

**Write Your
Bestselling Book
in 8 Weeks or Less
& Make a Profit**

*Even if No One Has
Ever Heard of You*



Melanie Warner



TESTIMONIALS & REVIEWS



“When you read this book, it’s like having an entire publishing team that holds your hand and walks you through each step. Not only will it help you prosper financially, but more importantly, you will get your story and legacy out into the world. This comprehensive guide will stop the overwhelm and cut straight through to the key steps you must do to plan, write, launch, market, and publish your own book. Melanie is a successful author in her own right, so she has already survived the battlefield and has created massive shortcuts that will save you time, energy, and money in the process of publishing your own book.”

Stephanie Massman

Director, Modern Learning Global Success Academy



“I saw Melanie Warner give a video presentation a year ago. So I checked energetically (as a psychic energy healer): Is this woman honest, reliable, and someone who knows what she’s talking about? The answer came back very strongly yes to all. So I signed up to have my own book published, with Melanie supporting at every step of the way. She turned out to be all that my energy reading picked up and much more: Unbelievably dedicated, highly knowledgeable about every aspect of this business, and tireless in giving advice and support through writing and marketing. Now HER book on this process is available to anyone! Every page is brimming with ideas that I know from experience she has tested with hundreds of authors who have gone through her program. The chapters are so packed with helpful info, tips, prompts, and pointers as to be a manual not only for doing the writing, but also for turning the book you write into your business or profession. Whether you’re burning to write a book or just have a vague suspicion that you might want to someday, read this one: it will fan the flames or maybe turn your spark into a full-fledged fire.”

Artie Vipplerla, PhD

Author, *Harmonize All of You with All: The Leap Ahead in Self-Development*



“Melanie guides you through a no-nonsense, action based approach that takes the overwhelm out of the process of getting the book in your heart out to the world and into the hands of people who need it the most. Identify WHO your book is for, HOW to find a title that sells and commit to a plan to actually write the book people want to read. Learn how to sell your book before you write it! If you’ve had a book you’ve been telling yourself you’re going to write - stop putting it off any longer and let Melanie be your guide! Who knows the lives you’ll impact by getting your experience into the world?”

-Leah Spelt Ligia

Author, *Living with Dirty Glasses: How to clean those dirty glasses and gain a clearer perspective of your Life*



“Most books in this genre, helping people write books, sugarcoat a lot of the information and only share tactical knowledge at a 30,000 foot view. Melanie Warner is the opposite of this. All of her work including this new book, gives the reader the best guide through key steps to go from no idea on what you will write a book on to a bestselling published book with your name on it! If you have ever wanted to write a book and lack of time has been the constant excuse then this is the best book for you to read. Melanie will get you through the full process with ease in 8 weeks or less.”

Owen Sammarone

Founder & CEO, Unleash the Knowledge



*“If you’ve ever dreamed of becoming an author, **NOW** is the time to take action. Using Melanie Warner’s proven blueprint for success, *Write Your Bestselling Book in 8 Weeks or Less & Make a Profit - Even if No One Has Ever Heard of You*, you’ll quickly turn your dream into reality.”*

AJ Autieri- Luciano, Author *Samantha Jean’s Rainbow Dream*



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Melanie Warner

And the Defining Moments Team

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Editing: Amber Torres



DEDICATION

I would like to dedicate this book to the following people:

My parents

John and Judy Warner, for always instilling positive values, character, and leading by example. For introducing me to self-help books, reading, and always encouraging me to give back to other people. You gave me the stable foundation to believe in myself and taught me to never, ever, ever give up on the people and projects that you love - no matter what.

My kids

To Kyla, Cole, Hudson and Carson. You are all my “why” and the reason for all that I do and all that I am. You were there at the darkest times and also had to learn resilience and strength after losing your brother. You had front row seats to watch the lovely life we had built together shatter instantly into a million pieces. You gave me strength and courage to pick up those pieces and make a new life.

My team

Without you, I can do nothing. With you, we can change the whole world. For Micah, Jasmin, Amber, Drew, Cecilia, Sara, Ed, Greg, Karen, Joy, Shiran, Suzanne, and Robert - who have all spent endless hours helping me build our little company into a family. Thank you for all of your hard work and dedication, not only to me, but to each other and to all of the authors that we honor on this journey together.



QUICK START GUIDE

When it comes to writing a book, we often complicate things in our head. We justify that it must take years to write a book - or else we would have done it by now. That it must be so complex, so daunting, so time-consuming - there is no way we can possibly do it.

So we put it on the bucket list or the “someday” list.

The truth is, you can actually write your book quickly when you take action on a few key steps.

We have published authors who wrote their book in a few weeks, some in a few days, while others finished theirs in a few hours. We also have a few who took much longer as they obsessed for 2 months about what color of shirt to wear in their author photo. Don’t get stuck in the details. This process has worked for thousands of people. It only works if you do the work.

Everything in life and business is a process. Whether you are learning a new language, a new skill or simply making chocolate chip cookies.

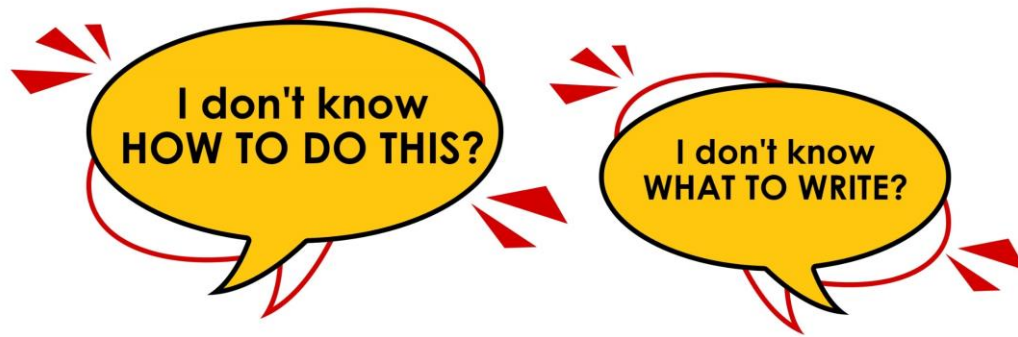
When you have the recipe, know the process and have someone who will walk you through it - then it’s not so overwhelming.

Most every process on the planet can be broken down into a few steps.

Here is a chart to help you follow the 11 steps you need to take to write, publish and launch your book. These few steps will take you from the blank page to being a bestselling author in 8 weeks or less.

The key to making this work is simply follow the steps and take action on what you are learning. It’s more about action than learning. I can give you the knowledge, but it’s up to you to follow through.

Each of these steps are broken down as chapters in this book, so it’s easy to follow.



↓ QUICK START GUIDE



I AM A BESTSELLING AUTHOR!



Defining Moments



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INTRODUCTION

As I lay on a gurney, I heard the doctor say, “this is life-threatening, you might not make it.”

I froze in fear at the thought of all the unfinished business in my life. *What about my children? What about my laundry? What about my book?*

I didn’t know at the time that I was approximately 90 seconds away from dying. I was losing blood fast and needed a blood transfusion. I pleaded with God that if he let me live, I promised I would do anything and everything to help others live a better life.... and finally finish my book.

I also didn’t know that my son was going to die in my arms a few days later. Carson’s death became the rebirth of my own life and purpose. It changed the trajectory of my life forever.

Nothing really prepared me for that deep, dark hole of grief, especially to lose a child. It went against the natural order of the universe. In one way, I was grateful to be alive, but also had so much guilt that I lived, but my son did not. As it turns out, he actually saved my life. The position of his little body kept me from bleeding out. Unfortunately, he suffered brain damage in the accident and we had to make the horrific decision to take him off life support.

That began a fast, downward spiral in my life. I couldn’t function and didn’t really care if anything survived. I was so emotionally shut down and that led to losing my business and only source of income for 20 years, then divorce, bankruptcy, foreclosure, tax audits and an emotional roller coaster. I even had to represent myself in federal tax court to prove my innocence.

The good news? I learned so much about survival, facing fear, finding hope, rebuilding my life, finding joy again - and trying to regain all that I had lost.

I realized that I could not control my circumstances, but I could certainly control how I perceived or reacted to them.

My first book, *Defining Moments: Coping With the Loss of a Child*, became a tribute to my son. It included the stories of 50 other parents who had lost a child but had found a way to restore hope and the strength to keep going in their own lives. They were weathered, but wise, and they had a lot of resources to help other parents who were suffering with a similar loss.

For this first book, I had a publishing agreement with the *Chicken Soup for the Soul* brand so I was excited about where the book would go. It took me years to gather up all the stories, chase people down, push them to finish their story. I had started with 200 people who said they wanted to share a story - and ended up with 50 who actually finished their story and turned it in.

It had taken me years to complete it. I was always second-guessing myself and what should be in the book and if it would really help people or resonate with people. That rodeo in my head was never friendly.

Mark Victor Hansen, the cofounder of *Chicken Soup for the Soul*, said to me one day, “Stop thinking of who your book is going to help and start thinking of who it will hurt if you don’t get it finished.”

The very next day, a woman in my city took her own life because her son had died 15 years prior. 15 years?! She had been suffering that long. Although I did not personally know her or her son, it broke my heart because I knew I could have helped her find hope - if only she had my book. I felt ashamed and selfish for holding in all of the lessons I had learned to work through my own grief and rebuilding my life.

The realization set in: my fear and doubts had actually cost someone else their life. Ouch. I promised myself I would never ever hold back anything that could help someone again. After that commitment, my book was finished within 2 months.

By then, the Chicken Soup guys had sold their company and there went my book deal. So I went to another publisher friend.

This publisher was the largest Christian publisher on Amazon and also a friend and mentor. He was a New York Times bestselling author, a minister, an attorney and had his masters in business. He was one of the smartest people I had ever met. He had more degrees than a thermometer. So I trusted and respected him.

My book was released...with very little fanfare. I worked so hard to sell those books! I spoke at events and took books everywhere I went. I did book signing events all over the country. I flew to speak at events, paid my own way, thinking I would sell books. My book was in every major bookstore. At one point, I walked in and saw my book next to my mentors’ books on the shelf: Oprah Winfrey, Tony Robbins and Mark Victor Hansen. It was certainly a defining moment as an author. The hard work started to pay off and we sold thousands of books over a 2-year period.

The only problem was... I did not get paid. Not one dime. My publisher claimed that the book stores were all filing bankruptcy and not paying him. So for 2 years, I did not see one dime. To this day, I have never received any payment from that publisher.

At the end of the 2-year agreement, I told him I wanted my own copyright back on my book. That had been our agreement. He agreed and I told him I would not sue him for back royalties. I got all of my book rights back with full ownership.

Two weeks later, after marketing the book myself - I hit #1 on the bestseller list. What? How?

I had put the same efforts into selling and promoting the book - but this time I was getting paid. And that is how I got into self-publishing - by default after the “big publishing company dream” had failed me and my book.

This is why I created a publishing company specifically for nonfiction books that help change lives: self-help books, personal development, professional development, business books. Any type of book that will inspire others to stretch out of their comfort zone and become a better version of themselves.

I have now written several books since then, and even helped my Dad write his first book - when he was 85-years-young. Ah, the irony, right?

He has taught Sunday School for 50 years, been a little league baseball coach for 50 years and also has been an attorney for almost 60 years. He could have written a book about many things, but he chose his passion project. When the pandemic forced him to stop going to church, he had to learn zoom - and continue teaching his Sunday School classes online for over a year. We researched the market and learned that 14,000 people were searching online for bible study or small group lesson books.

His book, *Bible Study Lessons for Church Leaders* became a bestseller. He created 4 different volumes of books with 13 weeks of prepared lesson plans - an entire year of lessons. He now makes monthly passive income from his book and donates all of the proceeds to his church.

