

Book Breakthrough Virtual Master Class: Schedule and Agenda

Time Zone Converter

<http://timeanddate.com/worldclock/converter.html>

WEEK 1: "It's All About Your Idea"

CLASS 1 (@75 min)

Live broadcast: MONDAY, JULY 16, 3:00-4:15 pm EDT

Welcome & Introduction

Janet & Elizabeth

Core Teaching

8 Ingredients of a Good Idea - Janet

CLASS 2 (@75 min)

Live broadcast: TUESDAY, JULY 17, 3:00-4:15 pm EDT

Author Keynote & Discussion

How to Bring Publishing Dreams to Fruition

with Todd Kashdan, Ph.D., psychologist and bestselling author of *Curious?*

Video Screening & Discussion

Inspiration, Curiosity-Building & Lessons for Your Project

CLASS 3 (@75 min)

Live broadcast: WEDNESDAY, JULY 18, 3:00-4:15 pm EDT

Core Teaching

Telling the Story of Your Message and Book - Elizabeth

Core Teaching

Exploring the Matrix of the 4 Publishing Pathways - Janet

LIVE COACHING/Q&A CALL (@75 min)

Live Telecall: WEDNESDAY, JULY 19, 3:00-4:15 pm EDT

Master Class: Q&A, feedback, select coaching with Janet and Elizabeth

WEEK 2 “It’s All About Your Relationships + Marketing”

CLASS 4 (@90 min)

Live broadcast: MONDAY, JULY 23, 3:00-4:30 pm EDT

Author Keynote & Discussion

“How to Build Your Connections & Strategy”

with Carol Roth, New York Times bestselling author of *The Entrepreneur Equation*

Core Teaching

Finding the Right Relationships & Creating a Dream Team - Elizabeth

CLASS 5 (@90 min)

Live broadcast: TUESDAY, JULY 24, 3:00-4:30 pm EDT

NYC Editor & Literary Agent Panel

Cutting Edge Insights on Acquisitions, Publishing & Promoting

- Lisa DiMona, Lark Productions
- Patty Gift, Hay House
- Megan Newman, Penguin Group USA
- Holly Root, Waxman Literary Agency
- David Moldawer, Amazon Publishing

CLASS 6 (@75 min)

Live broadcast: WEDNESDAY, JULY 25, 3:00-4:15 pm EDT

Core Teaching

The Four Launch & Marketing Frameworks - Janet and Elizabeth

Marketing & Selling Panel: Publicity, Sales & Author Promotion

- Barbara Montiero, PR expert and founder of Montiero & Company
- Heidi Sachner, Sales & Marketing, Perseus Group
- Jenny Blake, author of *Life After College*

LIVE COACHING/Q&A CALL (@75 min)

Live Telecall: THURSDAY, JULY 26, 3:00-4:15 pm EDT

Master Class: Q&A, feedback, select coaching with Janet and Elizabeth

WEEK 3: “It’s All About Your Strategy + Alignment”

CLASS 7 (@75 min)

Live broadcast: MONDAY, JULY 30, 3:00-4:15 pm EDT

Core Teaching

Trends & Truths to Plan Your Book and Breakthrough - Janet & Elizabeth

Author Keynote & Discussion

“From Book2Business and Business2Book”

Adelaide Lancaster, author of *The Big Enough Company*

Les McKeown, WSJ bestselling author of *Predictable Success*

CLASS 8 (@90 min)

Live broadcast: TUESDAY, JULY 31, 3:00-4:30 pm EDT

Expert Keynote

“Speaking Strategies for Authors and Experts”

with Krista Carnes, founder of BookingAuthors.com

Author Keynote

“Three Scary Monsters and One Saving Grace”

with Andrea J Lee, author and founder of Wealthy Thought Leader

CLASS 9 (@60 min)

Live broadcast: WEDNESDAY, AUGUST 1, 3:00-4:00 pm EDT

Expert Keynote

“Creative Productivity”

with Charlie Gilkey, founder of Productive Flourishing

Core Teaching & Discussion

Your Book Breakthrough Plan & Commitments - Janet & Elizabeth

LIVE COACHING/Q&A CALL (@75 min)

Live Telecall: THURSDAY, AUGUST 2, 3:00-4:15 pm EDT

Master Class: Q&A, feedback, select coaching with Janet and Elizabeth

WEEK 4: Implementation Week

LIVE COACHING/Q&A CALL (@75 min)

Live Telecall: THURSDAY, AUGUST 9, 3:00-4:15 pm EDT

Master Class: Q&A, feedback, select coaching with Janet and Elizabeth