



Self-Publishing **COACHING** *Information Package*



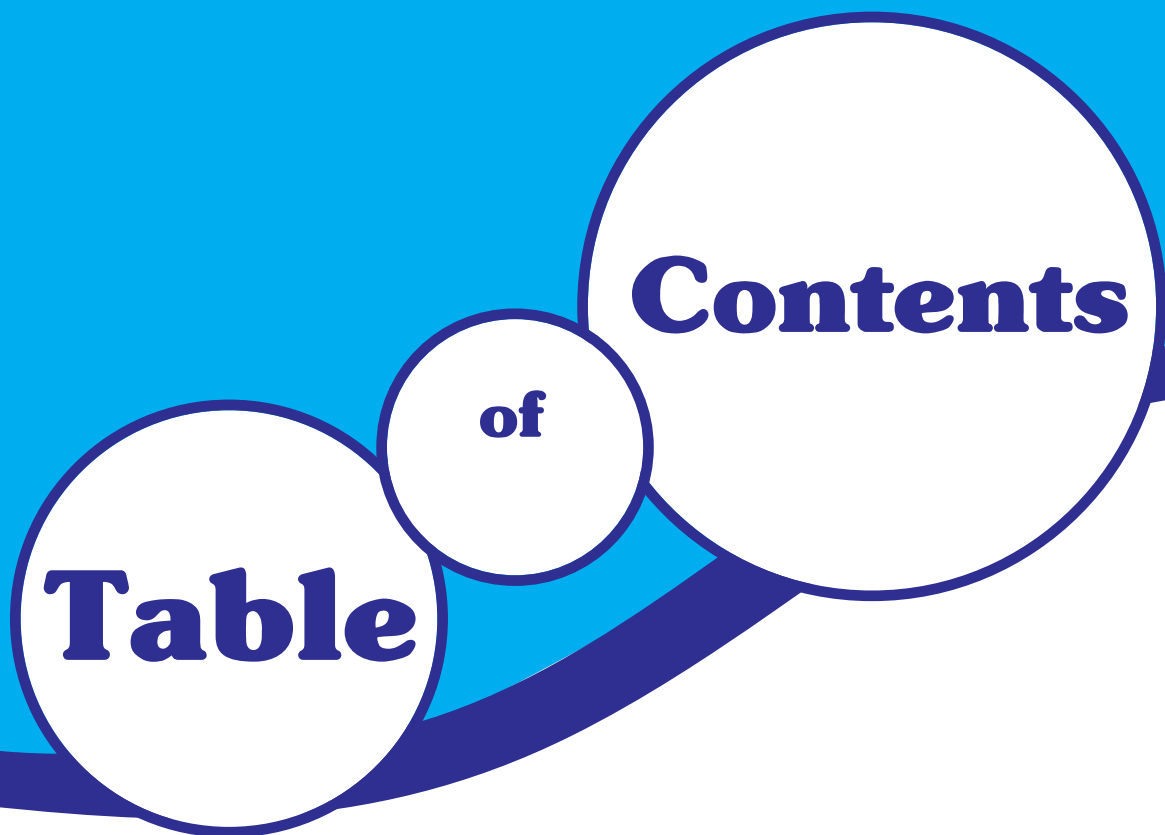


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The Benefits of Self-Publishing

BOOKS

Can't get published?
Then just do it yourself.

By Dawn Yun, USA Magazine, Issue Date: May 23, 2004



publishing industry unto himself. He has written and published 29 books, including *The Self-Publishing Manual*, which has sold 175,000 copies over 25 years.

What do the blockbuster books *The Celestine Prophecy*, *The One-Minute Manager*, and John Grisham's *A Time to Kill* have in common?

The mega-sellers were all initially self-published.

Once a rarity, a new crop of entrepreneurial writers is trying to follow in the footsteps of those publishing mavericks. These aspiring authors are footing the bill and printing their own creations. Of the 165,000 titles published annually, 40,000 are independently published, according to the Publishers Marketing Association, accounting for \$26 billion in sales. Driving the trend: New technologies have dramatically cut book-making costs and created a flood of some 86,000 independent publishers competing for writers' business.

Today, a would-be writer can become a published author without knocking on the door of a single traditional publisher. Instead, the new do-it-yourself authors do it all, from choosing a cover and financing printing to selling and handling publicity.

What does it take to be successful? We asked three people who should know: Robert Kiyosaki, 57, of Phoenix, and his co-author, Sharon Lechter, sold 1.5 million copies of their self-published *Rich Dad Poor Dad* in three years, before graduating to Warner Books. (Today, the financial strategies series has sold 16 million copies, with yet another book, *Rich Dad's Who Took My Money?* out this month.)

Natasha Munson, 31, of Atlanta, wrote *Life Lessons for My Black Girls: How to Make Wise Choices and Live a Life You Love!* and published it through an Internet-based company. Munson says the inspirational book has caught on among young women: To date, she has sold 20,000-plus copies.

Dan Poynter, 65, of Santa Barbara, Calif., is a self-

What are the benefits of self-publishing?

Poynter: You make more money. You keep control of your work. You get to press sooner. It's one of the easiest businesses to get into, and it's a good business. I've never lost money.

What are the minuses?

Munson: You wear every hat. You're the author, the publisher, the shipper, marketer -- everything. You answer customer complaints and praise. You handle returns. You do a lot of phone work. You have to have the funds and the time needed to do this. It's not always an up day, and you have to keep pushing yourself. If you don't, you'll have books sitting in your garage. You're not going to always have book-signings with 500 people. There will be down moments.

