



July, 2016

Good day, WOMEN LEADERS and GAME CHANGERS:

Are you interested in becoming a published author? Or, are you ready for your next book project with a collaborative effort? Perhaps you do not have the time, money, or expertise to market and sell your own book. Many people sit on a book for years because first time publishing can be a crazy learning experience and require a lot of time and resources.

**Well, here's an opportunity** to become a PUBLISHED AUTHOR that can bring you immediate credibility, speaking engagements, and higher fees. I am introducing the **OPTIMUM Anthology Book Project** for 10 authors: 9 *women experts*, plus, the 10<sup>th</sup> author is me.

Through the anthology route, you get published faster with a product to sell at events or give away to high-end clients with the added benefit of "Bestselling Author" with book featured on ABC, CBS, Fox News, and CNN (to name a few) on your *professional portfolio*. No doubt this instant credibility will enable you to expand your influence, increase fees, become available for unlimited media opportunities, as well as get multiple paid speaking gigs. As an added bonus, your book is marketed by several partners (co-authors) who have a vested interest in the success and promotion of your book.

Since other women will be involved, this opens YOU up for more exposure. Think about it, a co-author who sells her book in New York, Texas, or Georgia will essentially be marketing you and your services which means lots of coverage with minimal marketing efforts.

- Who is the audience for this book? Women Professionals and Entrepreneurs between that ages of 35-50.
- Launch Date: January, 2017 or First Quarter 2017 (subject to change)
- Key Details:
  - ✓ Step 1: Sign contract based upon the two plans below (NOTE: author will always retain copyright ownership of her work, strategies, and intellectual properties).
  - ✓ Step 2: Write and submit your 15 - 20 success strategies / tips based upon a topic on Leadership, Career, or Lifestyle (i.e. health and wellness, business, finances, etc.). Only 10 success strategies / tips will be published in your Success Chapter. One additional strategy / tip will be added to a downloadable **bonus chapter on the book's website**.
  - ✓ Step 3: Book is edited, compiled, and published with a 1Q2017 launch campaign (subject to change).
  - ✓ Step 4: Celebrate! YOU are a published Bestselling Author along with your partners.

If you are interested, please contact me via email at [karlyn.henderson@optimumwldc.com](mailto:karlyn.henderson@optimumwldc.com) or 404.981.2931. Or, schedule a tele-meeting on my calendar to learn more [karlyndhenderson.youcanbook.me](http://karlyndhenderson.youcanbook.me) Else, if you know of a woman professional or entrepreneur who will benefit from this project, please forward this letter.

See the details below to discover the key components of the **OPTIMUM Anthology Book Project**. This project is based upon a first come, first served basis, so **secure your Success Chapter NOW!**

Thank you for your interest.

Kindest Regards ....

A handwritten signature in black ink that reads 'Karlyn'.

Karlyn D. Henderson, M.A.

**Founder, OPTIMUM Women's Leadership and Development Conference**

OPTIMUM Anthology Book Project	OPTIMUM Project Author \$3,497 (9 spots)
Content: Submit 15 success strategies / tips on a Leadership, Career, or Lifestyle topic and the 10 best will be chosen (up to 75 words per strategy / tip). Content is limited to <u>one topic</u> : (i.e. executive presence, confidence, team building, marketing, branding, finance, health & wellness, speaking-up, etc.)	X
Publishing: Comprehensive Editing with book design for cover and layout; Back cover copy; ISBN Number + Barcode; Library of Congress information; and Copyright Page; Perfect bound book format Name and photo on back cover (photo must be a high-resolution image at 300dpi minimum).	X
Author Page: Bio, Company Name, Website Link, and LinkedIn Link	X
Forward by a Fortune 1,000 Executive/Board Member or Industry Leader/Influencer	X
Potential of Big-Name Endorsements to use in the book, webpage, and marketing materials of experts, authorities, and celebrities	X
Best Seller Campaign: Amazon Best Seller Status, Press Release, Social Media Announcement	X
Book Featured on Major Media Outlets: ABC, CBS, NBC, CNN, Fox News, and others	X
Book Cover Image plus an 3D image (png, jpeg)	X
Marketing and Sales Team: 9 other Women Leaders and Entrepreneurs <b>dedicated to the book's</b> success.	X
Book shared with 2018 <b>OPTIMUM Women's Leadership and Development Conference's</b> Sponsors, Partners, and Attendees	X
Launch Party: VIRTUAL Multi-City Book Launch Party where each author will have a 3 minute discussion about her chapter in her hometown via a livestream format. Includes a Save-The-Date and Countdown Campaign via emails and social media.	X
Domain and Book Website: Dedicated one-page website to include each author's name and image.	X

