

**Get a Book Deal™ Proposal Coaching with Stephanie Gunning  
Coaching Application**

Please PRINT OUT this application and fill in your answers, making sure to write very clearly (or type) so your answers can be read easily. Illegible applications will simply slow down the process. Once you have completed the application, please scan it and email it to [abundantwords@aol.com](mailto:abundantwords@aol.com) (or fax pages 1-4 to 1-917-591-7696), and I or a member of my staff will contact you to schedule you for an interview.

I am completing the following application to be considered for your Private Coaching. I understand that you are very selective with your private coaching clients, and that there are a limited number of spaces, and that you will let me know as soon as possible whether or not I have been accepted.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

Website URL \_\_\_\_\_

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Do You Have a Literary Agent? If yes, who? \_\_\_\_\_

How Did You Hear about The Program? \_\_\_\_\_

**1. What is your book about, as best as you can describe it? (Note. I do not work with fiction, poetry, screenplays, or children's literature.)**

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**2. Have you ever been published before (e.g., books, articles, blogs, newsletters)?**

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**6. What do you think your biggest obstacle to completing a proposal is right now?**

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**7. What is the best outcome that could come from working with Stephanie?**

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**8. Why do you want to work with me as opposed to any other proposal coach?**

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**9. Briefly describe why you are a great candidate for this program?**

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**10. Is there anything else I should know before considering you for this program?**

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One last thing, please make sure you have read the interview/FAQ document (copied below) in its entirety to familiarize yourself with my program before contacting us to schedule your call.

Thanks and I look forward to speaking with you!  
Stephanie

## Frequently Asked Questions

### **How did you get started in this work?**

*I began my career in publishing at HarperCollins Publishers in New York City in 1985 right out of college. My first job was Assistant to the Managing Editor in the Trade Division, and in the afternoons I answered phones at the front desk. This taught me about the interface between the different divisions of a publishing company from editorial, to marketing, production, design, publicity, art, special markets, legal, and sales. Within two years, I had advanced and was an Associate Editor for a renowned Executive Editor in charge of the paperback publishing program, overseeing a pipeline of approximately 80 titles annually in the front list (hardcover and paperbacks) and the backlist (paper). After acquiring several of my titles, one book hit The New York Times bestseller list, thus I was “headhunted” and went to Bantam Doubleday Dell as a Senior Editor. There my relationships with numerous literary agents and authors deepened, as did my experience with the categories of health, new thought, spirituality, and self-help. Wanting to stretch my creative wings, I went independent in 1996 as a freelance editor and editorial consultant for several literary agencies. In 1999, I ghosted a book and inaugurated my career as a writer, continuing to serve as a book doctor with a strong background and understanding of marketing. My courses, webinars, products, and training programs were born out of the needs of my clientele.*

### **Who are your clients exactly?**

*My clients tend to be nonfiction authors. Most often, they are coaches, consultants, therapists, doctors, healers, speakers, and entrepreneurs. They teach workshops on self-actualization and combine spiritual concerns with scientific and business perspectives. My A-list clients include bestselling authors (including Gregg Braden, Hale Dwoskin, Sandy Grason, and Ruby Payne), major publishing firms (New World Library, Crown, Hay House), top caliber literary agencies, and innovative independent publishers.*

### **How are you different than other publishing coaches?**

*During my 25-year career, I have sat on every side of the publishing table: I've been on the side of the editor, the publisher, the agent, and the author. Twenty books that I have coauthored and ghostwritten are published, several have made it onto bestseller lists, and I thoroughly understand the publication process. I have mastered the art of transforming powerful ideas into highly marketable books. A high percentage of my book proposal clients get book deals, and those who do not realize that the editors who have read them have appreciated their proposals. My clients' businesses often grow and become more viable through our analytical work together. In addition, I take an approach to my work that is grounded in brain science and spiritual principles. For authors seeking to change the world, I am coach of choice.*