Dad is working on his 5th book now. He's a book-writing machine! I can't keep up with him! He had wanted to write a book his entire life, and started at 85. So it's not too late for you.

I've had my own success. I've been an entrepreneur since I was 18, have also been a magazine publisher for 30 years and have built many multi-million-dollar companies. I've written many books that have become bestsellers. I could easily write more books. But now it's YOUR

turn. I want to help you be successful. I want to support your journey and encourage you to get your own book out there.

I know your book will impact more people than you can ever imagine. This book is a how-to guide to get it out of your head, out of your heart and into the hands of the people who are waiting for something that ONLY YOU can offer them. Your soul came to this planet for a purpose. I believe we also have a soul contract with every author that we work with.

Whether you are writing a memoir, a recipe book, a children's book, a business book, a self-help book - the process and marketing efforts are all the same. For the purpose of simplicity, we are focusing on nonfiction in this book. That's the main structure and outline we will review in these pages.

It took me 20 years and over \$100,000 to learn this process... the hard way... the expensive way. I made a lot of mistakes along the way that cost me so much money. I will also be sharing those mistakes with you.

To get the most out of this book, I suggest you read the quick start guide so you understand the steps. Follow them in the exact order. Note that writing your book is NOT Step 1. That's a big mistake that many authors make. PLANNING your book is absolutely critical to the foundational success and longevity of your book.

Read it all the way through, then go back and take the actions that I have outlined. If you need any help along the way, our team is here to support you. We have many free resources, trainings, tips and tools to help you succeed.

You can visit our website: www.MyDefiningMoments.com or we can even jump on a quick call with one of our book success coaches to help you determine the next critical steps to support you along the way.

Cheers to your journey. Writing a book is a transformational experience. You must become the person who wrote the bestselling book.

Today... is day 1. Take a deep breath and celebrate this milestone. Congratulations on taking the most important first step - getting this book.

I look forward to reading your book!

Melanie Warner



CHAPTER 1

PLANNING YOUR BOOK

"I always have two books in my pocket, one to read, one to write in."

Robert Louis Stevenson

According to the *New York Times*, 81% of people in the US want to write a book. Less than 1% actually do.

Why is that? Most people lack clarity, they get confused about what to write, or they worry that their book will fail, don't think they have time, etc.

This book is for you if you have ever looked in the mirror and thought, "I should write a book." Maybe you have a passion to share with someone else, like a book of family recipes?

Maybe you have gone through a horrible divorce or breakup and you have some wisdom or tools that helped you get through it and can share with someone else?

Maybe you are a business owner and want to build your business and authority as the go-to expert in your field so you can find more clients?

Maybe you have a successful small business and you want to teach newbies your craft or expertise in your industry?

Maybe you have an incredible life story and you want to leave your book as a legacy that honors your life and inspires others?

Maybe you are a teacher and want to write a children's book on your summer break?

This book is for you.

Books change lives. Books change people. Books change minds. Books change the world.

Can you think of a book that changed your own life? List a few here as inspiration:

I remember the first time I ever read a self-help book. My Dad is an attorney and had also taught Dale Carnegie classes since I was born. He is the King of positive thinking and lives his life daily with those principles.

When I was 15, I took my family station wagon without permission and got caught - then promptly grounded. My “punishment” was to read Dale Carnegie’s book *How to Win Friends and Influence People*.

I was annoyed, “Dad, why can’t you just ground me like everyone else? Why do you have to be such a nerd? I don’t need friends. I have friends!”

If I wanted to go anywhere - to the mall, shopping with friends, to a movie, a high school football game - *anywhere* - I had to read that stupid book. And, even worse, I had to report back to him and memorize the mantra at the end of each chapter. I was a prisoner in my own home.

Little did I know, grounding me would truly “ground me” into something that would change the direction of my life forever and prepare me for some pretty huge tragedies later in my life. It was an impressionable time in my life. That book taught me the foundations and principles of thinking differently. I learned that if I changed my thoughts, I could change my life and even the direction of my life. As a teenager with no control over my acne, hormones, emotions, bullies, teachers - that was pretty empowering and helped me navigate turbulent times.

I began to *believe* that anything was possible as long as I could think it. I used the techniques in the book when I went on my very first job interview ever - and I got the job. I was a DJ on the radio, while still in high school. I had the most fun job of anyone else in town. That job began my love for live media and building public platforms long before social media existed.

It’s hard to believe, that Dale Carnegie book came out nearly 100 years ago - and we *still* haven’t figured out how to win friends and influence people! That is a legacy book that was written with tools and principles that gave it longevity.

I think of Napoleon Hill who wrote *Think and Grow Rich* almost 100 years ago as well. It is still considered by many to be the greatest business book ever written. Napoleon Hill was not a

billionaire. But he spent 30 years of his life studying them. His book is a great example of how you don't have to be an expert, you can simply be "the reporter" and have a successful book.

**What's the one thing *every published book* will always do?
It will outlive its author.**

What can a book do for you?

I want to share a few examples of how authors have used a book to change their own lives or businesses - and how you can do it too.

A book can:

- Save a life
- Change a life
- Help you get more clients
- Boost your public speaking career
- Build your authority
- Help you sign a TV deal
- Help you start a business
- Help you expand or grow a business
- Start a movement
- Build a mission
- Grow a foundation
- Help you get funding for your business
- Help you franchise your business
- Create a certification program that teaches others
- Build a platform to share valuable information
- Build a brand
- Build a list of fans and followers
- Get you booked on podcasts
- Get you featured in media
- Be a lead magnet
- Make you the go-to expert in your field
- Make you stand out from competitors
- Heal someone
- Give someone hope
- Provide resources that help people improve an aspect of their lives
- Help someone improve their health

- Help improve or repair a relationship
- Help someone improve their career or financial resources
- Make a huge impact on the world
- Make residual passive income for the rest of your life
- Create a new lifestyle for an author
- Make you feel personally fulfilled
- Tap into an existing ecosystem of 310 million book buyers

Most people want to write a book for some of the reasons listed above.

Take a minute to really think about and decide WHY you want to write your book and also WHY NOW?

Why do you want to write a book? Why NOW?

My book helped me sign a twenty-year publishing deal. I was interviewed on major podcasts and featured in national media. I built an email list with 2,000+ people. I was asked to speak at events and even was hired by my mentors to train their clients. I started a business on the back end and it gave me the confidence to take on other projects.

My book helped me provide for my kids as a single Mom. I love taking them on trips around the world and showing them life experiences that we would have never been able to have - if I had not gotten out of my comfort zone and finished my book.

I sacrificed a short amount of time to write it and it continues to pay off for me - years later. My book is working 24/7 every single day.

Think of your book as a long-term employee who is bringing you residual income for the rest of your life.

What do you want your book to do for you?

A BOOK = THE BEST *and fastest!* **PASSIVE INCOME SOURCE**

I shared my own story in the introduction of how powerful that feeling was when I thought my life was ending and regretted not finishing my book. Luckily, I had the chance to finish my book. And that book has gone on to inspire thousands of people and has directly saved the lives of hundreds of people who have reached out and told me how grateful they were that I finished my book.

I didn't have a license as a professional therapist. I am not a professional writer. I was a C student in school. I'm also extremely impatient and have no focus. I have the attention span of a gnat. I did not finish college and do not have a formal education.

I have a PHd - a Pampa High School diploma. And an MBA - Money in Bank of America. Those are my only credentials. *That is how I know you can do this. Because I did it.* And I didn't have this book or the support of so many people to help me along the way.

When we put the book in the "someday" category, then it becomes aspirational and not *urgent*. It's up to us to find the urgency and motivate ourselves to make it happen.

We all think we have more time in life

"The wealthiest place in the world is not the gold mines of South America or the oil fields of Iraq or Iran. They are not the diamond mines of South Africa or the banks of the world. The wealthiest place on the planet is just down the road. It is the cemetery. There lie buried

WRITE YOUR BESTSELLING BOOK IN 8 WEEKS OR LESS *Even if No One Has Ever Heard of You*

companies that were never started, inventions that were never made, bestselling books that were never written, and masterpieces that were never painted. In the cemetery is buried the greatest treasure of untapped potential.

The greatest tragedy in life is not death, but a life without a purpose. There is a treasure within you that must come out. Don't go to the grave with your treasure still within YOU."

— Myles Munroe

What is your timeline commitment to finish your book?

4 Types of Nonfiction Books

There are four models of nonfiction books that are the most popular that readers look for and buy. Your book will be more successful when you make it about your **READER** and not all about **YOU**.

Check all that apply to you:

- ☐ List Builder (build a client list, fans or followers)
- ☐ Speaker Platform (build authority, enhance your speaking fees and profits)
- ☐ Client-Conversion (be the go-to expert in your industry to get more clients)
- ☐ Passion project (memoir or sharing info to help someone else, with or without a business)

These books allow you to monetize beyond the book and add more revenue to your bottom line - even if you don't have a business. Your book **IS** your business. And you must see it that way.

If you want to write a book as a hobby, you will make hobby income. If you write your book using our formula, then it will perform more like a business. You'll have a solid plan of who is buying it and then write it specifically for that reader, plus have a business plan for how to market your book and maximize your sales.

There is a specific guideline and blueprint that you can use for each of these types of books in order to make the most impact and also create the most income from your book. I will cover that more in chapter seven when we get into the nitty gritty of actually writing your book.

Self-Publishing vs Traditional Publishing

There are a few different options for publishing a book. From my experience with a few major publishers, my book success story ended with self-publishing and that is why I advocate for other authors to do the same.

In the old days, if you wanted to be an author, your only choice was to pitch your manuscript to one of the traditional publishing companies. They were designed to keep people out. The chances of getting a book deal were slim to none. You might have a shot if you had an agent or if you were well known, but they still kept the majority of author royalties - even when you did all of the work.

You might have heard of a few authors who were insanely persistent and were turned down more than 100 times before they finally found a company that would take a chance on them.

Self-publishing was only for the rejected people who could not get a traditional publishing deal and it was often looked down upon in the industry. The covers were not very professional and there wasn't much money to market the book.

The publishing industry has changed more in the last few years than it has in the last 100 years. Thanks to companies like Amazon, the process of self-publishing is more affordable with options like print-on-demand. The old days of paying for thousands of copies in advance and getting stuck with books in your garage are over!

Today, over 70% of books are sold online vs in bookstores.

You can self-publish with a little bit of cost to pay for a professional editor, book design, book formatting, and a professional cover. It does not cost anything to actually publish your book online. It only takes about ten minutes to publish your book.

The challenge for most people is getting the materials together and making them look professional. There is also a different marketing and launch strategy for each type of book or audience that you are targeting with your book.

The greatest benefits of self-publishing are that you get to own your own material and you keep all of your royalties. If you publish with Amazon, they take a commission for selling your

book. Depending on the price, they pay out 30% to 70% in royalties. Other aggregates like Barnes and Noble actually pay 85% royalties on your book.

The challenge for most independent authors is to navigate the logistics and the mindset hurdles of overcoming the fear of rejection, self-doubt or imposter syndrome - so they can get their book finished.

This is the best time in the history of books to be an author and to publish your own book. There is very small risk and a large potential for return, including lifetime residual commissions from the work you do one time.

Most people do not have an opportunity to make residual income in a traditional business or job. If you were a rock star, you could make a royalty off your records. Some actors made royalties each time their TV show or movie aired. Now you can earn rock star residual income... without the hangover.