Kiyosaki: You can't sell a lot of work if you don't have a sales force. But you can find your audience. Otherwise, self-publishing is very rough.

How much money have you made from self-publishing your book?

Kiyosaki: About \$16 million gross and \$5 million net, after expenses.

Munson: I've made about \$40,000. But it's inspirational to know how much Robert has made.

What surprised you the most about self-publishing?

Munson: How much it can change your life. Before I wrote this book I felt so frustrated. I thought, is this all

The Benefits of Self-Publishing

there is? I was unhappy being a real estate agent. I was doing it for the money, not for my heart. Self-publishing gave me what I was looking for: the ability to start my own business and to write and talk about the things in my heart.



Kathleen has developed unique ways to support aspiring authors to become real published authors. She has done it for me and for many of my clients too. I recommend her because what she offers really works. Find out for yourself in Kathleen's thrilling book, How to Write and Publish Your Own Book.

What was your biggest disappointment with self-publishing?

Kiyosaki: I haven't had a big disappointment. It's been magic. Actually, it's just been the most soul-satisfying thing possible. I flunked out of school twice and was told I couldn't write. Then I was an author.

Munson: My book is print-on-demand. [The books are printed when ordered.] So I'm not in every bookstore. I'll go into a bookstore and get all excited and ask for my book, and they're like, "Who?" Also, you're constantly selling. You're calling bookstores to take your book and newspapers and radio and TV stations to write about you and put you on the air.

What are the best ways to sell self-published books?

Poynter: Bookstores are lousy places to sell books. Find the places where your audience gathers and sell directly to them. If your book is about cats, go to pet stores.

Kiyosaki: I went on radio talk shows. People would hear me in these little cities and ask their bookstores if they had the book. Then bookstores would order the book. Word-of-mouth sales. Friends telling other friends.

Self-publishing used to be called vanity publishing and had a poor reputation. Has that changed?

Poynter: Yes. Today there is a new breed of publisher that is more like a book producer, and they really care about quality. The equipment has improved, so books can be printed more quickly and more cheaply. Suddenly, people who never thought they could get published realized they could.

What did it feel like to hold your book for the first time?

Munson: I screamed. I kept saying, "This is unbelievable." After two months of writing the book every night after I put my kids to sleep, it was real. I had my book.

Kiyosaki: It was my 50th birthday party and also a launch party for the book. I was nervous and apprehensive, but I gave each person a copy. We had initially printed 1,000 books. I said, "If it doesn't sell, each of you will be getting a copy of this for Christmas and your birthdays for the next 10 years."

A book should be well-written. What advice can you give about content?

Kiyosaki: Make it interesting. Write to the average person. Write in sound bites. Write so a person wants to read more.

Dawn Yun is a freelance writer based in San Francisco.

Raymond Aaron, Co-Author
Chicken Soup For The Parent's Soul --
New York Times Top-10 Bestseller

Chicken Soup For The Canadian Soul --
Number One Bestselling Book in
Canada for ten weeks in a row after publication

The Benefits of Self-Publishing



THE NUTS AND BOLTS OF SELF-PUBLISHING

If you're thinking about self-publishing, consider these fast facts and pointers from Dan Poynter, author of *The Self-Publishing Manual*:

What it will cost. The more you print, the lower your costs. A first run of 500 copies for a soft-cover, 144-page book with a four-colour cover will cost \$3 to \$3.50 per book; 5,000 copies will run about \$1.25 apiece.

Time it takes to print a book. About two weeks from start to finish.

How to find an independent publisher. There are more than 86,000 from which to choose. Look at books on the same subject as yours and see who published them. Browse the Web to investigate various outfits. Then select some to call, and compare options.

How to sell your book. Hire a distributor to sell directly to bookstores. It will cost about two-thirds of the cover price. Then you can devote yourself to selling on your own to select target audiences, such as at beauty parlors for a relationship book, and keep as much as 100% of the cover price.

distributor's name. That's when I told them not to bother me about it again.

The truth is, you can go through traditional publishers if you can find one who agrees to take on your book, but the odds are against you where the profits are concerned. With my first two books, I only make 80 cents per copy of the selling price. If I purchase books myself to sell privately, I get NO royalties on my purchases at all. So do the math. I get 80 cents, and they get \$19.95 minus 80 cents. Which end would you prefer to be on? Consider also in this equation... you're the one who's doing all the work selling the book!

The following is a letter sent by one of our authors, responding to a woman trying to decide whether to self-publish:

Hi Jeri,

So happy to meet you!

Kathleen is right; my first two books were published by a "traditional" publisher, and I'm still paying for it. She's also right about the fact that no matter who publishes your book, the actual marketing is up to you. They do not look after that for you. My guys even went so far as to lose a book distribution deal for me because they didn't feel it was important enough to get back to me with the needed information before the deadline! Hard to imagine, but that's what they did. Over a week later they phoned me in a panic. I was away on holidays at the time. They demanded the name and contact info for the distribution company because, as they put it, "We know how these things go. We can work out something with them." When I finally got their message, I replied on my Blackberry that I was out of town, and that they had to face the music: they lost us all an amazing contract. At that point of course, it all became my fault. Further into this silliness, she actually demanded, without even attempting to veil her threats, that I tell her the

My new book, *A Miracle For Angelo*, can be seen on my website: www.jaclynmajer.com. It is self-published, and it's amazing. It takes my breath away every time I see the cover.

