Expert Author Community

APPLY EARLY, START EARLY · APPLICATIONS CLOSE 8 NOV

INTAKE 5 | 13 NOVEMBER 2026 TO 7 MAY 2027

Bring your book into the **right room.**

The EAC Intake is our flagship six-month experience for thoughtful experts ready for depth, structure, human judgment and the right people around their work.

325+
alumni and authors

170+
published books

28+
new books a year

FREE OPEN HOUSE Thu 29 Oct, 10am Melbourne (AEDT) **RSVP ›**



IS THIS THE ROOM FOR YOU?

A book asks you to make decisions **you shouldn't make alone.**

For thoughtful experts and business owners.

This room is for you if:

- You want your book to create real meaning, for your readers, your positioning and the opportunities it opens.
- You're fitting the book around work and life, and it needs time and structure it isn't getting.
- You don't just want more words on the page. Even with AI, you want human judgment and interaction on what's worth keeping.

IDEA STAGE
You know there's a book in you. We'll help you find its shape before you write.

STUCK MID-DRAFT
You started and stalled. We'll take you back to strategy and structure to get you moving again.

NEARLY THERE
You have a draft. We'll pressure-test it, sharpen your positioning and get your proposal ready to pitch.

It's not the right fit if you want a fast AI-written book or a done-for-you ghostwriter. Here, you do the writing, with the right people around you.

BEFORE
Stuck
Scattered
Second-guessing



AFTER
Clearer thinking
Stronger decisions
More traction

OUR SLOW BOOK PHILOSOPHY



Depth over **speed**

Discernment over **noise**

Human judgment over **generic output**

Substance over **performance**

Anyone can generate words now. What's rare is knowing which ones matter. That judgment still comes from people, and it's what the EAC is built on.

WHAT YOU GET

The right voices **around your work.**

Ten years of published authors, real publishing relationships, and a method built for rigour.

Book Clinic NEW

Live hot-seat critiques with Kelly Irving, editor to over 300 authors, then drafting rooms with your peers. Clear calls on what to keep, cut or change.

Monthly, live on Zoom

Publishing and AI insight

Share the room with publishers, including houses like Wiley, plus marketers and technology experts who can move your book forward.

Guest Expert Coaching, monthly

Pitch Party

Build your Book Proposal, get Kelly's written review, then pitch it live to publishing professionals for feedback in the room.

36 pitches last intake

Cowrite™ Sessions

Structured writing time alongside motivated writers. It pulls you back to the work when life is full.

134 sessions last intake

Feedback Space

Post your idea, title, blurb, chapter or cover any time and get a personal response, including from Kelly.

Each response worth a $500 Clarity Call

A private community

A distraction-free space of generous experts who understand why this work matters, and why it's better done together.

325+ alumni and authors





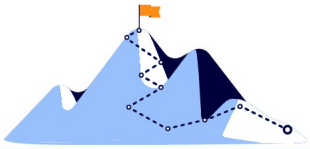



THE WRITE BOOK METHOD™

Five phases. You always know **where you are and what's next.**

The same method behind every EAC book, not one coach's instinct reinvented for each client. **15 short video lessons**, 5–10 minutes each, one for every step below, with worksheets and cheat sheets to fill in. It's all inside Circle, so you move at the pace your work and life allow.

Already have a draft? Most members find they're not as far along as they thought. The strategy and structure work is where a good draft becomes a credible book.



November is onboarding, with speed friending to meet the room. **January is a summer pause** from Book Clinic, with Cowrite™ Sessions continuing.

01 SYSTEM

Book Clinic: December

Grow self | **Engage audience** | **Maximise time**

Habits and systems that survive a busy life.

02 STRATEGY

Book Clinic: December

Ask why | **Find who** | **Know what**

Clarity on your reader, your difference and your book's commercial value.

03 STRUCTURE

Book Clinic: February

Build book | **Outline chapters** | **Do top 'n' tail**

A full outline, with the goal of every chapter set before you write.

04 STORY

Book Clinic: March

Write dirty | **Edit clear** | **Publish strong**

A draft that's compelling and credible, and a clear publishing pathway.

05 SHARE

Book Proposal: April
Pitch Party: May

Prepare focus | **Leverage launch** | **Expand reach**

A plan to pitch, publish and put your book to work.

YOUR MILESTONE

In six months, everything you've worked on comes together in a clear, credible Book Proposal, ready to pitch at the Pitch Party, with the whole community behind you.

INSIDE THE WRITE ROOM

Built for busy professionals. **Choose what works for you.**

You don't need to come to everything. Work through the curriculum at your own pace, join live, catch the recordings, write alongside others or post your work for feedback. Sessions alternate between Tuesday 6pm and Friday 10am Melbourne time (AEDT): that's Tuesday 7am in London and Thursday 3pm in LA.

Book Clinic NEW

Monthly · 90 min · Zoom

Each clinic follows the method: systems and strategy in December, structure in February, story in March and your Book Proposal in April. Three members take the hot seat with Kelly each session, then everyone applies it in drafting rooms.

Guest Expert Coaching

Monthly · 90 min · Zoom

Publishing and AI insight from publishers, agents, marketers and tech experts, plus the full archive of past sessions.

Author Exchange NEW

Monthly · 60–90 min · Zoom

Authors and alumni share what's working in their launch, platform and marketing.

Cowrite™ Sessions

Ongoing · Member-led · Circle

Set an intention, write together in a focused sprint, then debrief. Hosted sessions run every month, and any member can host one any time: 134 last intake.

