

A 6-Month  
Mentorship  
Program with  
**JEFFREY DAVIS**  
May 1-Oct 30,  
2013



YOUR CAPTIVATING BOOK  
JEFFREY DAVIS'S PROGRAM  
FOR WRITERS READY  
TO CREATE A BOOK  
THAT MATTERS

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## Special Free Intro

**Webinar:** The Author's Inner Game

## MONTH 1: Shape Your Singular Elegant Idea

**Webinar 1:** Your problem-premise-promise tripod

Jeffrey lays out a signature process for distilling your pages into a coherent premise that will help you conceive and pitch your book.

**Webinar 2:** Techniques to dig in & gates to pass through

Jeffrey guides you through a further distillation process to define your angle and filter aspects of your problem, premise, promise, and storyline.

### Q&A Group Online Coaching

Jeffrey reviews progress and participants' questions and queries.

### Tracker & Mastermind 1:1 Sessions

Jeffrey meet 1:1 via phone or Webex with each Tracker & Mastermind Writer.

### Tracker & Mastermind Workshop: Singular Elegant Idea

Using a tested method for feedback & response, Tracker and Mastermind Writers discuss select participants' ideas & premises.

## MILESTONE 1:

A draft of a singular elegant idea and/or anchor storyline.

## **MONTH 2: Shape Your Engaging Book Arc**

### **Webinar 3: Deep Story as Basis for Any Book**

In response to this session, MFA grad clients often say, “Why didn’t they tell me this in my \$30 K education?” Rich with examples, Jeffrey shows you compelling models for structuring your nonfiction book, memoir, or novel around the story of your character, the story of your idea, or the story of your program. All with one aim - to create engaging experiences for readers.

### **Webinar 4: Inside your readers’ mind & heart: psychology & neuroscience of captivating books**

We’re wired to love conflict, and we’re wired to empathize. Jeffrey gives you a peak “behind-the-scenes” of why & how to captivate your audience from beginning to middle to end - regardless of genre.

#### **Q&A Group Coaching**

Jeffrey will review where writers have gone so far and then open the session to participants’ questions and queries.

#### **Tracker & Mastermind 1:1 Sessions**

Jeffrey will review material from and meet 1:1 via phone, Skype, or Webex with each Tracker & Mastermind Writer.

#### **Tracker & Mastermind Workshop: Captivating Story Arcs & Idea Arcs**

Using a tested method for feedback & response, Tracker and Mastermind Groups will discuss up to 4 participants’ book arcs.

## **MILESTONE 2:**

25 re-drafted pages of your book & a refined singular elegant idea and/or anchor story & structure.

## **MONTH 3: Re-visioning Your Book Structure**

### **Webinar 5: Structure Options & Anchor Stories**

Jeffrey breaks down key patterns to structure your book, tell your stories, and shape a Table of Contents.

### **Webinar 6: Synopses, Outlines, & Chapter Summaries**

Regardless of your preferred publishing route, this session gives tips for further re-visioning, shaping, and ultimately selling your book.

#### **Q&A Group Coaching**

Jeffrey will review where writers have gone so far and then open the session to participants' questions and queries.

#### **Tracker & Mastermind 1:1 Sessions**

Jeffrey will review material from and meet 1:1 via phone, Skype, or Webex with each Tracker & Mastermind Writer.

#### **Tracker & Mastermind Workshop: Structures & Shapes**

Using a tested method for feedback & response, Tracker and Mastermind Packs will discuss up to 4 pre-selected participants' synopses, outlines, Tables of Content, and/or chapter summaries.

#### **Mastermind VIP Day:**

Jeffrey will meet with a Mastermind writer at the Hudson Valley's extraordinary Mohonk Mountain House to advance the writer's project and momentum.

### **MILESTONE 3:**

40 re-drafted pages of your book, a refined singular elegant idea and/or anchor story, plus a drafted outline, synopsis, or chapter summaries.