In view of the fact that as soon as your book is in print, you must set out to sell it, why not spend the minimal cost to bring it to that point yourself? Then, when you sell it, all of the profits are yours! Not just 80 cents per copy, but the whole amount. It's worth taking a few minutes to crunch the numbers.

So, now I will step down off my soapbox and leave you to the business of your own publishing. If you are in the process of making your decisions, then I wish you much guidance and success in your endeavours! Remember, your books are an investment. Investments do require some financial input. Your choice will be whether to step ahead in faith and bring your book to life yourself, and then reap the rewards of all the revenues coming directly to you, OR, put your books into others' hands, and watch them collect the money for all of the work you've done. It's all in the numbers.

Have a great day,

Jaci

Aurora's Self-Publishing Coaching Corner

Welcome to Aurora's Self-Publishing Coaching Corner where we turn **YOUR** words into wealth!



Publishing your book has never been easier. We have all of the services YOU need to get your book from conception to finished product and into the hands of those for whom you wrote it.

It doesn't matter if you are writing a children's book, a how-to book, a manual, a teaching guide, workbook, magazine, or newspaper... we have a publishing package that will work right for you.

Here is what you get in your Elite Package that is ideal for authors who want to produce a book of the highest professional quality for the marketplace.

1. You are assigned a **personal Support Coach** who will guide you each step of the way. This will make your journey a breeze compared to hammering and chiselling your way to success.

We are not saying you don't have to do anything; that would be crazy! But when you have a guide keeping you accountable,



I found Kathleen D. Mailer's workshop on how to write a book very inspiring.

When I went to the workshop, I had one possible idea for a book but I was not sure how to bring my story together. To my surprise, I found that there was not only the potential of many books to tell my story, but there were many different ways to present and profit from it, all the while helping others succeed!

I loved Kathleen's workshop and found it to be one of the best I have ever attended. The amount she charged was very reasonable and well worth every penny. I look forward to working more with her and her fine group of people.

Furthermore, I am now pleased and confident to say that I am the author of "Momanager". It's my story of faith in my children that they can succeed in everything they do!

Thank you, Kathleen, for having faith in everyone's stories.

Valerie McQuaid, Author, and Manager of Singer/Songwriter/Recording Artist, Alyssa McQuaid

reminding you of your deadlines, answering your questions, and creating your masterpiece WITH you... ahhh... it is MUCH easier! Isn't it? This is what our clients LOVE the MOST about us.

2. You have **18 months to complete your project**. Every successful person agrees you MUST have a deadline date or your goal may remain in limbo. Lying on your death bed, it isn't the things you did that you regret, but the things you didn't get to do. Most authors don't need a year and a half to realize their vision. We know how life gets in the way, so we have found this to be a comfortable period of time to bring things to fruition.

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3. We normally work with the author by **EMAIL**. After you sign up, you will receive the welcome email and soon our famous **Self-Publishing Kit** via **REGULAR MAIL**. This package is jam-packed with things like our "Self-Publishing Coaching Manual" and the Marketing/PR Video, "How to Get a Million Dollars Worth of **FREE** Publicity". Your kit contains a **TON** of marketing and production instructions, to help ensure your success.

4. Your personal Support Coach will set up a **30-minute Book Consultation** to help you create the outline of your book, determine its size, and assign a working retail price.

5. Your Support Coach will help you **price your book for the Marketplace**. Let's face it, there is no set formula for establishing the retail price, but if you make it too low, your readers will adopt the "free has no value" mentality and will either **NOT** buy it, **OR**, worse yet, **NOT** read it. And if it is too high? Without the right marketing plan, you will lose sales!

6. Valuable steps will include things like **how to obtain your ISBN number**. Then **WE** will **create the bar code** for your back cover as part of your package! Didn't I say it would make things easier?



When I met Kathleen, I was ready to launch and share the success habits that I had learned in my life. Her philosophies tied so closely into what I wanted to do! She quickly revealed to me how I too could live the life that my wife and I dreamed of.... NOW? Because of a few tweaks in our lives, we ARE! ... What do I have in my life that I can say this? I have a wonderful, loving, and supportive wife. We have been married 8 years. I have possibly the BEST 3 boys in the whole wide world. I am doing what I love... being a coach, mentor, professional speaker and helping others become "change agents". I am now dreaming BIGGER DREAMS... thanks to Kathleen... and I can't wait to share with you what helped me get to this stage.

Justin Flunder,
Professional Speaker, Coach/Mentor, Author

7. **Custom Cover.** A cover design alone can cost from \$4,500 to \$24,000... but not at Aurora Publishing. We include this as part of your comprehensive package. There are many things to consider in designing a cover. Marketability... your book IS judged by its cover. Don't make a rookie mistake and try to do this on your own. Readers can sniff out a "do-it-yourself" job very easily. You will lose readers and dollars – very sad, but **AVOIDABLE**.

The cover design includes a graphic or photo, unless you want something very specific. You may need the services of an illustrator to create exactly what you want. This is **NOT** included in your package price (see item 8).

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8. If you do require an **Illustrator**, a substantial discount coupon is included in the package.

9. Layout and Design of your book.

The layout **MUST** have the correct amount of white space, the font must be easy to read and legible, and most of all, it must be pleasing to the reader's eye. Most readers only make it to page 18... you don't want that to be **YOUR** book.

Having a graphic designer who knows how to set up a book for printing and how to design a marketable product will ensure that your book isn't rejected by the retail market or classified as amateur.

