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# The Three Secrets of Bestselling Authors

With bestselling author,  
Suzy K Quinn

# Who are KAA?



# WHO ARE KAA?



- KAA is a New York-based Author Services Company

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- They are expanding into London and Europe
- They give ALL authors access to editorial services that were once exclusive to only big-5 publishers.

# WHO IS THIS SEMINAR FOR?



➔ Anyone who wants to make an income from books

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- ➔ Fiction authors who want to create a bestseller



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- ➔ Fiction authors who want to create a bestseller
- ➔ Anyone who wants to understand the mechanics behind bestsellers

# THE THREE SECRETS OF BESTSELLING AUTHORS

➔ In this webinar, you'll learn:



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➔ In this webinar, you'll learn:

1. What many successful bestsellers have in common



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1. What many successful bestsellers have in common
2. Why bestsellers are not about writing talent



# THE THREE SECRETS OF BESTSELLING AUTHORS

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1. What many successful bestsellers have in common
2. Why bestsellers are not about writing talent
3. How to boost your chances of bestseller success



# About me



Suzy K Quinn

➔ I have sold over 1 million books worldwide

# About me



Suzy K Quinn

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- ➔ I am a bestseller in the US, UK and Germany

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- ➔ My books consistently hit the bestseller charts

# HOW DID I ACHIEVE THIS SUCCESS?

➔ Did I advertise?



# HOW DID I ACHIEVE THIS SUCCESS?

- ➔ Did I advertise?
- ➔ Did I promote on Facebook, Instagram or Twitter?



# HOW DID I ACHIEVE THIS SUCCESS?

- ➔ Did I advertise?
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- ➔ No!



# HOW DID I ACHIEVE THIS SUCCESS?

- ➔ Did I advertise?
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- ➔ No!
- ➔ My sales mainly came through ...





# Word of Mouth

# READERS LOVE MY BOOKS

➔ Readers tell their friends about my books



# READERS LOVE MY BOOKS

- ➔ Readers tell their friends about my books
- ➔ Fans often email asking for new books





# READERS LOVE MY BOOKS

- ➔ Readers tell their friends about my books
- ➔ Fans often email asking for new books
- ➔ I receive 4 - 4.5 star average reviews on Amazon



# SUZY K QUINN

The screenshot shows the Amazon UK author page for Suzy K Quinn. At the top, the Amazon logo and navigation links are visible. The author's name, "Suzy K Quinn", is prominently displayed. To the left is a circular profile picture of the author and a yellow "Follow" button. Below this is a short bio: "Suzy K Quinn is a British fiction author and writer of three different genres: psychological thriller, comedy and romance." It also mentions her debut novel "Glass Girls" and her romance series "The Ivy Cottage".

The main section features a row of book covers: "The Bad Mother's Virus" (£1.99), "The Bad Mother's Christmas" (£2.99), "The Bad Mother's Holiday" (£2.99), "The Bad Mother's Diary" (£1.99), "Don't Tell Teacher" (£2.99), "The Bad Mother's Detox" (£2.99), "Lies We Tell Mothers" (£2.99), "The Bad Mother's Party" (£7.99), and "Not My Daughter" (£2.99). Each cover includes the author's name and the price.

Below the covers is a "Books By Suzy K Quinn" section with filters for "All Formats", "Kindle Books", "Audiobooks", and "Paperback". The "Kindle Books" filter is selected. The first book listed is "The Bad Mother's Virus: Laughter is good for the immune system 21 May 2018" by Suzy K Quinn, priced at £1.99. A note states: "100% of book sales profits donated to charities, vaccine and healthcare funds. This parenting comedy is free on Kindle Unlimited." There is a "Pre-order this item today" button.

At the bottom, a "Customers Also Bought Items By" section shows two other authors: Fiona Gilroy and Sophie Renard.

# BUT THINGS WEREN'T ALWAYS THIS WAY ...

➔ Once upon a time, I had no readers



# BUT THINGS WEREN'T ALWAYS THIS WAY ...

- ➔ Once upon a time, I had no readers
- ➔ My manuscripts were rejected by agents and publishers

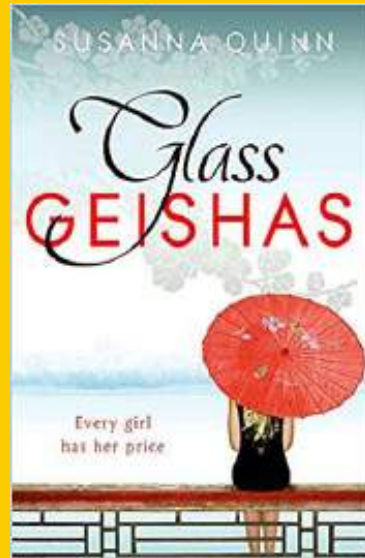


# BUT THINGS WEREN'T ALWAYS THIS WAY ...

- ➔ Once upon a time, I had no readers
- ➔ My manuscripts were rejected by agents and publishers
- ➔ I made no money from fiction writing

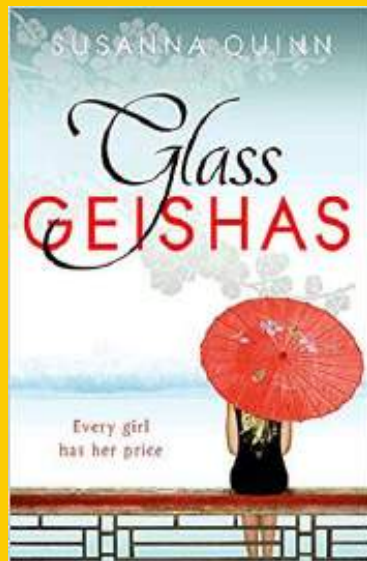


# MY FIRST PUBLISHED NOVEL



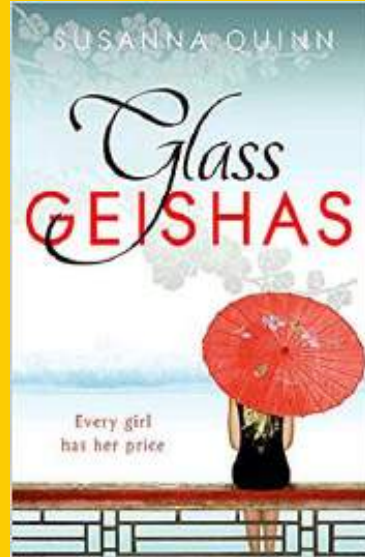
➔ After years of rejection, I got lucky

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- ➔ My novel hit the right desk at the right time

