STOP BULLSH*#%NG & WRITE YOUR BOOK

The Step-By-Step, No Stress Guide
For Writing & Publishing Your Book
in Thirty Days - Guaranteed

Anthony Joiner

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Dedication

This book is dedicated to you, a person that has a story to share with the world. This book is dedicated to you, who wants to inspire someone through your own words. This book is dedicated to you, the expert who wants to share their knowledge unselfishly to help someone else get ahead. This book is dedicated to you, the mother or father who wants to leave her or his story so that your children and grandchildren get a glimpse into your life experiences. This book is dedicated to you, a storyteller who is motivated to stick to the process and share with others. To all of you, we dedicate this guide, a step-by- step blueprint to write your book.



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Introduction

Before I get started, I'd love for you to check me out – www.anthonyjoiner.com. I've helped hundreds of would-be authors stop bullshitting and write their book, and I hope this book is just what you need to go from maybe, to yes.

You're on the fence right now. I know you are because I've been there too. You have a story to tell. You have experience. You have expertise. But you're… well, on the fence. Don't worry though because you are in good company. The road to publishing your masterpiece is simple if you follow the system. It's simple, but it's not easy. It will take a bit of commitment and hard work, but that's what I'm here for. My sole purpose is to help you achieve your goal of writing and publishing your book.

I should also tell you that this book is forever a work in progress… but at the same time it is complete. It contains every ounce of information you need to get published faster than you ever thought possible –in thirty days… but as I find improvements, I

will make changes. If I figure out new strategies or new ideas, I will improve this blueprint. I think it's the smart and the right thing to do.

So, although I'm going to have editors pour over this book – I'll be constantly making changes. That's where I'm going to need your help. Don't get caught up on any grammatical imperfections. If you catch one, that means I published it without first sending it to my editor; it will be remedied in the next version – that's why this is a living document. I reserve the right to constantly make changes.

Try the techniques. They work. I have followed this system to publish multiple best-selling books. Not only do they work with publishing books, the residual cash flow from book sales is nothing short of marvelous. I'm reminded of how marvelous it is every month.

Right now you're thinking, c'mon dude, publishing a book will take a lot longer than thirty days, but again I say, follow the system.

Remember Dorothy in the Wizard of Oz? In order to find her way home, she had to follow the yellow brick road to the Emerald City to see the Great Oz. This is your yellow brick road. Stay on the path, you'll reach Oz. Step off the path, well, it could take you a while.

I look forward to seeing your book and hearing about your success.

Chapter 1

The Exact Reasons You Should Write A Book

A Book is the Greatest Credibility Boosting Tool on Earth

"How much can I pay you to come speak to my audience at our annual conference?"

It was like music to my ears. People began contacting me from around the country. I had no idea who they were, but what I knew is that they wanted me to come and speak, teach or facilitate workshops and they wanted to write me a check. I didn't have to make cold calls. I didn't need sales pitches. I had credibility because I wrote a book.

This book will literally show you how to produce that door opener. In thirty days, you will have a book that can potentially help you produce more revenue.

Book sales are one thing, but bringing in more clients, turbo-charging your career and experiencing more success is where the true value comes in.

It differentiates you from every other person in your field, and turns you into a client magnet.

Imagine the feeling of having built-in credibility in your market. Imagine people, even other experts, deferring to you, because you wrote a book.

What if your book was covered in your local newspaper or an excerpt from your book highlighted on your local news channel? That's a little old-school, but imagine being featured in a popular blog, website, or website.

That would be awesome right? Yes, it would be awesome, indeed.

You've Heard the Saying, "Perception is Reality" Right? Well...

If you moved to Atlanta, Georgia and you were house hunting. You'd likely reach out to real estate agents in advance, right? So let's say you get handful of referrals and you have narrowed it down to two agents. Both are highly decorated and have great track records. You've done your due diligence.

You meet James Wheeler. He is smart, charismatic, knows the lay of the land, the specific details of the neighborhoods you're interested in, and is all but perfect. He leaves you his card, and you're one happy camper.

In walks William Jacobs. He is smart, charismatic, knows the lay of the land, the specific details of the neighborhoods you're

interested in, and all is perfect. He references his book, "27 Things Every New Atlantan Should Know Before Purchasing A Home" and his book has been featured on the Good Day Atlanta morning show and Creative Loafing Magazine.

If you're honest, the last paragraph alone makes William Jacobs seem more qualified. After all, it he weren't the best of the best, he wouldn't have a book about it right? 'He wrote the book on it,' is short hand for saying he knows more about Atlanta homes than anyone else on the planet. If you want the right information, the right answers, and the right home, William Jacobs is your agent. James Wheeler, although he may be a great agent, seems like a regular Joe Blow.

At least that's the perception after you realize one agent has written a book.

Don't Have Anything to Write About? Oh Yes You Do.

The biggest challenge facing some authors is the feeling that they don't have anything to bring to the table something that would distinguish them from the pack.

This might sound silly, but restating information you already know and getting it out of your head is enough. Most people make the mistake of thinking that what they know, everybody knows. And, that could NOT be further from the truth; yet, another reason why you must write your book. As for creativity… believe me, you have just what you need.

This book will show you how you can get 10 book ideas that you're an expert on in as little as 90 seconds with little effort at all.

It's About You, Others, and the Legacy You're Making

There are several reasons why you should write a book. First, you.

Publishing a book connects you with people, and not just people who would buy your book but people who might wish to collaborate with you because of your expertise.

This leads me to my next reason, credibility. Many people say what they will do or can do, but publishing your book is something you *did* do. The proof is in the publishing.

The confidence you feel after completing a difficult task feels good, right? Imagine the last challenge you faced and overcame. Does it not empower you to look back and go, "Hey. I did that!" There's therapy in completion.

People benefit from you publishing your book, so get out of your own way. You're sharing a unique angle that someone might need to hear. Who are you to keep all that good information to yourself? Some might even say you have a moral responsibility to teach others what you know through your unique perspective.

You're leaving your legacy behind when you finish your book. Let it flow.

Probably the most obvious (and why I've mentioned it last) is the potential return your book can generate for you. Maybe you don't want to make it the number one reason, though, because anything

can happen. Simply writing your book does not automatically sell the book. More on that later.

Regardless of profit, you're creating content with a published book that can be used to generate other streams of income. You might get into writing your book about X-Y-Z and realize you really enjoy discussing everything about Z. Before you know it, you've branched off into a completely new direction or product.

Having a book can help you build an audience for your business. Harping on what I said earlier about creating content, you can use your book to speak for you. Once you put in the work, the book continues to be a part of your brand. You can repurpose the content into a newsletter, a podcast, or as the start of something great. Only you decide your limitations.

But Why Kindle? Why Not Use a Traditional Publisher?

Kindle Publishing is the most popular format for self-publishers today. Kindle rakes in billions of dollars each year from the sale of eBooks and self- published authors account for more than half those sales on the Kindle store according to authorearnings.com. In addition, Amazon Kindle national and international book sales beat out Barnes & Noble chain stores by nearly 7 billion dollars in 2013. Billion with a B.

Amazon is a perfect book publishing platform for the self-published author with its Kindle and Create Space options. Our goal is to prepare you for the platform so you can get the most out of it.

What we are going to do right now is work on your best-seller. So, roll up your sleeves, dismiss all negativity and laziness, and let's get to work.

C'mon, Is Writing a Good Book in Thirty Days Even Possible?

Doubt. I know the feeling all too well. When faced with a challenge, the voices in our head go from a whisper to a moan. As you get closer to the reality of said challenge, the moan becomes constant chatter. And right before you pull the trigger – the voice of doubt screams inside.

But yes, you can write a good, no… a great book - better yet, a best-selling book in thirty days. And to prove it to you, here are a few examples of books you probably didn't know were written in thirty days or less.

A Christmas Carol. You've heard of that right? I'm sure you have. Two weeks. It took Charles Dickens a full two weeks to write this literary classic.

The book that shows the world that we should never 'sweat the small stuff' sells millions of copies a year. And it was written on a 12-hour flight by Dr. Richard Carlson.

Agatha Christie, in a BBC interview said she wrote all her manuscripts in less than thirty days. She said, "I find no reason why one month isn't adequate time to write a book."

Who are we to question Agatha Christie?

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Finding a Hot Niche (Or Not...)

When writing a book, it is important to write about the specifics of whatever it is that you are good at so your reader knows exactly what they're getting.

This also helps when choosing categories. Books are separated into two main categories with a whole lot of sub-categories in-between. The first category is fiction; these are stories that are creatively told but are not true – although based on truth many times. The second category is non-fiction; these are books that contain true and factual information about education, science, finance, family, business, and so forth.

Go to Amazon.com and search the menu on the left under Amazon Kindle books. Take a look at how they categorize books; click on a few of the links and get an idea of what is out there. Tell me, what category would your book fit into? Okay, pick your niche. For example: fiction>mystery, fiction>children>fantasy, or non-fiction>business>technology.

There's a saying in the entrepreneurial world: the riches are in the niches – seriously, pay close attention to this saying because it is so true. Niches involve people who are after a specific thing. If you give them exactly what they want, they'll be your customer for life.

Never write a one-size fits all book because you will soon discover your book fits no one. Find a niche and stick with it.

Niche topics build lists of followers you can market new books to over and over again. We'll get into some more details later.

Fact: fiction books sell a lot better than non-fiction. Another true fact: there is still huge opportunity in the non-fiction category – so don't sweat it someone needs your stuff. People love to read and imagine; it gives them escape from the real world and allows them to enter a new world created for them by the author. If you have a fiction novel in you, or nonfiction, Amazon is the perfect outlet for it. However, the key to your book's success will be finding the right niche topic, listing it properly within Amazon's categorical system and finding the right niche audience: children, young adult, or middle-age.

Let's dig a little deeper and talk about how to find your perfect niche.

Is There Something You Are Passionate About?

Success comes by following the process. Robert Kiyosaki once said, "Money does not make one rich the process does." In order to

identify your niche, you must discover your personal passion – what are you heart and soul and can you turn it into a product that makes money? In order to make this discovery, you will need to make a list of all the things you love to do and can possibly write about.

Obviously, you are reading this book because you want to write a book; the question is, "What do I write about?" This is why you want to create a list. On a piece of paper write down all the things you are passionate about – you know, things that you have specific knowledge or passion for: personal life experience's like overcoming cancer, living in a foreign country, fishing, storytelling – maybe you have a knack for this. Don't edit or think too hard – just write the list.

The next step involves grouping the list. If you have ten line items, group them in two's by similarity. For example; ladies, if you like to draw and quilt, group these two together and so on with the rest of your items. Stop for a moment and think about how you feel about each topic. Which one could you passionately write about?

