparation, including messaging refinement and talking point clarity so your public presence reflects authority and alignment. As well as podcast outreach list and alignment pitch tools. **Value: \$3,250**

✓ PRESS RELEASE DEVELOPMENT & DISTRIBUTION

Your book is supported by a professionally written, media-ready press release crafted to reflect your positioning and distributed to targeted media outlets to expand awareness beyond your immediate network. **Value: \$1,900 average**

✓ TWO STRUCTURED REVISION ROUNDS PER CATEGORY

To ensure alignment and polish across messaging and visual presentation.

if purchased separately \$11,500



Your investment: \$2,500
or 2 Monthly Payments of \$1,400

Conditions & Commitments

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

- 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 12% markup for 6-month payment plans. The reason for this markup is when payments are extended over time, it increases the 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.



PROFESSIONAL SCOPE & DELIVERY GUARANTEE

While market performance, sales outcomes, and third-party opportunities (including media, retail placement, or distribution expansion) cannot be guaranteed, this partnership guarantees the delivery of the structured publishing support outlined in this agreement.

Through this program, the Client will receive executive production oversight, liaison guidance, structured mentorship, and process management designed to move the manuscript from final draft to professionally produced publication. The Coach guarantees delivery of the services listed on page 15 and the strategic oversight required to bring the book to industry-standard release.



Your vision. Your voice. Your legacy

NEXT STEPS TO BEGIN

01

Review Scope

Review the partnership details carefully and ensure the structure aligns with your goals and timeline.

02

Confirm Your Selection

Confirm whether you would like to include the Visibility & Marketing Expansion and indicate your payment preference (Paid in Full or Payment Plan).

02

Secure Your Enrollment

Email Shannon at Coach@playwiththeworld.com with your payment selection. You will receive a secure payment link to initiate your production timeline and activate your continued mentorship sessions.

[SEE FULL TERMS & CONDITIONS](#)

A person wearing a white, textured knit sweater is holding a silver laptop. The person's hands are visible, with one hand resting on the laptop's lid and the other supporting the bottom. The background is a plain, light-colored wall. The text "THANK YOU." is overlaid in a large, white, serif font, centered over the laptop and the person's hands.

THANK
YOU.

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