Fire Your Publisher

In the illustration below, you can see the comparison of costs and potential profits if you go with a traditional publisher vs self-publishing.

|  FIRE YOUR PUBLISHER | |
|--|----------------------------|
| <u>PUBLISHER</u> | <u>SELF-PUBLISH</u> |
| Retail: \$13.95 | Retail: \$13.95 |
| Wholesale: \$7 | No Wholesale |
| Royalty: 20% | Royalty: 100% |
| Cost: \$0 | Cost: \$5,000 |
| \$10,000 sales | \$10,000 sales |
| \$2,000 profit | \$5,000 profit |
| They own rights | You own rights |
| 20% max margin | 50% - 80% margin |
| \$100,000 sales | \$100,000 sales |
| \$20,000 MAX | \$50,000 - \$80,000 |

On the left side, the royalties are always limited or restricted with very little money going back into the pocket of the author.

This is my own example from my book where I had a contract for twenty percent of royalties, but I still did not receive any payment from my publisher. When I self-published the same book - it was much more profitable, even though I had a little bit of cost to publish it. My book has paid for itself multiple times over the years.

Now that I have learned the process of self-publishing, I have been able to write several books. They each have their own budget, marketing plan and goal.

How to Find and Refine Your Book Idea

If you are struggling with what type of book to write, ask yourself these questions. You might have a few different book ideas. This will help you narrow down your ideas and choose the best book for you. For this example, think of a “how-to” book if you were going to walk someone through a process with steps.

What do you get paid for? What’s your area of expertise?

What are the daily “broken record” conversations you have with clients or prospects?

What are you most passionate about?

What's a topic you know the most about?

What is your favorite hobby?

What do people ask for your advice on?

What have you solved for yourself that someone else can benefit from?

What if you have many books? Which one do you write first?

The best answer to that question is - which one can you finish the fastest? You already know how to do what you are writing about. How fast can you extract the information from your head and get it down on paper?

Which one are you most likely to finish due to the information living there daily? Which one makes you the happiest?

I have a friend and mentor who is a talented attorney. His daughter begged him to buy a guinea pig. He didn't know anything about guinea pigs, but he researched it to learn how to care for them, what food to feed them, etc.

As an attorney, he had all of that research typed up and decided to write a book about it. Was he going to give up a lucrative career as an attorney to become a private guinea pig coach? No chance. Did he sell lots of books to other parents who didn't want to spend that much time researching and just wanted the facts? Cha-ching! (That means yes).



CHAPTER 2

IDENTIFY YOUR READER (ICA)

“When you sell a man a book you don’t sell him just twelve ounces of paper and ink and glue - you sell him a whole new life. Love and friendship and humor and ships at sea by night - there’s all heaven and earth in a book, a real book I mean.”

Christopher Morley, *Parnassus on Wheels*

Now we will get into the most important step of writing your book. It’s also the first one in the process. Many people want to write a book, but they don’t always think about who will be reading it.

When you have a clear idea of who will be reading it, then it will give you clarity throughout the writing process of what information they need. When you start with the intention of how you will help them in their journey, then you work backwards from that intention. The answers then become self-evident.

Who is your book for?

Your reader is your client. You are selling them your knowledge, experience, process, system or passion for something you know. We often refer to them as the ICA - Ideal Client Avatar. If you could create the perfect reader in a factory - who would they be?

ICA = Ideal Client Avatar

It’s important to understand who your target reader is so that you can speak directly to them.

Are they male or female?

What's their age range?

Are they struggling financially or affluent?

Are they a student or a CEO?

Are they married or single?

Are they young parents or retired?

Give That Reader a Name

Each time you think of whether to include something in your book, you can stop and think if it will really help Susie or Bill in real life? You can picture this person as you write it. The person who is praying for this solution or waiting for you to finish it, so they can learn from your experience.

Always remember that your reader is not interested in you or what you have to offer until they know and feel that you are interested in them.

Let's take a deeper dive with a few questions regarding your reader/client and their needs, desires and problems. When you know what the answers are to these questions, it is much easier to write *to* them and their needs and desires.

Knowing the answers to these questions will make your marketing easier and it will facilitate the possibility of enhancing your book's title, subtitle and individual chapter notes or outline.

Obviously, we want to help our readers (or client) using the solutions that we have in our book, speech, course, or process.

Get a Crystal-Clear Picture of Your Ideal Client

When you answer the following questions, it may seem like the same question over-and-over again. What's really happening is you are taking your understanding to a deeper level with each answer.

When you think of your reader in relation to the elements you will be assisting them with, answer the following questions:

What are **THEIR** NEEDS?

What do **THEY** WORRY ABOUT?

What do they often **FEEL** but don't **TALK ABOUT**?

Why has this been an ONGOING ISSUE for them?

If THEY do NOT fix this issue - HOW will THEY be affected in the short term and the long term?

What are the spiritual, emotional and/or financial costs of STAYING THIS WAY for them?

Imagine this scenario... They are pouring their heart out to you over their feeling of being "STUCK". They are on the verge of TEARS.

If you could give those TEARS a "VOICE" what would the TEARS SAY?

Now, let's switch to THEIR WANTS, DESIRES and ASPIRATIONS. In relation to the elements that you will be helping them with, answer these questions:

What do they urgently DESIRE?

What do they badly WANT?

What do they ASPIRE TO?

They feel _____ but they want to feel _____

What do THEY CRAVE?

What DON'T they realize?

What are THEY unaware of?

What is the ONE WAY they are DIFFERENT from others?

What do they **BADLY WANT**? (Yes, I'm asking again).

Why is this result so **IMPORTANT** to them?

What **ELSE** will be **DIFFERENT** in their life when this problem is solved or **THEY** have attained their desired result?

Imagine this scenario... It's 6 months down the road. THEY have taken your advice and followed your lead. You meet them while walking down the street - THEY start pouring their heart out WITH GRATITUDE for what you have done for THEM.

They are on the verge of tears. If you could give those happy tears a “voice”, **WHAT** would the **TEARS OF JOY** say?

These answers will become the foundation of your outline and the steps you'll take to help them resolve their pain points above.

When you start to market your book, you'll use the same language and voice as your ICA. When you use their words, then they KNOW that you understand their pain, and more importantly, you know how to solve it.



CHAPTER 3

FINALIZE YOUR TITLE

"How vain it is to sit down to write when you have not stood up to live."

Henry David Thoreau

Bad Ideas

Sometimes it's easier to start with what NOT to do. Just for fun, I'm going to share some actual book titles that I do NOT recommend. The titles are too obscure, just plain weird or not clear on who the reader is.

*Warning: might induce laughing.

Fancy Coffins to Make Yourself

Hitler: Neither Vegetarian or Animal Lover

The Best Dad is a Good Lover

Castration: The Advantages and Disadvantages

Pain and Solution

Remember to include the pain or what your solution is on the cover. For example, if you are helping people as a life coach or a healer, people are hurting today. There is a mental health crisis in our country. If you can solve their pain in the next 90 mins.... they NEED to know this up front. Make sure you include this on your cover.

Title Checklist

- ☐ Titles should be 3 words or less
- ☐ Should speak to your ICA
- ☐ Memorable
- ☐ Easy to Say
- ☐ Works with Search Engines
- ☐ Not Trademarked

Subtitles

- ☐ Subtitles should be keyword rich, 10-15 words, so it can be easily found.
- ☐ Address the ICA's problem that you will resolve.
- ☐ "How to" can often be omitted (like in the title of this book).

Points to Remember:

- ☐ Be meticulous with grammar, punctuation, hyphenation, etc. You don't want to turn off an ideal reader who notices a mistake right in the title or subtitle.
- ☐ Don't be too creative or obscure. If the reader has to read your entire book to understand the title, then it's not effective.
- ☐ Confirm correct title capitalization (see tool below).
- ☐ Don't use the same word in the title and the subtitle. This includes different forms of the same word (like Change and Changes).
- ☐ Avoid exclamation points. It's just too thirsty!
- ☐ Don't use weird punctuation stylization. In general, if an author wants to stylize their title with cute punctuation, that can be done as part of the cover design, but should not be listed in the formal title. That just makes the title harder to find in a search.
- ☐ Avoid asking a question as the title.
- ☐ Focus on the OUTCOME for the reader.
- ☐ Use correct title case and abstain from ampersands when uploading to KDP. The title should be fully written out and correct. Ampersands are fine for cover stylization, but not for formal titles.
- ☐ Short is better. If a longer title or subtitle is necessary, then choose short words.
- ☐ No cursive fonts! Too hard to read.
- ☐ NEVER put the word "by" in front of your name (Example: Book Title *by* Melanie Warner). It's a sure sign of an amateur.

Online Tools

www.headlinecapitalization.com or www.capitalizemytitle.com

We tend to use Chicago Style for title caps, so choose the first button, "Do Not Capitalize Words Based on Length (Chicago Manual of Style)."

Cut and paste a title into the field and it will properly capitalize.

We will go more into style guides when we get to the writing process in Chapter Seven.

Test Your Titles

Using the checklist above, create at least three different titles and subtitles.

#1 Title:

Subtitle:

#2 Title:

Subtitle:

#3 Title:

Subtitle:

Next, you will post them online into a social media group with a number next to each one and ask people to vote on their favorite title.

This will help you a) find people who want to give feedback b) ensure your title is clear and c) market your book while you are picking the title.

The people who get involved at this stage are called “early adopters”. They want to offer advice and help support your book. They will also make excellent candidates to be part of your ARC Team (Advanced Reader Copy) that we will discuss later.

Post your title choices on your personal social media pages, your business page and also in groups where your ICA can be found. This will help confirm that the title is clear and connects with your potential readers.

Search for groups using keywords for your ICA or hashtags. Look at different social media platforms or start with the ones you use the most. Look for groups or pages that are posting at least ten posts per day and have a few thousand members or followers with active engagement.

List a Few Groups That Fit Your ICA

You can create a poll or just list out the titles and subtitles of all three of them.

Here is an example from one of our authors who was writing a book on healing from sexual abuse.

Hello Facebook Family and Friends, recently I posted 5 titles to help me decide what title would be good for my upcoming book, many of you made your selection and for that I truly thank you. Now, I want to ask if you will select what you like best from the winners. And they are:

1. Self-Healing for Sexual Abuse Survivors [#metoo](#)
2. Tired of Just Surviving; Time To Win [#metoo](#)

and from the two winners, I combined this title to be included in your selection.

3. Self-Healing for Sexual Abuse Survivors; Tired of Just Surviving, Time To Thrive. [#metoo](#)

Thank you,

Here is another title test using a poll example for a book written by a life coach.

Melanie Warner created a poll in **Defining Moments Author Success & Book Club**

July 27, 2020 · 🌐

Hello Everyone, I'm working with a new author who has a very powerful story that reads like a movie. She was abducted and left for dead in Iran, escaped and fled with her children to America as a single Mom. She now teaches others how to survive extreme hardship. Here are a few titles below. Can you please vote on your favorite? Or add in another one if you like? Thank you!!

| Title | Percentage |
|--|------------|
| <input type="checkbox"/> Emerging You: 6 Proven Steps to Create a Happy, Healthy, and Fulfilled Life | 57% > |
| <input type="checkbox"/> Ultimate Choice: 6 Powerful Tools to Get Anyone Out of the Pit | 14% > |
| <input type="checkbox"/> Power Up: 6 Proven Steps to Rebound Quickly From any Setback | 28% > |

Track all of the votes, respond and thank people for voting. This will also raise your engagement so that more people see your post. When you have counted all of the votes, you should see pretty clearly which one is the most popular.



CHAPTER 4

CREATE YOUR COVER

“Either write something worth reading or do something worth writing.”
- Benjamin Franklin

One of the biggest mistakes I see authors make is when they design their cover *after* they write their book.

The key to selling more books is to market your book *before, during and after* it is written. In the next chapter, I'll show you how you can make money from your book starting today - before you even write one word.

If you are a parent, you might remember how amazing it felt to see a sonogram of your baby before it was born. You sent a copy of that photo to all your friends and family, plastered it all over social media and maybe even stuck it on your fridge. You are announcing and celebrating what is to come as you wait for the big arrival.

