

# OPUS JOURNEY

## Quick Start Guide

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# About Us

After a rough entry into the world of book publishing (check out [Our Story](#) on our website) we knew there had to be a better way. Enter LaunchCrate, a publishing company relentless in our pursuit to flip the publishing industry on end by educating authors on the process of publishing. LaunchCrate, was birthed to provide a platform for writers to launch their ideas into the world while keeping the portion of profit they deserve. Why? Simple. Because it's **your** work.

We offer both traditional publishing as well as publishing services and also help writers get their words on paper through our flagship Idea to Editor master course. It makes our hearts sing watching writers come alive and feel empowered to begin their Opus Journey. The work you're creating is special and worthy of being seen by others. Let's launch something dope together!





# Hello Friend!

## I'm Cynthia

By day, I'm the Founder & CEO of LaunchCrate Publishing - a company created to help writers launch their work into the world while retaining the portion of profit they deserve.

By night, "C. L." (my alter ego) is the author and illustrator of the Ella Book Series, The Christmas Cookie Books, and the Raine the Brain Series. and surprisingly the Sugarplums series (a romance trilogy). Additionally, I'm an accidental educator, having served pre-school through college students in my hometown of Kansas City. Always an agent for equity, I have dedicated my career to helping others learn to follow their internal compass, and thrive despite challenge.

When I'm not working on a book, you can find me creating something new or doodling on whatever object may be nearby.



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Hopefully something you'll read. If not, I just wasted a lot of time writing and editing something amazing!

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Begin by building your author brand. Identify your values and grow from there.

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## CHECKLISTS

*Communicating Your Author Brand* - self-explanatory 🍷  
*The Great 8 Picture Book* - so your books are super dope

04

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Map out when you want to post your content AND/OR when you write best. Make this guide work for you.

05

## DAILY TASKS

A space to track all of the awesome details aligned with telling the world about your book





# Introduction

**H**ey there! We're so glad you picked up this guide. As story shepherds, it is our life's work to ensure that we're pointing people in the right direction on their Opus Journey. What's an Opus Journey you ask? It's what you're on right now. It's you, beginning the process of crafting your magical story and sharing it with the world. Not an easy trek, that's for sure! So our hope is that this guide serves as a resource for you.

Together we'll set a strong foundation for **YOUR** Opus Journey by offering some of the tools we share with our authors. In this guide are the most phenomenal (ha ha, fancify much?) worksheets and checklists to help you discover your author brand, understand the concept of weaving a powerful story throughout your work, indirectly discover ways to get unstuck, and tap into your creative energy, amongst many other things.

We hope you're open to stepping outside of your comfort zone and ready learn something new about yourself. Remember that we're building a community of support here. Know that our goal is to answer your questions, but we can only do that if we know what they are. So, ask away!



# Author Brand Worksheet

## START HERE:

To begin building your author brand, you must first identify your core. It is the driving force of everything you do!

Begin by circling the Top 10 values you bring to the table as an author.

Got it? Great! Now let's cut some of those out. Painful, I know!

Narrow that list down to five. Write those five values down in the spaces below.

Ready to keep going? I know! I'm asking you to dig deep. Don't hate me! It will be worth it.

Promise this is the last cut. Narrow those five down to your TOP 3! Number each of them by level of importance in the circle beside the value (1 being the most important and 3 being the least).

## DEFINING YOUR CORE VALUES

*CIRCLE YOUR TOP 10.*

- |                        |                  |
|------------------------|------------------|
| • Integrity            | • Teamwork       |
| • Boldness             | • Connection     |
| • Honesty              | • Simplicity     |
| • Trust                | • Impact         |
| • Accountability       | • Social Value   |
| • Customer Commitment  | • Sustainability |
| • Passion              | • Community      |
| • Fun                  | • Cost-conscious |
| • Humility             | • Beauty         |
| • Continuous Learning  | • Renewal        |
| • Ownership            | • Courage        |
| • Constant Improvement | • Unity          |
| • Wholeness            | • Client Value   |
| • Stewardship          | • Genuine        |
| • Performance          | • Exceptional    |
| • Leadership           | • Empathy        |
| • Diversity            | • Respect        |
| • Innovation           | • Responsibility |
| • Quality              | • Justice        |
|                        | • Collaboration  |
|                        | • Inspiration    |
|                        | • Simplicity     |

