



# MOHAWKMOMMA STUDIO

## PUBLISHING & COMMUNICATION

*Resources to help you "give TO yourself as much as you give OF yourself"*



## CHAPTER ONE

### PT. 1 | INTRODUCTION & FIRST PRINCIPLES

Welcome to the Book Publishing Options eCourse!

This course journey is best experienced on your computer or tablet.

**ONE:** Before you begin, I want you to pause and put on your headphones and listen to the welcome.

**TWO:** After listening, scan your body...

*Are you holding tension in your shoulders?* Release the tension by slightly dropping your shoulders. Relax.

*Are you holding tension in your face?* Release the tension by softening your lips by slightly parting them. Relax.

*Speak the word relax to any areas that are tight and **breathe**...* exhale, then, inhale. Put on music or sounds that help you relax and get into flow and focus.

**THREE:** Now, make sure you have a notebook because there will be some assignments and reflections for you to flesh out.

Your first reflection: **write down your purpose for wanting to publish a book.** Why do you really want to publish?

Some people publish because they want to:

- Share their testimony
- Transform lives and be a blessing to others
- Share with family and friends only
- Get publicity, position themselves as an expert
- Start movements and make a difference in the world
- Teach and educate on their area of expertise
- Produce residual income (do it once and get paid forever)
- Create “back of the room” sales when go out and speak/keynote
- Develop or expand business (typically consulting, speaking for coaching)

