

Subject	Topics to Include
<i>Business Purpose</i>	The purpose of this course is to onboard potential authors interested in joining Mirror Publishing’s roster. It introduces them to the company's mission, values, eco-friendly publishing practices, and submission process. This course helps authors understand how Mirror Publishing supports debut authors, guiding them through the manuscript submission process and providing resources to foster a successful partnership.
<i>Target Audience</i>	<ul style="list-style-type: none"> • Primary Audience: Authors, particularly debut authors, looking for a sustainable and supportive publisher. • Experience Level: Beginner to Intermediate authors with a focus on fiction and creative writing looking for more sustainable options. Geographic Focus: Primarily authors within Mirror Publishing's operating regions, with a strong appeal to those interested in eco-friendly publishing. Second globally, focusing on e-publishing on an international scale.
<i>Training Time</i>	<p>Total Duration: 20–25 minutes.</p> <p>Each module will take approximately 3-5 minutes, allowing flexibility based on user interaction.</p>
<i>Training Recommendation</i>	The onboarding course should be self-paced and available online, allowing authors to complete it at their own convenience. Interactive elements such as clickable sections, quizzes, and scenarios should be used to engage learners and reinforce key concepts.
<i>Deliverables</i>	<ul style="list-style-type: none"> ○ A complete Articulate Storyline course, including: <ul style="list-style-type: none"> • Interactive Modules covering Mirror Publishing's mission, benefits, publishing process, communication channels, and next steps. • Quizzes and Scenarios to test understanding and simulate real-life decision-making. • Downloadable Resources for authors, including submission guidelines, etc. • Certificate of Completion for authors who finish the course.
<i>Learning Objectives</i>	<ul style="list-style-type: none"> • By the end of this course, authors will: <ol style="list-style-type: none"> 1. Understand Mirror Publishing's mission and eco-friendly values. 2. Recognize the benefits of joining the roster, including editorial support and marketing. 3. Comprehend the manuscript submission and review process. 4. Know how to navigate communication channels and access key resources. 5. Be prepared to submit their manuscript and take the first steps toward publication.

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<i>Training Outline</i>	<ul style="list-style-type: none"> • Introduction to Mirror Publishing <ul style="list-style-type: none"> • Welcome page. • Overview of the company’s mission and values (eco-friendly publishing, debut author support). • Interactive icons to explore key values. • The Benefits of Joining Mirror Publishing <ul style="list-style-type: none"> • Tabbed content to explain the benefits for authors: editorial support, marketing, community engagement. • Author testimonials presented through hover and reveal interactions. • The Publishing Process <ul style="list-style-type: none"> • Interactive flowchart explaining the submission and review process. • Visual comparison of before-and-after book designs (interactive slider). • Overview of distribution channels with clickable icons. • Communication and Resources <ul style="list-style-type: none"> • Introduction to key staff members through clickable profiles. • Access to downloadable resources (submission guidelines, contracts). • Next Steps and Call to Action <ul style="list-style-type: none"> • Checklist summarizing completed onboarding steps. • Final quiz to assess understanding. • Link to the manuscript submission page and certificate of completion.
<i>Implementation Strategy (include physical distribution of materials)</i>	<ul style="list-style-type: none"> • Distribution: The course will be hosted on Mirror Publishing’s website (initially on github via canva website link)and shared with potential authors via email once they express interest in joining the roster. • Access: The course should be accessible on multiple devices (desktop, tablet, mobile) with responsive design to ensure a smooth user experience. Materials: Digital resources, including submission guidelines and manuscript templates, will be available for download within the course.
<i>Evaluation Plan</i>	<ul style="list-style-type: none"> • Formative Evaluation: Feedback will be collected from a small group of beta testers (existing authors or staff) to improve the content before full implementation. • Summative Evaluation: A final quiz at the end of the course will assess author knowledge of the submission process and Mirror Publishing’s values. Learner engagement will be tracked using metrics such as completion rate, quiz scores, and time spent on each section.

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	Author Feedback: Upon completion, authors will be asked to complete a feedback survey, allowing them to share their thoughts on the course content and overall experience.
<i>Due Date</i>	<i>Course completion deadline: TBD based on development and review cycles.</i>