

# Time to Finally Write Your Book

How to write & launch your book



# YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

**Workbook**

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# Introduction

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

- Turn your expert knowledge into a published book to expand your credibility
- Attract more leads and clients/customers
- Get speaking engagements
- Write about something important to you
- Achieve a sense of personal satisfaction

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

# Brainstorm Your Expert Book Idea

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.

<b>Overarching Professional Goal</b>
<b>Goals for Your Book</b>

2. Using the questions in Step 1 in this module, brainstorm ideas for your book.

- What do you know a lot about?
- What do you blog/speak/teach often?
- What unique experiences do you have?
- What expertise are you known for?
- What referrals have you had?
- For which skills are you consistently praised?
- What do you feel the most excited to write about?

<b>Topic Ideas</b>

3. Decide which methods of market research you will carry out and what



you'll look for. For example:

- Amazon
- Survey on your blog/Facebook
- Engage people in discussion
- Your competitors
- Quora

<b>Market Research Method</b>	<b>What to Look for</b>

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.

<b>Your Book Topic:</b>	
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6. Write your defining statement for your book.

# Publishing Your Book

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.

<b>Steps</b>	<b>Who?</b>	<b>Notes</b>
Get book edited/proofread		
Prepare/format for publishing		
Create your book cover		
Other steps		



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.

<b>Publish Date:</b>	
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# Create Your Profitable Book Funnel

1. 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.

<b>Lead Magnet Options</b>	<b>Notes on Which You'll Implement</b>
<ul style="list-style-type: none"><li>✓ Templates</li><li>✓ Cheat sheets</li><li>✓ Blueprints</li><li>✓ How-to reports</li><li>✓ Videos</li><li>✓ Quizzes</li><li>✓ Webinars</li></ul>	

<b>Email</b>	<b>What You'll Include</b>
<b>Email 1</b>	<ul style="list-style-type: none"> <li>✓ Point 1</li> <li>✓ Point 2</li> <li>✓ Point 3</li> </ul>
<b>Email 2</b>	<ul style="list-style-type: none"> <li>✓ Point 1</li> <li>✓ Point 2</li> <li>✓ Point 3</li> </ul>
<b>Email 3</b>	<ul style="list-style-type: none"> <li>✓ Point 1</li> <li>✓ Point 2</li> <li>✓ Point 3</li> </ul>
<b>Email 4</b>	<ul style="list-style-type: none"> <li>✓ Point 1</li> <li>✓ Point 2</li> <li>✓ Point 3</li> </ul>
<b>Email 5</b>	<ul style="list-style-type: none"> <li>✓ Point 1</li> <li>✓ Point 2</li> <li>✓ Point 3</li> </ul>

<b>Traffic Sources</b>	<b>Notes on How You'll Implement</b>
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WRITE YOUR EXPERT BOOK - WORKBOOK

Advertising	
Content Marketing	
Social Media	
SEO	

# Marketing Your Book

1. Determine the price for your book.

<b>Book Price:</b>	
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2. Create your marketing plan with pre-launch and launch activities, and set dates for everything.

Pre-Launch Activities	Deadline
Create your author website	
Write your author bio	
Create a book description page	
Schedule relevant blog posts	
Create book review pages	
Put sales funnel content in place	

Launch Activities	Deadline

Optimize your Amazon author page	
Include author bio on Amazon	
Optimize Twitter bio	
Tweet about your book/helpful tips	
Follow people interested in similar things	
Create Facebook author page	
Post content on Facebook	
Schedule Facebook ads	
Optimize your LinkedIn profile	
Connect with other experts in your field on LinkedIn	

## Conclusion and Next Steps

1. 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.
2. List any outstanding to-do's from your activities throughout the course.

<b>Task</b>	<b>Notes</b>	<b>Deadline</b>