## DOWNLOAD The 20-Steps To Self-Publishing Planner

# Flexible

PLANNING FOR THE  
contemplative WRITING  
SOUL

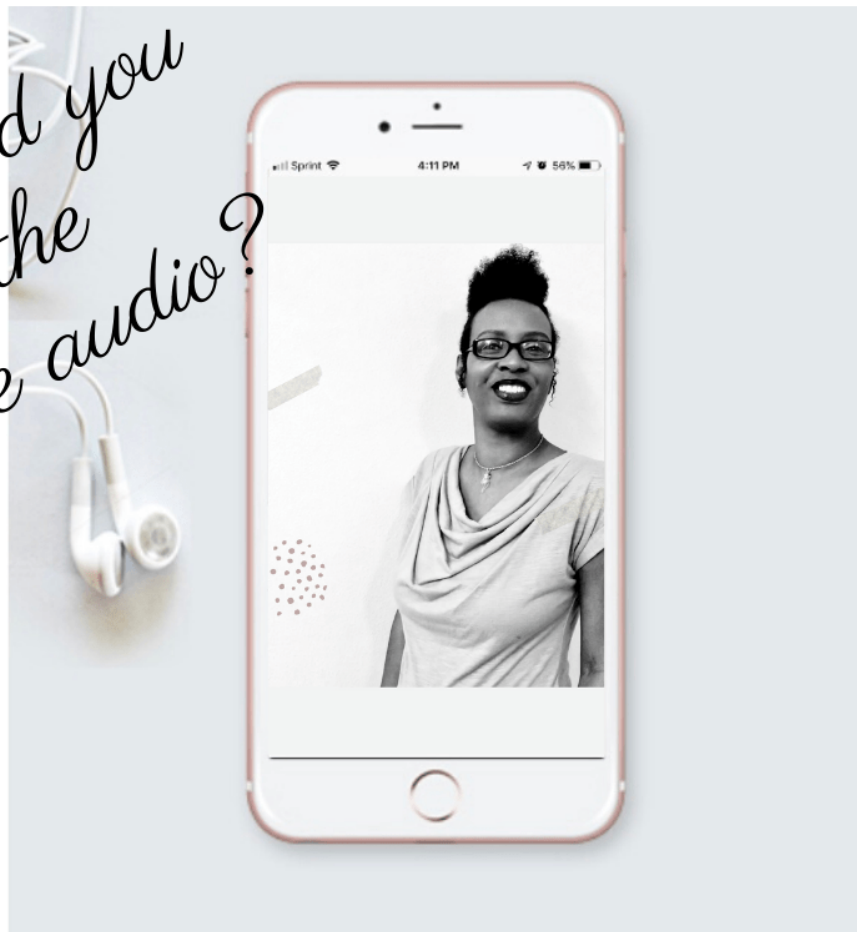


THE  
BOOK PUBLISHING  
ONLINE COURSE &  
COMPANION PUBLISHING  
PLANNER FOR  
SELF-PUBLISHERS



7-Page Planner

*Stop! Did you  
listen to the  
welcome audio?*



LISTEN TO THE WELCOME AUDIO, PLEASE.

**Let's learn more about the book publishing industry.**

**Sometimes the hardest part is knowing where to begin.** At some point, every serious writer will have to learn a little bit about the business of books. The publishing industry is always changing.

The good news? You have **OPTIONS**, and you have me as your guide and mentor.



## PT 2. | THREE KEY PARTIES

When you are ready to publish your book, there are three key parties you want to find your book:

### 1. Book Sellers - Retailers

### 2. Individuals

### 3. Libraries

**No matter which publishing pathway you take**, you want to keep these three entities and influencers in mind.





### PT. 3 | THE MANIFESTO EFFECT

**I believe the start of any personal journey begins with a manifesto, followed by clear vision casting, mission clarity, and setting clear goals - *"What am I declaring? What's my vision? Where do I want to be? How will I get there?"***

The below publishing pilgrimage manifesto is a poster that will be shipped to you upon the completion of your course.



## PUBLISHING PILGRIMAGE MANIFESTO

*We believe that publishing is possible, right where we are: in the mess, in the tension, in the wait, and in what may feel imperfect.*

WE DO NOT HAVE TO HAVE IT  
ALL TOGETHER OR DO IT ALL  
TO GIVE OUR ALL.



*We believe in more compassion and less critique.*



WE BELIEVE THAT SELF-NURTURE CAN BE LIFE-GIVING  
INSTEAD OF GUILT-INDUCING.

*We believe that clear vision and goals have the power to GIFT  
us with FOCUS and REDUCE the NOISE.*

WE BELIEVE THAT WORK AND REST ALTERNATE TO SUPPORT  
ONE ANOTHER NOT TO IMPEDE EACH OTHER.

*We believe in nurturing gratitude—the soil that sustains life.*

WE BELIEVE PROGRESS IS ACCUMULATIVE  
THROUGH LITTLE BY LITTLE THINGS.