10. Editors: Your book is only as good as its editor. Finding too many mistakes or grammatical errors is a turnoff for readers. While your editing costs are **NOT** part of your package price, we **DO** have a solution to help you. Most editors charge between \$50 an hour for correcting spelling and grammar only, and \$500 plus an hour for substantive editing. The good news is we have top-quality editors on our team. Coupons are available for \$15 an hour (spelling and grammar), and if you need more help? \$45.00 an hour for substantive editing.

Many authors have bought this package because of these savings alone!



I just thought you might be interested to know the date I actually started putting my fingers on the keyboard...my first bit of writing was saved on January 12th!! I can hardly believe it! Since we met, I believe my thoughts and emotions were being processed through my night- and daydreams in preparation for writing. And, now...it is my passion to publish this book and share my experiences. Thank you for all your help in bringing this dream into reality. Now my and Edward's journey will help others.

Bea Weatherly

Author, Professional Speaker

11. Submitting press files to the Printer to use to print your copies. We will upload the press files to our (or your) Printer with job specifications. (Printing costs are **NOT** part of the package.)

12. Creation of your eBook. Yes, that is right. You can **ALSO** sell your book as an eBook if you want to. It is included in your package. Upload it to your website in order to download some serious money.

13. Unlimited listing on Aurora's online Bookstore, www.YourChoiceBooks.info.

14. We will present the story of you and your book in Aurora's "Success Stories" email newsletter.

15. Listing of your book and eBook on **Aurora's Facebook Fan Page**, www.Facebook.com/AuroraPublishing. Just "Like" the page and your listing will be added in the Aurora Authors' Folder when your book goes to the Printer.

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Here is what you need to do.

- Fill out the order form on the last page of this package.
- FAX it to our office at 403-230-1156
- Your Support Coach will be in touch with you as soon as she possibly can. If you have any questions, you may contact Dominique Petersen at NiksDesk@yahoo.ca



I am having an absolute BLAST being an author, thx for all your help!

I've sold about 40 books, have it in 2 stores in Red Deer, am doing a book-signing with McNally's in Calgary today, did the Liquid Lunch interview, am teaching online dating as a night course in February and was featured in 2 papers locally...yeh!

Linda Healing, Author of
*Regaining Your Passion, Doing It
Right the Second Time Through Online Dating*

WAIT! I have more great news!

The price for first-time authors is \$1,997.00; for returning authors for their second (and additional) book(s) each package is \$997.00. If the third book is part of a SERIES, the price is further discounted to \$797.00.

You simply CANNOT get that kind of value, for that price.

We at Aurora know that only a small percentage of authors write ONLY one book. The vast majority write more than one! You will see! It is a great deal!

AND...

If you pay within **24 hours of receiving this information package**, we will also include:

The Marketing Magic BONUS, a \$697.00 value at no cost to you. This Package includes business cards, bookmarks, post-cards, an About the Author Sheet, and a Book Review Sheet, all designed to match

and promote your new book, and printer-ready to email/take to a Printer, a place like Staples/Office Depot, or if you have a good-quality printer, to print out yourself.

A Virtual Video Coupon, a \$997.00 value for a fraction of the cost. Only \$497.00 will get you the most wonderful book trailer you will ever need. Put it on YouTube, on your website, send it to your friends, upload to Facebook, Twitter, and more. An important, viral sales piece... yours for the taking....

AND more surprises!

Quickly... fill out the package order form and find out what other goodies we have in store for you!

Your manual, video, and coupons will come in the mail in your **Self-Publishing Kit**. The coupons have a time-limited value.

Aurora's Self-Publishing Order Form



Date: _____ Title Or Event: _____

Confirmation No: _____ Invoice No: _____

Name: _____

Phone: _____ Email: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Qty	Description	Retail Price	Note	Total
	Notes		Subtotal	
			Sh/handling	
			Tax	
			Total	

Method of payment:

cash - Thank you! email money transfer direct deposit of Bank Draft website

cheque Please make cheque payable to:
The Opulence Group of Companies Inc. and mail to
44 Bernard Way NW, Calgary, AB T3K 2E9
PH: 403-230-5946 ext 3 FAX: 403-230-1156 EMAIL: AuroraPublishing@shaw.ca

credit card

Name on Card: _____ Expiration Date: _____ (mo/yr)

Credit Card Number: _____ CVD # _____
(3 digit on the back of your card)

Signature: X _____

*Please ensure that your address above is the mailing address of your credit card, thank you.

Aurora's Self-Publishing Testimonials



I didn't even know that I had a book inside of me! I HAD NO CLUE WHAT I WOULD WRITE ABOUT. Aurora Publishing made it easy for me to write, print, and sell my first book. When I started this project, I had no idea what to expect or what was required to get a book published. They made the whole process very easy and showed me what I needed to do to get things rolling fast.

Within 2 months, Mr. Larsen

- finished his book,
- sold 200 copies of his book,
- created his own coaching program AND,
- had a HUGELY successful book-signing,
- was interviewed on T.V., radio, and in magazines,
- and gave several workshops.

Paul Larsen, Ground Zero Recovery Group,
Author of *Too Afraid to Live, Too Scared to Die*



Kathleen has done a wonderful job in breaking down all of the information I have into a recommended coaching content. She helped me bring it effortlessly into modules and lessons.... I deeply appreciate all of the support and patience offered by her AND each of the members of her team. I am a novice in the preparation and marketing of books and coaching programs. I wanted to maintain quality and a high level of integrity in what I was presenting to the public. With Kathleen's help I did exactly that!