## **MONTH 4: Develop Your Captivating Book**

### **Webinar 7: Your 3 Captivating Voices**

This session gives you practical tools to understand your narrator, your dramatist, and your muses for nonfiction and fiction. You'll discover which voice you over-lean on and how to draw on the other two.

### **Webinar 8: The Why & How of Scene for Any Genre**

Discover why & how scenes captivate us, 3 kinds of fundamental scenes, and how to write scenes to develop parts of your book for specific goals.

### **Q&A Group Coaching**

Jeffrey will review where writers have gone so far and then open the session to participants' questions and queries.

### **Tracker & Mastermind 1:1 Sessions**

Jeffrey will review material from and meet 1:1 via phone, Skype, or Webex with each Tracker & Mastermind Writer.

### **Tracker and Mastermind Workshop:**

Tracker and Mastermind Writers will discuss up to 4 pre-selected participants' material.

### **Mastermind Virtual All-Day Retreat:**

Jeffrey and the Mastermind Writers Group will meet for a video all-day retreat that will include intensive mini-mentoring sessions and collaborative brainstorming & feedback designed to further each Mastermind Writer's project.

### **Mastermind VIP Day:**

Jeffrey will meet with a Mastermind Writer at the Hudson Valley's extraordinary Mohonk Mountain House to advance the writer's project and momentum.

## **MILESTONE 4:**

65 re-drafted pages of your book, two drafted and rewritten scenes, a refined singular elegant idea and/or anchor story, and a musing interlude designed to provoke, incite wonder, or put things into perspective.

## **MONTH 5: Captivate Collaborators**

### **Webinar 9: Book Proposal Intros, Queries, & Pitches**

Regardless of your publishing route, Jeffrey gives you an insider's look at how to frame and market your book. The "conventional" book proposal for nonfiction, memoir, and fiction demands any writer get clear about why her or his book is worth attention in the marketplace. We'll consider applications to alternative and digital publishing.

### **Webinar 10: Influencers Within Your Field**

Learn smart strategies for building online relationships with people outside the industry but within your field and in complementary fields who can help sell your book.

#### **Q&A Group Coaching**

Jeffrey will review where writers have gone so far and then open the session to participants' concerns and needs.

#### **Tracker & Mastermind 1:1 Sessions**

Jeffrey will review material from and meet 1:1 via phone, Skype, or Webex with each Tracker & Mastermind Writer.

#### **Tracker & Mastermind Workshop:**

Virtuoso and Mastermind Packs will discuss up to 4 participants' material.

#### **Mastermind VIP Day:**

Jeffrey will meet with a Mastermind writer at the Hudson Valley's extraordinary Mohonk Mountain House to advance the writer's project and momentum.

## **MILESTONE 5:**

80 re-drafted pages of your book, a refined Table of Contents or synopsis + a draft of a query, pitch, or Influencer plan.

## **MONTH 6: Make a Map to Finish**

### **Webinar 11: Reality Checks & Milestones to Finish**

Jeffrey will help you forecast next steps and create a map with milestones and strategies. You'll also have the opportunity to reflect upon and celebrate your progress in six months.

#### **Q&A Group Coaching**

Jeffrey will review where writers have gone so far and then open the session to participants' concerns and needs.

#### **Tracker & Mastermind 1:1 Sessions**

Jeffrey will review material from and meet 1:1 via phone, Skype, or Webex with each Tracker & Mastermind Writer.

#### **Tracker and Mastermind Workshop:**

Virtuoso and Mastermind Packs will discuss up to 4 pre-selected participants' material.

#### **Mastermind VIP Day:**

Jeffrey will meet with a Mastermind writer at the Hudson Valley's extraordinary Mohonk Mountain House to advance the writer's project and momentum.

## **MILESTONE 6:**

100-plus re-drafted pages of your book, including refined scenes and narration, a refined singular elegant idea, a refined Table of Contents or synopsis, a refined pitch, an Influencer plan, and a map with milestones, strategies, and action steps.