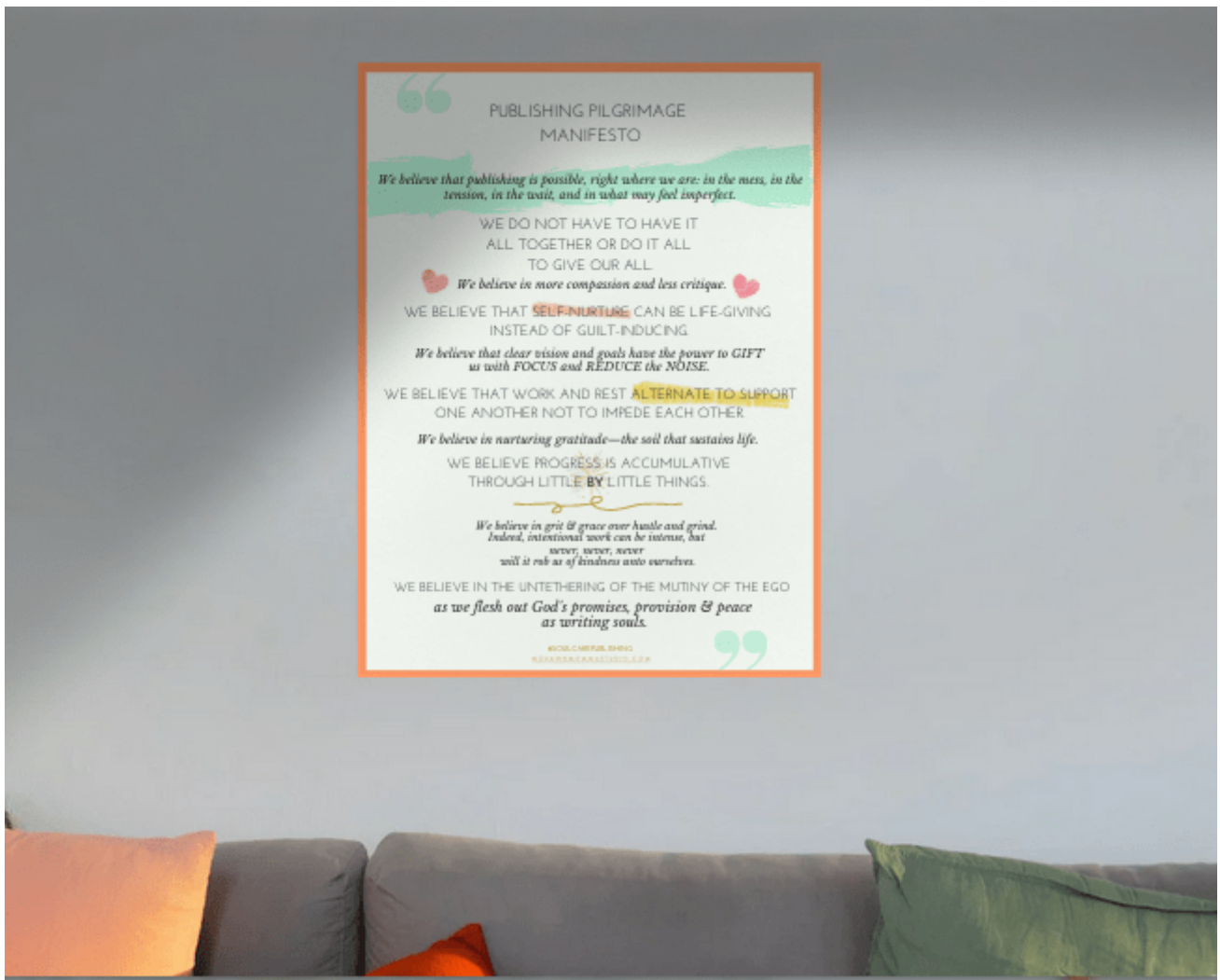
*We believe in grit & grace over hustle and grind.  
Indeed, intentional work can be intense, but  
never, never, never  
will it rob us of kindness unto ourselves.*

WE BELIEVE IN THE UNTETHERING OF THE MUTINY OF THE EGO  
*as we flesh out God's promises, provision & peace  
as writing souls.*

#SOULCAREPUBLISHING  
[MOHAWKMOHMASTUDIO.COM](http://MOHAWKMOHMASTUDIO.COM)



Which part of this manifesto MOST resonates with you and why? \*



## COMPARISON DISCLAIMER:

*Comparison is the thief of EVERYTHING! The introspective path to uncover your values will help you get clear with your vision, mission and goals—this will help you to untether yourself from the snare to compare.*

## PT. 4 | CORE VALUES + VISION CASTING + MISSION STATEMENT + GOAL SETTING

GOAL GET 'EM!

# KEEP YOUR VISION SOLID, YOUR PLANS FLUID

[MOHAWKMOMMASTUDIO.COM](http://MOHAWKMOMMASTUDIO.COM)



## CORE VALUES

To discover your core values, please go to the link and complete the three-page worksheet (see sample of page one below).

What are your top six values (your core values)? \*

## VISION + MISSION

Your vision as an author describes how you will make the world different because of the **existence of your work**. Your mission statement provides the **'vehicle'** for the vision; it describes the means that will be used to achieve the desired future. Your vision will keep you in a continuous pattern of growth. to get an idea, check out our vision, mission and core values.

