



LIFE COACHING & FACILITATION

WRITING COACHING – FOR SERIOUS AUTHORS

It does not matter which genre you are writing—if this is your first book or one of many—writing and publishing a book is a difficult task. Having a writing coach to walk this journey with you, will not only assist you in staying focused and reaching your deadline, but will also relieve the isolation and lack of support that all writers experience.

As both a published author and life coach, I am intimately familiar with the emotional and mental process that publishing creates. If you are serious about starting, finishing or publishing your manuscript then I am serious about getting you there.

To work with Sonia was without a doubt the best decision I've ever made! She oozes strength, astuteness and a great sense of humour. Not only was she my coach and publisher, but also my psychologist during those extremely nerve-racking times; my mentor when I came to crossroads and did not know what to do or which way to go; my designer that took a cover and turned it into the most significant piece of art.

She was an inspiration and role model to me throughout the process as she is a successful author herself! If you decide to work with her you can expect prompt feedback, outstanding quality of work and a person that goes the extra mile in everything that she does – purely to help you turn your dream into a reality!

—Laetitia Booyen, *Bright is the Black Night*

STARTING YOUR BOOK

COMPLETING YOUR BOOK

PUBLISHING YOUR BOOK



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STARTING YOUR BOOK

R15 000 | 3 Month Contract

WEEK 1: PLOTTING YOUR BOOK

1-2hrs Strategy Session

- Define the current status of your manuscript
- The direction and purpose of your book
- Highlight the scope of research and time required

WEEK 2: WRITING SCHEDULE

1hr Session

- Break down book into chapters / sections
- Writing tools
- Chapter milestones

WEEKS 3–10: IMPLEMENTATION

1hr per session per week with 1 x email support per week in between sessions

New chapters must be sent through no later than 2 days before our scheduled session

- Review of milestones
- Proof reading (not editing)
- Assessment

WEEKS 11–12: PUBLISHING & PROMOTION

1hr Session Each

- Completion date and strategy
- Promotion and advertising strategy
- Publishing strategy & implementation



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COMPLETING YOUR BOOK

Your manuscript must be at least 80% completed

R5 000 | Month to Month

WEEK 1: ASSESSMENT

1hr Assessment Session with 1 x email support per week in between sessions

- Overview of your manuscript
- Identify the gaps (vision of your book, chapters to be completed etc)

WEEK 2: SCHEDULE

1hr Session with 1 x email support per week in between sessions

- Define concrete milestones to be reached
- Begin strategy

WEEKS 3–4: IMPLEMENTATION

1hr per session per week with 1 x email support per week in between sessions

- Review of milestones
- Completion
- On-going strategy (if needed)

If you feel that you require longer to complete your book we will define how many hours are needed and move forward from there.



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PUBLISHING YOUR BOOK

Your manuscript must be 100% completed and professionally edited

R3 500 | Month to Month

WEEK 1: ASSESSMENT

1hr Assessment Session with 1 x email support per week in between sessions

- Overview of your book
- Create your strategy including:
 - Book cover
 - Advertising and promotion
 - Blurb
 - Foreword if applicable
 - Print and distribution
 - Author platform

WEEK 2-4: IMPLEMENTATION

1hr Session with 1 x email support per week in between sessions

- Action all strategies
- Assessment and review

If you feel that you require longer to publish your book we will define how many hours are needed and move forward from there.