

Program Guide 2021



Welcome to 2021! Get ready to get it DONE!



Although 2020 was challenging on so many levels, many of my clients and colleagues had a strong financial year in terms of their business. While technology like Zoom may have been new to most of the world, many of us have been using it for years to present live content. So as people started staying home more, they had more time to look at digital content that could help them improve their health, sharpen their skills, start new businesses, or grow their current side hustles into thriving businesses. This created some amazing business opportunities for many of you especially since you had programs, courses and membership programs in place. You just needed more people to see them and they did.

As we move into 2021, it is going to be more important than ever to make sure you stay visible and continue to produce quality content that will help your target audience reach their goals. That could include writing your next (or first) book, creating additional courses and programs

or mastering more of the technology needed to grow and scale your business. My team and I would love to support you and be part of that process.

Our Digital Mastery Academy has everything you need to start, grow or scale your online business. Please take a moment to look at our program guide to see how we can assist you. As always, if you have questions or would like to discuss how we can support you in 2021, please schedule a time to chat. Visit TalkWithVan.com to schedule your appointment.

Here's to Getting It DONE in 2021!



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Learn how to make your own 5-figure book deal through product creation.

In this 8-week live class you will learn how to develop products and services from your book so you can impact lives and be more profitable at the same time.

Class starts Monday, February 1, 2021, 7 PM EST

ProductCreationForAuthors.com



In this program, you will learn how to...

- Choose which products and services are best for your target market
- Impact your readers by helping them implement the strategies you share in your book
- Increase the profit margins of your book project by over 500%
- Quickly create online courses, coaching programs, membership programs, webinars, workshops, and other content
- Much more!

- 8 live weekly classes
- Access to our exclusive Facebook group where you can ask questions and network with other authors
- Special handouts and worksheets that will help you plan and implement the steps learned in class
- LIFETIME Access to the recordings

Publishing Mastery A C A D E M Y



With Vanessa Collins

Can you help me publish my book?

If you are a self-published author, you have heard this question **MANY** times before. How you answer it will determine how much **MONEY** you will leave on the table! Let me show you how to build a successful Publishing Business using the knowledge you gained publishing your book. (Even if you just want to make it a side hustle.)

Class starts Monday, April 5, 2021, 7 PM EST

PublishingMasteryAcademy.com



In this program, you will learn how to...

- Promote your publishing business
- Work with authors so you can create the best possible product for them
- Prepare a quote and service agreement
- Publish on platforms other than KDP (yes, there are other on-demand printers out there)
- Appropriately price your service and how to know when you need to ask for more
- Deal with clients from ... (you know where!)
- Know when to walk away from a deal
- Deal with unhappy clients, when to offer a refund, and when to stand your ground
- Much more!

- 8 live weekly classes
- Access to our exclusive Facebook group where you can ask questions and network with other authors

- Special handouts and worksheets that will help you plan and implement the steps learned in class
- Quarterly group hot seat sessions with me or one of my coaches where you can get real-time assistance with your book
- One 30-minute one-on-one jump session coaching call about your specific book project
- **LIFETIME** Access to the recordings

The BLACKFRIDAY Challenge

Do you have that **ONE** book in your business that will allow you to share your life-changing message, impact your audience and **generate over \$10K for your business**?

If not, allow me to help you Write, Publish and Promote your next bestselling book by Black Friday!

Class starts Monday, August 2, 2021, 7 PM EST

TheBlackFridayChallenge.com



In this program, you will learn how to...

