

Time to Finally Write Your Book

– Summary

Introduction

- ✓ Everyone has a story to tell and many aspire to get it down on paper
- ✓ You might have even started writing your nonfiction book
- ✓ Self-publishing online is now a straightforward option to get your book out there
- ✓ Your concerns for writing could include:
 - You're overwhelmed with ideas
 - You're worried whether your writing is good enough
 - You don't know how you'll find the time
 - You don't know if anyone will buy your book
 - You don't know how to publish and market a book
- ✓ It is hard to write a book and requires dedication
- ✓ There's a method to structure a book to take the pressure off
- ✓ Alleviate any concerns you might have

- ✓ A plan is vital to success
- ✓ Writing and publishing isn't enough – you need to make sure people know about it
- ✓ You need to stand out from the crowd

What if there are already books in your specific area of expertise?

- ✓ Your book will be unique to you
- ✓ You'll write in your own format and individual voice
- ✓ That's what will set it apart

The benefits of writing and publishing your book

- ✓ Use your knowledge to become recognized as an expert in your field
- ✓ Share your experience with a wide audience who need it

- ✓ Attract more people to your list and generate leads
- ✓ Generate revenue from book sales

- ✓ Open doors to better speaking arrangements
- ✓ Create related products based on your book content

- ✓ You get to write about something important to you
- ✓ Share something you're passionate about with your audience
- ✓ Don't underestimate the value of the sense of personal achievement
- ✓ You'll be proud of what you've accomplished

Learning Objectives:

- ✓ Set goals for your book
- ✓ Write your book's one-sentence defining statement
- ✓ Research your audience and choose your expert book topic
- ✓ Create a clear, logical outline for your book content
- ✓ List the expert content you already have to draw from
- ✓ Conduct any additional research you'll need
- ✓ Plan your writing schedule and deadlines
- ✓ Prepare your book for publishing
- ✓ Build a profitable book sales funnel
- ✓ Create and implement a marketing plan

Learning Activity:

Think about the benefits of writing your own book that are mentioned in this module.

Why do you want to write your book? What benefits will it bring to you and your readers?

Brainstorm Your Expert Book Idea

- ✓ Set goals for your expert book, select a topic and write a description

Choose Your Goal(s) for Your Book

- ✓ Before you begin, set a goal for your book
- ✓ Get clarity on the purpose, and stay focused and motivated as you work through
- ✓ State a big long-term goal, then short-term smaller goals for your book to get you there
- ✓ This could look something like:
 - Ultimate goal:
 - To become widely recognized as an expert in my field
 - Short term book goals:

- Help boost credibility
 - Open doors to things like speaking engagements
 - Build an email list
- ✓ These goals will also influence your choice of marketing tactics

Choose Your Book Topic

- ✓ You need to do some research into possible topics
- ✓ Narrow down results to find the best topic for you to write first

Step 1: Brainstorm

- ✓ Ask yourself the following questions:
 - What do you know a lot about?
 - What do you blog/speak/teach often?
 - What unique experiences do you have?
 - What knowledge do people know you for?
 - What referrals have you had?
 - For which skills are you constantly praised?
 - What do you feel most drawn to write about?
- ✓ Write your ideas down
- ✓ Use bullet points, or a mind map
- ✓ If you have a lengthy selection, narrow it down
- ✓ Think about what problems your market faces
- ✓ What do you have to offer to solve those problems?

Step 2: Research

- ✓ Carry out market research on your list of possible topics
- ✓ Amazon
 - What books already exist?
 - Use keywords to do a search for popular examples
 - Is there a gap in the market?
 - Don't be discouraged by something because it's been covered before
 - Use reader reviews for inspiration
 - Is there potential for a series of books?
- ✓ Carry out a survey on your blog, or in your Facebook group
 - Suggest some topics based on initial research
 - Ask people to suggest their own topics
- ✓ Engage people in a discussion
 - Email your list and ask them what their biggest problem is
 - Start a discussion on Facebook about possible topics

- Ask them what they're currently reading
- ✓ Your competitors
 - What books have your competitors published?
 - It's ok to publish something similar
 - It will be unique with your knowledge, experience and perspective
- ✓ Quora
 - Search for what people are asking about your niche
 - You'll find inspiration for not only the topic, but the content
- ✓ Keep a note of any subtopics or key content ideas you generate

Step 3: Choose Your Topic

- ✓ Create a shortlist of two or three topics
- ✓ Which will best show off your expertise and meet your goals?
- ✓ Which topic do you know the most about?
- ✓ Don't get side-tracked by something too difficult
- ✓ Choose a topic that's the combination of something you can write about and will showcase your expertise

Step 4: Define

- ✓ Write a one-sentence description of your book that says who it's for
- ✓ This will give you a sense of direction
- ✓ Example:
 - My book helps _____ to _____ so that they can _____ .

