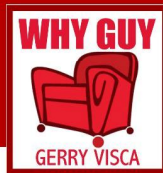
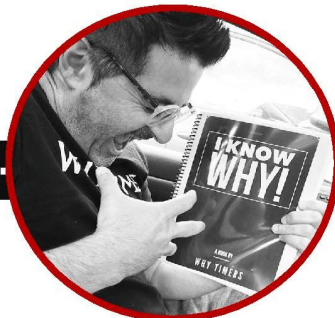


A JOURNEY TO PUBLISHING



ORDER A WHY PACK
@gerryvisca.com



BOOK YOUR #WHYTIME



SHARE YOUR WHY



**SHARE YOUR
AUTHOR BRANDING**



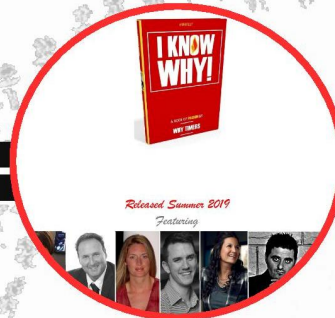
**SECURE YOUR
AUTHOR SEAT**



**EXPRESS INTEREST
"I KNOW WHY!"
BOOK SERIES**



**WRITE YOUR
CHAPTER**



**SHARE THE
BUZZ**



**LAUNCH PARTY/
BOOK SIGNING**

Bring your WHY to life. An inspiring opportunity for Why Timers. Connect your WHY to the world.

Imagine being a published author in one of the hottest global book series: "I KNOW WHY" alongside the visionaries: Meditation Coach/Editor Angela Kontgen and WHY GUY Gerry Visca one of Canada's top transformational authors, a 25-time author, global speaker and publisher.

Taking your WHY to the next level | Explosive Outcomes:

- KEEPING YOU ON COURSE WITH YOUR DEEPER WHY
- OPENING UP YOUR "WAY" BY IGNITING EXPLOSIVE OPPORTUNITIES
- BECOME A **PUBLISHED AUTHOR** GUIDED BY A TEAM OF ESTABLISHED PROFESSIONALS
- CREATE AND MAINTAIN EXPLOSIVE MOMENTUM WITH WORLD-CLASS BRANDING
- INSPIRED ACTION LEADS TO CREATION

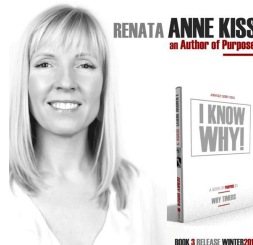
1. WHY did we create this book series?

The I KNOW WHY book series was founded by visionary/#whyguy Gerry Visca to give everyday people that have experienced one-on-one Why Time a profound way to share their deeper WHY. This book series gives #whytimers a voice!

"In my humble opinion Angela and Gerry are incredible professionals in all the work they do... public speaking, writing, publishing, branding, coaching, but most of all inspiring people, and connecting to people's hearts authenticity. I invite you to find a way to be in their presence, their community, and soak up all the brilliance they have to share! The world is a better place because of their dedication and commitment! I am truly proud to be apart of this incredible mission of inspiring 1 million WHY's!!! Thank you both!"

~ Renata Anne Kiss Published in Books 1 - 3

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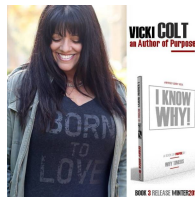
2. WHAT is Why Time and WHY is it a prerequisite?

Why Time is a profound one-on-one conversation with Why Guy and your soul to help you become aware of the deeper reason you exist. Knowing your deeper WHY is foundational to the meaningful outcomes you wish to experience in your life and the core of this book series. Following Why Time you are able to confidently express the highest version of yourself as a result of the positioning that Why Guy presents you with. "I Exist To ..." Without Why Time you cannot become an author in this book series.

Your support and guidance through this magnificent process is phenomenal! This marketing and branding you have created and continue to create for us authors is beyond amazing. I appreciate you both so much and am so grateful and excited being on this amazing journey with Gerry Visca and Angela Kontgen. Each step continues to move me deeply and I feel very blessed.

~ Vicki Colt Published in Book 2 and 3

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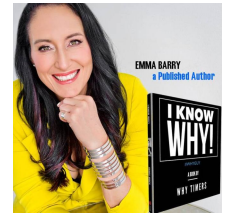
3. Where do I get my Why Time?

