

Webinar Summary:

- ★ Julie Williams and Laura Di Franco introduced the OM La La | A Playful Guide to Healing book collaboration, a project involving 25 authors creating a healing guide.
- ★ Each author will write a 2,500-word chapter highlighting their business, wisdom, and a practical tool, with a 300-word bio.
- ★ The project kicks off in February 2026, with a launch in June 2026.
- ★ The investment is €995 or \$1,150 per author with an early bird discount of €50 until the end of August 2025.
- ★ The book will be distributed on Amazon and Ingram Spark.
- ★ Authors will receive support in writing, editing, and marketing.
- ★ The project aims to create a supportive community and help authors grow their businesses.

Introduction to the OM Lala Book Collaboration

- Julie introduces the OM La La book collaboration, mentioning the agenda to discuss the project, the team, the benefits, and answer questions.
- Julie Williams shares her background in holistic business, Family Constellations, and her transition from a biotech scientist to a holistic practitioner.
- The OM La La project is described as a healing guide created by 25 authors, with Laura Di Franco as the lead author and publisher.
- Each author will create a 2500-word chapter highlighting their business, wisdom, story, and a practical tool, with the project kicking off officially in February 2026.
- Book publish date is June 2026.

Laura DiFranco's Background and Vision

- Laura DiFranco introduces herself, sharing her 30-year career in holistic physical therapy and her transition to publishing.
- She recounts the inspiration behind the project, which began with a dream during the COVID-19 pandemic to create self-healing tools.
- Laura explains the success of her previous project, which became a number one Amazon bestseller within five weeks.
- She emphasises the importance of joy, play, and the law of attraction in the project, aiming to create a playful guide to healing.

Details of the OM Lala Project

- Laura outlines the coaching and support provided to authors, from writing techniques to marketing strategies.
- The project includes a generous editing process to preserve each author's unique voice and a maximum word count of 3000 words per chapter.
- Authors will also write a 300-word bio, and the chapters will focus on real, vulnerable personal stories with practical tools.
- Laura highlights the importance of writing chapters that build trust and encourage readers to explore the author's website and business.

Benefits and Support for Authors

- Julie shares her personal experience as a co-author, emphasising the value of the resources, support, and community provided by Laura.
- The holistic market is growing, with a projected value of \$170 billion and expected to reach a trillion by 2032.
- The project aims to help authors grow their businesses, gain credibility, and improve their marketing and launch strategies.
- Julie and Laura discuss the importance of vulnerability in storytelling and the support available to authors throughout the project.

Investment and Resources

- The investment for the project is €995 or \$1150, with an early bird special of €50 off available until the end of August. Payment plans are available.
- Authors own their content, and the project aims to help them write award-winning books and improve their writing skills.
- The project includes professional editing, design, formatting, and distribution on Amazon and Ingram Spark.
- Authors will receive a media kit, press release, and access to special workshops and resources to support their business and writing.

Community and Networking

- The project will build a supportive community through monthly Zoom meetings, networking opportunities, and a dedicated Facebook group.
- Authors will have access to guest experts in marketing, private networking sessions, and dedicated business Facebook groups.
- The project aims to create a collaborative environment where authors can support each other and share resources.
- Laura and Julie emphasise the importance of community and the benefits of being part of a larger network of holistic healers and entrepreneurs.

Launch and Marketing Strategy

- The book launch is scheduled for June 2026, with a focus on building a launch team of friends, family, and colleagues.
- Laura provides a free book launch playbook and outlines the steps for creating a committed launch team.
- The project aims to create big energy and generate excitement for the book, leading to bestseller status on Amazon.
- Authors will receive guidance on how to promote their book, build their email list, and create a strong author platform.

Final Thoughts and Next Steps

- Julie and Laura encourage potential authors to reach out for more information and discuss any questions they may have.
- They emphasise the importance of aligning with the project's vision and ensuring it fits with the author's goals and values.
- The project aims to create a transformative experience for authors, helping them grow their businesses, improve their writing skills, and make a positive impact on the world.
- Julie and Laura express their excitement for the project and look forward to collaborating with the authors to create a powerful and inspiring guide to healing.

Links Given During the Meeting:

- See the titles Laura has already published: www.lauradifranco.com/books/
- Free Brave Healer Publisher resources: www.lauradifranco.com/resources-vault/
- Project timeline with all dates here: www.consciousness-medicine.com/om-la-la-book-collab