This step may be tough, but out of each group, choose the one you are more passionate about. If you like drawing over quilting, then write drawing. Repeat for the remaining groups. Do these steps right because the last thing you want is to choose a niche you're not really passionate about.

There should be five line items now for our example, correct? Start thinking about what you think about the most. I mean, like, what do you go to bed thinking on the most? What item on that list

burns in your gut the most? Which one have you said, I would love to write about this? Out of the five remaining choices, choose three.

What are people always asking you about? What is the one topic that you can talk about for hours on end without losing gas? That could be your destiny.

Your final step is to choose one. The one you choose should be the one thing that you are the most passionate about. This topic is at the core of your soul; something you have knowledge and drive for whether fiction or nonfiction. Some people love history so much that they became fiction history or non-fiction history writers. The possibilities are endless. Remember, the process. This step is part of the process – be sure not to skip or breeze through it. Again, the riches are in the niches.

Are You In It Just For the Money?

Don't be. Well, let me explain myself a bit.

When you're in something for just the money, it grossly shows. You're only going to do enough to get the money you're after… which again, could hurt you in the long run. You will bypass the process because the interest is the money and not the reader, which is ultimately going to be your customer.

Don't get me wrong: money, you know, is involved; it is only the end result. In the marketing section, you will learn why you should ask for your reader's name and email before you ask for the sale – that's a little further along, but for now stick with the process.

All fiction and non-fiction books have structure: a beginning, middle, and end. The story you write will also have the same structure – if you're smart.

The path to the money will follow this structure too – if you're smart. Avoid the structure, and you will forfeit any hopes of author success. Don't be in it for the money only.

Impatience, greed, and laziness are all companions of those who are in it for the money. Trust me; your readers will feel it too. Readers buy books that they are interested in; books that will solve a problem or satisfy an interest. Your job is to give your potential reading audience a reason to purchase the books you write.

Sales Tip of Absolute Truth: People buy from those they know, like and trust. Spammers are not liked or trusted; they are avoided, banned, and blocked. Let me say this again in the English language; people buy from those they know, like and trust – spammers are deep sixed. I hope you are the first. If it is not you, don't ask me to buy your book because I won't.

Give me a reason to buy from you. Solve my problem by giving me a solution. Attract me with marketing that makes me feel like you care and want me as a friend not just a customer.

Is It Passion and Money?

Hopefully, you want to be an author because of your personal passion and make some extra income. Never before has it been so easy to write, publish and market a book than it is right now.

Platforms like Amazon have changed everything and the playing field has been leveled. Authors are now their own publishers.

The drawback, so to speak, to the self-publishing route is that the author, often called an independent, or Indie, author is responsible for everything – seriously, everything: book cover design, editing, proofreading, getting an ISBN number, formatting, publishing, and marketing. While the reward is nice in that authors take home most or all the royalties, the whole process is challenging.

Of course, you can still go the traditional route if you like but, most traditional publishers will not do all the work for the author like they used to. Authors may find traditional publishing houses requiring Twitter followings and Facebook followings before they will consider your manuscript. With that said, you might as well get your feet wet as an indie author.

The journey is not for the weak; prepare your mindset, become patient, diligent, persistent, and real quick and don't be afraid to learn some new things. Do this and you will make it just fine. When you have a true passion for something, it creates a drive in you that becomes relentless. This is what you want – drive.

Any author can experience a one-hit wonder; it's not impossible – just don't expect it right away. Some authors say that the money didn't pick up substantially until after their third book or so. We talk about this more in the "Write More Books" chapter. The more the better as it increases credibility and brand exposure.

There are three things that will determine monetary success: the message, the audience and the offer. Stay passionate and you will learn all three.

Research and Marketing

Is there a market for your book? What problem does it solve? What desire does it fulfill? What audience does your book serve? What other books on Amazon speak about the same topic? In other words, who's your competitor? Do these books have 5-star reviews and a high seller ranking: a high ranking is usually less than 100,000 in the paid Kindle store – better yet, 50,000 or less?

Try testing some of the content ideas of your book in social media using blog posts, or Facebook posts. Record the feedback you get and measure the results: who liked it, male or female, what was their age, what were the likes or dislikes? Use Twitter and Facebook, or wherever your target audience lives online to ask questions; you will find people love to render their opinion.

Amazon

Go back to Amazon for a moment; you can get more information by looking at the table of contents inside the books that are covering the same or similar topic as your book. Is there something in that book not being talked about that you can talk about in your book? Maybe the author failed to mention a point as detailed as they could have. Or, better yet, maybe a reviewer commented on some aspect

of the book they wish got covered but didn't – golden opportunity here. One reviewer's comment could change your normal book into a best-seller.

Find Keywords You Want to Rank For on Kindle

Keywords are words that sum up what your book is all about. This is what people will write in the search engines. Kindle works the same. Using the Kindle search bar, individuals will search for books. Start thinking about words that represent your passion: mystery thriller, romance, business and marketing, technology and software, education>K12. Think specifics again because this is where specifics will be needed the most.

Readers are going to use keywords to find your book and yes, they are thinking specifics. Avoid putting your book under general categories or they could get missed and you will lose sales. If you are a hairdresser, select the categories specific to the message of your book. Let's say, for example, your book is about how to create your favorite celebrity's hairstyle and your intended audience is women between the ages of 18 and 25.

As an author, you will have multiple categories to choose from but think keywords as you select your categories.

Take time to research the keywords related to your book's message. This is important for Kindle but also for your marketing. Use Kindle to learn about keywords; a super smart way to learn something new and get ahead of your competition. Most authors

neglect this type of research - they just throw their books on Amazon and wish for the wind – bad idea; very bad idea.

Finally, create a folder on your computer for your book. Name the folder the same as your book. Open up notepad: Start>program files>accessories>notepad, or equivalent. Save the file as (YourBookName) Keywords and put it in this folder. The folder will potentially contain notes, images, ideas, keywords, sketches, and the book itself. The more you gather the better your marketing effort will be later on.

Let's move on to building your book idea library.

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Chapter 3

Build a Library of Spectacular Ideas

"Smart authors plan. Planning builds patience. Patience builds platform. Platform builds success."
– Anonymous

When you research info your book, all kinds of ideas for other books will come to mind, which is a beautiful thing. When this happens, it's time to build the old trusty 'book idea library'. Finish the book you are presently writing while building a library you can revisit later at a future date. Good research has a way of spawning great ideas. Life can't get much better than that.

One Idea Leads to Another

Idea: ī'dēə/ noun - a thought or suggestion as to a possible course of action. What makes good ideas great? Well... great ideas spread. I once heard James Altucher say, "Great ideas have idea sex

and then little idea babies run rampant." This is especially when you're researching, brainstorming and writing a book. That is why you need an idea daycare. Ideas are the sign of a mind in motion. The ideas should be stored for later when you can figure out whether or not those idea babies should be turned into actual sections in the book… or maybe stored for entirely new book projects.

Label your ideas. The more you label each future book idea the easier it will be later on to rekindle your memory about the idea. Place as much information as you can; use notepad or a piece of paper to jot down the idea including dates, titles, .com's, blog posts and any other pertinent information needed for later use – because you never know, one of your ideas might be a NY Times Best-Seller.

More than a One-Hit Wonder

Jack Canfield, author of *Chicken Soup for the Soul*, is not a one-hit wonder author, neither is J.K. Rowling, or Tony Robbins. These authors understand that their target audience wants more – so they give them what they want.

This is not to say that you can't write a one-hit wonder like Harper Lee's, *To Kill A Mockingbird*. Many successful Kindle self-published authors have said their book sales were greater when they had three or more books under their belt; not surprising as it builds credibility with multiple reviews, previous Amazon best-seller status, and an established following.

Elevator Pitch – the emotional grab

A book could be written on this subject alone with contributions from multiple top marketers. The elevator pitch, as it is commonly called, is the story of your book, or what you do, in eleven seconds or less. Imagine for a moment you are standing in an elevator with a major book publisher. The both of you exchange hellos. The book publisher turns and asks you, "So, what do you do for a living?" This is your chance to pitch your book; what will you say – you only have seconds to reply?

Each book idea needs an elevator pitch; give it one before you library it for a year. Don't wait; think about the problem your idea will solve and the benefit it will serve, and how your readers can get in on it. The process for creating the pitch will take some time – be patient. Experts teach their students a series of questions that will help create the elevator pitch.

Simplicity and clarity are two major outcomes for any elevator pitch. If the pitch does not have a clear message with a simple outcome, it will not resonate. Try tailoring your elevator pitch to less than twelve words – one sentence which states the problem, expresses the solution, and contains an emotional hook for more information. The whole idea behind the elevator pitch, whether for publisher or reader, is to entice them to want more.

Think of the elevator pitch for your future Kindle book as the bait on a fish hook. The bait needs to be colorful, shiny, moving, and targeted to a specific fish. The movement of the bait is in the

hands of the fisherman; who must maneuver the lure through the water in order to capture the fish's attention and get it to chase the bait – that's emotional grab.

One last thing for fiction stories; structure the elevator pitch in a way that relates to the everyday life of your reader. Attract them to your fiction novel by defining the fiction in non-fiction terms. There is nothing more repelling than a book title that has no related meaning to its intended audience and worse than that, a useless subtitle.

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Chapter 4

Let the Creative Juices Flow, Like the River Nile

The Quadrant Method

In the time management world – The Quadrant Method is used to prioritize tasks. Well… I'm going to borrow that name and give it an entirely new use. In my world, the quadrant method is the easiest way to get book ideas out of your head and onto paper. Create four quadrants like below: (It only takes a few minutes.)

In the upper left corner write down a list of 10 skills you have that you can teach other people.

In the upper right corner write down a list of 10 things that you are knowledgeable about that you can teach other people.

In the bottom left corner write down a list of 10 things that your friends or colleagues tend to ask your advice about. (Note: Do not include relationships. Everyone asks their friends and colleagues relationship advice). Only include relationships if you have professional experience in counseling or if you have an

established platform to advise relationships. You are not Dr. Phil. Sorry. (Unless… you know, you actually ARE Dr. Phil. J)

In the bottom right corner write down a list of 10 compelling stories of life changing experiences that may help your readers through a tough time in their lives.

These are your areas of expertise. Which of these resonates most with you? This is a great beginning.

Create a Rough Outline

Now that you're done with all the things you could possibly write about. Create an outline or a table of contents for you book. Start by choosing one of the topics from the quadrants that interest you the most and brainstorm. Then take all the different brainstorming ideas related to the overall topic and organize them. I personally like using mind maps. If you're not sure what a mind map is, just Google it and an entire new world of organizing thoughts will open up to you.

This process by default will create a pseudo-table of contents. Once this is complete you're on your way. The content you create will fill in the gaps while you write your book. Your rough outline works as your map.