Dr Tim Hall, Author of
Uproot Your Past, Nourish Your Present, Enhance Your Future Through Self-Hypnosis

Prior to meeting Kathleen, the thought of writing a book seemed like such a daunting task. I was so overwhelmed with thoughts of how expensive it would be, how long it would take, and how much work it would be that it was easier to give up before I even began; I threw the idea out as being ridiculous. Kathleen then showed me how quick and easy the whole process was by presenting me with her publishing package How to Write and Publish Your Own Book: From Conception to Bookstore in 90 Days. This package, which was filled with lots of great ideas, contacts, and guidelines, got me started immediately.

Then, with the assistance of Kathleen and the whole team at Aurora Publishing, I found the process of writing and publishing my own book happened in much less time than I expected, and that it was also fun and simple. I am very grateful for the positive experience I have had, and I thank Kathleen for showing me how to do it.



Adrienne Uhrinek,
Author of *River of Life*

Aurora's Self-Publishing Testimonials



Kathleen and her team accomplished in a fraction of the time what I was trying to accomplish for over a year! When she says she can help? She means it! Thank you, Kathleen!

Dr. Laura Stannard,
Author of *Secrets of A Skinny Housewife!*



I have been working with Aurora Publishing since January 2005. One day Kathleen asked me when I was going to write a book, rather than designing and formatting everyone else's books. That question hit me like a ton of bricks. Me? An Author? I guess I reacted the way a lot of others have reacted -- that is, before Kathleen helped them.

I thought it over. I had always wanted to be an Author, but I knew that it wasn't such an easy thing. You had to write your book, then take it from Publisher to Publisher, get rejected time after time -- who needs all that hassle? In fact, why waste all that time writing a book when there was little to no chance of ever getting it published?

Aurora's Self-Publishing process can help ANYONE to become a published Author! With Kathleen's support and encouragement, I wrote that book. I was so pleased with the result that I wrote a second. Some day I may even write a third (I really want to!). None of this ever would have happened if it wasn't for Kathleen!

Thank you, Kathleen, for believing in me!

Dominique Petersen,
Author and Kathleen's right-hand woman

Kathleen's help is invaluable! I have always wanted to write children's books! NOW, not only am I a published author - but I have my own series!

Kathleen's book, How to Write and Publish Your Own Book, oozes with key information to make your dreams come true!



Pat Mullen, Children's Book Author

Aurora's Self-Publishing Testimonials



Kathleen is an agent for good and a dream facilitator. Getting a book published is a good thing! I thought, Hey! This might work!

I have been asked to lecture at the U of S, and am in a position to have my novel included on some class syllabuses! Thus a captive marketplace! And it will get better from here. Having a published book garners respect in the entertainment business, and my scripts now get stacked closer to the top when they are submitted! AND I have a potential sale of the DWELLER BY A DARK STREAM screenplay with a U.S. production company.

Darwin Seed, Author of *Dweller by a Dark Stream!*

Within 6 weeks, Darwin was a published author. He has spoken to a few classes at the University of Saskatchewan (and booked in to speak more). He has a soon-to-be MOTION PICTURE screenplay based on his book. He has had his book accepted by Amazon.com. He has booked his first book-signing and has his book in McNally Robinson's Bookstore.



I am honoured to recommend the Self-Publishing coaching program! Kathleen and her staff have made the entire process from "conception to print" completely painless for me!

I had absolutely no idea what I was getting myself into and I can attest that I have not been let down! The coaching they have given me included simple, amazing guidelines to market my book and get the most publicity possible including key contact names and introductions.

Frankie Post, Author of *Love the Sinner, Hate the Sin*

I had been sitting on the thought of writing a book for 15 years and then took the "Kathleen Mailer's guide to writing" plunge! Her expertise and support was what I needed to actually start, write, and later complete my first book. The thought to write more than one book never crossed my mind. But now that I have completed one, I have two others I will be starting.

Thank you, Kathleen, for your always positive support and insight.



Janet Holyk, Author of *My Rose Coloured Glasses*

Aurora's Self-Publishing Testimonials



Kathleen's connections with a variety of Printers enabled me to get a very good price for a beautiful product! I am very happy with the end result!

Overall my experience working with Kathleen's company has been better than I can put into words. I had no idea how to get my book from my handwritten creation to a finished product. Now I am into the marketing stage and Kathleen's talents are shining through again! She is helping me in any way her busy schedule will allow. I feel very blessed to be working with her!

I think if you are motivated to see your creation and dreams come true, you will have success and be very happy. Staying true to yourself and your goals will see good results when the time is right! I do believe Kathleen can be a great asset and resource to have on your side.

Sincerely, Sandra Gullacher
Children's Book Author



"I wanna write a book about my cat!" Mike has Fragile-X, but had decided he wanted to write a book.

I [Kathleen] said, "Ok, let's do it." Within 4 weeks, Mike was in bookstores and was interviewed by several TV stations, newspapers and magazines.

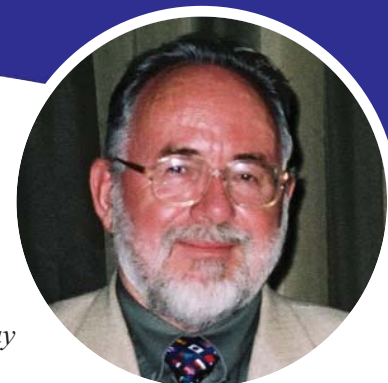
Mike was asked what made him think that HE could write a book (because of his mental handicap). His reply? "I didn't know I couldn't!"