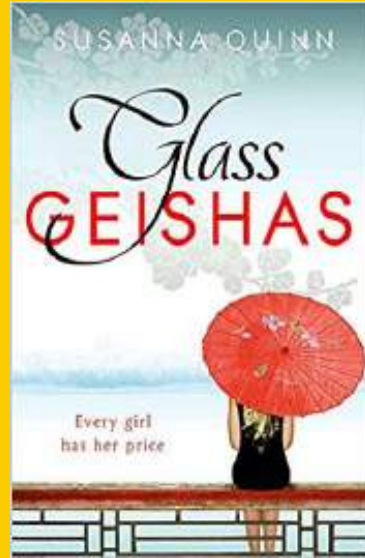
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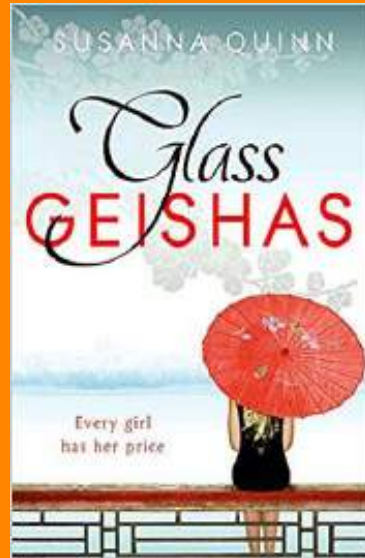


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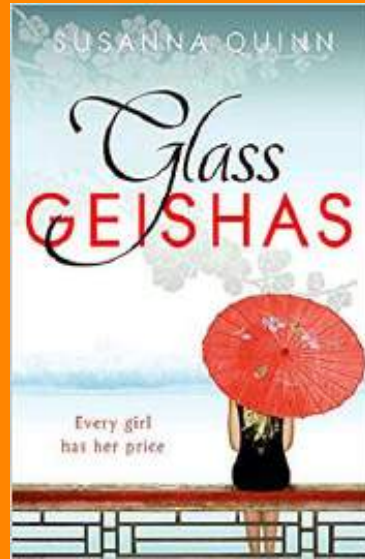
- ➔ After years of rejection, I got lucky
- ➔ My novel hit the right desk at the right time
- ➔ I was offered a publishing deal
- ➔ I thought my future as a writer was now assured

# MY FIRST NOVEL FAILURE



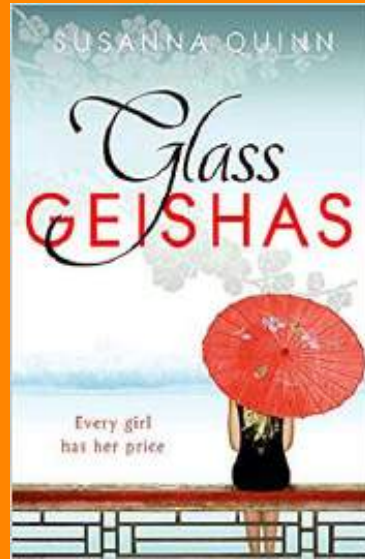
➔ My first novel did not become a bestseller

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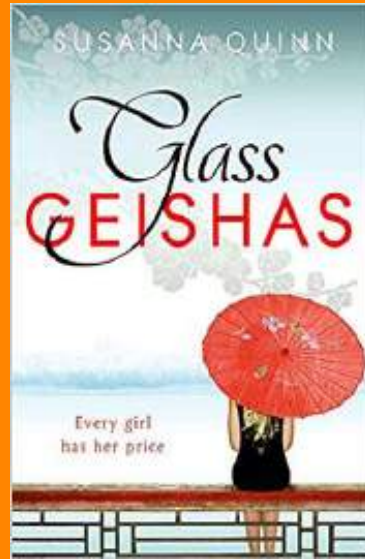
- ➔ My first novel did not become a bestseller.
- ➔ It sold just over 10,000 copies

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- ➔ It sold just over 10,000 copies
- ➔ This was largely due to my own online promotion
- ➔ It got medium to bad reviews

# I DISCOVERED A HARSH TRUTH

➔ Publication was not a golden pathway to bestseller land



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- ➔ Published authors earn, on average, make \$15,000 per year



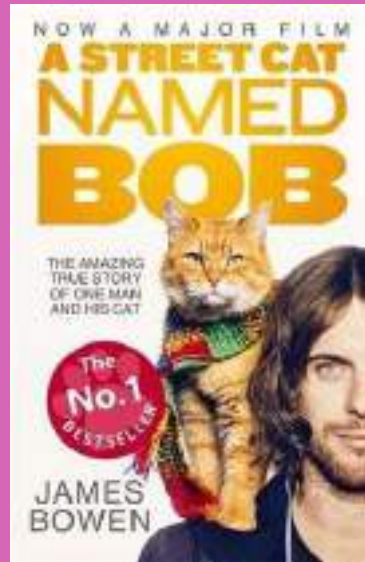


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- ➔ Published authors earn, on average, make \$15,000 per year
- ➔ Most authors have a full time job, alongside their writing

