



As I Lay Bare

By Susie Shepherd

Path to Publication

By Bayou Daydreamer Productions

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Author's Online Tools

Email/Password Combination

Email: susieshepherdauthor@gmail.com

Password: fallskyPoem2!

Birthdate Used: March 6,1970 (please feel free to change this when you have a moment)

The Author's Email Address/Password above was created for: Google, Gmail, Weebly website, and YouTube

Author's Website

Your Website: [Author Website - Home \(weebly.com\)](#)

This author website was created using a hosting site called Weebly.

You can access your website's contents to edit them as needed by visiting www.weebly.com and logging in using the email address and password combination above.

That said, during the course of your contracted relationship with PPD, our company will gladly make your requested changes to your author site.

This website is free of charge, but if you'd ever like to change it to a ".com," Weebly charges a small monthly fee to do so.

Author's Google Account

Name on Account: Susie Shepherd

Link: [Google Account](#)

The email address/password associated with this account are listed at the top of this section.

Author's YouTube Channel

YouTube Profile Name: @SusieShepherdwritespoetry

Link to YouTube Channel: <https://www.youtube.com/@SusieShepherdwritespoetry>

The email address/password associated with this account are listed at the top of this section.

Author's Facebook Page

Facebook Page Profile Name: Susie Shepherd Writer

Link to Facebook Page: [Susie Shepherd Writer | Facebook](#)

The email address/password associated with this account are listed at the top of this section.

Breakdown of Target Demographic

| QUESTIONS ABOUT THE WRITER'S AUDIENCE | ANSWERS ABOUT THE WRITER'S AUDIENCE |
|--|--|
| Who will be reading this book? | People who love poetry, People experiencing depression, people who feel isolated |
| Who will be purchasing this book? | People who love poetry, mental health advocates, educators |
| Where are the readers during the day (irl)? | Bookstores, cafes, coffee shops, doctor's offices, behavioral health clinics, nonprofits, hospitals |
| Where are the purchasers during the day (irl)? | Bookstores, cafes, coffee shops, doctor's offices, behavioral health clinics, nonprofits, hospitals |
| Where are the readers online? | Amazon.com, Barnes and Noble, Good Reads, blogs about mental health |
| Where are the purchasers online? | Amazon.com, Barnes and Noble, Good Reads, blogs about mental health |
| What real life problems (unrelated to the book) do the readers want solved? | Readers want to feel happy, Readers want to feel understood, readers want to feel accepted. Readers seek balance and improved mental health. |
| What real life problems (unrelated to the book) do the purchasers want solved? | Purchasers want to read great poetry. Some purchasers want to open up dialogue about mental health. |
| What are the reader's hobbies/interests? | Poetry, Reading, walking, talking about personal issues, therapy |
| What are the purchaser's hobbies/interests? | Poetry, Reading, walking, talking about personal issues, therapy |
| What is <i>As I Lay Bare's</i> main message? | Hope, optimism, and it is an honest and open analysis of a woman's inner thoughts and feelings. |

Step-By-Step Pre-Publication Marketing Process

Week of March 20

- Paula will send Susie a contract
- Paula will begin posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will begin posting weekly videos on Susie's YouTube channel
- Susie will work on writing blurbs for each poem and describing what image she'd like to accompany each poem (Susie said she has illustrations from Skylar and she will not illustrate all of the poems, just ten)

Week of March 27

- Susie and Paula will find illustrators to work with
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will work on writing blurbs for each poem and describing what image she'd like to accompany each poem

Week of April 3

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will work on writing blurbs for each poem and describing what image she'd like to accompany each poem

Week of April 10

- Paula will consult with illustrators and confirm when they will turn in all illustrations
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will send Paula her completed draft of *As I Lay Bare* for editing

Week of April 17

- Illustrators will work on illustrations
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Paula will edit *As I Lay Bare*

Week of April 24

- Paula will send Susie completed edits for *As I Lay Bare*
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will chill!

Week of May 1

- Paula will work on creating and scheduling book signing/speaking events for Susie for June-August
- Paula will work on getting cover art for *As I Lay Bare*
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will review Paula's edits to *As I Lay Bare* and decide which editing suggestion she'd like to keep/utilize.

Week of May 8

- Paula will continue to work on creating and scheduling book signing/speaking events for Susie for June-August
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will give Paula the final edited version of *As I Lay Bare*

Week of May 15

- All interior illustrations for *As I Lay Bare* should be complete.
- Cover art for *As I Lay Bare* should be complete.
- Paula will coordinate the formatting for *As I Lay Bare*
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will chill!

