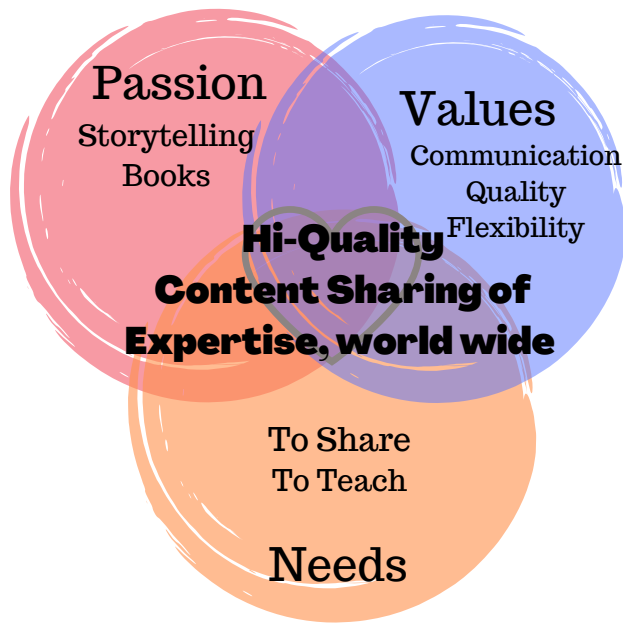


Name: IndieExperts



They/Them

OUR IDEAL CLIENTS / Target Market

Who we work with

PhDs, Speakers, High ranking industry experts

Where are they

Legal, Medical, IT, Business, Associations

Their Greatest Needs/Fears, Desires Frustrations

N= To be recognised, F= Failure to make a mark, D= acknowledgement, accolades, work, F= Time and skills needed

Our/Us

Mission

To change the world one story, one book/author/story at a time, by ensuring great expertise and experience is shared

Values

Flexibility, Communication, Knowledge

Needs

To share, to teach, to expand knowledge

Vision

Non-Fiction authors are highly developed in how to share their expertise across all mediums and markets

Key POD

NF publishing specialists Focus on the Before, During, After of writing a book.

The Intersection

What We Do

Develop focus, content, and how to share it with their target markets

Who For

Rebels, trailblazers, game changers, risk takers, captains of industry who want to change the status quo

How we do it




Coaching - 1 year to write a book and market themselves as experts

The Result is:

Leverage on their books and brand, and recognition for their expertise,

Who we work with	Lawyers, medics, business operators, specialists who can afford to invest in their careers	Demographics	Age 30-65, professional or semi-pro, mid-higher social, some global expertise
Where are they?	Associations, universities, business	Psychographics	IQ 120+, stable relationships, work-focused, passionate about things, good networkers, high detail oriented, non-risk averse
Frustrations	That they are not yet considered worthy of being paid attention to for their specific expertise	Needs	To be recognised and rewarded for their expertise
Desires	To be recognised and well paid for their expertise and experiences	Fears	That they don't have enough expertise to share or be taken seriously

What we do	Coach and develop professionals and entrepreneurs to write and promote their expertise, experience, and wisdom across multiple platforms
How we do this	A one to two year journey of learning, developing their content and marketing position to be able to share their expertise through publishing and presenting their content.
Unique Service Offering	We start before they write a book, and develop them and their content post publishing to get leverage on their authority.
Positioning Statement	High quality content development and sharing of expertise that positively impacts on the world

How we reach our market		Descriptions - Objectives			
Social Media Platforms		FB Groups and Pages, Linked In, Instagram, You Tube channel, APP, Podcast All regularly updated and optimised for best results			
Offline Marketing Options					
Public Relations Opportunities					
Collaborations/JVs		HYOPR, Author 2 Audio, Standing Ovations, Kindlepreneur, Alliance of Ind. Authors, GSF			
Sponsorships/Awards		ABBA			
Speaking Opportunities		Global speakers federation conf - 2024			
Fees 2023	\$18-22K?	Fees 2024	\$22-25K	Keywords	How to write a book, self publish non fiction,
# of Clients 2023	10 ?	#Clients 2042	15	Hashtags	#indieexperts, #thewordwitch #writeabook #selfpublishing #nonfictionauthor