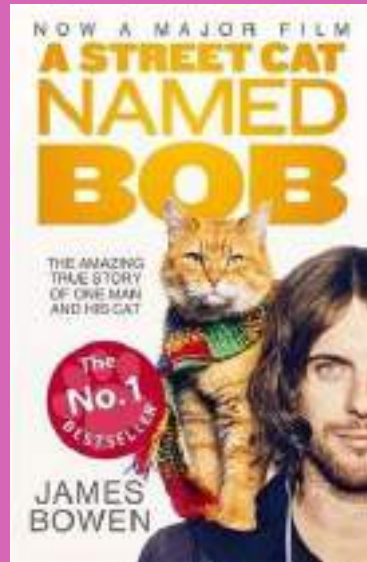


# A STREET CAT NAMED BOB



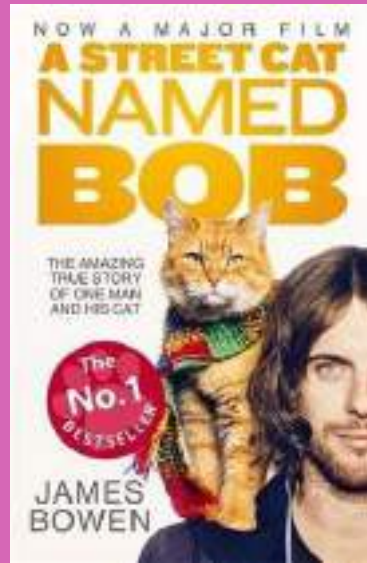
➔ While my novel failed, another book sold 1 million copies

# A STREET CAT NAMED BOB



- ➔ While my novel failed, another book sold 1 million copies
- ➔ The author was unknown and did no promotion

# A STREET CAT NAMED BOB



- ➔ While my novel failed, another book sold 1 million copies
- ➔ The author was unknown and did no promotion
- ➔ What made this novel succeed and mine fail?

# THE BESTSELLER SECRETS

➔ I decided to find out why some books succeed and others fail



# THE BESTSELLER SECRETS

- ➔ I decided to find out why some books succeed and others fail
- ➔ Surely there must be patterns and formulas?



# THE BESTSELLER SECRETS

- ➔ I decided to find out why some books succeed and others fail
- ➔ Surely there must be patterns and formulas?
- ➔ I discovered that **YES THERE ARE**



# MORE THAN LUCK AND TIMING

➔ I've now studied 1000s of bestsellers





# MORE THAN LUCK AND TIMING

- ➔ I've now studied 1000s of bestsellers
- ➔ There ARE secret patterns and formulas



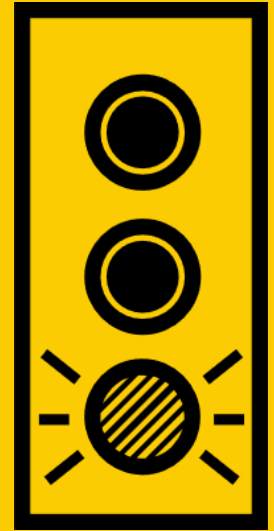
# MORE THAN LUCK AND TIMING

- ➔ I've now studied 1000s of bestsellers
- ➔ There ARE secret patterns and formulas
- ➔ And I'm going to share some of them with you ...



Ready to get  
started?

Let's go!

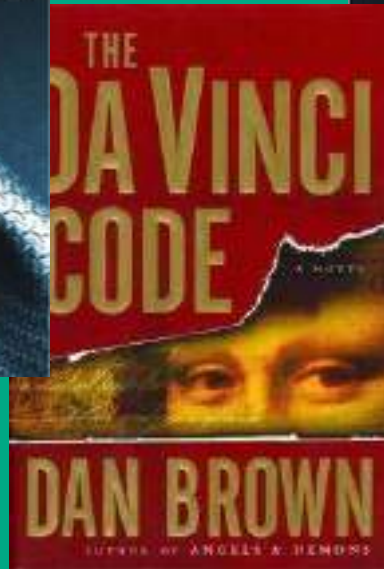
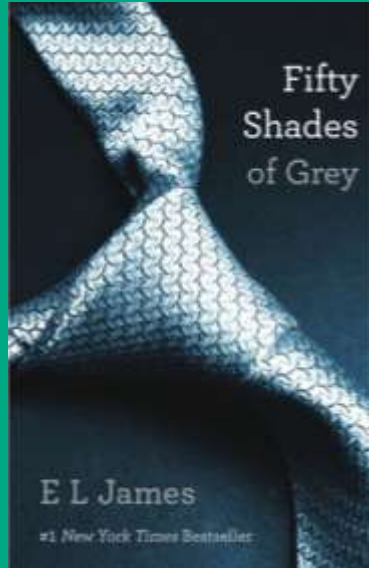




# Secret 1

What bestsellers have in common

How many of these books did you LOVE?



# A BESTSELLER DOES NOT APPEAL TO EVERYONE

➔ Most bestsellers are hated more than they're loved



# A BESTSELLER DOES NOT APPEAL TO EVERYONE

- ➔ Most bestsellers are hated more than they're loved
- ➔ And that's okay!