Learning Activity

1. *Write down your goals for your book. Write your big, overarching professional or business goal, and the goals for this specific book that will help you achieve that big goal.*
2. *Using the questions in Step 1 in this module, brainstorm ideas for your book.*
3. *Decide which methods of market research you will carry out and what you'll look for.*
4. *Conduct your market research and record your results and notes in a separate notebook*
5. *Using your research results from Step 1 and Step 2 in this module, choose your topic for your book.*

6. *Write your defining statement for your book.*

Writing Your Book

- ✓ Creating an outline of your book is key to getting it done
- ✓ Start creating your writing plan with goals and deadlines

Create Your Draft Book Outline

- ✓ A roadmap that takes you from the first sentence to finishing the book
- ✓ Keeps you focused and organized
- ✓ Makes sure you have a good flow

Step 1: Brainstorm Your Key Content

- ✓ The ideas you generate can be used for chapter titles, subtopics and key points
- ✓ Set a time limit and write as many ideas as you can
- ✓ Ignore your inner editor as all ideas are valid
- ✓ Frame your ideas as questions your readers might ask
- ✓ Record brainstorming

Step 2: Write Your Draft Outline

- ✓ Chapter titles
 - Start by organizing and writing your chapter titles
 - Give readers a clear idea of what to expect
 - The main purpose now is to guide the logical flow of the content
- ✓ Subtopics and Key Points
 - Add the subtopics and key points you want to use from your brainstorming
 - This is only a high-level outline
 - Adds more explanation of the flow of the book
- ✓ The Key Elements of a Non-Fiction Book
 - Copyright page
 - Components such as your book title, subtitle and copyright statement
 - Dedication
 - Add a dedication to someone special
 - Acknowledgements
 - Acknowledge the help of the people who played a part in creating the book

- Table of Contents
 - List chapter titles and any subheadings
- Foreword
 - A short introduction written by someone other than the author
- Preface/Introduction
 - Include things like
 - Your background
 - Who the book is for
 - What the reader can expect
- Chapters
 - The main body of your book content
- Bibliography
 - List any sources you've drawn from
- About the Author
 - Your bio and any contact details you want to share

Create Your Writing Plan

- ✓ A detailed schedule of what you're going to write and when
- ✓ Set goals and deadlines to stay on track
 - Set your deadline for completing research
 - Set your deadline for completing writing the main body
 - Set deadlines for completing each part of your book
- ✓ Make writing goals manageable
- ✓ Write down tasks you need to complete in order of completion
- ✓ Schedule dates
- ✓ Work backwards from finish date
- ✓ Make writing a habit and a priority

- ✓ Write every day
 - Set aside a certain amount of time to write each day
 - Set a goal of writing a certain amount of words a day
 - The more you write the easier it gets

It's Time to Write Your Book!

- ✓ Gather Content You Already Have and Organize it
 - What relevant content can you repurpose?
 - Blog posts
 - Articles
 - Coaching content
 - Podcasts
 - Video information
 - Webinars
 - Speech scripts
 - You'll need to rewrite or reframe

- ✓ Research Content Ideas
 - Research will help expand your subtopics, key points and concepts
 - Get info from print books, online content, or surveys
 - Set a deadline for research so you don't spend too long
- ✓ Tools for Writing Your Book
 - You can use a regular word processor such as Microsoft Word
 - Try writing-specific software, such as Scrivener or Sigil
 - Use OneNote or Evernote to capture research and ideas
 - Use the Kindle Create Add-in to format
- ✓ Tip
 - Start writing main content first
 - You'll feel like you're making progress quicker

Learning Activity

Using the outline & planner;

