



Course – Author Power Pitching: Branding, Pitching and Marketing Mastery

So, you've finally published your book – Now what??

Unlock the Secrets to Selling Your Book: Exclusive Author Training Course

Are you an author eager to transform your passion into a bestseller and gaining the recognition it deserves? In today's competitive market, having a great book is just the beginning.

To stand out, you need a strong author brand, the ability to talk about yourself and your book in different settings, and a marketing plan.

Why This Course?

Our course is an intensive, in-person course, designed to push your boundaries, especially with regards to Brand Building and Pitching.

We offer a unique blend of practical knowledge, live coaching and personalised support. The day is filled with many opportunities to practice and get feedback, so the flow of information is multi-directional. The feedback and constant practicing ensure immediate results on the day and sets the foundation for transformational growth and continuous learning.

Our coaches have a unique blend of experience - from within your industry, but also out of your industry. This unique blend enriches the experience and expands the sources of knowledge from which you learn. Your coaches have also had to, at some point, overcome the challenges you might be facing so we get where you are coming from. We create a safe environment for you to bring out your best, most uninhibited self.

Critically, you'll have access to a supportive community of fellow authors, providing shared experiences, networking opportunities and peer support.

What You Will Learn:

1. **Building Your Brand:** Understand the power and importance of your personal brand. Spend time reflecting on what your brand is and how it aligns to your personal goals and authentic self. Develop a powerful author identity that



resonates with readers and stands out in the crowded literary landscape. (35%)

2. **Craft Captivating Pitches:** Master the art of the pitch with hands-on training. Develop the skills to speak to various types of audiences and deliver powerful pitches in different settings. Whether you're speaking to a publisher, agent, or reader, our expert-led sessions will help you refine your pitch to grab attention and spark interest. We coach you on how to be effective with in-person interactions, which requires a different skill set to online interactions. These are skills that can be applied to many other settings so it's a critical investment in yourself. (50%)
3. **Master Marketing Basics:** We teach social media basics to improve your current content or work with you on getting started. We focus on how to match your brand to the content you create, and we even throw in a section on using AI to get started on your content creation journey. (15%)

Enrol today and start your journey to finding the freedom to being authentically you!

Full day, In-Person, Limited Seat, Intensive course, including lunch.
Price on website.

Discounts available for Authors listed on DotDot.Direct and those with affiliate codes - Get in Touch!

Currently run at Morningside, Sandton, JHB.
Available on request at Various Locations on Various Dates

To secure your spot, visit <https://dotdot.direct/commer-kasi/>
or contact us for more information on
WhatsApp +27 64 966 4733 or via email, info@dotdot.direct.

Don't miss out on this opportunity to unlock your full potential!