# A BESTSELLER DOES NOT APPEAL TO EVERYONE

- ➔ Most bestsellers are hated more than they're loved
- ➔ And that's okay!
- ➔ Because the people who love them **REALLY** love them



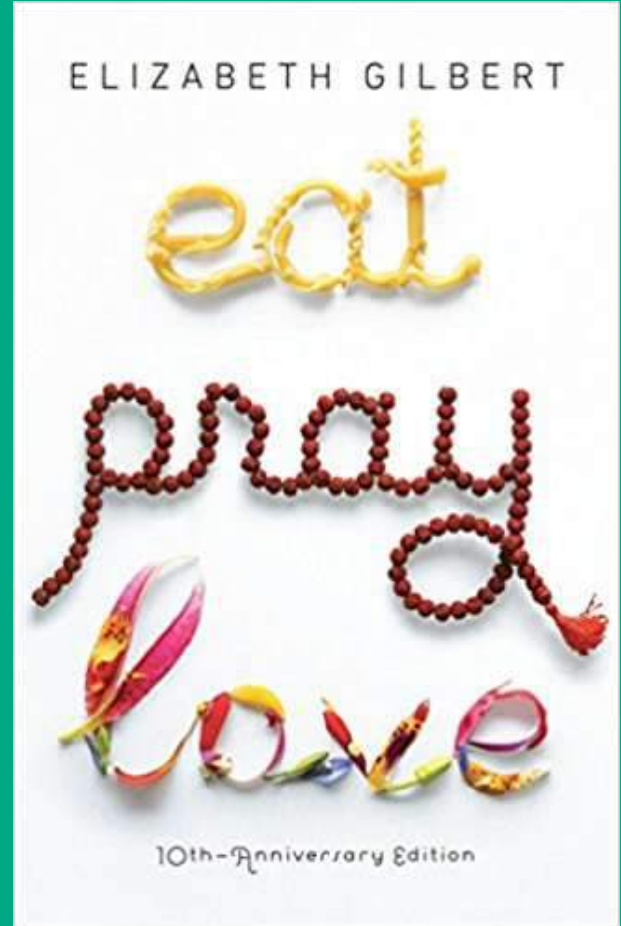


# Secret 1

Bestsellers target a pre-made audience

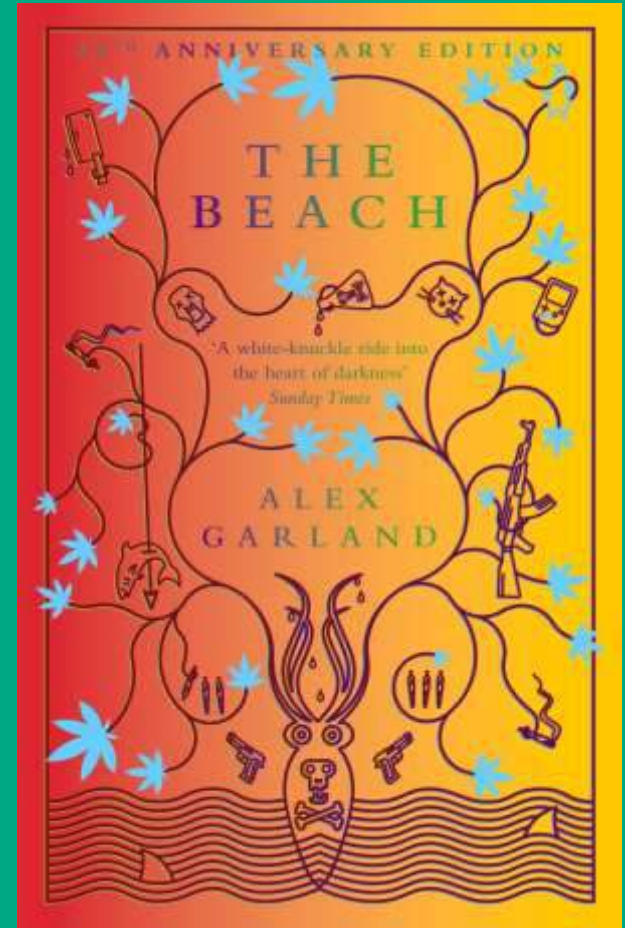
# EAT PRAY LOVE

➔ Connected with  
childless women in  
their thirties



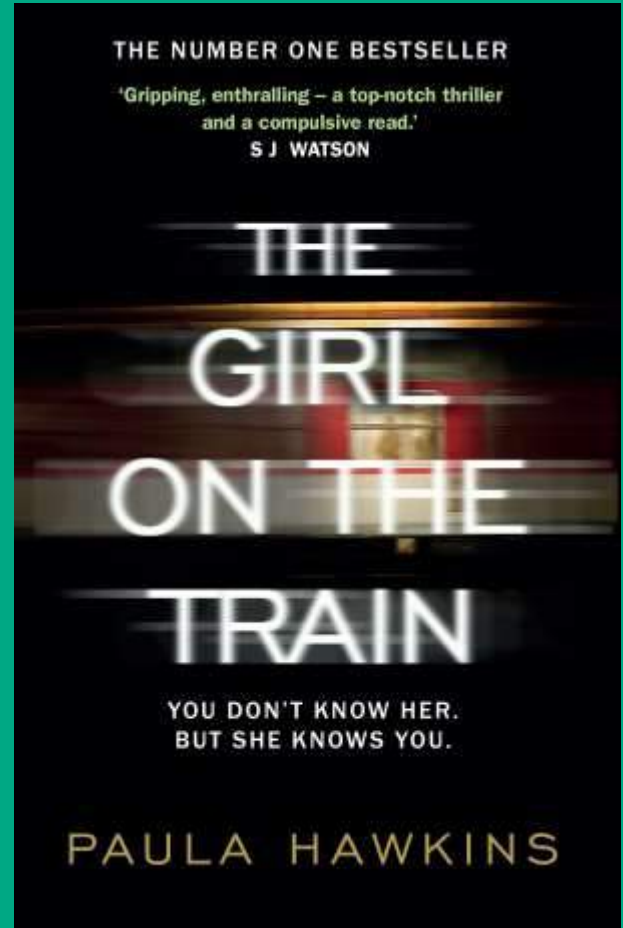
# THE BEACH

➔ Connected with young backpackers and student gap year population



# GIRL ON THE TRAIN

➔ Connected with commuters



# BESTSELLERS TARGET A SPECIFIC READER GROUP

➔ These can be genre readers



# BESTSELLERS TARGET A SPECIFIC READER GROUP

- ➔ These can be genre readers
- ➔ Or sub-genre readers



# BESTSELLERS TARGET A SPECIFIC READER GROUP

- ➔ These can be genre readers
- ➔ Or sub-genre readers
- ➔ Or some other fanbase