Think of your book cover as a sonogram for your book baby. Keep that photo in front of you and look at it daily - to remind you of the people who are counting on you to finish. Once you publicly share your intentions, it also helps you stay accountable to the outcome.

Luckily for us authors, unlike a real baby, a book does not have a gestational period of nine months. For some people, they have been pregnant with their book baby for twenty years!

The good news is that you don't even have to wait nine months to hatch your book. With the right process and team, you can get it done in a few weeks - not months or years.

You DO Judge a Book by its Cover

One of the most critical steps in your entire book process is creating a cover that gets attention and looks professional.

Sadly, many self-published authors compromise the quality of the entire book by trying to save a few bucks on a book cover.

They might rely on substandard freelance design sites where you can get a book cover designed for \$5. Or even those that help you design a book cover yourself for free. Those might sound like smart ideas, but if you are trying to get your customers to see you as the expert or authority and edify you as an author - then your cover **MUST** be professionally designed.

This is not negotiable.

Book cover design can cost you a few hundred dollars to a few thousand dollars depending on who you hire.

Front Cover Checklist:

LIST OF DOS

- ☐ Always use full color on the front and back cover.
- ☐ Speaker platform - can include author photo (otherwise include author photo on back cover).
- ☐ Choose glossy - not matte for your cover finish (matte gets scratched up more).
- ☐ If you have a business with branded colors, include them on your book cover.

LIST OF DON'TS

- ☐ Do not use cursive fonts. They are too hard to read.
- ☐ Don't use obscure photos that have to be explained.
- ☐ QR Codes - include on back cover not front of book.
- ☐ Don't use a lightbulb or a ripped cover - they are dated ideas.

CHOOSING A COVER DESIGN

Even if you already have a cover made or designed, test out a few of them. Ask at least twenty people before you do anything - and ideally, they would be your ICA.

If you are writing a book for women, then it doesn't really matter what men think about your cover. It's not meant for them.

You might choose certain colors or styles based on who your book is for.

Research a few other titles and covers of potential competitors or similar industries. See what color they are all using - pick a different color to stand out more on the book page.

We advocate doing a cover design contest. Post a few concepts on your social media page and ask people to vote on their favorite. Make sure to number them so it's super easy for people to pick a number.

We work with a company named 99 Designs so we can test the covers and get many professional designs. Here is a link to check them out when you are ready to start your cover contest:

99 Designs - Cover Contest

www.99designs.qvig.net/Vk5Xa

Example Post:

I'm finalizing the cover of my book and I could use your help. Which one do you like best?

Here is a great example of a successful cover campaign from authors, Tanya McCready and Hank DeBruin. They have a dog sled business in Canada and wrote a book to help them create another revenue stream when the pandemic shut down their travel business.



Tanya posted in a public group that had thousands of members. She also posted on her personal page and her business page. She received approximately 850 votes on her cover and also received valuable feedback, plus a great list of book buyers. She began to market before it was written. She built the hype and leveraged social media to gain early buzz and traction. As a result, Tanya has sold thousands of copies of her book and has built many new revenue streams from her book.

Here is another example of a post on her personal page.



Want to see which cover won?

Check out Hank and Tanya's book here:

www.amazon.com/Journey-1000-Miles-Winterdance-Tetralogy/dp/B08WMZJ7HL

There are multiple benefits to this strategy:

- ☐ People will find out you are writing a book and follow your progress.
- ☐ Others will ask how they can help support your book.
- ☐ If you own a business, you might find potential clients who need your book - and will buy it even before it's written.

- ❑ If they become a client, they can also give you a testimonial inside your book and be featured in your book.

Respond back to EACH person who posts and tell them “Thank you.” For those who ask if they can buy a copy or say they need your book, we will show you how to capitalize on that - before your book is even written. That’s coming up in the next chapter.

RECAP:

- 1) Market your cover before it’s written.
- 2) If you are a speaker or a coach, include your photo on the cover to brand yourself as the expert.
- 3) Use a cover contest for many choices.
- 4) Test your cover and track votes.



CHAPTER 5

CREATE YOUR MARKETING MATERIALS

*"Writing is like sex. First you do it for love, then you do it for your friends,
and then you do it for money."*
Virginia Woolf

Author Bio

Your author bio is your calling card. It should talk about your expertise or what qualifications you have to write the book. It might be your story of how you got into your industry or what prompted you to write this book.

Write your bio in 3rd person (*example: Melanie Warner is a rockstar who uses the term crazy pants way too often*).

Your bio should be a maximum of 100 words and not more than two paragraphs. This is not where you share your entire life story. Keep it succinct, but don't be afraid to brag about yourself.

Here are some things to help prompt your own bio. Use what applies to you or what you are teaching them:

- ☐ Education
- ☐ Awards
- ☐ Experience on the subject
- ☐ Accomplishments
- ☐ Location
- ☐ Key themes in your work

Where does the author bio go in a book?

There are many approaches to this. If it's a hardcover book, the author photo and bio is usually on the inside front sleeve or flap. For a paperback, it can be found in the front of the book before the introduction or at back of your book. There is usually a page called "About the Author" that includes your author photo. Some choose to put it on the back cover of the book. Since most books are bought online, there is also an author profile option on your Amazon book page or wherever your book is being sold.

It's not mandatory to include in your book, but most readers want to learn more about the author. This info can also be used in a media kit.

Book Description

The two most important components of getting someone to buy your book online are your cover and your book description. Those are the first two things people see. Your book description can go on your back cover and also on the top of your Amazon page.

It should be 150 to 200 words and written in third person. Start with the most compelling sentence or what the main benefit is for a reader. They will have to click to see more, so they will only see the first two sentences. It should be written more like an ad or trailer for your book - not a summary.

Hook (one or two sentences)

What's the reader's pain? (two to three sentences)

What's your solution to the pain (pull from your ICA work) - one to two sentences

Author edification and why you have the answer (one to two sentences max)

Use compelling keywords that people might be searching for

Include a little mystery that leaves them wanting more

Author Photo

You don't need a professional headshot, but it always looks better if you use one. For print, the resolution needs to be higher than digital photos that are more pixelated.

If you are going to take professional photos, then make sure you take them in a studio with a clean background so it can be cut out or used for other things. You'll also want to include some full body and some shots from the torso up, especially if you plan to build a youtube or social media presence.

Media Kit

One way to gain attention before your book is finished, is to have a media kit. The media kit can be sent to potential sponsors, podcast hosts or other media platforms who might feature you and your book. Your media kit should be easy to read and edify you as the expert who wrote the book on it.

Checklist to include in your media kit:

- ☐ Book cover
- ☐ Author bio
- ☐ Author photo
- ☐ Book description
- ☐ Key benefits of reading your book (bullet points)

Now you have all of the key components to build a media kit that will be used in your book and to promote your book.



CHAPTER 6

FUND YOUR BOOK

“Some people asked me how much I made from my first book. The answer I gave was \$10 million. The book itself only paid \$35,000 in royalties, but the speaking engagements, spin-off books, newsletters, columns, boot camps, consulting, and wide-open doors resulted in the remaining \$9,965,000.”

Jay Conrad Levinson, *Guerilla Marketing*

Time magazine named *Guerilla Marketing* one of the Top 25 Best Business Books of all time. It has sold over 21 million copies since it first came out in 1984. Keep in mind, his book was a book that was traditionally published, so he did not make very much at all from selling books. This is one of the reasons we love to teach people how to write self-help or business books - because it's much easier to monetize beyond simply book sales.

The good news here is that when you self-publish, you get to keep your royalties and your back-end sales. You have a little bit of cost to get your book published, but you have a great opportunity to make ongoing residual income from your book once it's published.

In this chapter, I'll show you how to cover your costs, so it won't cost you anything out of your pocket to publish your book.

What does it cost to self-publish a book?

This is a great question that I am asked often. It's a little like asking, "how much is a car?" There are different costs for different services. It all depends on how much you plan to do on your own or if you plan to hire someone else to do it for you or help you.

Some services, like cover design, have a flat rate, while others charge per word or per hour and vary depending on the scope of the project. If you want a rush on something, it will usually cost more and there is more room for error.

If you have a high income and your time is worth a certain amount of money, then you might be better off hiring a ghostwriter to write your book. Your cost will be higher, but it comes down to how you measure your time.

If you write your own book, it will cost less, but you will spend more time writing it and going through the process.

Here is a range of costs for each type of service:

- ☐ Ghostwriting (range from \$10,000 to \$50,000) and can take 6 to 18 months.
- ☐ Editing \$1,500 and up (there are multiple types of editors).
- ☐ Proofreading \$1,000 and up.
- ☐ Formatting \$600 and up (depends on page count, size, and type of book).
- ☐ Book cover design \$1,500 and up.
- ☐ Marketing your book (paid ads or PR companies \$5,000 or more).

As you can see, the costs range from \$600 to \$50,000. This is why traditional publishing companies ask for 90% of royalties, because they are taking the risk and funding a book in advance. They might also pay an advance to an author against royalties.

You can do them all yourself and there is no cost, but your book might not be very professional. A book is never meant to be written in isolation. It's a collaborative process.

You can also hire freelance editors and designers, who will do these services for a lot less - but make sure they have nonfiction book experience and always ask for examples of their work before hiring them.

Your goal is to find professional and reliable support, but keep your cost down. Our publishing company, Defining Moments Press, has a team of people who help with all of these services, so we can help authors save thousands of dollars and do it for a fraction of the costs you see here.

How to Get Other People to Cover Your Publishing Costs

I should call this section FUNding your book, because it's my favorite part. Most people are shocked to hear that people are willing to purchase copies of their book before it's actually written or published.

I've included a chart below to show you how you can take some of the things you have already created and start collecting money TODAY.



Defining Moments

BOOK FUNDING OVERVIEW



Time Frame: 1 to 4 weeks

Interviews

In the example above, you have already taken a few of these steps or created these materials. Think of your book as a podcast and you're the host. The podcast audience would be the same as your readers. You would invite a guest who is an authority to speak about something that would interest your audience.

You can do the same thing with your book. The “guest” that you invite would be someone you call up for an interview and then include them in your book. You might include a quote in a chapter or they might even write a chapter in your book.

As an example, if you are writing a book to help managers build better teams, then you might invite business owners and CEOs to share their wisdom on how they did this in their own business.

If you are a fitness expert, you might bring on someone who is a vegan chef and can speak about how to eat healthier or how to include meal prep for busy people. Their advice will also appeal to your readers and can be helpful.

If you are a life coach, the things most people need help with are health, relationships and money. So your experts that you interview might be a dating coach, a financial advisor, and a fitness coach. Do you see how their advice could also help your clients?

The “100 List” in the chart above is a list of 100 people who are also targeting your ICA but are NOT a competitor. This becomes a list of people you will reach out to interview.

List people or industries you could interview

Sponsorships

A sponsorship is a great way to turn your interviews into paying customers.

Imagine that you were featured on the cover of the *New York Times* newspaper as an expert in your industry. How many copies would you go out and buy? Who would you give them to? Wouldn't you want people to see how credible you are? Do you see how that could be used in marketing to build your brand?

Now you understand the power of interviewing other experts to be featured in your book. After you have completed the interview and decided to use their words or info in your book, then you can assume they will want to buy copies of your book - since they will be in it. That means wherever your book goes - they will be in it.

You can offer different packages and pricing depending on how many they buy. If they buy 10 copies, you could list their name as an ambassador in the back of your book. If they buy 20 copies, maybe you put their company name and logo.

If they buy 50 copies, you could offer them a banner on your website or even a profile on their business.

If they buy 250 copies, maybe they get to write a bonus chapter. If you are writing a book for business owners and a software developer wrote a bonus chapter about how they can help their business with this software - now they can also get a customer from your book.