Microsoft Word has a numbering library you can review and get some ideas from. Is your book non-fiction? If so, create a rough outline of the progressive steps the reader will go through in order to reach the benefit. If it is a fiction story, then you will

use the outline to sketch out the opening scene, define environment and plot, staging of main characters and fill-ins, the conflict, the transformations, the climax, and resolve, etc.

Create a Writing Schedule

Okay, the plan is to write your book in thirty days, and in order for you to pull this off, have an honest conversation with yourself. You know how much time you have daily. Will you write early in the morning before your family awakes? Late at night after everyone is asleep? Find at least 1.5 hours a day and block it off. You need to write without interruption. If you write two pages a day, you will have a 60 page book (good enough for your Kindle book) in one month.

Oh here are a few other rules that you should follow during your 'writing time'. (Feel free to customize them to fit your specific situation).

Block out all social media.
Do not check email.
Get an accountability partner.
Fight the urge to backslide.
Turn your phone to silent and keep it in another room.
Schedule around known distractions.

Create a Book Title that Actually Means Something

Book titles are so important that a book should be written just on the subject. Storytellers may be good at telling stories but, they may stink at marketing. The title of your book is part of your story, or should be, but it is also a huge part of the marketing of your book. Don't believe me? Try Googling the phrase: book cover review sites. Choose a top one and read what the experts say. No doubt in my mind you will read, "Title doesn't go with the cover or tagline." Write a title that truly represents the essence of your story, fiction or non-fiction, and which relates with your target audience. Think about the last time you came across a book with a title that made you turn your head and say, huh, what on earth does that mean? Spend time on your book title and, if you can help it, make sure it is not a long one. Fiction books very rarely use more than six words. Non-fiction books usually have too many; split it up into title and subtitle if more words are needed.

Dump, Dump, Dump!

Some of the best advice I ever heard concerning writing was, "Just write, don't edit until later." Creativity flows best when it is uninterrupted. The last thing you want to do is stop the flow in order to go over spelling, grammar, and sentence structure. That will ruin your flow.

Listen, just let it all out. Dump the whole kit and caboodle out of you and onto paper or Microsoft word. The creativity ebbs

and flows in spurts over a period of time. The goal of this book is for you to get it done in thirty days, so… set aside time daily. If you write out of order it's okay. Remember, you can organize it later.

Creativity doesn't happen when you want it to, it's more like a puzzle.

What you think is chapter five may end up much later in the book as you start to organize it, which is perfectly fine.

Complete a First Pass Draft

In step one; you unloaded all the writing with no editing. Step two required you to test your story idea using your blog. Step three: you created an actual working outline of the book. In step four, you organized your uninterrupted writing into chapters that fit somewhere within the working outline. And in step five, you created a writing schedule.

In the animation industry, character animator's block out a character's movement at first; on the computer this looks robotic as one pose pops to another. There is no fluid movement until the animator fills in the gaps between poses and does something commonly referred to as *fleshing* out the character; they take it out of the blocking phase with in-between artwork to make it look believable and receivable by human eyes. The book you are writing is very similar; there are chapters within your outline that might need some in-between work to connect the chapters together like an animator connects the poses. Once you are done connecting

the chapters, you will have a rough first draft for the editor and proofreaders.

Blog-Test It

Here is a pre-marketing tip for you to chew on; test your book material on your blog followers and peeps in social media: Facebook, Twitter, Instagram, and Pinterest. If you have an email list of subscribers, share a blog post with them about your book. One idea for a blog post is the elevator pitch. Simply create a blog post title relevant to the overall story and to your reader; make it make sense and relate to something personal in their life. Or, use the title and a great visual picture from your story.

The next step will be to assess all the responses to your story. Measure who liked it and who did not care: were they men or women, how old were they, what part of the world do they live in, what resonated, what excited them wanting more, or what turned them off? Never assume people will like your book; find out before you complete it – this is called content marketing.

Remember, true marketing isn't about getting someone to buy your book; it is about attracting your reader to buy into your story. If they buy your story, they will buy your book.

Don't Forget These Pages – copyright, testimonials, any offers or upsells you may have along with the call to action, and acknowledgements.

This is a no-brainer but worth calling out in order for you to have a complete book. Put all these into the first draft if possible. Testimonials can be received after a first edit before the book goes into publication and perfected with a second round of editing. CTA, or call to action, is a big part of compelling the reader to take action and become a follower via your website or social media using a gift offer of some kind – very important; don't forget it. The usual order for these necessary pages is: copyright, testimonials, acknowledgements, and call to action at the beginning and, with the exception of the copyright, again at the end.

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Chapter 5

It's Time to Get Busy Writing

"There is nothing to writing. All you do is sit down at a typewriter and bleed."
– Ernest Hemingway

It's finally here… time to put the pen to paper and start writing your book.

Don't be frightened or overwhelmed at the idea; you'll be surprised at how much you really know once you begin writing – just let it flow. Here are a couple points to consider before you begin the journey.

Self -Serving Books – One of the most common things I hear from potential book authors is, "I want to write a biography about what I've been through. I've had a lot of obstacles in my life, and I think it can really help inspire people." And my response is, "Who cares."

Not that I'm callous or cold, or that I don't care, but if you think about it, everyone has been through some type of personal struggle. I'm a cancer survivor. Can it inspire people? Maybe. But what can really inspire people is me providing value to someone. If that value helps them accomplish a goal, or make money then I become relevant to them. If I do that for enough people, I will have an audience. Once I build that audience, then, maybe I can share my biography… because they will see me as someone relevant.

Think about it. Add massive value first. Then cultivate an audience. Then share your story.

Some of us may have personal stories that can inspire, but what really inspires is you helping someone accomplish something that they could not accomplish before they met you.

Just my $.02. J

What's your voice: Fun, Serious, Corporate, or Factual?

Whether fiction or non-fiction, your book will have a voice and tone. It can be your tone, or it can take on a tone you create. The question is, what's the tone? Is it fun, serious, corporate or factual? You will have to decide. For example, the book you are reading now is a fun and easy read with some serious business stuff mixed in where I feel like it's important. If it feels like I am talking directly to you, this is exactly what I wanted. It's called writing in the second person – addressing the reader using words like you and your instead of I or they.

Now, let's think about your book for a second, shall we? Take a piece of paper and write down tone, voice, and person at the top of the page. Is the tone and voice of your book fun? Are you writing comedy or something playful for children? Is your book an action adventure for preteen kids or is it a business book about distressing the workplace? The possibilities are endless on any of these voices listed and those not listed like scary and mysterious.

Tone and voice are incredibly important because they play to the human emotion versus the intellect. People usually feel and react to the words, then afterwards they think about what was actually said. Hence the old saying, think before you speak. I know most folks don't do it, but you get the point, right? Notice of the different thoughts and feelings you had when reading fun, serious, corporate, and factual. Each one created emotion and thought different one from the other, yes? As you progressed to corporate and factual the excitement probably died down a little as these words appealed more to the intellect than the emotion – although emotions like boring and dull might have surfaced.

Serious books can be found in autobiographies, biography, historical fiction and a host of other non-fiction categories as health and wellness, business and finance, marriage and child rearing. The serious voice won't have you cracking jokes or place you in a light-hearted atmosphere but will have you thinking and feeling in an intense manner – possibly.

I'm a firm believer that the voice of the book should take the tone the audience will respond to. You can write how-to books like this in a serious tone, or in an easy going tone. It's 100% up to you.

Check Amazon again and see how books are grouped; investigate the tone in these books by exploring the table of contents using the Look Inside Now feature on the sales page.

Time Management

Create a rough outline of the potential details of your book; let the writing flow – you can reorder later. Never edit as you write – that is why you hire an editor so you can keep writing. The success of this step in the process depends upon you managing yourself in time every day – in other words, develop good time management skills or you may never get it written. No one can manage a 24-hour day just themselves inside that 24-hour day – sorry, had to get philosophical.

Write it Yourself Consistently. Every Night.

So I touched on this earlier, but I thought it was important to bring it up again. Don't bite off more than you can chew. You cannot write a best seller in one sitting. (Duh!) You might think this is common sense, but I've had someone tell me, they blocked off their entire weekend with the intention of writing a 25-chapter book. Not a good idea.

Block out some time every day to write, morning, noon or night – whatever works or you will become overwhelmed really fast. After a couple of hours, your brain will need a break anyway so don't try to build your Rome in one night. Once you start writing, you will get into a zone. Sometimes it will be hard to take a break, but that's cool as long as your creative juices are flowing.

Consistency will be your writing assistant; keep it close until the task is done. Find a quiet place in the house where you can focus, or to the library; whatever floats your boat. If you break from writing, review the last few pages you left off on; this will get your wheels turning then get started and remember – no editing. The review will be a refresher. Also as you end each writing session, make a few notes that will get you going the next day.

Do you need to be a professional writer to write a book? I had someone tell me, "I have a background in journalism, so I know how to write a book." To that I said, I've already written two best sellers, and I can barely type a paragraph without typos and grammatical errors. (I actually spelled grammatical wrong before this was edited).

My point is: you can hire folks to make your book professional. You can hire editors, proofreaders, graphic designers, marketers, and on and on. All you need is a great idea and the ability to get the content onto paper.

During research for this book I read a study that said, 96% of all Americans would like to write a book, but only 2% of Americans

go through with it. I wrote this book to help the 96%. If you really want to get it done, I'm here to help. Even if you've never written or if you're not a writer, you can get published.

Bottom line; you can do it. Before Sylvester Stallone became Rocky, he was out of work and had to sell his dog to cover living expenses. Instead of giving up on his dream, he spent a weekend writing the Rocky story. After being denied over and over because producers didn't want *him* to play Rocky, someone finally gave him a chance. The rest is history. Oh, and his dog was also in the movie. He was a persistent nobody with an idea. If he can do it, so can you.

There is nothing stopping you.

Unless it is you stopping you.

Co-write Your Book with Another Author

Going through the writing and publishing process with another author may be the easiest and best way for you to get your feet wet. It could bring you instant credibility and a lot of brand exposure depending on who you coauthor with. Think about Jack Canfield's, *Chicken Soup for the Soul* book – which is an anthology. How many authors got a jump start by sharing a story in his book? Everyone he featured in his book, well… they skyrocketed.

Of course, the reverse can happen with co-writing a book so be sure to do your homework. If you find a reputable author who you think might joint- venture a book, perform due diligence before approaching them, just to be on the safe side.

Here are some things you can do to prepare for co-authoring. Learn all you can about the author, write a professional letter to the author explaining why you chose them, your topic passion, and why you feel you are a possible good fit to co-author with. Include a sample of your writing work, and include personal contact details: name, cellphone, website, and social media handles.