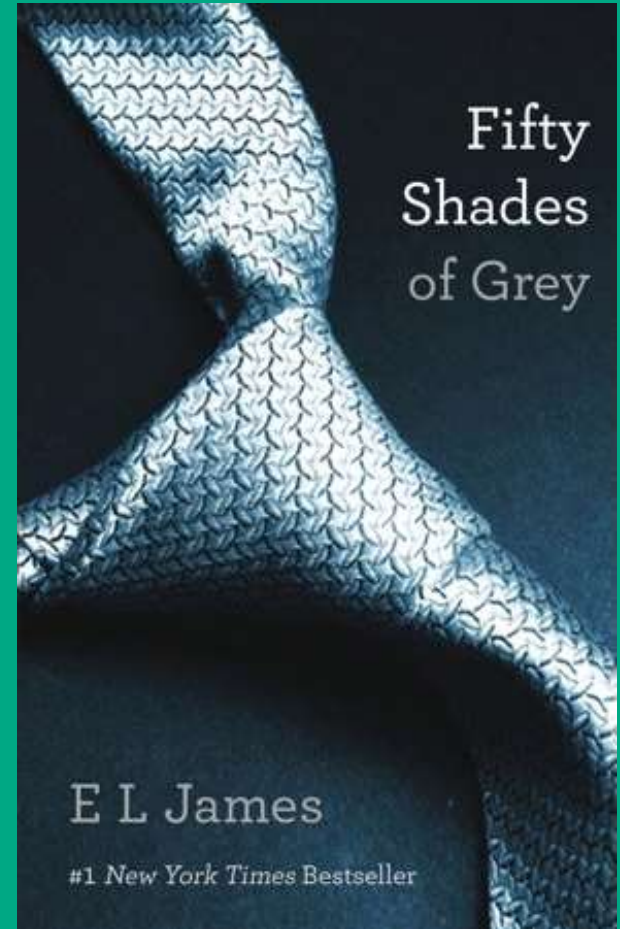




Who are your readers?

# WHO ARE YOUR READERS?

➔ Twilight fans?  
(Fifty Shades of Grey)



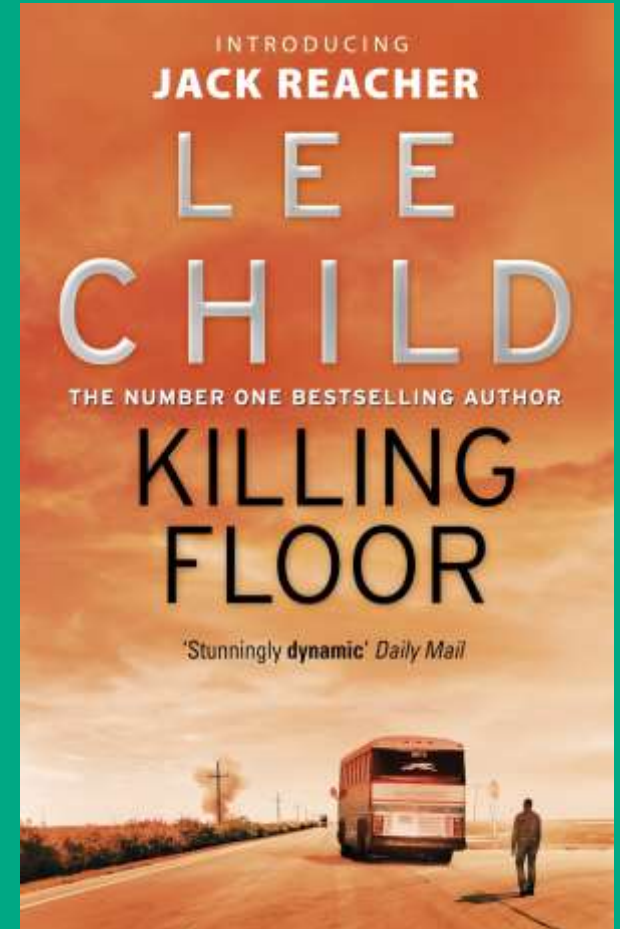
WHO ARE YOUR  
READERS?

➔ Blue collar horror  
fans? (Stephen King)



WHO ARE YOUR  
READERS?

➔ Thriller readers?  
(Lee Child)



# STAY ON TARGET!

➔ Identify your group of readers



# STAY ON TARGET!

- ➔ Identify your group of readers
- ➔ Write a book aimed at these readers



# STAY ON TARGET!

- ➔ Identify your group of readers
- ➔ Write a book aimed at these readers
- ➔ You can be original with your reader group.





## Secret 2

Bestsellers are not  
about writing talent



# BESTSELLERS ARE NOT ABOUT WRITING TALENT

➔ We are led to believe that:

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- ➔ We are led to believe that:
  - Only the most talented authors achieve success

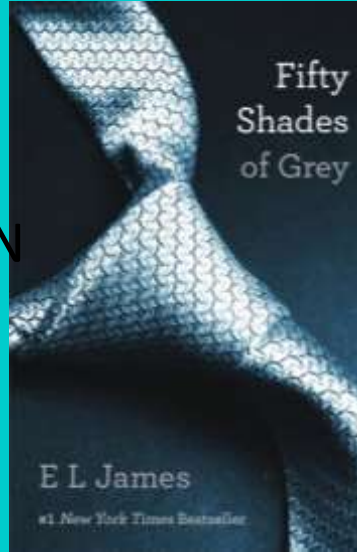
# BESTSELLERS ARE NOT ABOUT WRITING TALENT

- ➔ We are led to believe that:
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  - If you have not yet achieved success, you are not talented enough

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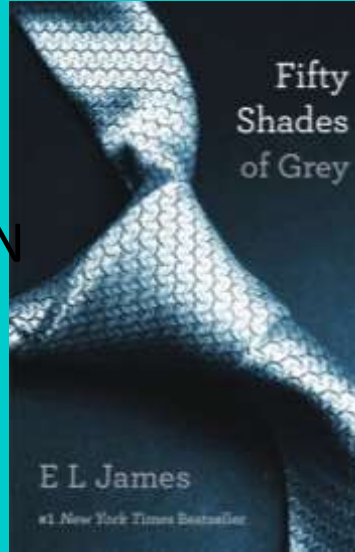
- ➔ We are led to believe that:
  - Only the most talented authors achieve success
  - If you have not yet achieved success, you are not talented enough
- ➔ But success is about something bigger than writing ...