1. *Brainstorm content ideas for your book outline. Use the method you prefer to record your results – options include pen and paper, Word, and mind mapping software.*
2. *Using the ideas you generated in your brainstorming activities, create a draft outline of your book with your chapter titles, subtopics, and any key points.*
3. *Create your writing plan with goals and deadlines. Use your book outline as your guide, and include a time limit and deadline for completing your book research. Add a date for finishing your book.*

Publishing Your Book

Get Your Book Proofread and Edited

- ✓ Errors are difficult to spot when you're close to your work
- ✓ Writers have weak spots they'll need someone to point out
- ✓ You need honest and useful feedback

- ✓ Get a colleague or team member to check your work
- ✓ Find someone you know will be constructive
- ✓ Have more than one person look over your work

- ✓ Create a separate document for each editor to record feedback
- ✓ Tell people what type of feedback you need
- ✓ Don't take it personally

Hire a Professional Editor

- ✓ Catch and fix errors before publication
- ✓ Ensure your book is as professionally presented as possible

- ✓ How to Find an Editor
 - Ask for a referral from someone who has published something similar
 - Look for recommendations in online groups
 - Check sites like Freelancer and Upwork

Create Your Book Cover

- ✓ If you feel confident enough, design your cover yourself
 - Canva is an easy-to-use designer with hundreds of layouts
 - MyEcoverMaker says you can make a cover in 3 minutes
 - Kindle Direct Publishing has a cover creator tool
 - You can outsource design to Upwork or Freelancer

- ✓ Cover Design Tips
 - Make sure your cover conveys the right image
 - Less is more
 - Make the title the focal point, not the graphics
 - Use one easy-to-read font
 - Make your title big enough to be read on thumbnail

Prepare Your Book to Publish on Amazon First

- ✓ There are many options for self-publishing, but Amazon Kindle is one of the most popular and easiest
- ✓ Use the KDP formatting guide to design in Microsoft Word
- ✓ Learn how to design elements such as:
 - Front matter
 - Layout
 - Page breaks
 - Indentations
 - Table of Contents
 - Font styles

- ✓ Use the Kindle Create Add-in to preview your book at any time

- ✓ Once you've mastered Kindle, you can look at other self-publishing options

Learning Activity:

1. *Determine the steps you will take to get your book ready for publishing. Consider who will edit and proofread your book, and whether you will create your own cover or outsource that task. Note them down in your workbook.*
2. *Set the date for publishing your book. Base it on the date you set in your writing plan for finishing your book, allowing time for editing your document, and creating your book cover. Note it down in your workbook.*

Create Your Profitable Book Funnel

- ✓ Your sales funnel is a key part of your strategy for ongoing sales
- ✓ Set it up BEFORE you launch and promote, so that you can gather leads and make sales right away
- ✓ A series of steps to lead customers to buy your book

Plan Your Book Funnel to Turn Your Leads into Buyers

- ✓ Your sales funnel should include:
 - Opt-in Page/Form with Lead Magnet
 - Create content buyers are interested in
 - Email Series
 - Use an autoresponder to send emails with helpful content
- ✓ Ideas for lead magnets include:
 - Sections of your book
 - A case study from your book
 - Data from your book
 - Templates
 - Cheat sheets
 - Blueprints
 - How-to Reports
 - Videos
 - Quizzes
 - Webinars
- ✓ Demonstrate your knowledge and expertise in your follow-up emails
- ✓ A sample email series:
 - Email 1

- - Talk about you, your background and experience
 - Email 2
 - Engage with your readers by asking them about a problem related to your book
 - Email 3
 - Tell them the story behind the book
 - Email 4
 - Talk about content relevant to your book topic
 - Email 5
 - Recap on emails, with a link to buy the book
- ✓ Invite leads to a free webinar that focuses on one subtopic

Tools for Creating Your Sales Funnel

- ✓ Email marketing software
 - ActiveCampaign
 - Aweber
 - Constant Contact
 - GetResponse
 - MailChimp
- ✓ Webinar Software
 - GoToWebinar
 - Webinar Jam
 - Webinar Ignition
 - Easy Webinar
- ✓ Sales page tools
 - ClickFunnels
 - LeadPages
 - OptimizePress
 - Thrive Themes

Getting Traffic to Your Funnel

- ✓ You'll need to attract visitors to your sales funnel
- ✓ Methods to do this include:
 - Advertising
 - Content marketing
 - Social media
 - SEO
- ✓ Advertising requires some investment
- ✓ Keep costs down by sending people to interesting content you've created
 - Blog posts
 - Infographics
 - Reports

- Videos
- ✓ Share all of your content on social media, groups and forums
- ✓ Use keywords on landing pages for organic traffic
- ✓ Monitor your analytics to see what's working

Learning Activity:

Plan the different elements of your book sales funnel – including your lead magnet, and your email series content with calls to action for whatever you want to promote.