He was in several stores, including Amazon.com and sold hundreds of copies of his book in one day!

Mike Grills, Author of
My Cat -- Pussy, Pussy

While my official launch is still some time away (i.e., March 31, 2008 at the Lethbridge Public Library), I have had a Christmas pre-launch here and sold to friends and relatives via my website (www.henningpaniyas.ca).

I have sold approximately 80 printed books, and for an additional \$5 almost 25 PowerPoint Shows of the pics (the 38 in colour, 2 B&W); 1 ebook; 0 CD's; and I sent away about 30 as gifts and "advertising".



Hans Henning Mündel, Author of
My Life Among the Paniyas of The Nilgiri Hills
www.henningpaniyas.ca

Aurora's Self-Publishing Testimonials



Kathleen Mailer, guru of self-publishing, shares her knowledge, enthusiasm, and experience with all aspiring authors through her published books and also her teleclasses. Kathleen has helped me bring little Angelo's story into the light for all to share and experience. I had my 2 other books published with a publishing company and now, after taking Kathleen's program and learning by the school of hard knocks, I have pushed to get my books back into my own hands. Thank you, Kathleen, you are a beautiful soul and a savvy business coach.

Jaci Majer, Author of
A Miracle for Angelo



Just wanted to let you know that my book launch at the ranch west of Calgary could not have been any more successful. I sold all of the books I had printed and have orders for many more. Now I am receiving messages from people who have had the chance to read it and they are very complimentary. I have a second order for more hardcover copies and am reviewing the proof of the softcover version. I really want to thank you for all your efforts to make this project a success.

Bj Smith, Author of
A Legend of the Nahanni

Working with Kathleen and Aurora Publishing has been a godsend. For years, I dreamed of writing and publishing a book. I had already published several articles in various publications but needed to do more. After ending a very unhappy marriage, I needed to channel my pain and energy into something positive and creative. So, I painted and painted. When Kathleen saw each of my paintings, she told me that I needed to use each one to write a motivational book for women. Thus, the Evolving Woman Series...Daily Reflections was born. Kathleen helped me through the publishing process - from setting a goal to finish my work, to finding the right editor and the design of my book cover. I was even able to use one of my own drawings and work with the designer to create a spectacular cover that jumps off the shelves! Kathleen and her team make the dream of self-publishing a reality. And, because it is through her company, Aurora Publishing, that I self-published my book, it adds to my credibility as a published author. I am now turning my artwork into postcards to enhance my book. Kathleen's marketing skills, compassion, and love for helping others achieve their dreams are truly blessings! Thank you, Kathleen, for making my dreams come true!



Kimberley Langford, Author,
Workshop Facilitator and Creator of the *Evolving Women Series*©

Aurora's Self-Publishing Testimonials



Writing a book can be intimidating if you don't have the motivation and know how. Aurora Publishing makes it easy for authors to have their voices heard. This company helps the author every step of the way and makes it possible to publish a book.

Kathleen Mailer is the most amazing motivator a person could hope to encounter. Aurora Publishing makes writing a book more than just a dream, it makes it a reality!

Note: Kim is now the Dean of The Children's Academy of Learning and has created a wonderful program to give Children a voice!

Kim Palmer, Author of *Tammie & Her Jammies, Let the Children Be Heard and Young Writers as Authors*



I took Kathleen's course. It was upbeat and positive. I am not only on my way to writing a fabulous book, I have a whole new series! This couldn't be possible without your help! Thank you! You make it so easy!

Melody Murphy, Author of *Let's Make a Mess in the Kitchen Series*

If you are thinking about writing a children's book (or any book for that matter), OR you have one already written but are sitting on the pages - all I can say is GO FOR IT! I have just received my children's book and it looks so unbelievable that I am more than at a loss for words. I can't tell you how happy it makes me. Thank you, Thank you, Thank you, Kathleen. I will admit I was scared. I didn't know if I was going to make back the money or not. I didn't know if I could sell my book. Then Kathleen started talking about how easy it is. SHE WAS RIGHT! I will MORE than make up the money to do it - even in my first month! Kathleen showed me the easy way to get things done and the inexpensive way too. She was VERY helpful and she REALLY has great ideas on how to sell these books and make money FAST! Much to my delight, EVERYONE wants copies of my first book! Now, my dream has come true! When my son told his school for career day what his Mom did, I cried. He said, "MY MOM IS AN AUTHOR!" Money will come when you do what you are meant to do. I have several books in the works and I am going to have Kathleen help me do them all. I also had a hard time believing Kathleen that it would take only 90 days to complete everything. I decided it was still worth it, even if it took 6 months. BUT... it was less than 6 weeks! Talk about EXCITING! Don't be shy... I can't tell you how good it feels to have everyone proud of you. My husband, my kids, my parents, my boss, and most of all ME!



Judy Everson, Author of *Chippy the Curious Squirrel*

Aurora's Self-Publishing Testimonials



Is it serendipity? Kathleen crossed my path as I decided to plunge into publishing my book. Ask yourself this, "Are fears relating to what to do, and will it sell, holding you back?" Kathleen's no-nonsense approach dispelled many of my concerns. Her years of experience in the industry are encapsulated in a user-friendly, must-have, practical "how-to" manual. Kathleen is very approachable and her contacts extend well beyond the printed material. She is relentless in her quest to promote all authors who come under her wing. Personally, Kathleen has provided me with a number of marketing avenues that I would have not been aware of. I view the contacts as significant steps to marketing and promoting my book.