# THE 50 SHADES OF GREY PHENOMENON



➔ 50 Shades of Grey was slated by the writing community

# THE 50 SHADES OF GREY PHENOMENON



- ➔ 50 Shades of Grey was slated by the writing community
- ➔ Yet it is one of the bestselling books of all time

# THE 'ONE-HIT WONDER' PHENOMENON

➔ Some authors only ever write one bestseller

# THE 'ONE-HIT WONDER' PHENOMENON

- ➔ Some authors only ever write one bestseller
- ➔ They write many books but only one hits the big time



# THE 'ONE-HIT WONDER' PHENOMENON

- ➔ Some authors only ever write one bestseller
- ➔ They write many books but only one hits the big time
- ➔ If bestselling books are about talent, how can this be?

# THE JAMES PATTERSON PHENOMENON

➔ James Patterson has written 147 bestsellers

# THE JAMES PATTERSON PHENOMENON

- ➔ James Patterson has written 147 bestsellers
- ➔ Every one of his books hits the bestseller charts

# THE JAMES PATTERSON PHENOMENON

- ➔ James Patterson has written 147 bestsellers
- ➔ Every one of his books hits the bestseller charts
- ➔ He uses ghostwriters, so it's not his writing we're buying



So what makes a bestseller, if  
it's not writing talent?

A strong,  
one-sentence premise



## Secret 2

A strong premise is more important than the writing

# A ONE-SENTENCE PREMISE

➔ James Patterson's books all have a simple, snappy premise



# A ONE-SENTENCE PREMISE

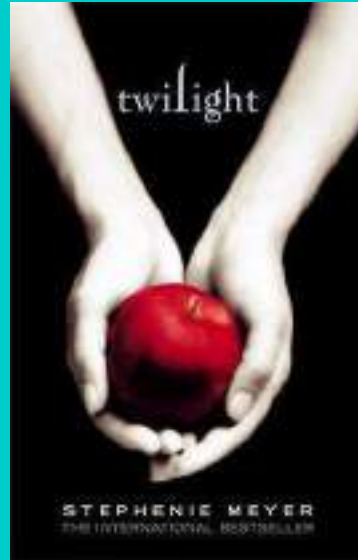
- ➔ James Patterson's books all have a simple, snappy premise
- ➔ You can share the premise in a sentence

# A ONE-SENTENCE PREMISE

- ➔ James Patterson's books all have a simple, snappy premise
- ➔ You can share the premise in a sentence
- ➔ The premise is full of conflict and drama

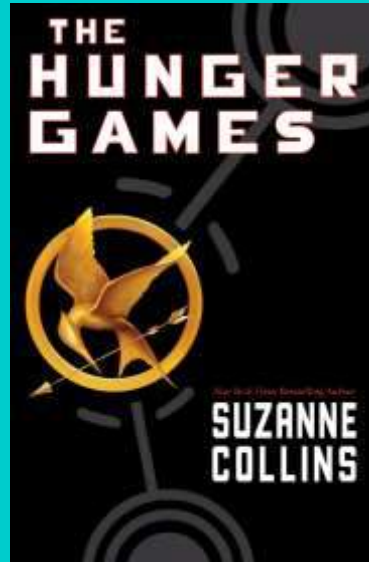
# One-Sentence Premise Examples

# TWILIGHT



➔ Girl falls in love with vampire

# HUNGER GAMES



➔ Twelve teens fight to the death

# THE FLAT SHARE



➔ Girl has a time-share flat with a man she's never met.

# MY BIG PREMISE MISTAKE

➔ I didn't start my first novel with a strong premise

# MY BIG PREMISE MISTAKE

- ➔ I didn't start my first novel with a strong premise
- ➔ My premise was weak, complicated and muddled



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# MY BIG PREMISE MISTAKE

- ➔ I didn't start my first novel with a strong premise
- ➔ My premise was weak, complicated and muddled
- ➔ I couldn't say my premise in a sentence
- ➔ I thought about a one-sentence premise **AFTER** I'd written my book

# BUILDING A STRONG PREMISE

➔ The key things about your premise:

# BUILDING A STRONG PREMISE

- ➔ The key things about your premise:
  - It must be simple

# BUILDING A STRONG PREMISE

- ➔ The key things about your premise:
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# BUILDING A STRONG PREMISE

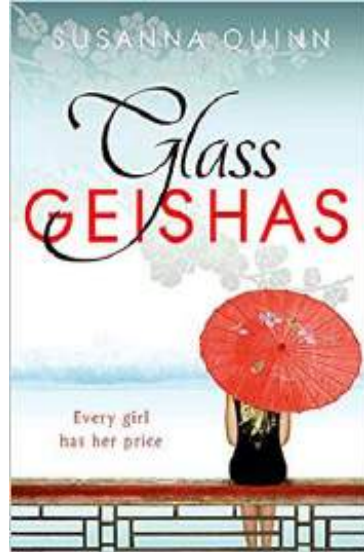
- ➔ The key things about your premise:
- It must be simple
  - You must be able to say it in a sentence
  - It must make people go 'ooo!'