OPTIMUM Anthology Book Project	OPTIMUM Project Author \$3,497 (9 spots)
Bonus Chapter download: One additional strategy / tip will be added to a downloadable bonus chapter made <b>available to site visitors on Book's Website</b> .	X
Author Copies: Books for immediate sale Author can re-sell those copies at a profit.	20
Website sales: Ability to sell book on author's website. Not limited to Amazon.	X
On-Demand and Distribution Capabilities. Book can be accessible to more than 30,000 online booksellers worldwide in more than 120 countries. Order 5 books or 1,000 books for print <b>at 50% of book's cost</b> for each author + USPS shipping fees. Or, pass the shipping fees to the buyer.	X
Landing Page: Direct traffic to your website's landing page to access a bonus gift with hyperlink (i.e. E-book, 30 minute Strategy Session, MP3, video recording, etc.).  Your bonus gift will appear on book's website to be seen by hundreds of visitors, as well as the media. This is great visibility and exposure for you, your products, and services.	X
HD Book Trailer. 30 Second video of image of book and back cover with a brief highlight of each author and Big-Name Endorsements.	X
Marketing Materials: Postcards, bookmarks and posters will be designed using Vistaprint guidelines for Author and can be printed and available at additional costs + USPS shipping fees.	X
PR Strategy Session: A group conference call on how to capitalize on the momentum of the book's launch and beyond including template on how to pitch the TV and radio stations in your hometown.	X
Media Toolkit including Author One Sheet and Book Press Release template	X

+ OPTIMUM Book Project Author at \$3,497: 9 Spots available with a FULL one-time investment of \$3,497.

+Payment plan option: 3 monthly payments at \$1,297.

- First \$1,297 deposit is non-refundable and due August 30, 2016;
- Second \$1,297 due September 30, 2016;
- Third \$1,297 due October 31, 2016.

+If you want the editorial team to write the chapter for you, it would an additional investment of \$497.

**FORWARD BY EXECUTIVE, FORTUNE 500 COMPANY  
JANE DOE**

**101**

**unofficial  
book cover**

# Success

**Strategies for  
Women in Leadership**

**Best  
Seller  
amazon.com**

**Uncover the Insider Secrets to Make Big-Bold Moves,  
Master the Art of Leadership, and Live a Life that Matters  
from 10 Women Leaders and Entrepreneurs**

**FEATURING BEST-SELLING AUTHOR**

**YOUR NAME**

**COMPILED BY KARLYN D. HENDERSON, M.A.**



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## *Power Up Your Voice*

Success Strategy #12

**Your Voice is Extraordinary.**

Exposing the Insider Secrets to Make Big-Bold Moves,  
Master the Art of Leadership, and Live a Life that Matters  
from 10 Women Leaders and Entrepreneurs

Success Strategy #13

**Your Words Carry Weight.**

Exposing the Insider Secrets to Make Big-Bold Moves,  
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Success Strategy #14

**It's More than the Gift of Gab.**

Exposing the Insider Secrets to Make Big-Bold Moves,  
Master the Art of Leadership, and Live a Life that Matters  
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