If you find sponsors who charge \$1,000 or \$5,000 for a customer, then it doesn't take that many customers for them to recoup their investment. They can give the books away for free or sell them and recoup their money they paid for the books.

***It becomes a self-funded marketing campaign for you AND for them.
It also pays for you to publish your book.***

Multiple Authors or Contributor Books

One of our authors followed this funding guideline and sold \$50,000 worth of her books in about 24 hours... before she wrote one word. She's from Israel, so English is her second language. She found 11 other authors who wanted to each contribute a chapter. She charged them \$5,000 to \$7,000 based on how many books were included in their package (200 or 250).



Shiran Cohen

BEFORE:

- ❑ Self-Published a book with \$0 in sales
- ❑ Spent 2 years trying to “figure it out”

AFTER:

- ❑ #1 international bestselling author
- ❑ Wrote multiple books the last 2 years
- ❑ Made \$50,000+ from her book before she wrote it
- ❑ Built a coaching platform for more revenue



Preorder Copies

You’ll notice when you tell people you are writing a book, they will often say, “I need that book!” or “how can I buy a copy?”.

Just like crowdfunding, you can come up with creative ways to charge for your book (and get paid for it) BEFORE you even write it.

We show our authors how to create preorder forms. It usually consists of their photo, book cover (designed before it’s written), bar code, or website to preorder. We LOVE QR codes as you can tie it into a landing page, website or app to keep in touch with people without having to keep up with biz cards.

You can also use it on virtual events or online stages.

They can Venmo you, PayPal, give you cash, etc. But this will give you a way to track orders and their address, email, phone, etc. You can also build your list of people to support your launch.

Free Gifts

Give incentive for people to buy multiple copies.

Example: If you are writing a book about divorced dads, you can offer a free 30 minute consult for anyone who buys five books ($\$20 \times 5 \text{ books} = \100 value). Most people who are going through a divorce also know others who are going through one.

Maybe they are an attorney and your book will help them save time because it educates their clients on the basics so they don't have to. It's so much easier for them to give your book to each of their clients than to spend the time, energy or money to write their own book! That's a HUGE value for them.

Selling Ads

I came up with this idea from owning magazines for over thirty years.

I also saw it "right in front of me" at lunch one day when I was at the Cheesecake Factory.

They have a really big menu, and in between all of the delicious cheesecakes, they had ads for businesses. I would think fitness coaches could clean up there.

They said they have approximately 3,000 guests per day, so they sell "exposure" to these guests. You could do the same thing in your book. You are not selling ads - you are selling exposure.... and books!

You can create a section in the back of your book that is called "Resources from the Author" with small ads or profiles from people who paid for bulk copies of books.

Anyone can do this - even if they are not a whiz at sales.

They **MUST** buy 100 copies of your book **IN ADVANCE** in order to get an ad in your book. $\$20 \times 100 \text{ books} = \$2,000$. If you have 10 or 20 ads that you include - that's \$20,000 to \$40,000 in revenue. That will cover over 100% of your publishing costs and give you a big profit before you even write your book.

Remember, it's much cheaper for them to buy an ad in **YOUR** book than to take the time to write, edit, publish and market their **OWN** book. They are also trying to reach your ICA and it will benefit them to be featured in your book. It also gives them credibility to be featured in a book.

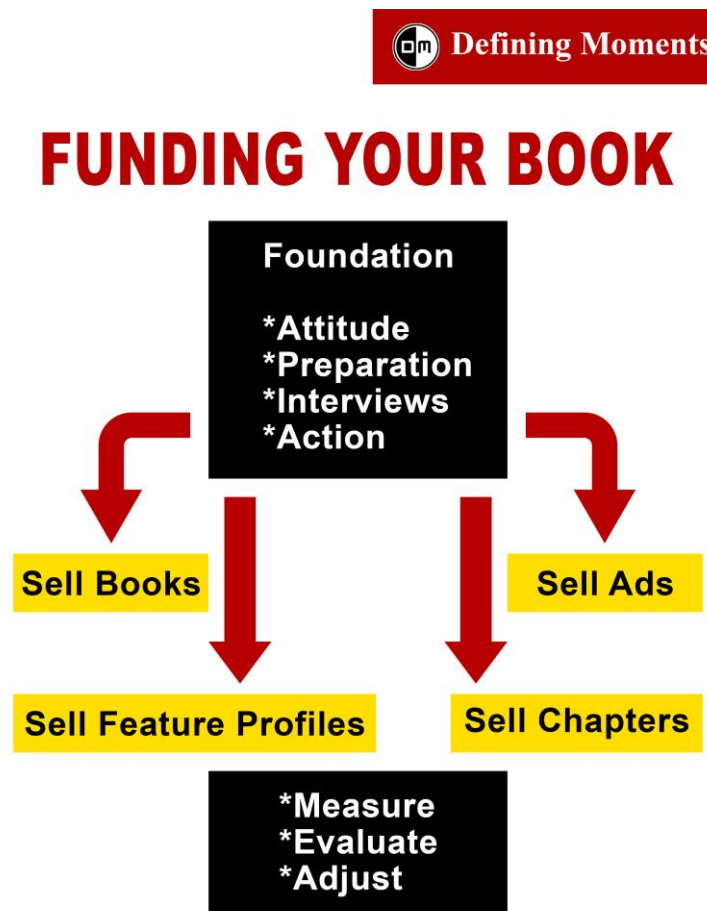
IMPORTANT to remember, you are not selling ads - you are selling books. So if they buy some type of promotion in your book, your book itself becomes the currency. They can sell them or give them away - just like the sponsor.

BENEFITS FOR SPONSORS:

- They can get clients from the book.
- They get exposure to their ICA.
- They get copies of books - they can sell or give away.
- They gain credibility as an expert in your book.
- It's a great way to build their brand and awareness.
- It's an affordable marketing tool.

What are some other benefits?

Below is a chart that shows the process of selling ads or profiles in your book:



Client Case Study

One of our authors, Christoph Nauer, is a life and business coach who helps people balance their work/life balance and become more productive. I first heard his powerful presentation and suggested that he write a book.

His reply was, “I don’t have time,” whereas my reply was, “you already wrote it. You can take the presentation you just did, transcribe it, edit it and use that as your book.” He had never thought of that as an option.

Then he took it a step further and interviewed other experts. He found other people who had the same ICA as he did, which was business owners. He made a list of other people who are targeting his readers like financial advisors, insurance agents, marketing people. They all want to reach the same ICA, but they do not compete with his services.

He called them and offered interviews in his book and then they all wanted to buy extra copies because they were going to be in the book. They all bought copies in advance. This is further proof that companies will pay for exposure in a credible book. This was *so* successful, he is *still* selling them in bulk even after his book was published and launched.

Here is his book:

www.amazon.com/No-Time-Free-Balance-Business-ebook/dp/B099412582

Make a list of at least 100 companies that you can approach to interview as an expert in your book. It only takes a few.

List Some Potential Interview Partners

Partner With a Nonprofit

Another one of our authors, Rita Gladding, created a foundation when her son, Gavin, was killed by a hit-and-run driver. When she launched her book, she offered a free copy to anyone who donated \$100 to the foundation. Then she listed each of them as ambassadors in the back of her book.

Rita also does a golf tournament as a fundraiser each year. She included the cost of each book in the ticket price, so each attendee receives a copy of her book, which continues to further the cause and share the story that honors her son's legacy.

Here is a copy of her book:

www.amazon.com/Gavin-Gone-Turning-Purpose-Create/dp/B0B457G62P

You might see people who have an acknowledgement section where they thank all of the people who helped them.

If people buy ten or more copies, you could list them in the back of your book. Or come up with something creative that will benefit them if they buy twenty or more copies.

You could even have someone write a bonus chapter and charge them \$5,000 for 250 copies of your book. If they charge \$5,000 per client, then they would only need one client to pay back their campaign. They could sell all of the books or give them away to potential clients.

List some nonprofits you can approach with this concept

Presales at an Event

If you are speaking to a group of people or are at an event, mention on stage that you have a publishing deal and are the author of an upcoming book. Watch how many people line up to speak with you. Your credibility just shot WAY up.

Give them a presold book form so they can purchase the book at the event. You can create a presale form or flyer that they can use to place an order with you. Or send them to a QR code or landing page with options to buy a book now - even before it's written.

\$19.95 value per personal book (memoir, self-help, personal development, etc.)

\$24.95 value per business book (finance, career, professional development)

This works very well for speakers or people who have a booth at a large event and don't have their book completed yet.

List some events you can speak at for your industry (online or in person)

Business Profiles

As a magazine publisher for over thirty years, I discovered that if we made an ad look like an editorial, it would pick up 50% MORE readers.

Another revenue stream for authors is to feature a business profile that shares the STORY of the sponsor and why they do what they do. It can also feature how they got started in their industry, maybe feature a then and now photo - and talk about their success stories or clients who have benefitted from their expertise.

You can charge even more for the profile since it's going to be in EVERY one of your books.

List a few companies or business owners who might want a profile in your book

Bonus Chapter

Sell a bonus chapter to ONLY ONE client. You can sell it for \$7,500 to \$10,000. This is a premium space for someone who will be in your book forever. This is a legacy that will outlive all of us and will also give them more exposure in a book.

If you find a sponsor who charges a few thousand dollars for their services - then they don't need very many clients to get a return on their investment.

They will also get a certain amount of books. Offer 250 copies to a sponsor who writes a bonus chapter.

List a few companies that might want to write a bonus chapter (Hint: They should charge more than \$1,000 for their service).

Speaking Fees

When my book hit #1 on the bestseller list, I started getting offers to speak at events and on stages. It instantly elevated me above most other people who have written a book.

I was shocked when Mensa reached out and asked me to speak at their national event in Las Vegas. I said, “I’m blonde. Are you sure that’s allowed?”

Mensa has some very smart people who are members. In fact, they are the smartest people in the world - measurable by their IQ scores (which is required for membership).

Not only do they read books, but many of their members also had a deep desire to write a book. At the end of my presentation, I mentioned that I can help them write and publish their own book - so they cannot fail. The thing about really smart people is... they don’t like to fail. Their fear of rejection or failure can often paralyze them from taking risks (like writing a book).

When I showed them how simple our formula was to write a book and how quickly they could get ‘er done...many of their members were interested in working with me. The value of those clients was worth so much more than what they paid me to speak.

List some stages you would like to speak on

List a few people you will send your media kit to and book a speaking commitment

How to generate \$3,000 per speech from now on

Once you are an author (especially a #1 bestselling author), then you have more authority and credibility than the average bear.

Let's say you wrote a book for business owners on how to hire good sales people.

Make a list of all the types of companies or organizations who can benefit from this type of information (like a chamber of commerce, private school, nonprofit, etc.)

Tell them you want to put on a private event that will cover the following:

- Marketing the event for their organization
- Fundraiser for their group
- Customer appreciation for their members or business owners
- Educational event to benefit their members

Tell them you will even help them sell the books. The event will be an evening seminar and will feature YOU - the author of a bestselling book.

Assign a value to the event (\$50) per ticket. The school can invite "leads" or potential members who would be interested. Existing members get 2 free tickets to the event as a way to say thank you.

You speak at the event and offer to sign a free copy of the book to anyone who buys one that night.

Create an irresistible offer for anyone who buys MULTIPLE copies - like a free one hour consult or a special workshop etc.

When you speak, make your content 90% EDUCATION and 10% PITCH.

At the end of your speech, talk about your book and/or other coaching services that you offer. Give incentive for them to sign up that night.

If you sell a workshop or coaching client, donate an agreed upon % back to the organization.

You could offer a referral fee if any of their clients become your client beyond buying a copy of the book.

We get asked to speak at many live and virtual events because we SOLVE a pain point for the organization's members.

The organization wins because they get an event with a credible speaker and don't have to pay out of pocket.