What is your vision and mission? \*

## TOP GOALS

Answer the questions to help you come up with your clear goals (long-term and short-term).

### Short-Term

DESIRE + GOAL: "Throughout my publishing process, I desire \_\_\_\_\_. GOAL - To experience this I will \_\_\_\_\_." \*

FEELING + GOAL: "I want to feel \_\_\_\_\_ during and after I publish. GOAL - To feel this way I will \_\_\_\_\_." \*



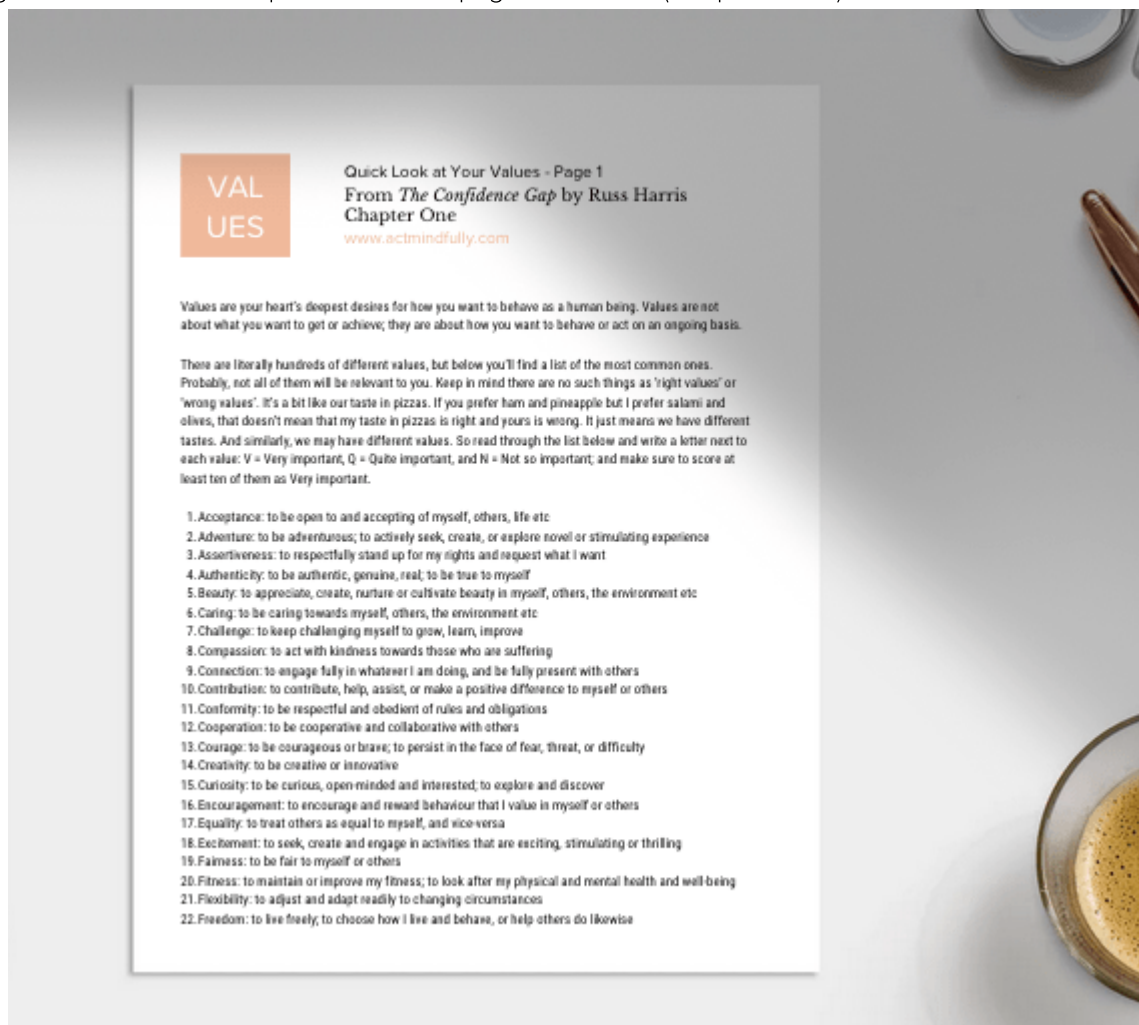
PRACTICE + GOAL: "I want to integrate the following practices in my publishing journey: \_\_\_\_\_. GOAL - In order to do so, I choose to \_\_\_\_ (list your actions) \_\_\_\_ (list how often)." \*