The author you co-write with does not have to be a celebrity, they can be people like you or me except further along in the process. Hopefully the person you're choosing will already have a following and a reputation in your genre. Just be sure and have a full understanding of all their reach before you approach them. Also, make sure your writing is up to par, because if your content sucks, don't expect a partnership; they have a reputation to maintain.

So where do you find an author to co-write with? Author groups are a great place to start. Attach yourself to a group of people who write the same type of books and get to know them. Don't think the venture will happen overnight. The same process required for acquiring a reader applies to acquiring a fellow author: content attraction, character, trust, and credibility. Never, ever spam.

Goodreads.com is a great place to start as well as Facebook. In addition to these platforms, try building a following using Google Plus and searching in the search engines for author groups, both offline and online. Meetup.com has various author groups that you can join as well. Oh… and you can't forget about LinkedIn. Be humble, ask questions, and be open to learn. Lastly, be 100% honest about your intentions.

Clippers.me is chock full of authors who have portfolios listed there. You can take a few moments to review their portfolios and find the author-love- connection with someone who has all the writing talent you want, in the niche you love.

Hire a Ghostwriter

A ghostwriter is someone who writes for another person, but gives up all the rights to the book and its royalties to the one he or she is writing for. The types of things they write about range from blog posts, articles, books, or corporate papers to name a few. Again, the ghostwriter does not legally own the content they write; the client owns all the material. In order to avoid legal problems, the writer will be asked to sign a non-disclosure agreement which states that all content written is copyrighted by the client and cannot be used or claimed by the ghostwriter as his or hers.

Beware; not all ghostwriters are created equal. Kindly understand that there are dozens upon dozens of ghostwriters all over the world. Some can write blog posts for your website, others articles for online article directories like ezinearticles.com; but, they all cannot necessarily write books: fiction or non-fiction. They might want to when they see you are willing to pay $150.00 for a 50-page book; this is a lot of money in a third world country.

Elance.com and oDesk.com are just two places you can go to hire a ghostwriter although there are plenty more out there. To find one, go to Google and type: *I need a ghostwriter* and you will

see thousands of choices to pick from. Allow me to give you a sort of million dollar secret to finding a quality ghostwriter for your book. Are you ready? I hope so.

Do you recall the previous section where together we discussed picking a niche and selecting relevant keywords for your Kindle book? Okay, let's use this knowledge to locate a quality ghostwriter for your fiction or non-fiction book. The big mistake I see many client's make at oDesk and Elance is: they write titles for their job that are vague, the job description has insufficient information and no or little required qualifications, and the job price is either too small or none at all – very bad.

This type of activity shows a good ghostwriter that the client is inexperienced and not someone to write for when in all actuality they could be. Instead of the quality writer getting hired, the inexperienced writer will get the job because they bid cheap – be careful, you get what you pay for. Finally, the more information you provide the better your chances of attracting the caliber of writer who will be able to take your vision and make it a reality filtering out those who cannot which will save you a ton of time and aspirin.

...Or, Even Better: Blooksy

"Writing sucked for years. We fixed it."

If I led with the hard way, you'd probably never commit to the process. Good for you that you stayed because what I have to say next is even better.

Blooksy.

I have been helping many writers become authors, and it's not because I have been doing anything extraordinary. Well, not true. Everything I do is extraordinary, but nothing that you can't do yourself. So, here I was helping all these authors and really enjoying the work, but spending way too much in the process. If you know anything about me, you know I believe in working smarter not harder.

That's why Blooksy was born. I noticed where in the process potential writers were getting stuck because I was making those same mistakes myself.

See if you relate to this or not. 'I have all these amazing stories in my head, but I don't know how to organize them." Blooksy helps you create a chapter by chapter align, complete with the front page matter pre-installed, including copyright, introduction, and table of contents. Whatever a book needs, Blooksy provides it. Here's another one. 'I know what I want to say, and I get started but then I have writer's block.' Blooksy includes artificial intelligence-- a tool that's getting smarter everyday-- to generate new, fresh content by key word or phrase. And this is just the beginning.

There is no better time to become and author, and no easier way to do it than through Blooksy. We've literally taken the hardest parts of writing and changed all that.

Everyone has a story, so get to telling it. Head over to www.blooksy.com to get signed up and get started.

End of plug. Promise.

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Chapter 6

The Master Cleanse (Or What You Might Call Editing)

"The job of an editor in a publishing house is the dullest, hardest, most exciting, exasperating and rewarding of perhaps any job in the world."
– John Hall Wheelock

"To write is human, to edit is divine."
– Stephen King

An editor is the author's best friend; they make the storyteller look good. Regard them very highly because they are able to take your writing and cause it to make sense grammatically, with proper punctuation and spelling. They are like clean-up artists who take the rough drawings and sketches of the master artist and bring the color, pose and line quality to perfection.

The general rule for all writers, including those with editorial experience is: never edit your own work – never. As a writer you become married to your own work, and trust me, you will, but it makes it impossible to see what needs editing; this is why a fresh and professional eye is necessary. If money is your problem, wait until you have the money to hire an editor; do not edit yourself – be patient and wait.

One benefit to hiring an editor is the training they give you when they return your manuscript with the editorial corrections. By going through the manuscript, you will pick up on proper sentence structure, use of punctuation: commas, colons, and hyphens; also the use of italics, underlines, bold text, and spelling. Hire an editor; you won't regret it.

The cost of editing varies from editor to editor based upon the size of the book and experience level of the individual. Some charge $75.00 per 50 pages or less; but again, this may vary based on the editor. Perform price checks early on before you start the book so that you can begin preparing ahead of time. The success of your book will come from your own preparedness of the process: planning, packaging, writing, marketing, and publishing.

In the next few pages, we are going to talk about professional editors, freelance editors from Elance and Odesk, and other editorial options like an English school teacher from a college or elementary school. Each of these can be great; it will be up to you to explore the options. Regardless, you need an editor.

Professional Editing is for Professionals.

If you perform a simple search on Google, you will find a host of professional editing services but no greater resource and most respectable than Joanna Penn. She is an author, international speaker and entrepreneur based in London, England and was voted as one of The Guardian UK Top 100 creative professionals in 2013. Yes, Joanna knows her stuff.

As her quote above states, you will want to assess your needs first. The next step is to measure your need against the services the professional editor provides. Perhaps, one of the most important things to consider here is timing. Always assume professional editors are busy – book in advance before you are finished writing. The last thing you want is to wait on your book when you have a crowd starving for it.

Be prepared to pay for a great editing service. Money will be required for almost every stage of the process with editing and design being the biggest of them all. The purpose of this book is to prepare you for the process. If you go cheap, you will get cheap.

Outsourcing Your Editing the Elance Way

Another place you can go to find an editor is Elance: one of the largest freelance writing websites in the world. Simply log on to the website at http:// Elance.com and select Create An Account>I want to hire>select continue. Fill out the form and click the Continue button. Once you have signed up, you will receive an email requesting verification.

At Elance, in your inbox, will be a welcome message and link to the Elance University where you can view the how-to-videos for Creating a Job Post, Finding & Hiring, Managing the Job, Making Payment, and Trust & Safety - Clients. Watch each video carefully before hiring anyone on Elance to edit your book.

Be thorough with your job postings. Too many clients create job posts with too little information. If you want to hire a really good editor using platforms like Elance, then create the following: a strong job title, a strong job description: the book title, the number of pages in your book, the target audience it serves, and most importantly, what you want them to do – be clear on this as there is a difference between proofreading and editing and both cost money.

Finally, be super clear on the required job qualifications: must be speaking English or native tongue of your book, have x amount of hours on Elance logged in, have edited before and must show examples of past work. The more thorough you are the better off you will be in weeding out those you'd rather not hire. The price for the job should be set based upon your budget, the size of the novel or non-fiction book, and the estimated time you need it completed.

The price also should be set based upon the freelancer's experience. Elance will allow you to invite others to your job posting. Here is where you have the opportunity to scout for editors and narrow your search. Once they start bidding for your job, you will see the invitees listed and the non-invitees.

If you spend some time looking versus waiting, you can save yourself a lot of time.

But There Are Other Options

In addition to a professional editor or freelance editor, you might consider a family member experienced in editing books, a high school teacher or college English professor. These are great options to consider and may turn out to cost you little or nothing at all; only, perhaps, a mere mention in your book. The only drawback with involving family is they might be biased and afraid to really go over your work with a fine tooth comb.

Before engaging any of these sources, professionally prepare your approach – even if it is family. Create a cover letter stating the purpose of your request and attach it to the manuscript. Call, or email them and ask if they would be available to perform an editorial service and what their cost would be for the work. Never act like you want it for free; let free be their idea not yours. Remember, you are just asking not making a deal yet. Be sure and include a start and end date so that your expectations are aligned.

Goodreads may also prove a great source for finding an editor. Join Goodreads and start making some friends and asking questions using the *Start a Discussion* feature. This is an author/reader platform; no doubt you will find an editor here within a day or two of posting the need for one. Another method is to befriend other authors who write the same types of books as you do and ask

them if they edit books in addition to writing because lots of authors are editors as well.

Facebook is another source for finding an editor. Locate a fiction or non- fiction authors group and request to join. Once you are accepted, interact for a couple days and get to know some people and then post your need for an editor. When you get replies, let them know your expectations and you might be able to work something out.

LinkedIn is a business social networking platform and possible source for finding quality editors such as NY Times Best-Selling authors like Michael Hyatt, for example. If these authors do not provide editing services, they can most certainly point you in the right direction. Alright, I think I've given you enough options for finding an editor so now it's on you. Have some fun, find an editor and let's move on to the next chapter.

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Chapter 7

Make It Look Very Pretty. (Read: Cover Design)

"Good design is making something intelligible and memorable. Great design is making something memorable and meaningful."
– Dieter Rams

The phrase, *a picture is worth a thousand words*, comes to mind when I think about the design of a book cover. The cover is hands down the most important part of the book. It's the first thing everyone will see about your story. It is the first visual thing they will see – make it memorable, make it meaningful. The goal is to have a really eye-catching cover design that will attract your reader because, like it or not, *people still judge a book by its cover*. Remember the first time you laid eyes on your gorgeous significant other? What impression did they make on you? I am sure you have good memories, especially, if the person is still around.

The book you write is going to have competition. More times than not, if it's just a casual reader, the best looking book wins. The story you wrote might be better but because your design sucks and theirs doesn't… they win.

The design of the book cover should not take place, necessarily, after your book is completely written. Why? The answer is simple: timing. What if you are ready to publish your book; it is edited, proofread, and formatted for Kindle but, you have to wait on the cover to be created? The process for the cover could take a week or more just to create, and then you have the review and revision process which could take another week or so.