- Complete your rough draft in as little as 4 weeks
- Easily organize and outline your book
- Make your message appealing to your audience
- Choose an editor for your book
- Work with a graphic designer for your cover
- Put together a simple, but elegant book cover yourself
- Lay your book out for printing
- Choose the right printer and distribution company
- Publish other people's books
- Turn social media Likes and Followers into sales
- Have a successful book signing
- Use technology to grow your list and sell more books
- Use Amazon and other sites (including your own) to sell your books

- 16 live weekly classes with me where I will take you step by step through the same process I have shown to over 100 authors
- Access to our exclusive Facebook group where you can ask questions and network with other authors
- Special handouts and worksheets that will help you plan and implement the steps learned in class
- Recordings of all calls so you never have to worry about missing a session or needing to hear something again
- Two one-on-one 30-minute coaching calls about your specific book project where we can develop a specific plan for your book
- **LIFETIME** Access to the recordings and live classes which means you can participate in this class LIVE whenever it is offered FREE OF CHARGE!
- Participate in our LIVE Virtual Book Launch where many of our authors hit Amazon Best Seller status in one day.

Writing Mastery A C A D E M Y



With Vanessa Collins

In this 12-month program, we cover how to write and publish your non-fiction, fiction, children's book, cookbook, and much more.

Monetize your message and grow your business.

Program starts Wednesday, April 7, 2021 & December 1, 2021, 7 PM EST

WritingMasteryAcademy.com



In this program, you will learn how to...

- Complete your rough draft in as little as 4 weeks
- Organize and outline your book
- Make your message appealing to your audience
- Choose an editor for your book
- Work with a graphic designer for your cover
- Put together a simple, but elegant book cover yourself
- Lay your book out for printing
- Choose the right printer and distribution company

- 10 live weekly classes with me where I will take you step by step through the same process I have shown to over 100 authors
- Access to our exclusive Facebook group where you can ask questions and network with other authors
- Special handouts and worksheets that will help you plan and implement the steps learned in class

- Monthly group hot seat sessions with me or one of my coaches where you can get real-time assistance with your book for 9 months, starting after the 10-week class
- One 30-minute one-on-one jump session coaching call about your specific book project
- **LIFETIME** Access to the recordings

Digital Mastery FOR BUSINESS



With Vanessa Collins

You have great content. Why haven't you launched?

It takes more than passion, purpose, and great content to positively impact the world and your bottom line. You need to get your message in front of those who **NEED** it and are willing to **PAY** for it. **Let me show you how to create and launch successful online courses, workshops, coaching, and membership programs.**

In this 6-month program, not only will you learn how to launch your online programs, we will launch your programs TOGETHER.

<u>DigitalMasteryforBusiness.com</u>



During our 6 months together, we will show you how to:

- Develop a dynamic course from content in your book
- Research your customer avatar so you know exactly who you are targeting
- Write copy that will speak to your ideal client and repel those who are not
- Create the marketing assets you need for a successful launch, including graphics, landing pages, and autoresponders
- Generate leads for your class before you launch
- Design an irresistible offer your ideal client will love

We will also help you:

- Plan and execute your launch!
- Plan and execute a list building challenge for your online course
- Create and conduct an educational sales webinar for your course
- Create an on-demand training that can be used for marketing your course
- Write and set up Facebook ads
- Conduct your online course
- Keep your students engaged and wanting to join you for additional classes

- Two live group coaching/ implementation sessions per month where you will receive training and hands-on help with your launch
- Access to our exclusive Facebook group where you can ask questions and network with other amazing entrepreneurs
- Special handouts and worksheets that will help you plan and implement the steps learned in class
- Recordings of all calls
- Three one-on-one coaching calls about your specific launch
- LIFETIME access to the recordings and live classes
- 50% discount on selected programs including Digital Mastery for Women, Digital Mastery Authors Elite, and other programs



Digital Mastery FOR WOMEN



With Vanessa Collins

You don't need to master EVERYTHING when it comes to technology. You only need to master the stuff that will help you make more money in your business.

In this monthly membership, we focus on the fundamental digital marketing components you need to have a profitable online business.

DigitalMasteryForWomen.com



- Written, video or audio lessons each month on digital mastery skills that will help you grow your business and increase your bottom line
- Private Facebook group where you can ask questions, solicit feedback and share ideas
- 1 monthly call/presentation where you can ask questions and get direction on your most pressing digital marketing problems
- 20% Discount on selected classes or products from Digital Mastery Academy
- Two one-on-one strategy sessions designed to help you plan and implement your profit plan.
- On-demand library of past teachings and recordings





You wrote the book. Now what?

