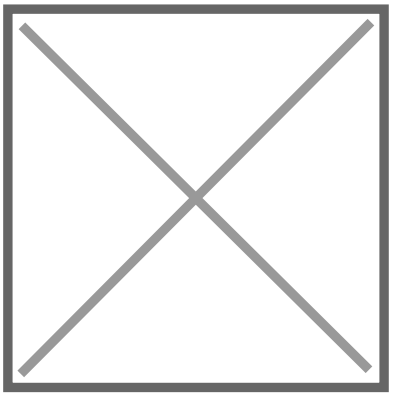

Ministry Publishing B.A.T. for Groups

Description

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B.A.T. for Groups is an exciting new venture for me. Let me introduce it.

B.A.T. for Groups is Basic Authors Training for Groups.

This is the same writing course that I have been marketing for a while now. It uses the two-tier system of Teaching and Coaching. The student begins learning the basics from day one while at the same time starts writing.

Will the student make mistakes? Hopefully. You see, the training teaches principles and concepts that can at some point during the course be used to review, edit, and correct the manuscript that the student has been writing. By going back and editing their manuscript they use all their senses. But more than that, they learn not to fall in love with what they have written. It can always be improved upon.

The student works at his or her own pace and the transformation in their writing begins taking shape. The more they learn, the more they apply. And the more they apply, the greater is their confidence. By the end of the course, they have created a manuscript that is ready to be published. And then it is published.

So, what is unique about B.A.T. for Groups?

Groups. Short of giving the course away it is almost impossible to attract and register students with potential simply because they canâ??t afford it. Groups is a new concept for writing courses, as far as I know, that enables men and women to team up to take advantage of this unique learning experience. The Group price is proportioned amongst the students so that the cost is radically brought down to a manageable opportunity.

Why is it Subscription Only?

Because the cost has been lowered considerably it would be unprofitable to market at full price. There are just too many obstacles and ruts.

B.A.T. for Groups is subscription based on 10 months. Does that mean I have to complete the course in 10 months.

No. Never. This is a self-paced course. Only the subscription fee is 10 months. You can take the course and complete it at less than 10 months or more than 10 months.

Further, each member of the group is considered independently of others. Each member has One-on-One coaching and teaching. Each member receives the opportunity to have live coaching calls. Each member is able to get their manuscript published according to their timetable.

Why are You Offering B.A.T. for Groups?

This goes back to when I first thought about putting together a writing course. If you have followed me at all then you know that I went through the School of Hard Knocks. That school has no campus, no classroom, no individual teacher, no personal oversight, and no real principles to be taught. But if you canâ??t afford a writing course you are automatically accepted into the School of Hard Knocks.

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In that school you may learn valuable lessons, but I can assure you that most lessons learned will be hard to learn and often result in failure, not success.

I spent a lot of time in that school and learned the wrong lessons. When God called me to write, He had to cleanse me of all the wrong learning, and teach me the correct stuff. I was poor and could not afford a coach. So, it was all trial and error. But as I grew more capable and, thereby, more confident I realized that there are a great many people facing the same issues I faced.

But the harsh reality was that of perception. If I priced the course too low potential customers figured it was not good enough to charge more. But if I raised the price to increase the value, those same people still couldnâ??t buy because it was too expensive.

But the group turns out to be a win/win. For me, I sell the Group course for a fair profit, but the members of the group experience tremendous savings because they share the cost. A simple example is that B.A.T. normally subscribes at $399.90 per month for 10 months.

Thatâ??s a fair price, but there are talented people out there who canâ??t afford to pay that much. But if 5 writers join in a group, they get the same course for only $179.97 a month for 10 months. That represents $219.93 savings. More than that, it is priceless to them because now they have an opportunity they can afford. And the future is theirs! You would be right if you said that a dream I have had for a long time has come true.

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Date Created
July 8, 2025
Author
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