Simply visit the Why Shelf at www.gerryvisca.com and order a Why Pack. Depending where you live in the world, you will be shipped three of Gerry Visca's latest WHY books personally signed by him. You will then receive a formal email from Gerry himself setting up your Why Time session via phone or ZOOM.

"For decades I have tip-toed around my WHY delivering little pieces of value here and there. THEN EMMA MET GERRY. Today I stand unapologetically on top of my WHY alongside my #whytribe - three fingers in the air ready to unleash Every Body who is Inspired to be Explosively Bold.
~ Emma Barry Published in Book 1

4. What makes this Publishing Opportunity so unique?

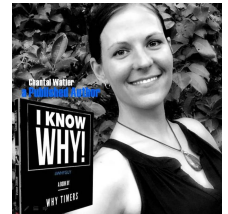
- This book series is connected to a BIGGER VISION - a movement of inspiring 1 Million WHYS.
- Unlike traditional books, it is uniquely and artistically crafted and created exclusively for Why Timers.
- The advantages of publishing your deeper WHY in this exclusive book series is endless. We know the challenges in getting a well designed book published. We take away all the worry so all you have to focus on is: **Your Chapter, Intention, your deeper WHY.**
- Unlike traditional publishers, you're guided throughout the entire process including co-creation, writing, development and marketing of this explosive 2020 Summer/Fall project.



"Between getting my Why Time, publishing my story in the 'Little Black Book', I am left feeling empowered and inspired to continually do the 'next best thing' on my WHY journey.
~ Chantal Watier ~ Published in 'I KNOW WHY!' Book 1

5. Who are the authors?

Our authors are everyday people including, single moms, coaches, entrepreneurs, business owners and professionals. This book series is for everyone. This is a *collaborative* book written by Why Timers that have a strong desire to inspire a ripple of WHY in the world. We choose thirteen Why Timers with the most inspiring desire and expression of interest.



6. How do I sieze my author seat?

Get your Why Time. Email a formal expression of interest to the publisher, Why Guy, Gerry Visca (gerry@redchairbranding.com) and answer a couple of questions. Based on the large amount of expressions of interest, we ask that you respond within 24 hours. Depending on your response and desire, you may be offered a publishing agreement to review and sign. All authors are asked to make a one-time payment for their author seat. (Our author fees are very accessible and range from \$700-\$900 plus tax - not including book purchase).

7. What does the Author Fee cover?

- A connection to our global book series.
- Seven to eleven branded marketing touch points.
- Writing support and guidance throughout your chapter creation.
- Editing and proof reading of your chapter.
- Inclusion within launch announcements and final video compilation.
- Coaching/Strategic Support in your book launch.
- Participation from Gerry Visca + Angela Kontgen in your book signing events (depending on location).

To create and publish a book of this quality would cost you over \$20,000. The branded and marketing touch points would cost you \$10,000 to create on your own. Your author fee includes editing and finalization of your chapter by Why Guy and the editing team. We don't simply cut and paste your chapter. Each chapter is carefully edited. You receive one free copy of the final published book. You are receive the opportunity to generate revenue with your book.



"What I love most about the I Know Why! book series is the energy of courage — the courage of the authors who have been willing to share their stories and let the world know that despite life's challenges they are pursuing their why with passion and courage.

~ Anthea Mumby published in Book 2



8. How do I generate revenue with this book?

Unlike traditional publishers, each author has the option of purchasing bulk copies directly from us at the time of launch in quantities of 100 - 200 copies at a discounted author price (\$11 - \$13 per book). This allows each author to generate \$7 to \$9 profit per book. (Typical publishers only give you \$1). The sky is the limit. Each author is independent with limitless revenue generating potential.

FOR EXAMPLE:

100 Books allows you to generate an income of: \$2,000 (You essentially make your investment back).

200 Books allows you to generate an income of \$4,000.

"I love how passion has brought a group of strangers together, creating new meaningful friendships, as we explore our mutual desire to serve the world with our best possible energy.

~ Blake Miles published in Book 2



"The Red Book gave us an opportunity to really share our stories and connect with others on a very vulnerable and deep level . I believe in this day and age that we are all craving that connection."

~ Etienne Asselin published in Book 2