Avoid the headaches and plan every step of the process first. Give yourself time for each important task: planning the outline of your book, assembling a workable table of contents, pre-marketing, writing the book, book design and format, book cover design, illustration, editing, proofreading, publishing, launch marketing, and post-launch marketing. If this is your first time writing a book, write a list, like the one I just wrote, and check items off as you complete them.

One more thing; don't be a Scrooge. Spend some money for a high-quality book cover. If you buy cheap, you may get cheap – in most cases. Yes, you want to be cost effective but not cheap – there is a difference. Think about making a great first impression and how you want your book to stand out from all the others at Amazon or on a book shelf at Barnes & Noble.

P.S. Your books cover needs to be at least 1563 pixels long by 2500 pixels wide image. Kindle desires a 1.6 height to width ratio.

People Do Judge a Book By its Cover – *Choose Your Design Wisely*

Pay close attention to this section of the book; it involves two things: the content of your book – the story, and how well you are able to create a visual that represents the story. Obviously, you want the book cover to look great but there's more to it than the visual; there's the message. The imagery on your book cover should: compliment the title of the book and storyline, and be interesting enough to attract your reader's attention.

There are two words that describe the goal of every book cover: relevancy and quality. How relevant is the cover to the actual story message and its reader? Does the cover tell the story or are there conflicting elements? Does the design have legible, high-quality fonts and imagery? When you combine relevancy with quality, a reader will have a great first impression. Never create a book cover that only looks great to you.

Allow me to broaden the importance of this section. At some point, you will learn about video book trailers and will want to make one; many authors do although unsuccessfully in my opinion. Book trailers are nothing more than a video version of your book cover – all the things we mentioned above apply.

Most book trailers are planned and executed very poorly. The storyline is often weak, the imagery irrelevant, and the music also irrelevant. Combine all three and you have a weak first impression. The world we live in today is use to high-quality graphics and animation; you cannot give them junk and expect to gain their attention, build a following, or make sales.

The book cover may cost you ten dollars or four hundred dollars; either way, the quality needs to be great and the story message clear. All the elements must complement each other: font, color, and imagery. If it is a book trailer, then the elements would be color, font, imagery, special effects, transitions, and music. Take the time to plan your book cover. Here are some things you can do: write out the storyline in a sentence or two, make some sketches based on the overall story, jot down some color and font ideas, ask some of your audience to read your story and give their suggestions and then send off all the information to the designer.

Design on a Dime. (Or for $5 bucks.)

In the world of Fiverr.com - $5 can go a looong, long way. Fiverr does Illustrations, book covers, or a logos and much more. That said, you will probably pay more than five dollars for the cover especially if it requires images, multiple revisions or more, but either way – it starts at $5 bucks and in the end, it's cheaper than other options out there.

Fiverr is set up using the term gig; each freelancer providing a service sets up a basic gig for five dollars. As they gain experience, they can add more gigs.

Those that have been on Fiverr for a good while and done great work have multiple gigs and fall under the menu for *Recommended* or *High-Rating*; begin at High-Rating. The best have thousands of covers under their belt – not to say that newcomers can do well too but enter at your own risk.

Highly successful entrepreneurs and newcomers to the entrepreneurial world use Fiverr to get their book cover created even though it is the cheapest way to do so. This option may be good for you because of your budget. If this is a first book, you may want to get your feet wet with the process by using Fiverr versus 99designs. All these platforms come with their risk… but that's the world of entrepreneurship.

There are thousands of designers at Fiverr so take your time to review them and the reviews their previous customers have left behind. Pay attention to the style each one displays and watch for: font color and strength, clarity, color, and images. Ask yourself, will this designer compliment my book or produce a distraction? Go with the one that resonates with you the most.

Finally, in addition to the high number of buyers a designer has, there are two other things to consider before you choose the designer. Days on average and orders in the queue. The days on average represent the number of days it will take for the designer to

get the work back to you. Orders in the queue represent how busy the designer is with present orders. Designers with lots of orders are good because they are in demand; however, large order numbers could delay your order – possibly.

All in all… Fiverr is a decent option for the thrifty-minded. But be very careful because in the end, you get what you pay for.

Leave It to the Pros

Let's return to Joanna Penn for this section. Joanna has once again taken the time to list a host of professional book cover designers whose prices range from $99 to nearly $1,000.00. Her blog post features articles on book cover design for you who are thinking of doing it yourself. See http:// www.thecreativepenn.com/ bookcoverdesign/. If you can't tell by now, I'm a huge Joanna Penn fan. Seriously.

The great thing about hiring a professional book cover designer is the fact that you get to use their professionalism to make you look good. You are not a designer and you should not try to be one. Outsourcing makes this a piece of pie. One of the designers Joanna listed specifically works with first-time authors, and her name is Fiona Raven of Granville Island Vancouver, Canada.

With over 200 books under her belt since 1995, Fiona has plenty of experience to give you. She offers a free thirty-minute consultation where you can talk to her via phone, Skype, or email. Fiona's experience covers more than eBook covers but the whole

book design process. New authors will appreciate her depth of knowledge. Spending time with someone like Fiona can save you a ton of time and money trying to figure it all out yourself.

Take the time to browse Fiona's site and learn: http:// www.fionaraven.com/. Like editing, the book and book cover design process is going to take time and money on your part – prepare yourself. Be patient.

Create a book cover that tells an irresistible story that visually captures your reader's attention. A designer like Fiona can help you get it done.

Have a Design Contest on 99Designs.com

Log on to http://99designs.com/how-it-works. Watch the video and read about how 99designs – works. There are four areas that you'll need to enter details for: Design category, Design brief, Contest details, and Payment details. If you are ready to start, click the *Get Started Now* button.

Under Design Category, scroll to Books and Magazines and choose book covers. Fill in all fields under the Design Brief section; click next when complete. Be sure to fill in all the fields required. As we stated before, the more details you provide the better. Get used to becoming thorough.

Under the Contest Details tab, select the Bronze contest for $299.00. This contest package will provide around thirty designs from relatively good designers. Add your contest title using six

words or less, if possible, that describe the message of your story: for example, Mystery Thriller for YA. They give you the option to promote your contest on social media too. In the contest details there is a make it private or not option, and a duration option - how many days do you want it to take to get your design. This option is both free and paid.

During the course of the contest, you will begin to see designers posting sample covers. Once you log in to your account, simply click on your contest and view the sample covers. Be careful about jumping on the first design you see; but, also be prepared to be a little overwhelmed as they pour in.

The contest has a process. The time will come for you to select a few designers who will go to the next round where they will, again, design for you. After a few days, you will be asked to choose the final design and designer.

During each process, you will be able to offer feedback allowing the designer to make necessary adjustments. Share the designs on social media or your niche group of followers and ask for their help.

Always create, or have created, more than one version of your book cover.

After the book cover gets designed, allow your audience to vote on which version speaks best to them. Not only is this smart on the design side of things it is smart on the marketing side of things too. You are wetting your audience's appetite with the subject of your next book.

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And Now, You Publish

"Publishing your work is important. Even if you are giving a piece to some smaller publication for free, you will learn something about your writing. The editor will say something, friends will mention it. You will learn."

– Tim Cahill

Before we go into the nitty-gritty details of book publishing, allow me to talk a little about the word publish itself. The word publish means: to declare; make something known as if it was invisible first before becoming visible. As you look at how the word publish is used in various texts, you begin to realize how powerful it is. When you publish, you declare, tell, speak, and establish something – like your book.

The normal way most think about publishing is the way we are going to teach you in the coming pages; however, it is not the

only way. A person can generate, or publish, a lot of buzz for their book long before the book is actually placed on Kindle. For instance, buzz can be accomplished by creating a beta version of your book and given it away at your website for free along with a questionnaire in exchange for a review.

Another way to publish your book is with blog posts. Yes, divide your entire book into individual blog posts, five hundred words or less, starting with your prologue or introduction whichever you prefer to call it.

"But, my readers won't buy my book if I do that!" I know that's what you're thinking, and you're dead wrong. They *will* buy your book. As a matter of fact, there have been many successful book launches where the author gave away the pdf version of their book and still sold the Kindle version – yes, they will take the free and still buy.

The purpose of the free eBook and blog posts is exposure; every author needs exposure. By giving away your content, you are creating the opportunity for yourself to gain exposure and gather very important information needed for the final production of your book. Readers will comment on blog posts and provide reviews for a beta book, as long as you ask for them. From this feedback, you will learn which audience liked it: male or female, young or old, what resonated or didn't, and any other information based on your questionnaire: emotional information, book structure, the

characters, the book cover, etc. – it all depends on your questions and what you want to know.

Yes, I am suggesting that you publish long before you publish to Kindle. One of the main reasons that authors remain obscure is they do not let their reading audience know their book is coming down the pike. Readers cannot expect without being told to. As kids, we were told about Christmas and taught to expect the day when Santa endowed us with toys. Think about it as we talk about formatting your book.

Formatting Your Book

Before you publish your book to Kindle, it needs to be formatted so it displays properly on the various Kindle devices: Kindle HD, Kindle Cloud, and Kindle Reader. Formatting involves: book sizes; the Standard 8.5x11and the common A5 5.83x8.27, margins: 0.5 inch all around, 1.0 inch all around, or some other, a table of contents, page breaks, bookmarks, and images.

Kindle requires some basic formatting in order for your book to be successfully read on its devices. There are many authors who struggle with formatting because they omit a step in the formatting process. The most common problem amongst authors is image formatting. Once you format a couple of books on your own, you will never have a problem again unless Amazon changes something in their device software.

Book Cover: The cover for your book is uploaded separately from the book manuscript. All covers need to be at least 1000 pixels long by 1600 pixels wide.

Cover Page: The first page of your manuscript needs to have the title of the book at the top on the first line and the authors name right below it on a separate line with a page break: Insert>Page Break after the author's name – that's it.

Copyright Page: You can search online at copyright.org for the standard information that needs to be put on this page. Below this information, list the ISBN number. All books must have an ISBN number or you cannot legally sell them. ISBN stands for International Standard Book Number. Each different format of your book that is for sale requires one: Kindle, print, pdf, audiobook – unless it is for free. Insert a page break.

Table of Contents: Create a blank page for your table of contents at first and Insert a page break; you will come back and insert the table of contents after you create your chapter headings. When chapter headings are created go to References>Table of Contents>Automatic Table 1.

Chapter Headings: Write your chapter titles with the first letter capitalized. Highlight the titles; right click and select **Heading 1** under the Styles menu. Repeat this step for all chapter titles. If you have subtitles you want to appear in the table of contents, highlight these titles; right click and select *Heading 2*.