# Secret 3

Readers like what  
they know

# WHAT ARE THESE BOOKS ABOUT?

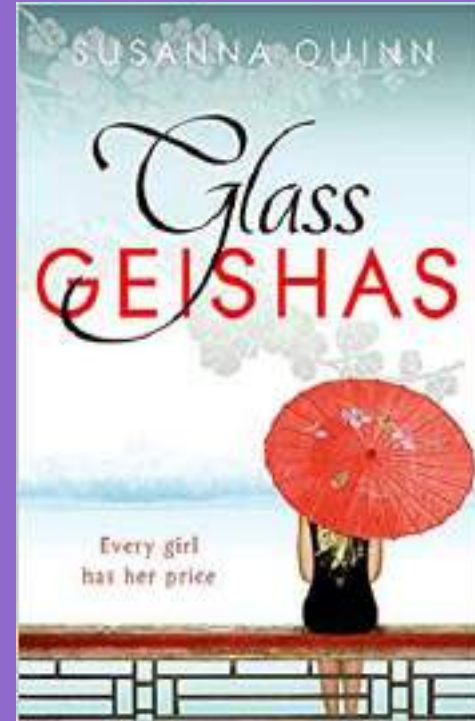




# RACHEL ABBOTT'S BOOK LOOKS LIKE THESE:



MY BOOK WAS HARD FOR  
READERS TO CATEGORISE





# Secret 3

Readers like what they know

# PUBLISHERS WANT ORIGINALITY

➔ Publishing editors read thousands of manuscripts



# PUBLISHERS WANT ORIGINALITY

- ➔ Publishing editors read thousands of manuscripts
- ➔ They love different and original material



# PUBLISHERS WANT ORIGINALITY

- ➔ Publishing editors read thousands of manuscripts
- ➔ They love different and original material
- ➔ They tell writers to surprise them with something new





But readers  
want **THE SAME**

# PUBLISHERS WANT DIFFERENT, READERS WANT THE SAME

➔ The big conflict:





# PUBLISHERS WANT DIFFERENT, READERS WANT THE SAME

➔ The big conflict:

- Publishers are looking for originality and surprise



# PUBLISHERS WANT DIFFERENT, READERS WANT THE SAME

## ➔ The big conflict:

- Publishers are looking for originality and surprise
- But readers want more of what they know



# PUBLISHERS WANT DIFFERENT, READERS WANT THE SAME

## ➔ The big conflict:

- Publishers are looking for originality and surprise
- But readers want more of what they know
- It's safer to write for **READERS**



# READER DEMAND

➔ There are STILL millions of Amazon searches for:



# READER DEMAND

- ➔ There are STILL millions of Amazon searches for:
  - Books like Fifty Shades of Grey



# READER DEMAND

- ➔ There are STILL millions of Amazon searches for:
- Books like Fifty Shades of Grey
  - Books like Harry Potter



# READER DEMAND

- ➔ There are STILL millions of Amazon searches for:
- Books like Fifty Shades of Grey
  - Books like Harry Potter
  - Authors like Stephen King



# READERS LIKE MORE OF WHAT THEY KNOW

➔ Readers are often loyal to one book type / genre





# READERS LIKE MORE OF WHAT THEY KNOW

- ➔ Readers are often loyal to one book type / genre
- ➔ They are happy to have re-workings on the same theme



## READERS LIKE MORE OF WHAT THEY KNOW

- ➔ Readers are often loyal to one book type / genre
- ➔ They are happy to have re-workings on the same theme
- ➔ So don't worry about following existing patterns



# STAND ON THE SHOULDERS OF GIANTS

➔ Celebrate other bestselling authors



# STAND ON THE SHOULDERS OF GIANTS

- ➔ Celebrate other bestselling authors
- ➔ Understand they give us a road map



# STAND ON THE SHOULDERS OF GIANTS

- ➔ Celebrate other bestselling authors
- ➔ Understand they give us a road map
- ➔ Be inspired by what is already selling



# STAND ON THE SHOULDERS OF GIANTS

- ➔ Celebrate other bestselling authors
- ➔ Understand they give us a road map
- ➔ Be inspired by what is already selling
- ➔ Once you have a fanbase **THEN** you can innovate





# The 3 Bestseller Mega Secrets

# THE 3 BESTSELLER MEGA SECRETS



1. Bestsellers target a pre-made audience



# THE 3 BESTSELLER MEGA SECRETS



1. Bestsellers target a pre-made audience
2. A strong premise is more important than the writing

# THE 3 BESTSELLER MEGA SECRETS



1. Bestsellers target a pre-made audience
2. A strong premise is more important than the writing
3. Readers like what they know



4

BONUS  
SECRET!



4

80% of Bestselling  
writing is re-writing

# TRAD PUBLISHING EDITING STAGES

- The Critical Review and Analysis / Development Edit - the big changes.

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- The Line Edit

# TRAD PUBLISHING EDITING STAGES

- The Critical Review and Analysis / Development Edit - the big changes.
- The Line Edit
- The Copy Edit / Proof Read (Editors will thank you for using Pro-Writing aid to reduce their workload!)

# MY FIRST PUBLISHING EXPERIENCE

- When I wrote my first book, I thought I needed to create a perfect manuscript.



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- It was a HUGE surprise to find out the many stages of editing that happen within publishing.

# MY FIRST PUBLISHING EXPERIENCE

- When I wrote my first book, I thought I needed to create a perfect manuscript.
- I took proofreading courses, editing courses - everything!
- It was a HUGE surprise to find out the many stages of editing that happen within publishing.
- A book is BETTER as a TEAM effort.

# THE EDITING COMPETITIVE EDGE

- Publishing is VERY competitive

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- If you were competing in the Olympics, you'd hire the best coach

# THE EDITING COMPETITIVE EDGE

- Publishing is VERY competitive
- If you were competing in the Olympics, you'd hire the best coach
- Hiring the best editor / cover designer / publicist gives you a great advantage in both traditional and indie publishing.

# THE KAA ADVANTAGE

- With KAA, you can now hire Sunday Times and New York Times bestselling editors.