Marketing Your Book

- ✓ Now you need to formulate a marketing plan to promote your book
- ✓ You can't leave selling your book up to chance
- ✓ It needs to be visible
- ✓ Find out where your market is online and decide how you'll engage with them

Price Your Book

- ✓ There's no real formula to follow to price your book
- ✓ Take into account:
 - The length
 - The competition
 - The buyer
 - The value your reader will get
- ✓ Amazon
 - What's the average price of books like yours?
 - Compare the contents of others
 - You'll get 70% of profits for books priced between \$2.99 and \$9.99
 - Don't price too low so as not to dilute value
- ✓ Charm Pricing
 - A psychological strategy based on the theory of impact pricing
 - For example, \$2.99 seems a lot less than \$3
- ✓ Consider Your Goals
 - Use your goals to guide your pricing
 - If you want to make money, reflect that
 - If you're looking to establish yourself as an expert perhaps price lower

About You

- ✓ Your author website
 - Get to know your readers better and build relationships
 - Traffic here can translate into sales
 - Consider setting one up, or creating a bio page
- ✓ Include in your author bio:
 - A photo of yourself
 - Positive reviews or endorsements
 - Qualifications or experience
 - Personal details
 - Your background
 - A link for more info
- ✓ To make the most of your author site:
 - Have a sales page with links to buy
 - Use relevant keywords for your book in content
 - Create a description page
 - Pages for reviews/testimonials
 - Buttons to social media profiles
 - Book funnel opt-in form and links to opt-in page

Market Your Book on Amazon

- ✓ The key to success is being visible amongst competition
- ✓ Select your book category carefully
- ✓ Get some early good reviews

- ✓ Optimize Your Amazon Author Page
 - Add a bio, photos, events and videos
 - Add social media links so people can connect
 - Include keywords in your bio, but don't go overboard

Leverage Your Social Media Networks

- ✓ Make use of social networks to promote
- ✓ Avoid being too promotional

- ✓ Twitter
 - Twitter's search function is a great way to promote your book
 - Optimize your bio to attract like-minded people
 - Add a link so people can find out more
 - Tweet about your book
 - Tweet useful links to other relevant content
 - Support others who may then reciprocate
 - Follow people who might be interested in your book

- ✓ Facebook
 - The most popular social media platform
 - Create your author page using the shopping template
 - To promote on Facebook:
 - Post content that encourages engagement
 - Make use of Facebook Ads
 - Create LeadGen ads
 - Develop a ready-made fanbase to impress publishers
- ✓ LinkedIn
 - The social network for professionals
 - Optimize your profile for keywords to attract attention
 - Write a compelling description
 - Connect with other experts in your field
 - Feature your book in the publications section
 - Add documents to show off relevant content

Create Your Book Marketing Plan

- ✓ Spell out the marketing activities you'll implement with deadlines
- ✓ You should have pre and post publish activities
- ✓ Some can be set up now and scheduled for later

- ✓ Think about how marketing activities will contribute to your goal

Learning Activity:

1. *Determine your price for your book.*
2. *Create your marketing plan with pre-launch and launch activities, and set dates for everything.*

Conclusion and Next Steps

- ✓ You're ready to dive in
- ✓ This will be a significant asset that will have massive benefits for your business
- ✓ It will be challenging, but ultimately rewarding

- ✓ You've learned:
 - How to research your market
 - How to create a clear structure for your book
 - How to prepare your book for publishing
 - Strategies for marketing your book and getting ongoing sales

Learning Activity:

- *Add your writing plan, publishing, and marketing dates to your calendar of choice. Be prepared to adjust your goal deadlines as you go along, and you can see how your writing schedule is working within your other commitments.*
- *List any outstanding to-do's from your activities throughout the course.*