

# PATH TO PUBLISHING CERTIFICATION AND VERIFICATION PROGRAM

**PROFESSIONAL PUBLISHING  
INSTRUCTION & LITERARY EXCELLENCE**

# PATH TO PUBLISHING INSTRUCTOR CERTIFICATION PROGRAM:

The program certifies and license you to teach and consult using the Path To Publishing curriculum and framework.

Officially recognizes you as possessing the skills, talent, gift, tools, resources, information, tips, strategies, validation, knowledge, certification and qualifications to meet the standards of a Path To Publishing Literary Educator and Course Instructor.



# WHAT CERTIFIED INSTRUCTORS ARE REQUIRED TO DO:

- Master multiple areas of the book writing, book publishing, and book selling process

- \* Building Books (publishing like a pro)

- \* Building a Book Business (incorporating, taxes, contracts, disclaimers, etc.)

- \* Making a Living as a Writer (creating multiple streams of income as a writer/author)

- Complete studies and assignments

- Meet both professional and ethical criteria

- Participate in quarterly conference calls

- Attend annual meetings/conferences/retreats either in-person, video or live stream

# WHAT THE CERTIFICATION PROGRAM

## WILL DO FOR YOU:

- Provide you the opportunity to start your own publishing coaching business
- Provide you the opportunity to start your own literary consulting business
- Certify you as a qualified Path To Publishing Instructor
- Verify you as a Publishing Coach & Consultant
- Automatic Path To Publishing endorsement
- Get new client/customer leads
- Grow your existing literary business
- Enhance/Elevate your career as a literary educator and literary consultant
- Verify you as a Path To Publishing literary partner
- Verify your status as a literary industry expert
- Verify you as a publishing expert



# WHAT THE CERTIFICATION PROGRAM

## WILL DO FOR YOU:

- Provide you our framework and curriculum
- Provide professional accreditation by the Path To Publishing Certification and Verification Advisory Board
- Enable you to become part of a community of prestigious literary experts
- Provide an instructor profile page you can send your clients directly to (profile page will link to your website)
- Provide tips, training, and instruction on how to present, teach, coach, instruct
- Recognize your certification in the Path To Publishing newsletter and website



# WHAT THE CERTIFICATION PROGRAM

## WILL DO FOR YOU:

- Membership to Path To Publishing Members Only Website
- Opportunity to be a guest blogger/columnist on Path To Publishing Members Only Website
- Provide curriculum, resources and strategies that get results for you and your clients
- Increase your value in the literary service marketplace with our certification
- Provide a means of supplemental, passive, residual income leading to generational wealth
- Allow you to support the literary arts while contributing to the literary industry and writing community

The Path To Publishing Certification Program will give you the skills, tools, and resources needed to teach publishing workshops, host conferences, seminars, be a publishing panelist expert, and more. It will give you the confidence to confirm your expert status as a literary educator, consultant, and publishing coach.



Deciding to become a Path To Publishing Certified Instructor is your opportunity to start your own publishing and literary educator and teaching business as a Path To Publishing partner in literary education. You will be listed on the Path To Publishing website as an instructor. Students will have the opportunity to choose instructors based on their preference, including the location of the instructor. All certified instructors will receive a plaque acknowledging them as a Path To Publishing Certified Instructor as well as a certificate of validation for literary consulting.

The curriculum is created by a board whose members have over 75 years' experience combined in the literary industry as traditionally published authors, self-published authors, POD authors, hybrid authors, literary agents, editors, consultants, educators, ghostwriters, and coaches. Upon completion of the program, your knowledge will be tested by the advisory board. These sessions are based on the certification tier you apply for (two four-hour sessions per each tier). You can start earning money as a Path To Publishing Certified Instructor after the passing of that particular tier (you will only be certified to teach in the tiers you have passed). For example, you can make \$497 for teaching a single client a live course based on the tier you passed. You can make thousands by teaching a group course! This allows you to start earning money while you are building your business.



