Ryan Ferguson January 2016 PDP

PDP Overview:
My January personal development project is creating value by:
- Improving my knowledge of self-publishing a book
- Improving my writing by completing and editing a book
- Making me some scratch

PDP Deliverables:
At the end of January I will have written and edited a short book. I will also have a cover designed, and a plan for the publishing, marketing, and sale of that book.

Week 1:
- Transcribe and edit chapters from my hand-written notes onto my computer
- Read ½ (90 pages) of James Altucher’s guide to self publishing

Week 2:
- Write Conclusion
- Read through and edit book
- Read 2nd half of self publishing guide

Week 3:
- Acquire feedback on book (Amanda, Cam, James)
- Contact Graphic Designer (perhaps Lauren, perhaps 99 designs or fiverr) to engage in title page design process.
- More self-publishing know how.

Week 4:
- Incorporate feedback into 3rd draft of the book.
- Create book marketing plan (incorporating writing some travel related blog posts that I can post on medium and Huffington Post)

During January I will also be working on writing an article for headspace as well as going down to Florida for the FEE annual retreat one weekend.