Page Breaks: Page breaks allow your reader to move smoothly through your book on their Kindle device by eliminating all the unnecessary white space at the end of chapters. This feature produces a nice cut to the next section. Page breaks are added at the end of each chapter. Some may not choose to put a page break after the copyright or table of content page; I would. As we stated before, page breaks can be added by going to the main menu and selecting Insert>Page Break.

To view page breaks, go back to the home page menu and select the button that looks like a musical note; it is the show/hide feature. Toggle back and forth so you know where your page break is as sometimes they move to the next page kicking all the content down. Simply delete some spaces until the page break returns to the place you want it to be – right after the last paragraph at the end of the chapter.

Images: Formatting images is not as tricky as some may think. If your book has illustrations and other things like tables, here's what to do. Convert all illustrations and tables to an image format like jpeg or png. Use Jing to create an image yourself or have your illustrator or designer provide the drawings, photos, or tables in an image format. Jing is free and can be found at http://techsmith.com.

Use the Insert menu again and go to Picture. Select the picture you want and press insert to bring the picture in your manuscript. Double-click the image and select text Wrap from the

Main menu. Choose Tight. Position the image where you want it to be in the book; you will notice that the text wraps around the image. To resize the image, simple grab a corner and drag inward to reduce or outward to increase the size.

These are the basic formatting elements you need to know about in order to prepare your manuscript for Kindle. If this seems like too much, you can always outsource as we will discuss later on. As an author, it is a great idea to get your feet wet with the process even if you do not have the time to do it yourself. At least, you can be in control and know if someone has done a good job for you.

Outsource It

As we stated earlier, you can outsource the formatting and publishing of your book to others more qualified than yourself; people who have done it over and over again. Odesk and Elance are two freelancing sites where you can find someone to help you format and/or publish your book.

The only way to get good success using either of these platforms is by being thorough with your job post details and willing to pay for great work. Search profiles of prospective freelancers and invite them to apply to your job. The more involved you are the more apt you are to find good help versus posting the job in the job feed and waiting on whoever comes along.

Outsourcing will not replace your need to sign up to Amazon KDP or create a profile at Amazon Author Central. These two places

require your personal involvement unless you really want someone else to do that for you too. If you lack time to upload your own books, then hire out; just be aware you will have to provide your personal log on details to the freelancer and change them after he or she is done with the work.

Maybe you do not want to hire a freelancer and prefer a more professional person. Use Google to find a professional formatter or publisher who can take your book and make it Kindle ready for you. Return to sites like the creativepenn.com and search for this in Joanna's search window – I will let you do it this time.

If you have a relationship with an author group already, ask them for help. The group might have someone in it, no doubt, that can perform this task for you as with other services: editing, proofreading, and design. Another option to consider is Amazon. Contact their customer service and ask them if they can connect you with help or do it for you using their technical team.

Facebook has many different author groups. Select a group and contact the group creator and ask for help. There is a great chance they are in communication with a large number of people in the group and know who is good at formatting, publishing, editing, etc. All you have to is ask and you will receive.

Learn How to Do It Yourself

Are you one of those individuals that avoid learning new things? Well, you are not alone; most of us do in one way or another. Authors

are business people; they should be learning new things that pertain to their career. The things you will be learning are necessary; but, it does not mean you will have to do it yourself all the time although it is best if you know how.

For Kindle formatting and publishing, log on to Amazon and download the free eBook, *Building Your Book for Kindle*, published by Kindle Direct Publishing. The book's table of contents looks like this: Before You Write, Building the Front Matter of Your Book, Building Your Table of Contents, Preparing a Cover, Finishing Your Book, Uploading and Checking the Quality of Your Book, Just Before Publishing Your Book, and Making Changes After Publishing Your Book.

The Kindle team wrote a great book and it should be in your Kindle library. Follow each step in order and you will have a book completely published on the Kindle platform in no time. As with any new thing, you might be tempted to skip the directions and figure it out yourself – don't. Each step builds upon another. The reason why many authors flood the troubleshooting forums is they skip steps. The process is simple once you learn.

Finally, have some fun learning how to do it yourself. Overcome the frustrations and add another feather to your cap. At the end of however long it takes, you will be able to write, format, and publish your book for Kindle; a nice accomplishment. Amazon also has a help section online that goes through the same information on formatting your book for Kindle; use it also to educate yourself.

Forums are also a source for learning. Authors post issues they are having with the process because of computer software issues or due to skipping steps in the process. Either way, forums will give you a huge database for learning about the ups and downs authors have with the technical stuff. There is a good chance you will have some aggravations along the way too.

Publish It

Before you publish your book to Kindle, make sure you have the following: a formatted manuscript as outlined above and a book cover 1000 pixels by 1600 pixels. For books with images, make sure you save your MS Word manuscript as an html filtered file; this will extract the images and put them all in their own folder. After you do this, right click over the manuscript and choose Send To> Compressed Zip Folder. Select the folder with the images, drag and drop it into the zip file – this is the file you will upload at Kindle Select Publishing.

Log on to https://kdp.amazon.com/

If you are not signed up to Amazon yet, then do so once you arrive; you can use your regular Amazon login details if you have them already. Click the *Get Started* button: here you can add a new title or read through the help files for preparing your book, publishing your book, and updating your published book. When you are ready to publish, press the *Add new title* button.

What's This? Utilize this feature. Move your cursor over these highlighted words and they will explain what it means.

Step 1: Your book

Introducing KDP Select – You will be taken to the first step in the process for publishing your book to the Kindle platform. KDP Select is a program Amazon offers you where you can give your book away for free for a set period of time – for promotional purposes.

Enter Your Book Details – Fill out this section as completely as possible. Be as detailed as possible; follow the process they outline for you. The title, subtitle, description, and ISBN are the most important fields.

Verify Your Publishing Rights – If you own the rights to publish your book, select this is not a public domain work and I hold the necessary publishing rights.

Target Your Book to Customers – This section is incredibly important; it involves the demographics of your customers. Here is a definition of the word.

"Demography is used widely in public opinion polling and marketing. Commonly examined demographics include gender, age, and ethnicity, knowledge of languages, disabilities, mobility, home ownership, employment status, and even location." - Wikipedia

Select Your Book Release Option – If your book is ready for immediate publishing or pre-order, enter those details here.

Upload or Create a Book Cover – In this section, you can upload a premade cover or, you can use Kindle's cover creator design.

Upload Your Book File – Press the browse button and upload your manuscript. If it has images, upload the zip file that contains the image folder and your manuscript. When you are complete with step one, press save and continue.

Step 2: Rights & Pricing

Verify Your Publishing Territories – Select worldwide rights if you have the right to do so or select the territories where you can sell your book.

Set Your Pricing and Royalty – Books over $2.99 can have the royalty set to 70%; but, all books set less than $2.99 must be set to 35% royalty. If your book is a promotion to another product offering, it should be set to 0.99 cents in order to encourage more sales.

Kindle MatchBook – Mover your mouse over ***Details***.

Kindle Book Lending – Move your mouse over ***Details***.

By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP Terms and Conditions. Check this box before moving on the publishing your book.

Press the Save and Publish button.

Optional KDP Select Benefits – Read about the benefits program and see if you would like to enroll; many authors do – just be sure you understand your

own marketing plan first before enrolling. KDP Select enrolls a book for ninety days in a promotion that allows authors to give their Kindle book away for free; you get five promotional days. During this time, your book is enrolled in their global fund:

"Earn your share of the KDP Select Global Fund amount when readers choose and read more than 10% of your book from Kindle Unlimited, or borrow your book from the Kindle Owners' Lending Library. Plus, earn 70% royalty for sales to customers in Japan, India, Brazil and Mexico." – Kindle Direct Publishing Select

Authors have the opportunity to expand their books reach through Kindle Unlimited. The best thing to do at the KDP Select website is take your time and follow each section and step. Take some time to learn what each section means before going on to the next. Those who rush through make mistakes.

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See How It Looks, Everywhere

"Test everything!"
– Pam Hendrickson

Before moving forward with any marketing efforts for your Kindle book, it is a great idea to test your book on different devices in order to prevent any problems during launch. The launch of your book is going to be busy enough without having problems previewing – so test. Devices you can test your book include: Amazon's Kindle Previewer, the iPad, iPhone, and Nook.

By testing your book first, you will be able to fix formatting issues. The last thing you want is your customers complaining about poor formatting and posting a review of it on your Amazon book page – trust me, I have read negative reviews; they will post about everything from spelling and grammar issues to story structure. The more you test your own material the less your customers have to – you don't want them testing because it is your job.

With this said, there is a good chance that you do not own all the devices listed above. Kindle Previewer is free from Kindle. If you have a Kindle device, preview it using your device; the same thing goes for Barnes & Noble's Nook reading device. Perhaps, you do not own either one; simply recruit a friend or family member or someone in your author circle of influence who owns the Kindle, Nook, or who has an iPad or iPhone. Here is another idea for pre-testing your Kindle book; connect with other authors in your niche at Goodreads.com and explain what you are doing – you should have no problem finding an author who will lend a helping hand.

The more effort you put upfront to make sure your product is trouble free, the more chance you have of a successful launch with lots of happy readers. Too many individuals hurriedly publish their books to Kindle with no extensive testing not realizing they are negatively affecting their end result. Customers should be wowed by a compelling book cover, story message, and a book free from formatting issues. Credibility is earned on many different fronts; make sure you establish credibility at every stage by previewing and testing everything you plan on launching to your readers.

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Chapter 10

Go Tell It On the Mountain (Pre & Post Launch Marketing)

"The function of marketing is to find and prime qualified prospects. The function of sales is to turn prospects into customers. Without the ability to close the sale, your marketing efforts will be in vain."

– Pam Hendrickson

There are two things you want to accomplish with your marketing whether online or offline: relationship and value. The content you share with your intended audience should attract and engage them in such a way that alters their life for the better. The content you create should make them want to stay connected to you because you solved a problem or satisfied a need. Value comes when you continue to build the relationship by giving more of the same content that adds something to their life.

The first step to prelaunch marketing is to get inside the mind of your ideal customer. Who is your potential customer: young adults, children, or the elderly? What is the subject of your book? What problem does it solve for this audience? What desire does it fulfill? If your book talks about how to create celebrity hairstyles, you need to find out who needs this information: middle- age or young adults, male or female? One way to accomplish this is to visit Amazon. Search for books similar to yours and pick the ones with lots of reviews. Read the reviews and pay attention to who the readers are: male or female, and what the readers are saying – both good and bad.

One approach to writing your book as well as crafting your premarketing message is to create content based on what these books did not cover that the readers wish they had covered. Sometimes the best-sellers are those books that took a unique position on an already problem not being exactly solved by these other books.