Week of May 22

- Formatting for *As I Lay Bare* should be complete.
- Paula will walk Susie through the process of publishing *As I Lay Bare* via Amazon KDP and Smashwords.
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel

Week of May 29

- *As I Lay Bare* will be released to the public and advertised
- Paula will help Susie prepare for speaking engagements/book signing events
- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel

Week of June 5

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of June 12

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of June 19

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of June 26

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of July 3

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of July 10

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of July 17

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of July 24

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of July 31

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of August 7

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of August 14

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of August 21

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Week of August 28

- Paula will continue posting daily social media updates on Susie's new Facebook Page, Mon-Friday.
- Paula will continue posting weekly videos on Susie's YouTube channel
- Susie will engage in an average of one book signing and/or speaking engagement weekly

Susie's social media Calendar- 6 Months

*If approved, YouTube videos will be posted each week from March until the end of August 2023. Scripts for each YouTube video are available to view in the pages following this calendar. Updates to the social media calendar will be available to view online here:

https://docs.google.com/spreadsheets/d/1iR9CofQ9aLtFi9fiGFMF7GI_PhZWgG2V0dWdkKJktcE/edit?usp=sharing

March

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| <p>March 20</p> <p>Video: How poetry can add meaning to your life</p> <p>**See script for copy**</p> | <p>March 21</p> <p>Copy: After a long day, I like to relax by listening to music, water aerobics, or writing poetry. How do you de-stress?</p> <p>Image: someone doing water aerobics or writing</p> | <p>March 22</p> <p>Copy: I'm working on publishing a book of poetry and hoping to release it this Fall! Have you ever published a book before? If so, how was the process for you?</p> <p>Image: books</p> | <p>March 23</p> <p>Copy: What creative projects are on your agenda these days?</p> <p>Image: someone painting</p> | <p>March 24</p> <p>Copy: So, Do you have a favorite television show from the 1990's? I really liked MacGyver.</p> <p>Image: MacGyver poster</p> |
| <p>March 27</p> <p>Video: Poetry can foster improved mental health</p> <p>**See Script for copy**</p> | <p>March 28</p> <p>Copy: Wouldn't this be a nice place to be on a Tuesday afternoon? There's nothing like water when it comes to relaxing!</p> <p>Image: Ocean or beach scene</p> | <p>March 29</p> <p>Copy: Life has its ups and downs. But when we honestly share our stories with each other, that helps us to hang on and maintain our balance through life's roller coasters.</p> <p>Image: a roller coaster</p> | <p>March 30</p> <p>Copy: I grew up in Baker, Louisiana as the youngest of 14 children. My parents worked hard, and I look back with appreciation on their efforts. Life wasn't always easy, but they gave us a good childhood. What was life like for you growing up?</p> <p>Image: An image of Baker, Louisiana or of the Mississippi River Bridge</p> | <p>March 31</p> <p>Copy: Happy Friday! Do you have any big weekend plans?</p> <p>Image: Happy Friday image</p> |

April

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| <p>April 3</p> <p>Video: How to write a poem</p> <p>**See Script for copy**</p> | <p>April 4</p> <p>Copy: One of my favorite TV shows has always been <i>Little House on the Prairie</i> because it reminds me of my childhood. When I was a kid, my parents pretty much had a farm. So, I grew up picking vegetables and helping out with other farm chores.</p> <p>Do you have a favorite TV show that reflects certain aspects of your childhood?</p> <p>Image: Little House on the Prairie poster</p> | <p>April 5</p> <p>Copy: Do you have a favorite poem? If you do, please share it!</p> <p>Image: Nothing</p> | <p>April 6</p> <p>Copy: When I was a child, my siblings and I would play “school” a lot. One of my sisters would be the teacher and we would actually have “school” and take a break for lunch and then go back to “school.” We would do that during the summertime when we didn’t have real school. I think all of that too helped me love learning. I always loved to learn.</p> <p>What games did you enjoy playing as a child?</p> <p>Image: image of kids playing</p> | <p>April 7</p> <p>Copy: Happy Friday! Growing up, I looked up to my mom, my big sisters, and my teachers. Who inspired you as a role model when you were growing up?</p> <p>Image: a heart</p> |
| <p>April 10</p> <p>TBD</p> | <p>April 11</p> <p>Copy: As a little girl, I was painfully shy. I wouldn’t talk to people at school, and I didn’t even want anyone to look at me. Were you a shy child? If you were, did someone or something help to bring you out of your shell?</p> | <p>April 12</p> <p>Copy: When I was a quiet kid, I wrote a lot. It was a great way for me to express myself. Have you ever been able to write a poem or story about things that you didn’t feel capable of saying out loud?</p> | <p>April 13</p> <p>Copy: When I was in Fifth grade, an amazing teacher helped me to overcome my shyness. I’ll always remember Ms. Malloy. She knew my grades meant a lot to me, so she told me I had to present a report to the whole class. I didn’t want to</p> | <p>April 14</p> <p>Copy: Our hearts are full of emotions, fears, desires, and needs that we try to compartmentalize. But there they are, weighing us down until we set them free. For me, writing is a form of liberation.</p> |