## Long-Term

LEGACY + GOAL: "I want to be known for \_\_\_\_\_ in my presence and work. GOAL - In order for my presence and work to be recognized as such, I will cultivate the following: \_\_\_\_\_ (intentionally and intuitively, although imperfectly). \*

## DISCOVER YOUR VALUES

Please go to the link and complete the three-page worksheet (sample below).



# VALUES

## Quick Look at Your Values - Page 1 From *The Confidence Gap* by Russ Harris Chapter One [www.actmindfully.com](http://www.actmindfully.com)

Values are your heart's deepest desires for how you want to behave as a human being. Values are not about what you want to get or achieve; they are about how you want to behave or act on an ongoing basis.

There are literally hundreds of different values, but below you'll find a list of the most common ones. Probably, not all of them will be relevant to you. Keep in mind there are no such things as 'right values' or 'wrong values'. It's a bit like our taste in pizzas. If you prefer ham and pineapple but I prefer salami and olives, that doesn't mean that my taste in pizzas is right and yours is wrong. It just means we have different tastes. And similarly, we may have different values. So read through the list below and write a letter next to each value: V = Very important, Q = Quite important, and N = Not so important; and make sure to score at least ten of them as Very important.

1. Acceptance: to be open to and accepting of myself, others, life etc
2. Adventure: to be adventurous; to actively seek, create, or explore novel or stimulating experience
3. Assertiveness: to respectfully stand up for my rights and request what I want
4. Authenticity: to be authentic, genuine, real; to be true to myself
5. Beauty: to appreciate, create, nurture or cultivate beauty in myself, others, the environment etc
6. Caring: to be caring towards myself, others, the environment etc
7. Challenge: to keep challenging myself to grow, learn, improve
8. Compassion: to act with kindness towards those who are suffering
9. Connection: to engage fully in whatever I am doing, and be fully present with others
10. Contribution: to contribute, help, assist, or make a positive difference to myself or others
11. Conformity: to be respectful and obedient of rules and obligations
12. Cooperation: to be cooperative and collaborative with others
13. Courage: to be courageous or brave; to persist in the face of fear, threat, or difficulty
14. Creativity: to be creative or innovative
15. Curiosity: to be curious, open-minded and interested; to explore and discover
16. Encouragement: to encourage and reward behaviour that I value in myself or others
17. Equality: to treat others as equal to myself, and vice-versa
18. Excitement: to seek, create and engage in activities that are exciting, stimulating or thrilling
19. Fairness: to be fair to myself or others
20. Fitness: to maintain or improve my fitness; to look after my physical and mental health and well-being
21. Flexibility: to adjust and adapt readily to changing circumstances
22. Freedom: to live freely; to choose how I live and behave, or help others do likewise



NO MATTER WHAT PUBLISHING PATHWAY YOU CHOOSE  
**YOU ARE THE THE BEST PROMOTER OF YOUR BOOK.**



*- Andrea "Mohawkmomma"*



Thank you!

Mohawkmomma,

I am so delighted to walk you through this first module (chapter one). I'm thrilled and honored to be chosen to be your teacher and guide. Thank you for taking the time to pray through and discipline yourself to complete the course.

Shalom,

Andrea 'Mohawkmomma' Palmer

Initials \_\_\_\_\_

I have completed all the assignments, and I'm ready to proceed to Chapter 2 -  
What Book Publishing Options Are Available?

Overall, how are you feeling about your first chapter? \*

Select