# PATH TO PUBLISHING CERTIFIED

## INSTRUCTOR TIER LEVELS:

**Tier One:** *Master and Certification in “Beyond the Basics of Self-Publishing” - \$3,000*

**Tier Two:** *Master and Certification in “Build Your Book Business” - \$3,000*

**Tier Three:** *Master and Certification in “Make a Living as a Writer” - \$3,000*

**Tier Four:** *Master and Certification in Tiers One through Three - \$8,000*

*\*\*\*A 50% discount applies for the tiers in which you've previously purchased courses for\*\*\**

# PATH TO PUBLISHING CERTIFIED

## INSTRUCTOR TIER LEVELS:

**Tier Five:** *Certified to hold live online and in-person Path To Publishing sanctioned events (all proposals must be turned in for approval by the board six months prior to date; limited to three events per year) - \$5,000 annually*

**Tier Six:** *Course Creator (You can create breakout sessions/courses based on Path To Publishing curriculum) - \$1,000 per course you create (all courses must be approved by advisory board and will be exclusive to your use only)*

**Tier Seven:** *Take your recorded webinars/teachings and sell pre-recorded in your personal sales funnel (one-time charge and includes the model funnel already built--see [www.joylynnMross.com](http://www.joylynnMross.com) as an example). Inquire/request consideration for this tier on certification application.*

*There is an additional fee to receive updated slides/curriculum.*

*\*\*\*Payment plans available (up to 24 months depending on tier)\*\*\**



# HOW LONG DOES THE PATH TO PUBLISHING CERTIFIED COURSE INSTRUCTOR PROGRAM TAKE?

Six to twelve months, depending on which tiers you desire certification in as well as how long it takes you to get through the instruction and final testing.



An added bonus is that once you have been certified as a Path To Publishing Course Instructor, you will have access to advisory board members and other instructors in the private online group.



# PATH TO PUBLISHING LITERARY CONSULTING VERIFICATION PROGRAM:



Verifies you have completed the minimum and necessary curriculum to receive a Path To Publishing Literary Consulting Verification Certificate and Virtual Badge. Limits you to literary consulting work utilizing the information you learned from Path To Publishing courses and literary consulting services. It does not certify you as an instructor, meaning you are not licensed to teach workshops, seminars, courses, conferences, or any of the likes using any portions of the Path To Publishing curriculum or framework (whether paid or unpaid).

# WHAT VERIFICATION PARTNERS ARE REQUIRED TO DO:

- Meet both professional and ethical criteria
- Participate in semi-annual conference calls
- Attend annual meetings/conferences/retreats either in-person or via live stream

Complete the following courses online or in-person (conference, workshop, seminar, etc.) with a Certified Path To Publishing Course Instructor:

**Tier One:** *“Beyond the Basics of Self-Publishing” - \$1,500*

**Tier Two:** *“Build Your Book Business” - \$1,500*

**Tier Three:** *“Make a Living as a Writer” - \$1,500*

**Tier Four:** *“Complete Tiers One-Three” \$4,000*

**Tier Five:** *Complete 6 months literary consulting with a Path To Publishing Certification and Verification Advisory Board Member - \$5,000*

\*\*\*A 50% discount applies if you've already purchased any of the tiers/courses one through five\*\*\*

# WHAT THE VERIFICATION PROGRAM

## WILL DO FOR YOU:

- Provide confirmation you're equipped to chauffeur authors toward literary success
- Provide you the opportunity to start your own literary consulting business
- Provide you a Path To Publishing Excellence in Publishing Literary Consulting Verification Certificate
- Provide you a Virtual Excellence in Publishing Verification Badge for Literary Consulting
- Acknowledge your verification in the Path To Publishing newsletter
- Membership to Path To Publishing Members Only Website
- Opportunity to be a guest blogger/columnist on Path To Publishing Members Only Website





With over twenty years of experience in the literary industry, the CEO & Founder of Path To Publishing, as well as president of the Path To Publishing Certification and Advisory Board, Joylynn M. Ross, is an authority and expert in the area of literary consulting, literary education, and publishing. Under Joylynn's instruction and course curriculum, your literary and writing career will take a quantum leap.

Our Certification and Verification Programs ensure that you and your clients will have access to the best literary practices. You will be able to confidently provide your clients with assistance to navigate the intricacies of the literary marketplace. Becoming a Certified Path to Publishing Instructor--partnered with your personal gifts, skills, talents, experience and vision--will provide the stamp of excellence needed to excel in your career as a literary industry professional and expert.

If you are truly ready to take your literary endeavors to the highest of levels and standards by partnering with one of the most trusted names in literary service providers and educators, then complete the Certification and Verification application. Path To Publishing has assisted thousands of authors, publishers, literary consultants, educators, and coaches build, sustain, and grow their literary businesses. You should be the next one!

There is a \$100 non-refundable application review fee, so serious inquiries only. The \$100 non-refundable application fee will be applied toward your program fees if your application is approved.

Email [info@pathtopublishing.com](mailto:info@pathtopublishing.com) with “Request for Certification and Verification Application” or visit [www.pathtopublishing.com](http://www.pathtopublishing.com) and click “PTP Certification/Verification” on the menu bar.