



Creating Product

Books/Classes/Webinars

WITH ROSE SWEET

welcome

MEET YOUR COACH

YOU have an important message for the world, a valuable service to offer, an exciting book or product to sell . . . or all of these!

I'm a successfully published author of over a dozen books, conference speaker, content designer, and coach . . . I LOVE opening these doors for others.

Let's get YOU out there in a way that causes others to:

- Become curious
- Get excited
- *Close the deal!*



Rose Sweet



Creating Product That Sells

DREAMING about:

Writing a BOOK
Offering a CLASS
Hosting an EVENT?

Your dreams can COME
TRUE when you have:

the PLAN
the TOOLS
the COACH!

With me, you get
all three.



Let's get creative!

I will share and get you started with the

TOOLS

TRICKS

TEMPLATES

that I use to write books, create and design products, newsletters, blogs, videos, and more so you can "stock your shelves" with beautiful product.



what we'll cover!

WE'LL DRAW FROM YOUR BRAND

Prior to creating product, you must already have your overall BRAND clearly defined, including: client base and needs, business name, taglines, process, product, basic elevator pitch, color scheme and style, masthead, images, and services.

YOUR BOOK(S)

I'll ask you the *two most important questions every writer must ask* before beginning. Then, we'll cover your book ideas, possible series, incorporating your brand, picking titles and subtitles, length, chapters, getting published, self-publishing options, and more. Most importantly, I'll show you the ten easy steps to writing your book without stress, how to avoid writer's block, and so much more. Marketing options will also be covered.

YOUR VIDEO(S)

Easy, quality video is at your fingertips. You'll learn basic how-tos, lighting tricks on a budget, what to wear where to sit or stand, what to avoid, and how best to keep your viewers engaged. I'll show you EASY tools and apps to create, edit, embellish, and deliver.



what we'll cover!

POWER POINT

Powerpoint is your friend! It helps you deliver contention in a beautiful, entertaining, and engaging way in live or taped classes. I'll show you how to create, edit, design, imbed video, and use exciting transitions for special effects. Have a long and detailed talk to give? *Never use notes again.*

WEBINARS, CLASSES, EVENTS

You can create, design, and host a live online event (class, webinar, meeting) using easy tools and apps. I'll show you how to invite others, promote the event, and securely and easily collect all your fees up front.

BEAUTIFUL GRAPHICS AND MEMES

Your social media presence demands interesting, meaningful, powerful, or provocative imagery. Where and how do you get it? How do you customize it to fit within and reflect YOU and YOUR BRAND?? I will show you (a) what to avoid like the plague (b) all the sweet tips and tricks for gorgeous graphics!

services and fees

1

BUSINESS BRANDING - \$2000

One of the habits of "highly effective people" is to begin with the end in mind. Before your talks, books, services, and website, you MUST clearly identify who you are, what you do, who your client base is, why the client must have what you offer, and what it will cost(you and them). This is a prerequisite for the following two services.

2

WEBSITE CONTENT COACHING - \$1000

Words matter. Pictures say a thousand words. With words, pictures, and the general look and feel of your website... you only have twenty seconds or so to CAPTURE your client's interest on your home page and beyond. We will work together to make it the BEST it can be. **Prior to this service, you must already have your branding fully developed.**

3

BOOK/ PRODUCT COACHING = \$1000

I can coach you to develop those talks, write that book, create that Powerpoint, class, webinar, or other product you wish to offer. **Prior to this service, you must already have your branding fully developed.**

4

how does it work?

WE'LL ZOOM BACK & FORTH

Unless we have already worked together to develop your BRAND...

I SEND YOU a comprehensive questionnaire that will help me see and understand **YOU** and **YOUR BRAND**.

I INVITE YOU to our first one-hour *discovery and development* zoom meeting.

I MEET WITH YOU over five (5) one-hour subsequent zoom meetings, with quick phone, text, or email contact between as needed. Additional meetings may incur mutually agreed additional time and fee.

OPTIONAL VACATION

Contact me and we can discuss the FUN option of our meeting in person in the beautiful desert resort area of Palm Springs CA.



client love

"Yippee! My book is published!
THANK YOU! You really helped
me polish my skills and you made
it so much easier than I expected."

"Rose, I'm addicted to Powerpoint
now. Ha Ha! It's so fun and it has
made all my presentations so easy.
Thank you for showing me all
those cool tricks!"

"That ONE THING you taught me
was worth the whole fee I paid.
Really! I got *way* more than
expected and I am so grateful."



what now?

CONTACT ME!

Schedule a free 15-minute consult
with any questions you still have.

<https://calendly.com/roosesweet/15min>