Colleen Kiranas, Author of
Coaching to Build Great Managers



You and your company are an inspiration to all! Kathleen, you have saved me time, energy, and helped me to pursue my passion.

Resourceful, quality material, superior service, direction and a commitment to helping you succeed with your dreams!

Bernadine Drake, Author of
Get Fit With Mommy And Me, It's As Easy As One, Two, Three

I couldn't believe it! My very own book in my hands! I thought it was too late, at 68 years old?? BUT... I dared to dream. I can NOT describe my feelings that day. NOR can I describe the overwhelming response to my book.



Alta Smith, Author of
Treasures from the Heart

Note: Alta Smith, 68 years old, wrote *Treasures From the Heart!* She put the short stories and poems together that she had written for herself over the years. Within 6 weeks she too had her proof copy of her book in her hands. Overwhelmed? Emotional? Excited? Revived? All of the above express the enormity of the moment. The next day, she had 4 sales, and 4 book-signings (including McNally Robinson) were scheduled. The day she received her shipment, 100 books were gone and sold. She had to order more! Within 2 weeks, she did several book-signings, received media attention (had a nice write-up in a newspaper), and was on her way to a new and exciting life.

Aurora's Self-Publishing Testimonials



Today I got my first sponsorship for my book called Simply Going Green...In 3 Years or Less.

Thank you SO much for showing me how to do this, Kathleen! I am so happy, I am doing a dance!!!!

My first sponsor spoke with me on the phone and asked me to send him a bit of information, so I sent him the sponsorship package. One day later he called back and told me they were very excited about this, and could I send him some chapters. So I sent him 4 chapters and many blessings. Today, I made my follow-up phone call and was told they would be happy to go ahead and to please submit an invoice....YAHOO!!!

Yesterday, I had a meeting with a solar company that is working with 2 home builders that are building GREEN homes. The gentleman that I met with said he would speak with the 2 home builders on my behalf and get back to me.

Then a lady from the city emailed me and told me that she had spoken to the lady in charge at city hall and that I should expect a phone call from her.

I am so excited, the goosebumps keep popping up as I write this. I made \$3,000.00 and I still have not got my book published yet...but soon. With your package I am almost there!

Kaayla Canfield, Author of
Simply Going Green In 3 Years or Less

Kathleen Mailer's Self-Publishing Coaching program is just the knowledge and incentive authors need, whether they are first timers or more seasoned but need the boost Kathleen can give. I was one such author when I entered Kathleen's program. I had multiple articles, magazines, newsletters and book chapters behind me, but getting a new book out was more of a challenge. Kathleen's formula for writing and self-publishing, as well as her ability to help her authors set goals and be accountable, gave me the push I needed. Now my new book: 101 Ways to See, Hear, Feel and Understand the Power of Inner Language: Improve Your Communication from Bedroom to Boardroom is off the back burner and ready to hit bookstores.



Xenia Stanford, Award-winning Author,
Editor, Educator and Certified Teleclass Leader

Aurora's Self-Publishing Testimonials



If you have ever thought for a moment that writing a book is something that you would like to do, then I encourage you to take the Self-Publishing COACHING program from Kathleen Mailer. As you sit in a comfortable atmosphere, with others like yourself, Kathleen will take you away from all of your self-doubt and send you soaring to new heights in the realm of self-belief. You will be encouraged, excited and ready to write by the time you leave her coaching.

Stacey Sailer, Author of
The Jewels in My Crown



When I met Kathleen she gave me what she likes to call “a hand up” by seeing my potential and getting me started. All I had needed was someone to give me some inspiration. When she contacted me about possibly writing a book I was ecstatic. She asked me if I did a lot of writing. I told her that I actually did some writing every night, and I explained to her my “Words of the Day”. She insisted that I bring them to the workshop and after reading just a few she was encouraging me to write a book just of my “Words”. Who knew that people would want to read my words!?! Thank you, Kathleen.

Kyra Wittkopf, Author of
Reading Between the Words

Note: Kyra is now a published author at the age of thirteen!

I am a professional graphic designer. I already know how to write, design, and print a book. Why on Earth would I want to spend my hard-earned money to have someone walk me through the steps of publishing my own book?

- *Because ... it is worth every penny to me to have access to Kathleen's infectious energy and enthusiasm.*
- *Because she has already put in the time to build a reputation for her publishing company built on trust and performance.*
- *Because her team will facilitate the process, but I'm still driving my own bus.*
- *Because I know that I am getting VALUE for my investment!*



Angela Hook, Author of
Let the Wire Inspire

Aurora's Self-Publishing Testimonials



We are all very proud of Darrin. He even did a book-signing at Wal-Mart!

Darrin's book became a number one bestseller in Saskatoon at his McNally Robinson book-signing.

Deneen G. (the event coordinator) was so impressed with the number of books Mr. Robinson sold at his book-signing that she contacted CBC radio and their local Star Phoenix paper. They immediately wanted to do interviews.

Darrin Robinson, Author of
Sucks to Be Youth - NOT!



The "How to Write and Publish your Book" workshop showed up at exactly the right time for me. I'd always known I would write a book "some day". Well, that turned out to be the day. Kathleen held the key to unlocking the ideas in my head. She told me I already had a book ready to write, and when I looked closely, I saw she was right. I simply needed to separate it from all the other ideas in my head. Purchasing the Deluxe Program gave me the incentive to follow through. I am now a published author.