Feedback Space

Always open · Circle

Post work, give feedback and get a response from Kelly and your peers.

Focus Friends pod

Optional · Weekly · 5–6 members

A small working group to help you stay connected, supported and in motion. We match you by goals and communication style, with a Check-in Champion to guide it.

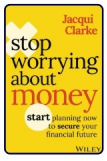
1–2 hours per week

For best results at the start

5–7 hours per week

Once you start drafting

MEMBER STORIES

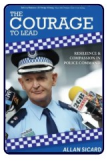


Before: A money book to pitch

After: Wiley deal, award winner

"Your editing and book proposal process is a big part of my book's success."

Jacqui Clarke, *Stop Worrying About Money*



Before: The fear of writing a book

After: Doing what he'd never done

"A safe and supportive place where all authors support each other throughout the process."

Allan Sicard, *The Courage to Lead*

THE PROOF

What happens when you stop **doing it alone.**

325+ alumni and authors

170+ published books

28+ new books a year

36 proposals pitched live last intake

134 Cowrite™ sessions



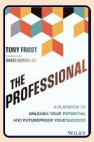
ALUMNI SPOTLIGHT

Dr Shyam Barr

Shyam spent years supporting teachers in self-regulated learning, then wrote the resource he couldn't find anywhere else. With the EAC's structure, feedback and momentum behind him, he secured a deal with Amba Press.

1,200+ copies of *Educate to Self-Regulate* sold in 3 months

> *I have no doubt that joining the EAC, especially following the Write Book Method, helped me to attract Wiley's interest.*



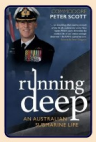
Tony Frost
The Professional

> *It wasn't just about writing the book... it was the structure, support, and accountability that made the difference.*



Clint Rahe
The Cognitive Athlete

> *Finding and joining this tribe was vital to my entire writing journey and the ultimate success of* Running Deep.



Peter Scott
Running Deep

WHERE OUR AUTHORS PUBLISH

Wiley | **Pan Macmillan** | **Murdoch Books** | **Hardie Grant** | **Major Street**

Amba Press | **Page Two** | **EAC Books** | **Their own imprint** (self-published)

Traditional, hybrid or self-published: we'll help you choose the right path for your book.

Award winners at the Chanticleer International, Living Now and Australian Business Book Awards. Featured on The Project and in Harvard Business Review and Forbes.

WHO'S IN THE ROOM

People who've done it, **around you the whole way.**



Kelly Irving

BOOK COACH, EDITOR AND FOUNDER

As an editor, Kelly kept seeing the same heartache: authors who'd spent years on a manuscript that was still a mess — not for lack of talent, but for lack of a proper process to shape it. That gap became the Write Book Method, and eventually, EAC itself.

She has helped over 300 authors turn big ideas into clear, credible books with stronger structure, sharper positioning and a practical path to publication.

Kelly is known for honest feedback, commercial insight, and the kind of guidance that helps members make better decisions, build momentum and keep moving.

INDUSTRY COACHES



Scott MacMillan

PUBLISHING STRATEGIST, HEAD OF EAC BOOKS

Commercial publishing insight and positioning. Has published hundreds of authors globally through Grammar Factory and EAC Books.



Anna Featherstone

AUTHOR AND PUBLISHING EXPERT

Independent publishing, author strategy and marketing. Author of *Look – It's Your Book!* and Australian Ambassador for ALLi.



Lou Johnson

PUBLISHING PROFESSIONAL

Senior roles at Simon & Schuster, Random House, Allen & Unwin and Murdoch Books. Former VP of the Australian Publishers Association.

Industry coaches run masterclasses inside the community. Private 1:1 sessions with them are available for an additional fee.

Your place in **Intake 5**

Core program: 13 Nov 2026 to 7 May 2027

In six months: a clear, credible Book Proposal and the chance to pitch it. Many go further, to a full draft or finished book.

WRITE

6 months in the room

AU$797 × 6 payments

or AU$4,597 upfront (save $185)

Everything from kickoff to Pitch Party. Worksheets and cheat sheets are yours to keep.

Best for a focused six months: explore your idea, build confidence, find your people, or get a draft over the line.

PUBLISH

INTAKE 5 SPECIAL

12 months in the room

AU$997 × 6 payments

or AU$5,697 upfront (save $285)

Everything in WRITE, plus another six months of community, recordings and Cowrite™ Sessions through to final edits and launch.

Best for writers who want to take their time, or keep support going beyond Pitch Party through drafting, editing and launch.

Included in both WRITE and PUBLISH

- The Write Book Method™: 15 lessons
- Book Clinic with Kelly, plus guest experts
- Kelly's written review of your proposal
- A live pitch at the Pitch Party
- Feedback on chapters, titles, blurbs, covers
- Cowrite™ Sessions and Author Exchange
- Private community + Focus Friends pod
- A clear path to publication and launch

EARLY ACCESS · THE SOONER YOU JOIN, THE SOONER YOU START

Your book starts the day you join.

Applications close **Sunday 8 November**, but you don't need to wait. Apply now, and once you enrol you can start the curriculum before kickoff.

1. **Apply for Intake 5**
   expertauthor.community/apply
2. **Meet an EAC alum**
   Ask your questions.
3. **Enrol**
   Get instant access to the curriculum.

APPLY FOR INTAKE 5 ▸ or RSVP TO THE FREE OPEN HOUSE ▸