The attendees win because they get tools and information to help them with their business for free.

You win because you are selling books that will provide income to you.

How can this apply to other books or industries?

Let's say you write a book that will help parents connect with their child better... or maybe a book about how to help kids learn how to deal with toxic friends.

Most schools have a budget for anti-bullying messages, educational or motivational speakers. Tell them you will waive your fee if they buy at least 150 copies of your book at retail price (150 copies x \$20.00 each = \$3,000).

For this example, focus on private schools since they are always looking for fundraiser ideas.

List a few schools or organizations you can approach with this concept

How to Sell More Books as a Speaker

There are many ways to connect with your audience as a speaker.

I was at an event with Dan Buettner who wrote *The Blue Zones*. As he spoke, he asked the audience engaging questions like a survey. Then he said, "If you want the results of the survey, text the word 'blue' to this number." Then he gave out the number and also had it on his screen.

When people sent that text, that created an option form to his funnel with a special report, etc.

I once shared the stage with author John Maxwell, who was the keynote speaker. He announced that his book was coming out next week and gave the audience a special code to get the book early or with a special price for an advanced copy - but **ONLY** if they bought it right then.

Out of 10,000 people in the audience - at least half of them held up their ipads and had already downloaded his eBook! That was a brilliant idea and paid him much more money than his speaker fee.

What NOT to do as a speaker

I traveled all over (on my own dime) and took books with me. I was a speaker at a national event for parents who lost a child, so I thought my book would be a great resource for grieving parents. I envisioned selling thousands of books since everyone who attended was my ICA.

I had to pay to ship my books in advance (plus an expensive surcharge to the hotel to receive them). I also had to pay for my own plane ticket and hotel. The event even charged me a fee for the event as a speaker (even though they offered a discount).

I thought, “No problem, I’m going to sell a TON of books.” Until I didn’t.

First of all, there was a pop up “bookstore” and I had to get permission months before the event to sell books there. Even though they agreed to sell my book - there were literally hundreds of other books with the exact same subject matter. So every competitor’s book was there - the market was completely diluted.

Not only did I not sell many books, I had to **PAY** to ship them all home. I had to pay for a cab to the post office, and even had to buy tape and scissors on top of that.

So, I was in the **RED** for that event for sure.

Can you see why the above examples were **SO** much better than my initial assumption about book sales? Had I known this, I would have negotiated a value for my speaker fee (\$3,000) and insisted that they buy 150 copies of my book. Then the pressure is on **THEM** to sell my books - or even invite me as a keynote speaker since my books are a tangible currency and have a high value for their attendees.

How I Turned Things Around & Started Selling from the Platform

I actually sold more books when I spoke at churches and shared my testimony - because there were no other books there and I had a captive audience who was inspired by my testimony. I also offered a % of sales back to the church.

I found that I could convert 25% of an audience to buy my book. So for every 100 people I spoke to, I knew I could sell 25 books. So if I could get in front of 1,000 people, then I could sell 250 books. My book price was \$13.95 (plus tax) so I sold them for \$15.00 = \$3,750. I knew if I spoke at events with at least 1,000 people - that's what I could make and would include book sales as part of the gig.

That didn't even count the upsells from a masterclass, a workshop or private coaching.

Another speaker trick... when you waive your fee - send an invoice that says \$3,000 and is marked as paid with \$0 invoice. It makes the organizer of the event feel they are getting actual value for your time.



CHAPTER 7

WRITE YOUR BOOK

“Writing is easy. All you have to do is cross out the wrong words.”

- Mark Twain

Now that you have done some research on your book idea, and have determined why you are writing your book, who you are writing it for and even tested your title and concept with a group of people (other than you, me and your Mama), you are finally ready to start writing your book.

By the end of this chapter, you will have clarity about what you should write about - and even have a completed outline.

#1 reason that 79% of people never finish their book

The #1 reason why people fail to complete their book is because they lack clarity and don't finish their outline. Don't be like them.

This quick exercise will create some momentum and show you just how quickly you can actually write your book once you knock down that one domino in the chain. This is the small hinge that will open the biggest door. And you can get it done in the next hour, so do it!

Turn off your phone, put away distractions and really focus on the exercises in this chapter. You'll be amazed at how much progress you can make in this chapter.

WARNING. Do not skip this part

Do not begin writing your book until you have your outline completed FIRST. Even if you have started writing your book or have already written it, do this exercise first.

We have found when you follow this blueprint, your book resonates with more people as it is custom crafted for THEM.

**The #1 most important factor in writing a successful book:
Write the book people want to read - not just the book you want to
write.**

It's important to make the book about the reader - not about you. Even if you are writing a memoir.

Every Story Needs These 3 Elements

All books have them. All movies have them. Even a good commercial has them. As an audience, you might not even notice that these elements are there, but you will certainly notice if they are missing.

- ☐ Hero
- ☐ Trusted Guide
- ☐ Villain

The hero has a challenge they want to overcome.

The trusted guide (you) will guide them on this journey and show them the way. Think of yourself as Indiana Jones, taking them on an adventure and giving them tools to succeed along the way. Eventually, you will leave them on the trail with all of the resources to do it on their own.

Every story also needs a villain. Who is the villain in your book? Who or what is keeping your hero from getting the result or outcome that he or she desires?

In the example of this book, YOU are the hero of this journey who wants to learn how to write and publish a book without wasting time or money.

I am the trusted guide who has already been down this path so I know how to protect your time and resources to self-publish.

The villain is the traditional publisher who wants you to do all of the work, market your own book and still take 90% of your money out of your pocket.

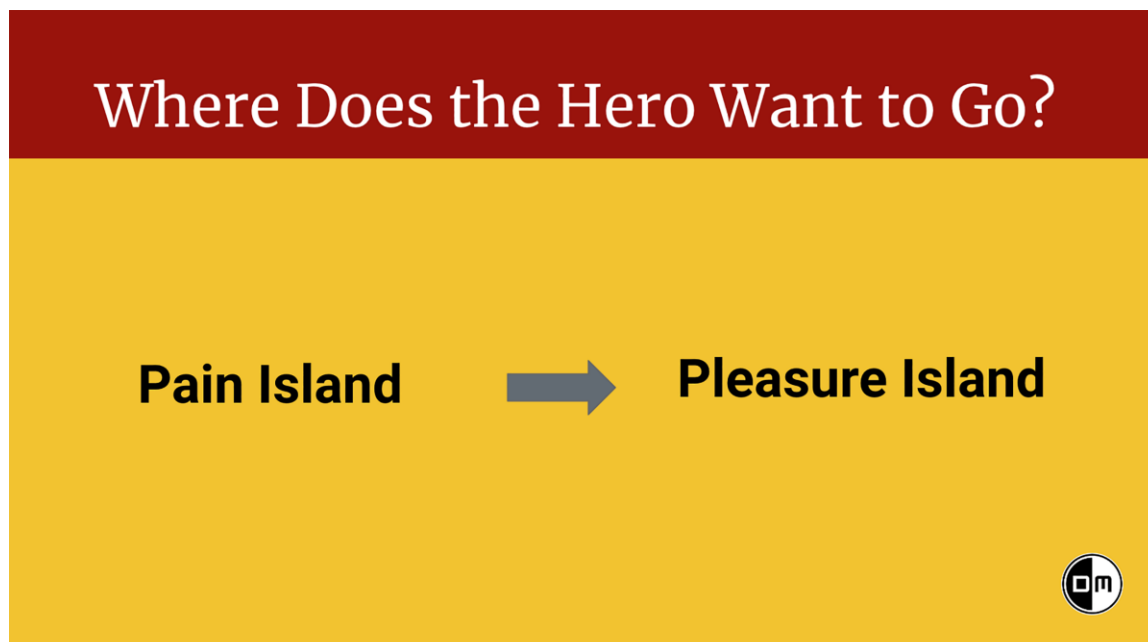
Make some notes about who these are for your book:

Hero

Trusted Guide

Villain

The trusted guide could also be other experts. If you are not the expert, you can be the reporter and simply interview people who know the industry (like the host in a podcast).



Now you know WHY we spent so much time examining the needs of your reader and where they want to go.

Some people need a solution ASAP (PAIN). It's a matter of life or death. Others just want to improve some aspect of their lives. They both want the outcome to get there - even if they take a different journey (PLEASURE).

They want to go from pain island to pleasure island. The mistake that most people make - is they try to sell the BOAT. You are the captain. Your job is to help them see that you can keep them safe and get them there faster.

There will ALWAYS be people who choose to take the long way, the hard way (swimming through shark-infested waters) because they don't want to pay for the boat ride. That's ok, too.

How to Create Your Outline

Now we are going to start putting the pieces together. You can write them here in this book or put them on a notepad.

Write your book topic at the top of the page

***If you were going to tell someone how to do what you do, what is that process?
How many steps would it take?***

What are the tools you would use?

What stories or testimonials do you have to share?

How many steps are there to the outcome? List them out here.

For example, if you want to stop drinking alcohol, you can attend Alcoholics Anonymous and experience their famous 12-Step Program. The steps are clear, they offer group support, tools, and accountability - so there is a higher likelihood of success vs someone doing it on their own.

This book has 11 steps to publish a book. Each of those steps became a chapter. Each chapter has a tool and an example of how the tool works.

If your subject was weight loss, it might look like this:

Losing Weight

1. Set a Goal
2. Create Plan
3. Take Action
4. Inventory
5. Accountability
6. Track Results

Try to keep it between 5 to 12 steps. No one wants to read the “365 Things You Must do to Lose Weight.”

Then each of those steps becomes a section. In each section, you’ll outline what you will teach, any tool that was helpful and then a story or testimonial that helped you or someone else.

For this book, it was

Step 1: Know Your Reader (ICA)

Teach: How to determine which book to write?

Tool: Know your reader questions

Testimonial: Case study from my Dad’s book who is making passive, residual income

Now fill this out for yourself

Step 1:

Teach

Tool

Testimonial (or Story)

Step 2:

Teach

Tool

Testimonial (or Story)

Step 3:

Teach

Tool

Testimonial (or Story)

Step 4:

Teach

Tool

Testimonial (or Story)

Step 5:

Teach

Tool

Testimonial (or Story)

Step 6:

Teach

Tool

Testimonial (or Story)

Step 7:

Teach

Tool

Testimonial (or Story)

Step 8:

Teach

Tool

Testimonial (or Story)

Step 9:

Teach

Tool

Testimonial (or Story)

You don't need too many steps. Most things in life can be explained in a few steps. If you complicate it or create too many steps, they might lose momentum, get confused or stop taking action. And then they just feel defeated and in a bigger hole than they started.

Now, you should have each step, along with 3 things to talk about in each chapter. This is the outline of your book. See how easy that was?

What if I'm writing my life story or a memoir?

No one wants to read your diary. Sorry, but it's true. You can use a similar structure, but would include a story in the place of a testimonial. If you are sharing how, you lost weight, or bounced back from a divorce or overcame abuse - you would probably also include tools that will help your reader who is also trying to find the outcome you already have.

This type of book leads to coaching or consulting as a natural solution for those who want more time or have additional questions.

Ligia Montani, one of our authors, had an abusive childhood and wanted to help others heal from trauma as a coach. She did a fantastic job sharing her story and also creating tools for the reader. This helped the reader understand that they could empower themselves and heal - with the right support or someone who had already arrived where they were headed.

Here is her book as an example:

www.amazon.com/Living-Dirty-Glasses-Clearer-Perspective/dp/B0B28D18Z1

What if I'm doing a cookbook?

We worked with two authors, Angel & Terry Grier, who had a successful cooking show on youtube and wanted to create a cookbook for Vegans. They included their incredible story for WHY they created this cookbook and their love story for each other. Angel was Italian, and food = love in that culture. When Terry started having health issues, she had to find a solution and chose a plant-based lifestyle. She had to reconcile in her own head what associations she had and her own relationship with food. It was so compelling that it made me become a vegan. And I'm from Texas where it's a sin to not eat meat!