The next step is to locate your target audience and drip content to them. Where do they exist online or offline? Here is one way to drip content that will attract attention and build a list of followers to your upcoming book or already published book. Let's say you discovered that your target audience is teenage girls between the ages of seventeen and nineteen. These girls are Pinterest fanatics who are obsessed with Carrie Underwood and Taylor Swift. If you do demographic and psychographic research, you will discover these types of facts.

Create a Pinterest account and set up a couple of boards with pictures of Carrie Underwood and Taylor Swift – up close shots of their hairstyle. Create a video demonstrating how to create each hairstyle. Upload to YouTube or Vimeo. Create a blog post for each and embed your video in the blog post. Use Jing to snag a photo shot of your video. Return to Pinterest.

Inside each board, place the images you took of your demonstration videos; put a link inside the pin to the full video at your blog. Follow the boards of other hairstylists and their fans; engage their pins with honest likes and shares. Give it time and they will follow you and engage; it's called reciprocity.

When they do engage, they will end up at your blog where they can be exposed to your video blog post. At the end of the blog post, they will encounter your offer for a free chapter of your celebrity hairstyle book – this is premarketing. Notice the fact you have yet to ask for the sale. Once they are on your list, you can begin to email valuable content and ask for the sale; we will discuss this in the following pages.

The top marketers suggest that you market several emails to your list before asking for the sale. In other words, endow them with valuable information before asking for a sale; allow them to get to know and trust you. Marketing never stops; it happens before the launch of your book, during, and after.

Another important thing to consider is how much content to market and when; you don't want to do too much or too little

throughout the week nor allow huge time breaks between emails. In a way, there is never too much for your readers unless you are sending non-engaging content – fluff as some would call it.

Some marketers send emails once a day, twice a week, or once in a while. Once a week for emails is too little and twice a week almost as bad; so, try every two days beginning on Mondays for each launch campaign: Monday- Wednesday-Friday. The following Monday would be your fourth email – the offer email. The emails must call the reader to action and be results-driven.

Website/Email Capture Page

Personal author websites and capture pages, along with sales pages are the main tools used in marketing online. The goal of these is to capture your reader's name and email and build a list you can market present and future products. Let's begin with the author website.

The author website is the mega center for all your marketing. Picture your website as your online street address where you live and where readers can come over and hang out. Everything they need to know about you will be found here. All advertising, free or paid, should lead your audience back to your website; avoid sending them directly to Amazon – wait until later.

Create a website that is designed to build a relationship with your reader. Visitors should be able to learn who you are, what you write about, and how they can get their hands on your book once

they arrive. They shouldn't have to search hard and long to find this information out.

One of the most important elements you want at your website is the opt- in. The opt-in form allows you collect a visitors name and email in exchange for whatever it is you are offering: free book, chapter of a book, video series, or newsletter. Fashion your author website so that 1) your audience is instantly engaged by everything they need to know about you, 2) they do not have to scroll to find out more, and 3) the last thing their eye lands on is the offer and opt-in.

The purpose of a capture page is to present a single offer to your target audience in exchange for their name and email and sometimes mobile phone number. The capture page may invite readers to access a free book or video series, or chapter, or some other offering. Either way, the main purpose is to acquire leads and convert them into followers. There are tools online that create standalone capture pages – Google it!

Book Sites to List Your Book On

There are dozens of websites where authors can list their book or books. Goodreads.com is the number one, in my opinion, place to list your books. The platform is very user friendly; a hub for everything reader and book related.

Start with Goodreads: sign up manually or log in using your Facebook credentials, complete your profile, and start searching for friends.

Engage in discussions and build a relationship with those whom you have befriended. This takes time; be patient. As your face becomes more familiar around town, so to speak, friends will browse your profile and see you have a book for sale. Always maintain normal engagement practices. Finally, take time to learn the platform – avoid blowing through like a storm cloud; stay awhile.

At Kindle Boards http://www.kboards.com/, authors can use the Kindle Book Bazaar section for book promotion. Read the guidelines of this forum so you know how to navigate around.

At https://www.librarything.com/about/authors, an author can setup an account, categorize books, and engage in talk with readers and other authors – quite impressive. See the About Us page to learn more about Tim Spalding and his team.

http://Shelfari.com/ proves to be another website where authors and readers connect and create buzz using virtual bookshelves and rating systems. Shelfari is owned by Amazon.

At http://www.writers.net/ , authors get to connect with other authors, publishers, and agents and exchange ideas and experiences. Places like can be great launch pads for fantastic opportunities; rubbing shoulders with others that have more experience than yourself.

Book Hitch http://www.bookhitch.com/ is a search engine for books and offers free listings of your book. Register for a free account and Click on Add Book to list your book.

Booksie http://www.booksie.com/ is another share your book website; check this out because it is more than that – you'll like it!

Scribd http://www.scribd.com has 90 million readers that can potentially be exposed to your written work –very impressive and worth the look into.

Who Wrote What http://www.whowrotewhat.net/ allows you to post your book for free for thirty days; afterwards, it is 0.27 cents a day.

Here are some more free sites that you can connect with and use to post your book with:

http://www.ebookforum.info
http://www.friends4brandt.com
http://www.bookgrouponline.com/forum
http://www.absolutewrite.com/forums
http://forums.onlinebookclub.org
http://www.bookandreader.com
http://thebookmarketingnetwork.com/forum
http://www.reading-forum.co.uk/forum
http://www.online-literature.com/forums
http://www.writing.com
http://forums.onlinebookclub.org
http://smashwords.com

Social Media Marketing

Facebook, Twitter, LinkedIn, Pinterest, and Instagram, in connection with some others, like YouTube are the social media giants when it comes to social relationship building and interaction. Each of these platforms has a unique message to it and a unique set of people doing unique things within each platform. All of these platforms are not created equal; they do not all perform the same but can all be integrated together.

Right now, you have a choice to make; 1) use the platforms in the way they were intended or, 2) don't. If you play by the rules of human engagement, you will win. Violate these rules and you are going to become a frustrated author – with no following or book sales.

The first step is to establish your presence in all the social media platforms listed above; you will accomplish this with a user profile. Sign up to these platforms and completely fill out the user profile section – the more thorough you are the better, as we have stated before. Add your photo, bio description, keywords; if allowed, and your website address. LinkedIn will ask for more as it is a business platform: physical resume, past job history, skills and experience.

The second step is to choose a platform to master; this may depend on your product offering. In addition, choose a complimentary platform. For example: if you chose Facebook, add Instagram as its compliment or Pinterest. Work both together

to gain exposure for your website. Yes, you can share content to Twitter and LinkedIn or Google plus even as long as it is relevant.

The bottom line is simple: get to know the platforms, how they work, and how people engage inside of them. Avoid trying to be the master of all social media platforms because it is just too much information to swallow for anyone. Drive all the traffic back to your website so you can acquire names and emails and build your list – the money is in the list. If you are a business owner offline, then you understand the importance of your customers, right? Okay, online your list represents your customers.

Email Newsletter Marketing

Newsletters are a great way to share information about your product and highlight your customers; they are also a great tool to collect names and emails – people love free things. If created in an interesting way, newsletters can be an awesome social engagement tool. People still love to read stories, news updates, and facts about other people which newsletters talk about.

Back five or six years ago, newsletters were the thing to have at your website. Today, they are not the only thing; you have video, audio, and physical products that are being offered now. Keep this in mind as you develop your website and begin providing free giveaways. Some say that newsletter marketing is dead; but, I don't believe them; it is all about quality content and presentation of that content.

Newsletters can be sent out to your followers via your email marketing system: Aweber, Mailchimp, or GetResponse. The email can be formatted to be the newsletter, or you can attach a pdf of the newsletter for your followers to print out, or you can audio record the newsletter. These days, you need to do more than create a newsletter like those used between 2006 and 2009 when they were in their heyday.

If you create a newsletter, make sure it is chock-full-of-nuts with rich, relevant, results-driven content for your followers. This means that the titles of each section in your newsletter must be catchy and purpose-driven – not there for looks, the content inspiring, and it must possess a call to action. When you create content that inspires action, your followers will be more apt to open the emails for their newsletter.

Newsletters can be delivered once a week or twice a month along with other content in-between. If the newsletter is a big part of your content delivery, deliver it every week. One more thought to add about using newsletters in your email marketing campaigns: tell stories. Stories make us human and relatable. We can cry, laugh, and get mad because of stories.

Inspirational stories that stir the human spirit are the way to go with your newsletters – if you want them read.

Think to yourself, why would I want to read this? Is this more information I do not have time for or information I take time for? Create the want to if you use newsletters.

Ask for Reviews

Book reviews are highly sought after by authors because they add credibility to the book. If potential readers see a book with lots of reviews, they have a tendency to think it must be worth reading especially if those reviews are five-star. Reviews are not difficult to obtain; all you have to do is find eager readers and ask them for a review in exchange for a free copy of your book.

Facebook has fiction and non-fiction groups where you can find readers willing to read your book and render a review on Amazon. Interact and engage in these groups as a human being and not a spammer and you should be able to find some people willing to review your book. If you are friends with other author, ask them to review your book.

Family is another option for book reviews – although slightly biased. Still, ask them to read your book and render an honest review and post it to Amazon. Show them how to post the review if they are unfamiliar with the process.

Goodreads.com is the author and reader social media platform. Setup a profile here as well and get to know people. Readers are talking about books all day long in discussion threads and personal messages. Surely, you can find someone here to review your book if you humbly approach them; those that are interested in your topic. Try to find those who will be interested in your topic as that will help the review.

Ask and you shall receive is a saying that has been around for two thousand years since the first time Jesus spoke it – still works! Ask for the review before your book is published to Amazon. Do you want to know why? Good; I wanted to tell you anyway. If you find some people of reputation to review your book, and they like it, you can ask them if you can use it as a testimonial inside the first couple pages of the book – talk about credibility.

Reviews are a big deal to new authors who are trying to get started. The last thing I will say to you on this note is: attract the review. Use your website and premarketing content to attract readers to your book. When they opt-in to your list, you can ask them for a review in an email – that's a smart and fast way to get reviews.

Free Give-Aways

Every human being on the planet loves FREE stuff. If you don't, you are not normal – no, just kidding; but, you get the point. Free giveaways always attract visitors and are great conversion tools; they can build lists very fast when the content is quality and relevant to the visitor. Always provide free things at your author website or in any other form of book marketing you enlist.

Perhaps, you are wondering what type of free things you could give away. The answer is real simple; don't over complicate it. Physical books or eBooks, a chapter of your book, newsletters, and audiobooks are just a few things you can create as free giveaways.

Interviews with other authors or readers are great for a giveaway. The ideas are endless; simply explore who you are, the content you wish to write and publish, your target audience and create the giveaways based on this information.