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### **Who is this program “not” for?**

*This program is not intended for novelists, children’s book authors, playwrights, screenwriters, or poets. It is not for people who intend to self-publish their books at the present moment (if you have questions about self-published vs. finding a publisher, I recommend hiring me for a preliminary consult--\$150. Later, if you decide this program is for you and sign up, that cost would be deducted from the program fee.)*

### **What exactly is your program and what does it include?**

*Get a Book Deal™ Proposal Coaching includes five one-on-one sessions either in person or over the phone. The first and last are one and a half hours long. The second, third and fourth are one-hour long. During the first session I’ll explain our process, get to know you and your resources and goals, and we’ll set a specific plan for developing your proposal sections, your marketing platform, and your publishing relationships, and for handling your creative challenges (if any). You’ll have homework assignments and be accountable to me. We’ll break the proposal into sections of work focus, which you’ll conquer over the next 60 to 90 days. Sessions will take place two to three weeks apart, and in the last one I’ll review what you’ve written and give you specific notes on how to go about improving it. You’ll also have access to downloadable files of some of my recorded courses, receive a Get a Book Deal™ Coaching Manual, and have access to me by email and phone to get support during the period of the program.*

### **Does this really work?**

*Yup. Check out the testimonials my clients have given me. I have helped many individuals in all kinds of specializations to find publishers.*

### **What results can I expect?**

*If you follow my advice and put your focus and intention on writing the proposal while we are coaching, you will gain an insider’s view of the publishing industry and where you might fit into it, in addition to preparing a kickass book proposal ready to send to literary agents and/or editors.*

### **How quickly can I expect results?**

*Speed is dependent on you. My experience tells me that only rare individuals can finish in less than 60 days. And if you need to build your marketing platform from scratch, it is advisable to take the time to do that before rushing ahead. Our goal is to help you get a book deal with a mainstream publisher.*

### **Do clients ever continue past the original program?**

*Yes, some choose to slow the process down in order to build more substantial marketing platforms. Others come back to my company to receive editorial consultation either from me or one of my editor-associates.*

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**Do you accept credit cards?**

*Yes, I accept credit cards and e-checks through pay pal. In fact, that is my preference because as soon as the money clears we can schedule you and get started.*

**I know I want to proceed. How do we get started?**

*Send me the coaching application. If you are qualified to succeed in this program, we'll talk on the phone and pick the next available starting date to schedule your first session.*

**I'm not sure I'm ready to get started, how can I sample your work to see if it's for me?**

*Make sure you're signed up to receive my free ezine, and watch my calendar for upcoming webinars and new product launches. You can also find tons of resources and inexpensive ways to sample my work on my website: <http://stephaniegunning.com>.*

**I am already so busy and overwhelmed, although I want to work with you badly, I don't have much time to spare. How much time do I need?**

*In my experience, writing a book proposal is an intense process, mentally and emotionally. That's why the program can take as few as 60 days and as many as 90 days. It is designed to give you some flexibility in how you put your hours into the process. Proposal writing is often as much about gathering information and conducting research as it is about sitting down to write. Once you achieve clarity, the writing process moves along quickly. Everyone has different strengths and weaknesses, and I'll do my best to help you organize your thoughts and activities to get maximum benefit in the fewest possible hours. But I would advise planning to spend some time on it every day, even if only an hour. At some point you'll need to sit down for longer stretches to write. I encourage you to reserve time for your creativity.*

**Okay, I'm ready to do this for myself, but I have a couple of additional questions. May I call you?**

*Yes, you may phone me to discuss the specifics of the program. For those individuals who have fundamental considerations to weigh before participating in the Get a Book Deal™ Coaching Program, such as whether or not to seek a publisher or to self-publish, or anything else of depth to warrant laser-coaching, I offer a preliminary 45-minute consulting session option for the cost of \$150, which is later deducted from your overall program fee if you are accepted and choose to enroll.*