I've seen hundreds of cookbooks, but none are self-help cookbooks with the story of what the author had to overcome to solve this problem for themselves BEFORE they became the expert. Your chapters become your tools, solutions or recipes.

Here is an example of their book:

www.amazon.com/Food-Healing-Simple-Delicious-Solution/dp/B09MZXWV5Q

How do I follow this to create a speaker platform book?

Dr. Robert Perkins is a dentist in Malibu, California. He lives near Hollywood and has celebrity clients, along with plenty of non-famous clients. He is an expert who specializes in TMJ and the many health challenges that stem from misdiagnosis.

He wanted to write an authority book that would help elevate his reach to peers and educate them on this issue. He also wanted to build his credibility as a speaker. When his book hit #1 on the bestseller list, he began to get invites for media and to speak on more stages as a global expert on this subject.

He also bought wholesale copies of his book to give to other dentists for free - and that led to consulting, specialist referrals, and continuing education for other dentists.

Here is a copy of his book:

www.amazon.com/Health-Nexus-Development-Causations-Treatment-ebook/dp/B09ZLXL6JY

What if I want to include other writers in my book?

I started with collaboration books. You still need to create an outline so you know who to interview or what type of story you want to include. This outline becomes your Table of Contents.

You could interview 10 experts for 10 chapters.

Here is an example from one of my books:

www.amazon.com/Defining-Moments-Stories-Survival-Problems-ebook/dp/B08GC1FLPB/

How to Write Your Book Without Actually Writing it

It should only take about ten minutes to write out your outline and the steps. Keep it simple and don't overthink it or try to edit anything. Just let your mind brainstorm on some of these things.

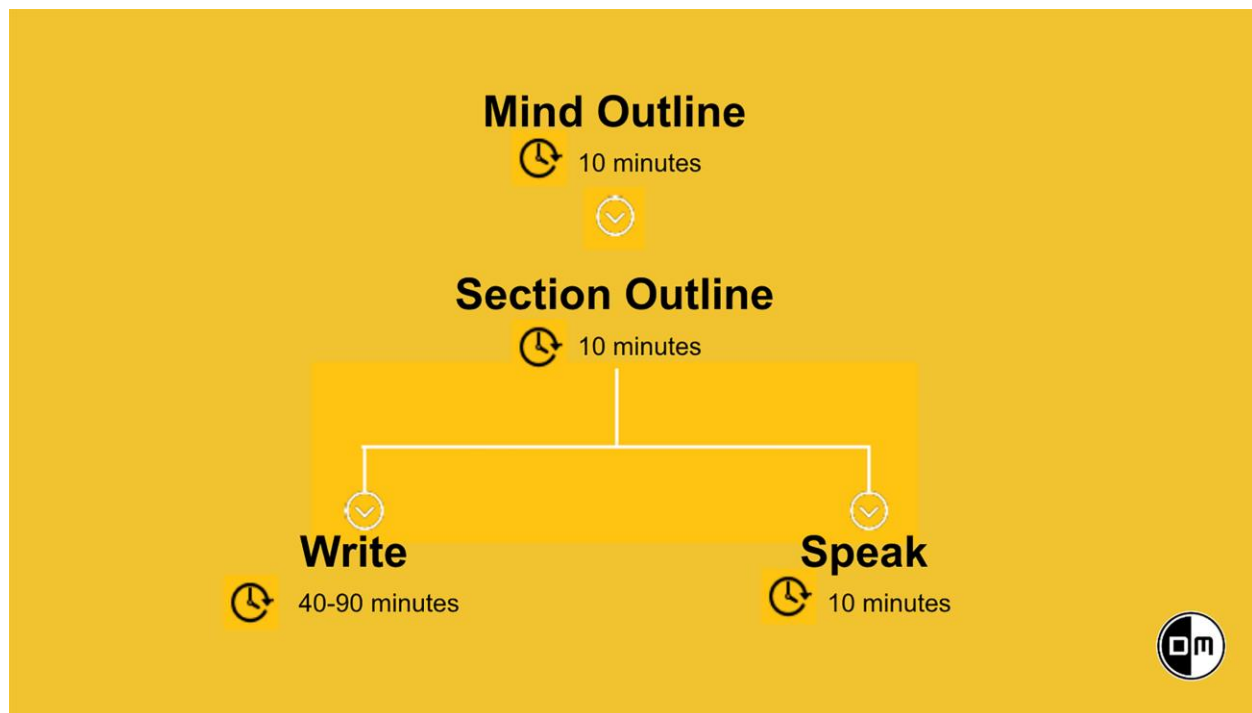
Then your section outline should only take about ten minutes - to outline what to include in each section.

Once you start to write, you simply fill in the blanks and write out the explanation for the steps. That could take anywhere from 40 minutes to 90 minutes to do this.

If it's easier, then speak your book. Record yourself talking about the steps, the tools, the story, etc. and then transcribe it. That only takes about ten minutes.

Think of questions your readers might have. You could ask a question, then answer it. Don't spend more than five minutes answering it. Keep it succinct and don't get into too much detail. You can always add more later.

Here is an overview of what your outline and writing process should look like for each step:



How to Speak Your Book in 3 Easy Steps:

1. Speak or Record
2. Get it Transcribed
3. Polish it off with some editing

You could host an online workshop or event, record it and then transcribe the event.

You could take a presentation and convert it using this methodology, make a few tweaks - and you have your book.

Don't make this harder than it needs to be just to justify how long it took you to actually start writing your book.

Many of our authors have gone on to write several other books, now they realized how easy it actually was.

How fast can you write a rough draft?

- ☐ Ideal length of document - 40 to 75 word document in MS Word or Google document.
- ☐ Ideal word count should be 15,000 to 30,000 words.
- ☐ Average person speaks 150 words per minute.
- ☐ Easily speak your book in 90 minutes to 4 hours.
- ☐ Do NOT edit as you go.
- ☐ REMEMBER to only add one space between sentences, not two spaces.

SIMPLIFY

Your book should be around eight to ten chapters with eight to ten pages per chapter. That is approximately a 100 page book.

This would take a reader about 90 minutes to read your book. Your credibility is not tied to how thick your book is. Your credibility is about how quickly you can get your reader from pain island to pleasure island and their desired outcome.

They don't want to suffer any longer than they have to. If they can choose between your book that has a solution in 100 pages, it's much more appealing than reading a dissertation of 400 pages that is going to make them feel even more like a loser when they quit reading it.

At this stage, it's about taking ACTION, not PERFECTION

As you start to fill in the blanks and create the rough draft or your outline, you'll see how you can add in or remove little chunks of info vs having to rewrite your entire book or chapter BASED ON WHAT YOUR READER WANTS OR NEEDS.

It's a modular approach vs a linear approach

Other FAST Ways to Write Your Book:

- Finalize your outline, then record yourself explaining each chapter.
- Speak your book - record it then transcribe. 10 mins of speaking = appx 1400 words.
- Convert your signature speech into a book.
- Convert your course into a book and each module is a chapter.
- Ask a question, then answer it. Your entire book could be Q&A. Don't spend more than 5 minutes answering each question.
- Host a one-day event and record it - then transcribe and make that your book.
- Take a webinar, transcribe it and edit into sections with chapters.

The tone should be friendly and not too formal, like you are talking with a friend.

Writing Software

There are a few writing tools that help with spelling or grammar. They can also point out common issues in sentence structure or suggest other words.

Grammarly

This handy tool can be added as an extension, so it will make suggestions any time you write anything in your computer - even an email.

Hemingway Editor

This writing app does more than just identify typos or grammatical errors. It will make your writing more concise so you won't have the dreaded run-on sentences. The website version is free.



CHAPTER 8

EDITING

"Don't bend; don't water it down; don't try to make it logical; don't edit your own soul according to the fashion. Rather, follow your most intense obsessions mercilessly."

- Franz Kafka

Editing your book is one of the most critical steps. Finding the right editor can make or break your book, especially if you don't consider yourself a writer.

If you just go out and say you need an editor, you might end up spending more time or money than you need. It's important to understand and be able to articulate where you need support.

Types of Editors for Nonfiction Books

Structural Editing

This process takes a broad look at the structure of your book, what's in each chapter, how it reads or flows. This is usually done with a final document and not a rough draft.

Editorial Assessment

This is an evaluation to determine what type of editing you might benefit from.

Copy Editing

They look for the mechanics vs the creative choices. They are looking for spelling errors, grammar, punctuation, proper capitalization and consistency in the style guide.

Proofreading

This is the final stage of editing before a book goes to be published. There might be some errors from formatting, or a word that is missing italics, etc. Some authors offer a free copy of their book to people who will proofread it.

Substantive Editing

This is a comprehensive edit that includes critiquing your work, overall structure, writing style and a combination of structural and copy editing. It's often cheaper to have one person do all of these than use separate ones for each listed here.

Style Guides

When you write your book, there are different style guides or handbooks that are used to determine if it is following consistent guidelines for writing style, usage, and grammar.

If you are going to hire an editor, then it's important that they understand which style guide you are using.

There are 4 main style guides to choose from:

- Chicago
- AP
- APA
- MLA

APA and MLA are not used for nonfiction books. For nonfiction books, our company uses AP style format or Chicago. AP Style is what most magazines and newspapers use.

The Chicago Manual of Style is extremely comprehensive, more so than other guides. It dictates the rule for punctuation inside quotation marks, plus spelling out numbers fewer than ninety-nine and at the start of a sentence.

The serial/Oxford comma is also standard with this style. If there's a list of three or more items in a sentence, title or subtitle, a comma is needed before the last item in the list. (Example: Marketing for Success: Find Leads, Fill Your Pipeline, and Get Results)

Here is a reference for the Chicago Manual of Style:

www.chicagomanualofstyle.org



CHAPTER 9

LAYOUT

"I love deadlines. I like the whooshing sound they make as they fly by."

--Douglas Adams

Once your book has gone through editing and is approved and final, then you are ready to start formatting or designing your book. Formatting sets up your book to work in an ebook template or for print.

Do you have photos, charts or graphs in your book? If so, this could increase the file size or make it more difficult for the person who is formatting your book.

If you have a specific look, feel or font that you want to include, then it's important to design that first before you send it to formatting

For publishing your ebook on Amazon, you'll need an epub version of your book. Most people send files in MS Word or a Google doc.

Formatting can take anywhere from 5 days to 4 weeks. It all depends on how backed up the formatting company is with other projects and how many changes you have.

Your ebook can be in color since it's digital.

Most print books print with black and white ink for the interior and on offwhite paper. If you have many photos, then you'll want to choose white paper when you publish so the photos will print more clearly.

This is NOT something you want to do yourself. It's not worth the headache. Most book formatting will run approximately \$300 to \$1,200. The cost depends on how much custom book design you include with the formatting and how many revisions you have.

At Defining Moments Press, we include the formatting cost as part of our service when we work with an author. We also have many reliable formatting resources available if you need help with this part.

If you plan to hire someone to format your book, ask for samples of their book and make sure they have experience with other books. If you have a planned book launch looming, you cannot afford time-consuming our costly mistakes. It's another sure sign of a rookie mistake when your book has formatting issues.



CHAPTER 10

PUBLISHING & PRINTING

"To survive, you must tell stories."
- Umberto Eco, *The Island of the Day Before*

There are a few ways to self-publish a book, but since Amazon sells 90% of all ebooks, and 70% of all print books - we will focus on that platform.

Here are the items you'll need to gather and the choices you'll need to make before you are ready to publish.