Ann-Marie Latoski, Author of
Sweet Success and Integrity

Kathleen is an amazing, powerful mentor and her team helped me finish a book I never thought I could write. I thought that because I only had Grade 10 English, I couldn't write a book. Now I have done it and accomplished my goal. I am now going and speaking to groups of women who feel that because of abuse they can't reach for their dreams. I want to help them change how they feel and get out of their "secret life" of abuse. I can do that because you helped me. Thank you.



Madonna Girletz, Author of
3 Strikes and You're Out! Lessons From the Heart

Aurora's Self-Publishing Testimonials



Having seen and heard Kathleen Mailer, Teresa quickly realized that here was the mentor that she needed. *“My goal was to publish children’s books which would teach them to be more conscious of their attitudes and choices. I needed to find a means of publishing books so that we could channel money into our foundation to support schools in the third world. Traditional Publishers were not keen on supporting the idea, so it became apparent that setting up my own publishing house was the way to go.”* Kathleen not only helped Teresa to get started but also offered her own children’s book in support of the program to create tuition funds in developing countries.

Teresa deGrosbois, Author of
The Presents’ Presents



Rosemary and Sherilyn told me that they chose Aurora Publishing because Aurora offers a comprehensive, self-publishing package which includes coaching and step-by-step instruction.

As self-publishers we recognized our need for credible, experienced support and expertise in formatting, cover design and marketing strategies.

Rosemary Piquette and Sherilyn Varro, Authors of
Marketplace Exploits: The Ultimate Handbook for Marketplace Prayer

I met Kathleen only three months ago! Since that life-transforming first few minutes... when I took her unmistakable advice to success, I have...

- written a book (almost ready to sell).
- started a very successful and thriving computer business.
- created and mended better relationships.
- produced a slide show DVD on the Nesting Habits of Ravens.
- become a Professional speaker, helping others to succeed.
- and MY LIFE HAS CHANGED...
- overcome HUGE life obstacles.



Rod MacKay, Author of
Addicted To Life

Aurora's Self-Publishing Testimonials



I came into a meeting not even thinking about writing a book. I just thought about "writing" in general. A few short hours later, I had my whole entire book and a NEW business! The process is easy. The team is fantastic! Ideas for marketing AMAZING! I am doing VERY well selling books like crazy! I have recommended MANY of my friends and will continue to do so!

• *And MY LIFE HAS CHANGED...*

Michelle Narange, Author of
Potty Training Made Easy



I wrote most of this book in a few hours during class with Kathleen. I finished it and had the layout and design - which I love - in no time at all. I now have a column in a magazine! Why? Because Kathleen showed me how to do it. It is so exciting to see this come into my hands so quickly. It is also exciting to see how her marketing ideas can work IF you just apply them.

Susan Blackwell, Author of
101 Reasons To Be Optimistic For Life

I want to tell you how impressed I am with the professionalism afforded me by Aurora Publishing. I would highly recommend their services to anyone serious about getting results fast.

Doug Jones, Author of
10 Steps to Become a Networking Genius

Note: Doug has now moved on to become a fabulous musician. His new CD is very hot in Europe right now!



Thank you for your vote of confidence in my writing skills. You showed me that I CAN write this book and many more. I have something to say to the world and now I can through this vehicle you have helped me create. May many blessings come to you for what you do.

Neerja Bhatia, Author of
Bliss is in Knowing the Self

Aurora's Self-Publishing Testimonials



Aurora Publishing has faith in the “power of words” that people have hidden within themselves. They are the catalyst to inspire authors to write. Writing and publishing a book is about “soul work” and bringing forth the beauty of the story into the world to shine. Aurora Publishing stands behind their authors and mentors the process for self-publishing.

Gail McNaughton, Author of
Garden Memories in the Web of Life



I loved the fact that all I had to do was write the book and Kathleen and her staff took care of all the details. With Aurora Publishing’s exceptional support and expertise, I was able to publish a book with such ease. I have always wanted to publish a book that would change the way the world thinks and now with the assistance of Aurora Publishing, I have been able to “get the words out”. Thank you.

Susan Faber, Author of
Women Fart Too

I attended one of Kathleen Mailer's workshops. Her personal investment in me left me no other choice than to choose Aurora Publishing to help me self-publish my book.

The tools, coaches, and support she offers new Authors were the deciding factors.



Penny Omilon, Author of
Penny For My Thoughts



Kathleen is a dynamic, wonderful, caring individual who helped me create this book in such an easy way. Her team makes all the difference in the world and really encouraged me to keep at it. Thank you, Kathleen, and Aurora Publishing for bringing this to fruition.

Debbie Thomas, Author of
For Men’s Eye’s Only: The Ultimate Guide For the Romantically Challenged

Aurora's Self-Publishing Testimonials

Picture
Not
Available

You made everything so easy. When we met I made my decision to go forward and I have not turned back. I love my cover design and the layout of my book, and I have so many people to show it to. When I got my book I had such positive feedback from most people. Thank you, Kathleen. Without you showing me that I could do this, I would never have finished what was on my heart.

Daniela Galiceanu, Author of
Of Course Kids Can Make Money Too!



You!

Kathleen, thank you for all of your help with the completion of my book!

You had all of the tools I needed. You had all of the right things in place.

You had the right people to do the job. Mega Money Here I Come!

Aurora Publishing

*"Helping Bring Your Writing Dreams Into Quality,
Lucrative Published Works Effortlessly Since 1997!"*

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