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*WRITE YOUR TOP 5 IN THE SPACES BELOW.*

●	_____
●	_____
●	_____

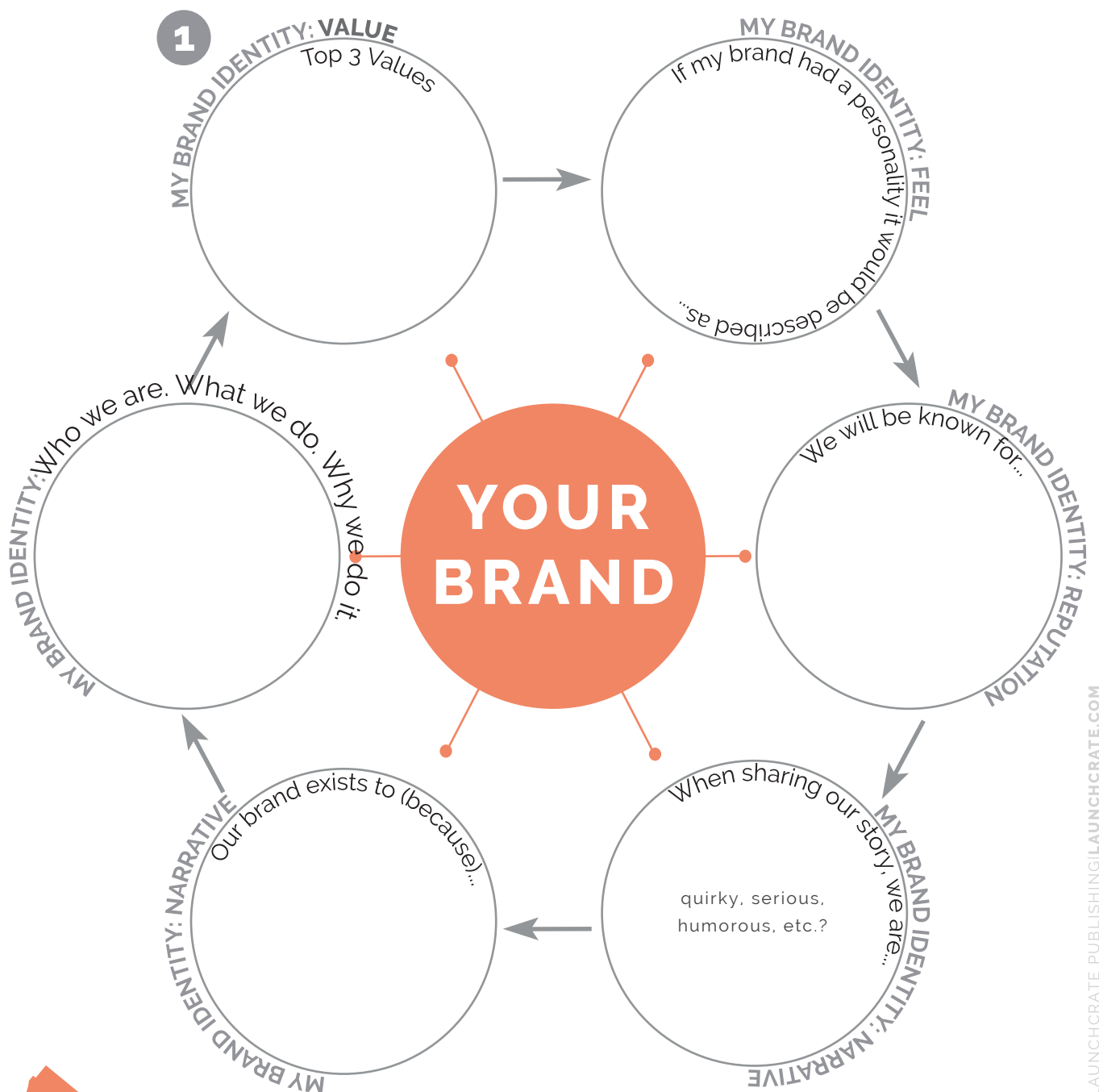
●	_____
●	_____
●	_____



# Author Brand Worksheet

**DRIVING QUESTION:** How does my author brand play into my overall success?

**Imagine** yourself as a company and answer the following questions from the viewpoint of you, the author brand instead of you, the person. Begin with #1.





# Checklist

## COMMUNICATING YOUR AUTHOR BRAND

### PREPARATION

- ☐ Draw Them In (i.e. a gotcha)
- ☐ Quality Service
- ☐ Align with Your Brand
- ☐ Envision the Experience

### EXPERIENCE

- ☐ Aligned Articles
- ☐ Themed Content (ex. books we ❤️)
- ☐ Engaging Questions
- ☐ Relatable Content (be human)

### IDEAS THAT ALIGN

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_





# Great 8

## Checklist

(for picture books)

1

### Dope Illustrations

illustrations that are engaging, varied, and colorful - these tell the rest of the story

2

### Strong Characters

characters that evoke emotions and allow your reader to feel something

3

### Humor

give your readers a chance to giggle and guffaw

4

### Pattern

elements of pattern, rhyme, and/or repetition  
give your readers a chance to join in

5

### A Lesson

create a story that teaches a concept or value without being too "on the nose"

6

### Strong Plot

an interesting plot that captures your attention keeps readers hooked

7

### Vocab

a rich vocabulary helps to stretch your readers' brains

8

### Again, again!

re-readability is important especially for the kids at heart reading to little ones





# Schedule it!

**What are you posting?** When are you posting it? Make your time work for you!

**MON**

**TUE**

**WED**

**THU**

**FRI**

***SAT***

***SUN***

[illegible]

# I write best...

**Morning, noon, or night?** What time of day works best for you? Does it vary depending on the day? Document it in the chart below!



# Daily Writing

## Outcome/Objective

## Supporting Elements

## Link to Other Book Elements

## Work Days

MON	TUE	WED	THU	FRI	SAT	SUN

