

ERIC KOESTER

Eric Koester, known as the "book professor," is the founder and CEO of [Creator Institute](#), a startup that develops a personalized learning experience aimed to empower more creators, entrepreneurial-minded people looking to take control of their careers, lives and aspirations. Each semester he offers an open version of his award-winning book course, [bSchool program](#). Koester is an entrepreneur who has traversed the world of startups and entrepreneurship, launching numerous companies, investing in startups, advising companies and teaching hundreds of entrepreneurs annually.

Koester has also served as the Managing Director and a Venture Partner of [NextGen Venture Partners](#), a network-driven venture capital firm investing in innovative early stage companies. In 2016, he launched the [Intrapreneur Institute](#), a new organization aiming to inspire, train and empower a million corporate intrapreneurs in the next decade. He previously served as a cofounder and founder of [Zaarly.com](#), [Main Street Genome](#) and cofounder of [Learn That Name](#) and MEGO Consulting. Koester has his own [podcast](#), [show](#) and several [books](#) with the topics of standing out in the world, entrepreneurship and business and writing.

Today, much of his energy is focused on the intersection of innovation and people: founders, intrapreneurs, corporate innovation and human capital.

[Award-winning Professor of Entrepreneurship & Innovation](#) Georgetown University McDonough School of Business, Koester loves to teach and share insights about startups, entrepreneurship, innovation, mentorship and creativity as a professor and through Founder Classes. Koester captures all his journeys, milestones, stories and thoughts on his [personal blog](#).

Most importantly, Eric has learned how to be a kick-ass dad to two young girls, Quinn and Parker, two pugs, Bailey and Riley, and a badass partner-in-crime to mom and professor, Allison.

*"My mission is to create 10,000 new authors
in the next 10 years."*

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CREATOR INSTITUTE

FOR IMMEDIATE RELEASE

bSchool: Stand out in the 2020 competitive world

WASHINGTON, D.C., April 23, 2020– The award-winning Book School (bSchool) program offers young adults a chance to stand out in the 2020 competitive world. The bSchool program was designed for young people to develop their expertise and demonstrate credibility.

Eric Koester, Georgetown professor of entrepreneurship and innovation, is the founder of “The Creator Institute.” The idea is based on a course he taught at Georgetown on entrepreneurial studies but, more importantly, on writing your own book. Koester is a leading expert on how to create credibility and expertise to live an entrepreneurial life.

“What I think it really comes down to is you want to be someone willing to put yourself out there and get feedback,” Koester said, “that’s the big thing I’ve learned is that authors who succeed aren’t afraid of imperfection.”

Nearly two hundred college students have gone through the bSchool program that empowers them to discover their purpose, demonstrate their expertise and accelerate their career. These experiences connect participants with a network of mentors, coaches, editors and supporters leveraging the entrepreneurial process to develop and launch a book, a corporate program, a podcast or their own venture.

The program consists of a manuscript creation experience, a publishing and promotion experience and ends with the authors book publishing. In all the programs, it leverages Quip and Zoom HD video conferencing to create connection, urgency and public projects. The first draft averages 26,000 words and the final book averages 31,000 words. Out of the students, 80 percent of participants create a company or entity to supplement the book. 90 percent of authors earn Best Seller book status in their Amazon category.

The bSchool program is a nine-month process which will start its new semester in June 2020. ***The upcoming events and deadlines include:***

- Demo Event 1: April 27 at noon
- Demo Event 2: April 28 at noon
- Demo Event 3: April 29 at noon
- Regular Admission Decision: May 25
- Extended Admission Decision: May 27
- Manuscript Creation Experience: June 4 to Aug. 31
- Publishing and Promotion Experience: Sept. 2020 to Jan. 2021
- Book Publishing: Feb. 2021

Each week provides students three book hours to work on their activities. The program can be counted as two, three-credits for college and graduate courses over two semesters. The full program cost is \$6,000 including the costs of the coaching, manuscript creation and the publishing and promotion. This cost does not include travel to the launch event.