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- These are the best editors in the business.



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- KAA editors give authors a competitive advantage - both in traditional and indie publishing

# THE KAA ADVANTAGE

- With KAA, you can now hire Sunday Times and New York Times bestselling editors.
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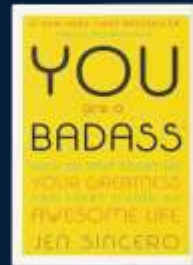
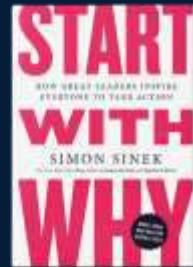
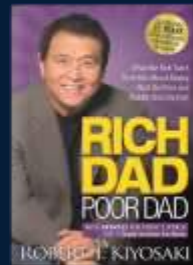
# KAA By The Numbers

200+  
Sunday Times and  
NYT Bestsellers

600+  
National  
Bestsellers

5,000+  
New Authors  
Launched

100m+  
Books  
Sold





## **Adam Strange**

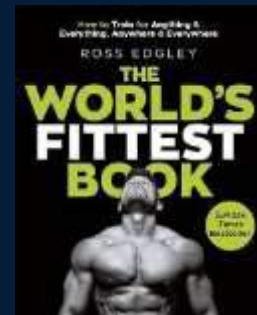
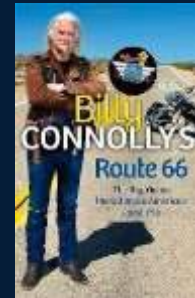
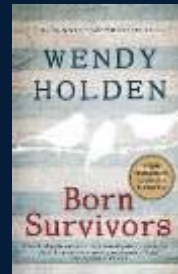
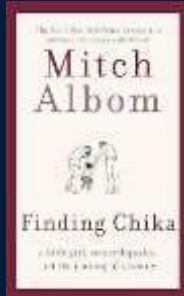
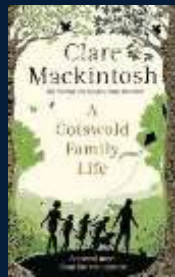
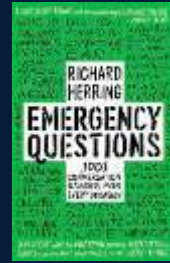
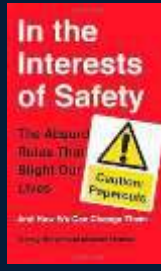
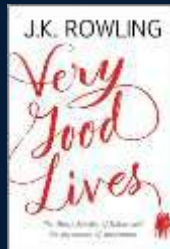
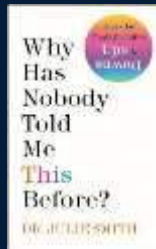
### ***Executive Editor (UK Office)***

*#1 New York Times and Sunday Times-bestselling editor,  
former commissioning editor at Hachette UK*

Adam Strange has been an editor, publisher and agent in the UK for 17 years, working with multiple #1 *Sunday Times* and *New York Times* bestselling authors, including [Rafa Nadal](#), [Seth Godin](#), [JK Rowling](#), and [Gwyneth Paltrow](#) – among many others.

Previously, Adam was a publisher at commercial nonfiction imprint, Sphere, at Little, Brown (Hachette), before heading up the literary arm of talent management agency, Gleam Futures. Adam has worked closely with dozens of writers of all experience and abilities to ensure that the publishing projects they

# ADAM STRANGE - KAA UK EDITOR





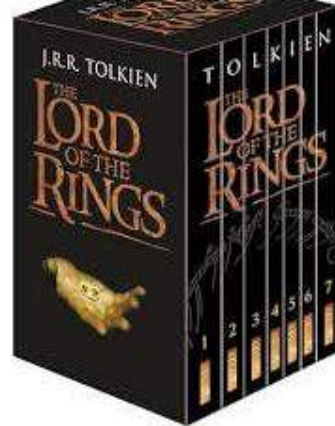


## Jaime Levine

### **Executive Editor**

*#1 New York Times bestselling editor and former executive editor with 35+ New York Times bestsellers*

In her nearly thirty-year career in publishing, Jaime Levine has worked at multiple prominent publishing companies including Warner Books, Grand Central Publishing, William Morrow Books, Thomas Dunne Books (an imprint of St. Martin's Press), and Houghton Mifflin Harcourt, where she discovered new talent, nurtured authors across many stages of writing and publishing achievement, celebrated titles reaching bestseller status and starred reviews, and saw authors and titles win awards. She was an editorial director of a fantasy/science fiction imprint and publisher of a small independent press during a period of high growth, giving her greater insight into aspects of the business and infrastructure





## **Amanda A. Barnett**

### ***Managing Senior Editor***

*New York Times*-bestselling, former editor



A former literary agent with more than 15 years of experience in the publishing industry, Amanda worked previously at Random House and as an acquisitions editor at Simon and Schuster. Her list includes over a dozen *New York Times* bestsellers, as well as many other notable and award-winning books. Her vast experience has exposed her to a wide array of genres, allowing her to provide authors with a high level of guidance throughout the writing and editing process. Her most notable authors include Stephen King, Angelina Jolie, Shirley MacLaine, Lorna Luft, Sean Ferrer, Art Bell, Mary Higgins Clark, and Ann Rule. As Senior



## Adriann Ranta Zurhellen

### **Senior Editor**

*New York Times*-bestselling former agent

Adriann Ranta Zurhellen is an accomplished editor and former literary agent. She has worked with authors all her professional life, beginning at The Editorial Department, a freelance editorial firm, before moving to Anderson Literary Management, Wolf Literary Services, Foundry Literary + Media, and Folio Literary Management.

She specializes in bestselling, award-winning fiction, nonfiction, and children's books, including Kendare Blake's #1 *New York Times* bestselling *Three Dark Crowns* series. As a literary agent, she has represented *New York Times* bestselling and award-winning authors,





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