## Notes

## Notes





# Daily Tasks

**All together now!** You know who you are as an author brand, hopefully have narrowed down what to post to show this. You know when you write best and what you're writing. So now let's jot down some "To Do" items to help you track all of the details associated with penning and spreading the word about your dope opus!

**Date**

**Priority Tasks**



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**Note**

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# One Final Note

This is the proverbial tip of the iceberg. The tools within this guide are meant to kickstart your Opus Journey, but they are definitely not the end all be all. Resources are everywhere! Keep your eyes open for what you need. If you haven't started writing your story and you'd like some help, we'd love to introduce you to our [Idea to Editor](#) master course.

As children we are the ultimate masters of storytelling. Our minds were primed for creative exploration. But, the older we get, the more adulting seems to get in the way of that creative journey. Let's turn those ideas loose together in, **Idea to Editor**, our accelerated manuscript writing master course!

In this accelerated, eight-week online course, you'll dissect the foundations of a strong manuscript, map your outline, and with the help of our guided prompts and activities write your way to a completed manuscript. We won't pretend that it's going to be a cakewalk. However, if you're willing to commit to writing daily for the duration of two sitcoms during the week, and at least one Disney movie per day on the weekends, we're willing to help you on your journey to build from Idea to Editor.

Together we'll guide you through the LaunchCrate method we've successfully used for years to help authors finish their manuscripts. When you're ready, [send us a note!](#)



# Let's Chat

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