The free stuff is meant to add value and credibility to you and your brand; this content needs to be as good as the content you charge money for. Think of the free giveaway as a bridge connecting two worlds; yours and your customer. The free information gives them an entrance to your doorstep; make sure they don't trip over a garden hose or get chased by your dog when they arrive.

First impressions are never forgotten. Give your potential reader the experience they long for and the fulfillment they desire from your content. The free is the taste test stuff that will determine whether they stay on your list or not – make sure they stay.

Last note: deliver on your promise.

If you offer something for free, never make your customer wait for it. The free material: video, audio, or book needs to be in the very next email. Send a reminder email a day after letting them know you sent it already. People do not always open their emails after they opt-in, or better termed as subscribe, to an email list; they have to be reminded.

The first email is the remember email. Rekindle the emotion that made them subscribe. Give them what you offered and wow them with it. They should feel that they made the right choice.

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Actual Launch Date Preparation

Do you remember the film, *Castaway*, starring Tom Hanks? Tom's character survives a plane crash and spends months on a deserted island – all by himself with one exception – a soccer ball named Wilson. The last effect you want to create for your book launch is the *Castaway* effect; no man is an island to himself, as said by John Dunne a few hundred years ago and as sung by a group called *Tenth Avenue North*. Every author needs a team to help them with the book launch; otherwise, you are an island with no one to read your book – except a soccer ball.

In prior chapters, we discussed the need to premarket your book. The purpose of the premarketing campaign is to build your list and your potential book launch team from your list because there is a good chance your list will comprise of both readers and authors – most lists do. Prepare for your actual book launch date by prepping your list for the date. Create the material they will need: emails, free

giveaways, webinar dates – if any, podcasts – if any, Facebook and Twitter messages, imagery, guest blogs, and book trailers.

Affiliates and other major marketing leaders should get at least three months' notice prior to your book launch date. Respect their time and give them a chance to help you become a best-seller through great communication; they have agendas too. Ask them if they would be willing to help you during your launch. If they say yes, provide everything they will need in advance.

Make it effortless for them; all they need to do is paste your great content into their marketing system and press go – never take advantage.

Stick with your launch date. AVOID publishing your book to Amazon Kindle until the day before the launch date. If you are giving the book away, or a sample chapter as a pdf or audio podcast, do so on your premarketing campaign website page or capture page. By sticking to your launch date, you show stability; readers, affiliates, and those on your list helping you will appreciate someone who says what they mean and means what they say.

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Chapter 12

More, More, More. Write More Books

"The most important thing is to read as much as you can, like I did. It will give you an understanding of what makes good writing and it will enlarge your vocabulary."

– J. K. Rowling

When an individual writes a book, they position themselves to be an expert in other people's eyes particularly their target audience's. If the same individual writes many books, they increase their expertise status, gain more exposure, and increase their sales potential. I think you get the point here; write more books. The more you write, the more experience you gain – the more apt you are for success.

In fact, some authors have testified that when they wrote more books sales definitely increased. Of course, there are other variables here that contribute like: a pre-established list and consistent marketing efforts. Still, more books means you are more

than a one-hit wonder. The question I want to ask right now is one you may be thinking too: how do I write more books? The answer is in front of you; I am serious; it is. At this moment, you probably have acquired enough information from the research of your first book to write another. In addition, if you asked questions in social media about your book and got responses, you have enough information to write another book.

People will generally give you enough feedback to write several books.

If you are a novelist, consider writing trilogies; they are incredibly popular.

Go back to Amazon and search out some trilogy examples and read the reviews. Joanna Penn, the author we referenced in previous chapters has written a trilogy; go check it out and see what her reviewers said and how they couldn't wait till the next one came out – expectation is powerful.

Keep an idea diary. Once you get into creativity mode and begin to engage the feedback, ideas are going to start flowing like water. Don't worry about writer's block; reading, a little mind rest, and referring back to your diary can cure that problem real fast. Again, keep a diary because it may not be your first book that turns you into an Amazon best-seller but one that got written from an idea that was born and recorded from the research of your first book.

Anthony Joiner

Creative writers don't necessarily think like non-creatives. If a trilogy is IN them, then that is what will come out. AND, because you said you have to write things with which you are passionate, doing something because it is popular sends the wrong message.

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Chapter 13

A Book Might Just Be the Beginning...

"Start by doing what's necessary; then do what's possible, and suddenly you are doing the impossible."
– Francis of Assisi

I hinted at this earlier, but book sales after you publish could be disappointing if you're expecting to be an overnight sensation. The good news is that once you publish, the hardest part is done. What else can you do with a published book than sitting at a screen twiddling your thumbs, hoping for more readers? Plenty.

Pump Your Voice

The book you publish can potentially reach some big names. Maybe these big names like what they see in you or your work and want to share your perspective with their followers. You could collaborate with someone on a podcast or start your own podcast, using your book as the framework.

Do you like public speaking? If you're open to it, your book can present speaking engagement opportunities like conferences and workshops. You can increase your book's exposure by attracting more readers to talk about something you already want to discuss.

Digital Products

Author success doesn't need to stop at simply writing a book. From your book, for example, you could repurpose the content into evergreen material that reaches more audiences, like an online course.

With a complete book, you've already laid out the content. Why not chunk out the major points from your book and put them into an accessible e- course? There has been an increase in people taking online courses. The topics are endless, which means so are the opportunities. Even better? You create the course once, but it can sell over and over. I don't know anyone who doesn't like passive income.

Can you think of a spin-off show that is just as, if not more, successful than its original? Think creatively, and you could expand your book into a product all its own. If you're writing a book about how to be financially savvy, perhaps you could also add a financial workbook that you make available as a download. Or can your memoir that focuses on overcoming a painful setback be repurposed into a paper or digital planner complete with goal-setting, journaling, and actionable advice?

Other Products

Mugs, t-shirts, or Go Big, an entire clothing line with a catchphrase from your book? Can you see it? If you can dream it, you can achieve it. The book you publish could be just the beginning of an entire brand just waiting to be revealed.

Consulting and Coaching

Are you worried that what you've already written has already been said by so many others? Don't. No matter how many people read your book, there is someone who has not.

Use your expertise– what you put in your book– to establish yourself as an expert, then go help people. Today, there's probably a coach for everything.

Whatever people struggle with, someone whose been through it or knows how to help. Is that you? Of course it is. Use your experience, confidence, and security in what you know to empower others.

You always win when your mission is to help others; it's just the way it works.

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Summary

Throughout this book, you discovered that Kindle presents a fantastic opportunity once you learn how the platform works. With the KDP Select program they offer to authors, you make your book exclusive to the Kindle platform for a ninety day period with five days to offer your book for free during this period. Some prefer this; others prefer KDP in order to escape the exclusive confinement of the KDP Select which forbids you to advertise anywhere else during the ninety day period.

In Chapter One, you learned to pick a niche by discovering your passion, doing some research, outlining your passion, and finding keywords to properly categorize your book content. Performing market research is time consuming but very necessary. The more you research the better your market message will be.

In Chapter Two, you learned how to create an idea library that you can come back to later for future books. The idea library is arguably one of the most important disciplinary tools you could create for yourself. In the idea library, you may have a best-seller.

Summary

In chapter three, you learned about how to write a book. The basic steps are: research and write; unless you have it all in your head and avoid organizing and editing as you write. There are many resources for writing inspiration: feedback from dripping content to blog readers, Amazon books similar to yours, reading reviews of these books, and getting some sleep. In this chapter, you also discovered that co-writing a book with another author is a fantastic way to get your feet wet. Finally, hiring a ghostwriter may be more of a blessing than a curse if you lack time to do it yourself.

In chapter four, you learned about letting your creativity flow. Organizing and editing can come later. At this stage, it is important to allow yourself to get in the story mode and let it flow. Those that stop to edit as they go stop the flow!

In chapter five, you learned about hiring the editor an author's best friend.

There were several choices to choose from: professional, freelance, family member, or college professor. The price range for editing services varies from free to several hundred dollars or so. Your task will be to choose the type of editor you want, or can afford, and budget for the task ahead of time.

In chapter six, you learned about the importance of a book cover and where to potentially get one designed if you are not a designer yourself. Book covers are extremely important; people still judge by them – make it awesome. Fiverr is a great place to

start; although, with a few exceptions, not the most professional. 99designs is better with dozens of good to professional designers to choose from. The price for a book cover is usually $299.00. Or, if you want a more robust solution, locate a professional design service like that of Fiona Raven.

In chapter seven, you learned how to publish your book. The publishing process is not limited to the actual uploading of your book to Kindle, or other platforms like Smashwords. Some authors publish it prior to this for beta reading purposes. Nevertheless, you learned about how to format your book, outsource it to Odesk or Elance, do it yourself, and to finally publish the book to the Kindle platform.

In chapter eight, you learned about previewing and testing your book on different devices. This should be common sense; but, sometimes we all rush our stuff to market without verifying that our content works on various devices. Be patient and take the time to test everything; never waste your blood, sweat, and tears by impatience.

In chapter nine, you learned about marketing your book using a website or capture page. In addition, you learned about some sites you can list your book on for free and for a small cost. Social media holds a fantastic marketing opportunity for those willing to engage in proper social engagement practices. Facebook ads are another way to attract a lot of traffic to your book site.

Summary

Newsletter marketing is another great marketing tool good for turning a visitor into a follower. Free giveaways encourage action and provide a fantastic opportunity for asking for book reviews; they exchange of book for review produces reciprocity.

In chapter ten, you learned about setting an actual launch date.

Regardless of how much labor you bestowed on your book, and how much you want it to be perfect, you must release it. Set an actual launch date and stick to it. Prepare all your marketing channels for the date and go for it!

In chapter eleven, you learned about writing more books. Generally, if your audience likes the first book you wrote, they will want more. While it may sound like a lot of work, you will soon discover that the information you gathered from your first book writing, editing, and publishing experience will provide you with plenty of information for more books. The journey is not to the faint at heart but to the diligent, focused, and the determined.

Also, don't forget to look into programs like KindleGen for converting files into their proper format for the Kindle Reader, and Kindle Previewer for viewing your book before uploading. The most popular file formats are mobi and the html version of your MS Word manuscript. One other program you may be interested in is Scrivener which can help you compile your book.

Finally, don't forget to track your efforts. Use Google Analytics for tracking traffic influenced by your marketing strategies

and utilize your KDP back office where you can view sales and make adjustments. Pay attention to your overall Kindle ranking as displayed on your Amazon sales page. While some say it doesn't mean anything, it would be a good idea to pay attention to what affects it. The lower it is the more sales you gather per week, per month, and per your specific niche category.

Now that you're here – it's time to take action. Please try the techniques. They work over and over again. I have helped several people successfully write their books using exactly what I outlined in this book.

The only reason you can fail is if you don't follow the guidelines, or if you quit. And I know you're not a quitter.

To your success.