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|----------------------------|---|---|--|---|
| | Image: illustration of shyness | Image: writing | <p>speak in front of my classmates, but I wanted a good grade so I did it. After I finished, everyone clapped for me and Ms. Malloy gave me a big hug and said she was proud of me. So, after that I felt better and started talking to people.</p> <p>Have you ever had a teacher who changed your life?</p> <p>Image: a classroom</p> | Image: writing |
| <p>April 17</p> <p>TBD</p> | <p>April 18</p> <p>Copy: Want to feel good about yourself? Try and write a simple poem or story. Or even a journal entry! When you set out to write something and then you complete it, you get the most wonderful feeling of accomplishment!</p> <p>Image: writing</p> | <p>April 19</p> <p>Copy: Have you seen my website yet? Visit Author Website - Home (weebly.com) and be sure to sign up to get my weekly email updates!</p> <p>Image: none</p> | <p>April 20</p> <p>Copy: Having a bad day? One thing that might help is to take a moment and write a nice card for someone you care about. Focus on writing things that you know will bring them joy, then send it to them with a little gift. There are few things better than making someone you love happy.</p> <p>Image: a greeting card</p> | <p>April 21</p> <p>Copy: How's your Friday coming along? Are you excited about the weekend?</p> <p>Image: Happy Friday banner</p> |
| <p>April 24</p> <p>TBD</p> | <p>April 25</p> <p>Copy: Sometimes, getting started is the most challenging aspect of writing. Jotting down that first thought and just trying</p> | <p>April 26</p> <p>Copy: Writing helps us to understand ourselves.</p> | <p>April 27</p> <p>Copy: It's almost Friday! What are you looking</p> | <p>April 28</p> <p>Copy: I'll be honest, sometimes writing can be scary. There can be this little</p> |

to transfer what you're feeling onto paper can really take a moment. But once you're past that, you're on your way!

Image: Writing

A lot of times you really don't realize the gravity of your emotions until you write them down. Then you're like, "Oh, okay, this is why I feel what I feel."

Image: Writing

forward to about this weekend?

Image: Happy people

fear of putting things on paper, and of allowing yourself to be completely vulnerable and transparent. But it is therapeutic.

Image: Writing

May

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| May 1 | | | | |
| May 8 | | | | |
| May 15 | | | | |
| May 22 | | | | |
| May 29 | | | | |

June

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| June 5 | | | | |
| June 12 | | | | |
| June 19 | | | | |
| June 26 | | | | |

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| July 3 | | | | |
| July 10 | | | | |
| July 17 | | | | |
| July 24 | | | | |
| July 31 | | | | |

August

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| August 7 | | | | |
| August 14 | | | | |
| August 21 | | | | |
| August 28 | | | | |

YouTube Video Scripts

| TITLE | DATE | SCRIPT |
|--|----------------|--|
| <p>How poetry can add meaning to your life</p> | <p>3/20/23</p> | <p>Have you ever felt lost in life? Or experienced burnout? If you have, you're not alone. According to the American Psychological Association, 32% of employees in the U.S. said they'd recently experienced emotional exhaustion. If you feel like you've reached a point of utter exhaustion one of the best things you can do is rest and talk about what you're experiencing with a licensed professional. But there's something else you might consider. Robert Frost, the famous American poet, is credited as saying, "Poetry is when an emotion has found its thought and the thought has found words." Sometimes, it can help to label our emotions with words. And the words don't have to be structured. Instead, you can write them as you feel them. This is sometimes called "writing a poem." Psychology Today says that writing poetry can be incredibly therapeutic because it can help you tap into hidden emotions. Essentially, it can help you unclog feelings that are stuck deep inside and weighing you down. Getting those feelings out and onto paper can help unburden you and heal you. A book of poetry that you'd probably enjoy will be released this Fall by the author of this YouTube channel, Susie Shepherd. Her book, <i>As I Lay Bare</i> will be available for purchase on Amazon in the coming months. Thanks for watching!</p> |
| <p>Poetry can foster improved mental health</p> | <p>3/27/23</p> | <p>National Poetry Month is typically celebrated in April. So, this is a great time to discuss poetry therapy, which involves the therapeutic use of narrative poems to help people heal and improve their emotional well-being. And this type of therapy is nothing new. According to Psychology Today, Poetry therapy dates back to 400 BCE when Egyptians used writing as a form of medicine.</p> |