It's time to become a Profitable Entrepreneur!

In this monthly membership, we focus on product creation and digital marketing for authors.

DigitalMasteryForAuthors.com



- Written, video or audio lessons each month on product creation and digital mastery skills that will help you grow your business and increase your bottom line
- Private Facebook group where you can ask questions, solicit feedback, and share ideas
- 1 monthly call/presentation where you can ask questions
- 20% Discount on selected classes or products from Digital Mastery Academy
- Two one-on-one strategy sessions designed to help you plan and implement your profit plan.
- On-demand library of past teachings and recordings



Digital Mastery Academy

TOTAL ACCESS

All Classes, All The Time

Stop trying to grow your business with just a portion of what you need.

In Digital Mastery Academy – TOTAL ACCESS, you have access to ALL of my classes and coaching programs. No more worries about having money when a particular class launches or being pressed about getting a seat in a class before it sells out.

<u>DigitalAccessTotalAccess.com</u>



You have access to everything, including:

Online Courses:

- Product Creation for Authors
- Publishing Mastery Academy
- The Black Friday Challenge
- Writing Mastery Academy

Coaching Programs:

- Digital Mastery for Business (Elite Level)
- Be A Bestseller Coaching

Monthly Memberships:

- Digital Mastery for Women
- Digital Mastery for Authors Elite

Monthly Workshops **Quarterly Virtual Events and VIP Implementation Events**

Business Books

Your book should be a catalyst for your business!

In Chief Executive Author, you'll discover:

- A goal-setting approach to jumpstart you on the path to success
- How to go from aspiring writer to author earning big profits
- Marketing methods to help you spend your dollars wisely and target the right audience
- Production action plans for tapping your publication for multiple income streams
- Ways to get your work into your customer's hands to maximize your return, and much, much more!



Available on Amazon or get your copy free at ChiefExecutiveAuthor.com, just pay for shipping.



You don't need to master EVERYTHING when it comes to technology, just the stuff that will help you make more money in your business.

In Digital Mastery for Women, you will learn:

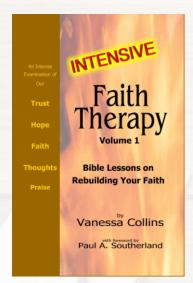
- How to keep up with the changes in technology that affects your business' bottom line
- How to take your client on the "perfect date"
- The 5 components you need to understand in order to grow your business
- How to harness the power of social media and get real clients who pay real money, for your products and services
- The technology you need to produce products and services at the speed of light

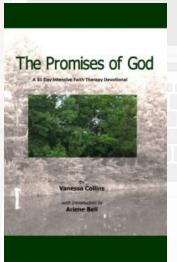


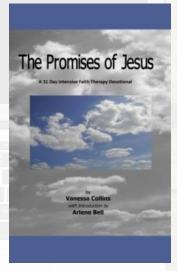
Available on Amazon

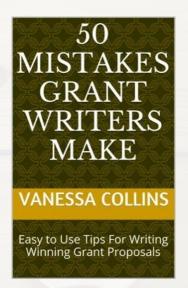


Other Books All available on Amazon









Other Resources

Free Facebook Groups

<u>Digital Mastery for Authors</u> <u>Digital Mastery Academy</u>

Online Store

MySmallBusinessLibrary.com

Free Training

My5DayChallenges.com

<u>DigitalMasteryWebinars.com</u>

Upcoming Events and Workshops

<u>DMAWorkshop.com</u> <u>DigitalMasteryLive.com</u>

Connect with Me!

@vancollins: <u>Facebook</u>, <u>Twitter</u>, Clubhouse, <u>Pinterest</u>

@Vancollins1: <u>Instagram</u>

@revvanessacollins: LinkedIn

To schedule a call

TalkWithVan.com

Notes