To learn more information about Eric Koester, Creative Institute and the process of the bSchool program, visit <https://www.creator.institute/> or his personal social media platforms.



About the Creator Institute

Creator Institute is now a set of intensive program designed by Eric Koester for high-performing individuals who want to discover their purpose and demonstrate their expertise.



CREATOR INSTITUTE

FACT SHEET



ABOUT

In the **nine-month bSchool program**, students start with a rigorous process to find out what motivates them, what drives them and what gets them excited to attack. This program helps them turn that focus and purpose into a book topic that can be used as a powerful tool to create opportunities faster. A student has the opportunity from working virtually and at their own pace. A program is held every semester: Spring, Summer and Fall.

JUST THE STATS

Program = **two (3)-credit college/graduate courses** over two semesters

Each week = **three book hours** to work on their activities

First draft average
26,000 words
Final books average
31,000 words

80% of participants create a company or entity to supplement the book

90% of authors earn Best Seller book status in their Amazon category

The full program cost is **\$6,000** including the costs of the coaching, manuscript creation and the publishing/promotion.

This does not include travel to the launch event.

UPCOMING EVENTS

Demo Event 1
April 27, 2020 - noon

Demo Event 3
April 29, 2020 - noon

Publishing & Promotion Experience
Sept. 2020 to Jan. 2021

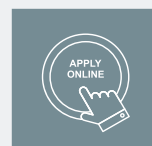
Regular Admission Decision
May 25, 2020

Demo Event 2
April 28, 2020 - noon

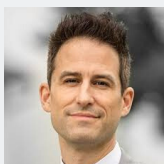
Manuscript Creation Experience
June 4 to Aug. 31

Book Publishing
Feb. 2021

Extended Admission Decision
May 27, 2020



HOW SELF-PUBLISHING IS THE WAY TO STAND OUT IN THE WORLD



BY: ERIC KOESTER

Eric Koester, also known as the "book professor," is a Georgetown University professor, entrepreneur and founder of the [Creator Institute](#).

Did you know that only 20 to 30 college students publish their own book a year? **About 80 percent** of people have “write a book on their bucket list,” but we all know how bucket lists go. **Out of that percentage only 2 percent** begin to write the book, but end up never finishing it. What are they afraid of?

Well, I think most of it is doubt and fear. Community support is a leverage for any business—especially when it comes to targeting an audience for a book launch. It makes you feel like you are a part of something and not alone, you have the inspiration and drive to keep going from that support.

The move into technology, media and digital advancements mean more authors are self-publishing their books and are highly successful due to the community around them. Talking to people, learning things along the way, finding your interest is all part of the book writing process. ***I tell my students: it's about curiosity, not knowledge.***

Many students will then ask me, “Well how do I know what to write about?” Everyone I know has a book in them; they have some sort of story. You can write about anything you're passionate about. I see people writing from nutrition, virtual reality, science, sports and everything in between.

I believe in three things: you have to have a community, you have to have a process and you have to have a coaching voice in you.

The first thing in anyone's process other than finding a supporting community is stating what their idea is, what audience they need to focus on and target with that idea, and how are they going to present themselves on social media. In fact, I recommend authors work on building up their online profile while writing. Do anything that brings attention to yourself and your publication: blog, tweet, post, advertise. Then, when the book is finally launched, share it to your community of friends, family, post it on your platforms. Do everything to get the word out.

Speak to any self-published author who has done well, and they will all say the same thing: the hard work really begins after you have finished writing the book. You have to develop a business-mode mindset and work hours a day to get people noticing your book and to make the decision to buy it. After all, it's one book competing against thousands.

The importance of this practice is to gain independence, creativity and making a name for yourself that you get out of self-publishing your own work. The lesson to be learned is to think like an entrepreneur, launch a book as though you were starting a new business and the chances of it gaining a large following increase exponentially. Everyone should have that opportunity to create something of themselves and stand out in the world.