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| | | <p>It's also been said that during the Civil War here in America, the poet Walt Whitman took care of wounded soldiers and read them poems when they were being treated in field hospitals.</p> <p>If you'd like to give this form of therapy a shot, you can keep a poetry journal and use it to jot down sentences or rhymes that you've created. When you're creating these rhymes, you might try to paint images with your words and then read your poems out loud to hear the rhythm.</p> <p>Are there other ways that you've used poetry as therapy? Please share your experiences in the comments section.</p> <p>Thanks for watching!</p> |
| <p>How to write a poem</p> | <p>4/3/23</p> | <p>One of the first things you want to do when you're trying to write a poem is relax. Don't try to be anything other than exactly who you are in that moment and write whatever comes to mind. Don't worry if it doesn't seem to rhyme or make sense, just write.</p> <p>A site called Reedsy suggests, "Take 10 minutes and jot down anything that comes to mind when you think of your starting point. You can write in paragraphs, dash off bullet points, or even sketch out a mind map. The purpose of this exercise isn't to produce an outline: it's to generate a trove of raw material, a repertoire of loosely connected fragments to draw upon as you draft your poem in earnest."</p> <p>Your poem can be as long or short as you'd like, and it doesn't need to be perfect. It only needs to reflect what's in your heart. Later, when you've purged the feeling, you can go back to what you've written and edit it as needed.</p> <p>What do you think about that? Leave your thoughts in the comments section.</p> <p>Thanks for watching!</p> |
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Contract

This document constitutes the full agreement between Bayou Daydreamer and **Susie Shepherd** and supersedes all prior contracts, understandings, and discussions whether written or oral regarding **As I Lay Bare**.

No change of this Contract will be binding unless written and signed by both Bayou Daydreamer and **Susie Shepherd**.

By initialing the services below Susie Shepherd indicates her consent to pay Bayou Daydreamer a fee of **\$100 monthly** when possible to manage the following aspects of the publication and advertising associated with **As I Lay Bare** over the course of six months:

- ___ Periodic critiques of manuscript as requested by **Susie Shepherd**
- ___ Periodic writing coaching sessions as requested by **Susie Shepherd**
- ___ The creation of a tailored marketing plan for **Susie Shepherd**
- ___ The creation of a teaser book trailer for **As I Lay Bare**
- ___ The creation of an author email address for **Susie Shepherd**
- ___ The creation of an author website for **Susie Shepherd**
- ___ The creation of a YouTube channel for **Susie Shepherd**
- ___ The creation of weekly blog posts on **Susie Shepherd's** author website
- ___ The creation and publishing of YouTube videos weekly
- ___ The scheduling of book signings during **Susie Shepherd's** book tour
- ___ Editing Services for **As I Lay Bare** as needed
- ___ Sourcing illustrator/graphic design services for **As I Lay Bare** cover and interior
- ___ The sourcing of book formatting services for **As I Lay Bare**

By initialing the terms below, **Susie Shepherd** indicates her consent to the following conditions and provisions of this Contract.

_____ Bayou Daydreamer will not retain any royalties from **As I Lay Bare**, meaning all royalties will belong to the author.

_____ Bayou Daydreamer’s contractual relationship with **Susie Shepherd** ends sixth months from the date this Contract is signed.

_____ Bayou Daydreamer is not responsible for the actions of Amazon, Smashwords, or any subsidiaries of either company.

_____ Bayou Daydreamer is not responsible for unfinished work should Susie Shepherd choose to discontinue the writing and publication of **As I Lay Bare**.

_____ Bayou Daydreamer has the right to terminate the terms of this contract at any time.

_____ Bayou Daydreamer does not allow for any refunds or exchanges in relation to this Contract.

Signature of Client

Date

Signature of Bayou Daydreamer CEO, Paula L. Jones

Date

*Let the adventures in
writing & publishing
begin!*