Publishing Checklist

EBOOK

- ☐ Epub copy of your book
- ☐ Book Cover
- ☐ Title
- ☐ Subtitle
- ☐ Author Name
- ☐ Book Description
- ☐ Price
- ☐ 7 keywords
- ☐ 2 categories
- ☐ ASIN #

PRINT

- ☐ Pdf copy of your book
- ☐ Book Size
- ☐ Type of paper
- ☐ Color or black & white (inside the book)
- ☐ Matte or Glossy cover

- ☐ Save same elements from ebook
- ☐ ISBN #

If you don't have your own ISBN or ASIN#, Amazon will give you one for free (these are like social security numbers for your book). Just choose that option when you upload.

Publishing your Book on Amazon

Before you can publish your book on Amazon, you'll need to set up an author account.

Kindle Direct Publishing (KDP) is the publishing division of Amazon. You must have some type of Amazon account to sign up. If you have a personal Amazon account, then you can use the same sign in for KDP as a self-published author.

Step 1

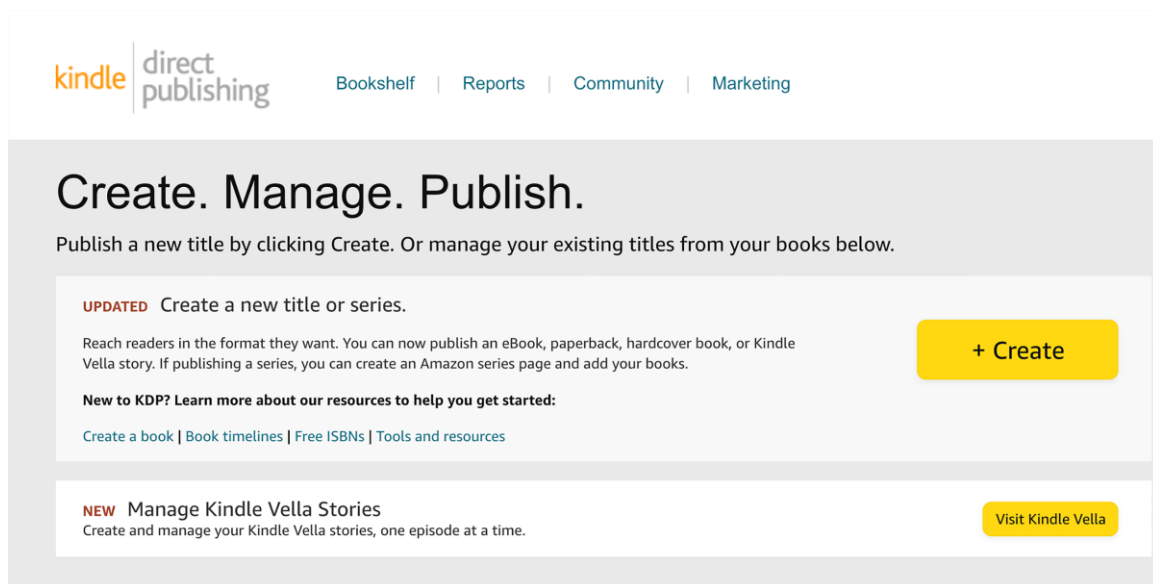
Go to kdp.amazon.com

You sign in with your existing Amazon account.

They will ask for details about you, your address, banking info for your royalty checks, etc. You will NOT be able to publish without setting this up.

Step 2

Here is how your bookshelf will look when you set it up.



Hit the “+Create” button to start a new project. It will ask if you want to publish an ebook or paperback.

Then follow the prompts and add in your elements from the checklist.

Step 3

Choose your price. We usually suggest you lower your price to 99 cents for an ebook and under \$10 for a print book (\$9.95). This is just for your launch so you encourage more people to buy a copy and leave a review. You can raise it back up after the launch.

If you lower your price to 99 cents, Amazon will only give you 30% royalty. If you set it above the minimum price, you’ll receive a 70% royalty. You won’t make much money with this strategy, but you will sell more books during your launch. If your goal is to become a bestselling author, then you’ll need a strategy for that goal.

If you don’t care about bestseller ranking, then pick a price that makes sense for you and still gives you a nice royalty.

If your book is under \$10, then list that in the keywords so it’ll show up when people are searching for books under \$10.

There are some book promos that will only promote your book if it’s under \$1. Others will only promote if you have at least 10 reviews. So that all depends on your marketing plan.

When you have added all elements, hit PUBLISH.

Congratulations!! You are officially a published author.

Once your book is published, it will take a few hours (or days) for Amazon to approve your book. It might say “in Review” until it’s approved.

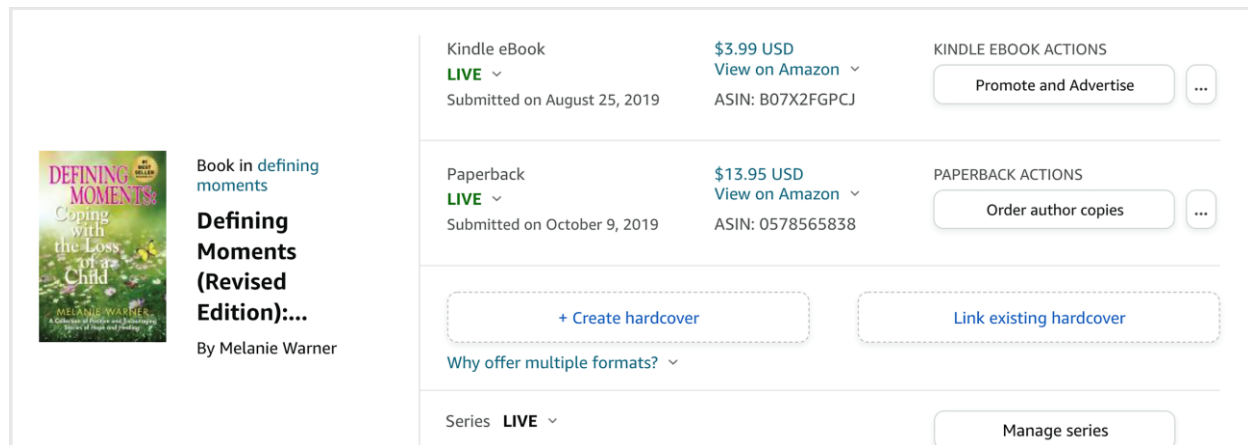
Ordering Author Copies

Once your print book goes **LIVE** you can order author copies. See the photo below under “paperback options”. You will get your books at a wholesale price that ranges from \$2.50 to \$4.50 per book.

The wholesale cost of your book will be determined by what type of paper you chose and if you are using black and white or color printing inside your book. Color is much more expensive and is usually only used for children’s books. It also depends on how many pages your book is.

WRITE YOUR BESTSELLING BOOK IN 8 WEEKS OR LESS *Even if No One Has Ever Heard of You*

Fewer pages = less time to write, less time and money to edit, and less expensive to print.



The screenshot shows the Amazon KDP dashboard for the book 'Defining Moments (Revised Edition)' by Melanie Warner. On the left is the book cover. To its right, the text reads 'Book in defining moments' and 'Defining Moments (Revised Edition):... By Melanie Warner'. The main content area is divided into sections for different formats. The 'Kindle eBook' section shows a price of '\$3.99 USD', a 'View on Amazon' link, and a 'Promote and Advertise' button. The 'Paperback' section shows a price of '\$13.95 USD', a 'View on Amazon' link, and an 'Order author copies' button. Below these are buttons for '+ Create hardcover' and 'Link existing hardcover'. At the bottom, there is a 'Series' section with a 'Manage series' button.

| Format | Price | View on Amazon | ASIN | Submitted on | Actions |
|--------------|-------------|--------------------------------|------------|-----------------|-----------------------|
| Kindle eBook | \$3.99 USD | View on Amazon | B07X2FGPCJ | August 25, 2019 | Promote and Advertise |
| Paperback | \$13.95 USD | View on Amazon | 0578565838 | October 9, 2019 | Order author copies |

[+ Create hardcover](#) [Link existing hardcover](#)

[Why offer multiple formats?](#)

Series **LIVE** [Manage series](#)

Fundamentals of bestseller

If your goal is to hit the bestseller list, then it means you must sell a certain number of books in a specific timeline.

Amazon's bestseller ranking resets each day, so it's an easier target to hit with 365 chances per year.

The Wall Street Journal, USA Today and New York Times reset their list weekly so you only have 52 chances in the year.

Researching Keywords

When you publish on Amazon, you will have 7 keywords to choose from.

Spend some time researching your type of book and see what keywords come up. You can also search on Google to see how people are looking for your type of book.

Case Study:

My Dad has been an attorney for over 60 years. He could have easily written a book about how he has only lost a few cases over that time period. He has also coached youth league baseball for 50 years. Yet, his passion was teaching Sunday school classes for 50 years.

When we researched “bible study books”, we saw that there were over 14,000 people looking for that type of book. So we included it in his title and also in his book description. That means he has a better chance of people finding his book.

He has made consistent sales from his book without any paid ads or marketing, simply because people are searching for that type of book. When you select keywords that they are using to find these types of books, you have a better shot of finding buyers.

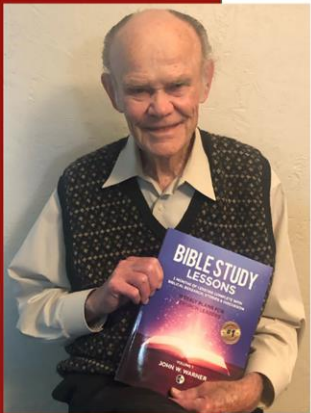
Here is his book:

www.amazon.com/Prepared-Bible-Study-Lessons-Leaders/dp/B09P4371ZT


So Easy An 85-Year Old Can Do It...

RESULTS

- ❑ My Dad taught Sunday School for 50 years
- ❑ Became a bestselling author
- ❑ \$400 passive book income last month
- ❑ Raised money for his church
- ❑ Wrote 3 more books as a series
- ❑ Multiple volumes = repeat customers



| Currency | eBook Royalty | Paperback Royalty | Hardcover Royalty | KENP Royalty | Total Royalty |
|----------|---------------|-------------------|-------------------|--------------|---------------|
| USD | 35.11 | 365.94 | 0.00 | 0.00 | 401.05 |



List your keywords here

Categories

This is the most important aspect if you want to hit the bestseller ranking on Amazon. Each book has a different category.

When you publish, you will only see an option for two categories, but you can send an email to Amazon to add up to ten categories.

The self-help category for nonfiction books is very competitive. You would need to sell almost 1,000 copies of your book in one day in order to hit #1 in that category. There might be other categories that are more of a niche that might not be as competitive.

Look at similar books in your industry and scroll down to the publishing details to see what category they are listed in. If they have a lot of reviews, then it's safe to assume they also have a lot of sales. That's one way to know if you are choosing a category where people are buying your type of book.

Here is an example for this book that I recently researched.

- Best Sellers Rank: #64,106 in Kindle Store ([See Top 100 in Kindle Store](#))
 - #6 in [Adult & Continuing Education \(Kindle Store\)](#)
 - #10 in [Writing Skills in Advertising](#)
 - #11 in [Nonfiction Writing Reference](#)

This is the category I would choose when uploading my book:

Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

After calculating the ABSR (Amazon Bestseller Ranking) of other books in my category, I would need to sell 550 in one day to hit #1 or 67 books to hit #10 on the list.

This category only needs 225 books sold to hit #1

Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills

If I can get 225 people to come to my launch and buy a copy that day, then I have a good chance of hitting #1 on the bestseller list.

If I was writing a book about screenwriting, then I would only need 39. It's a more obscure category with less books:

Books > Reference > Writing, Research & Publishing Guides > Writing > Play & Scriptwriting

There are so many books about writing that it's a very competitive category.

Research is crucial to be able to calculate this before your book comes out.

You can still sell thousands of books over time and still not hit #1 on the bestseller list. There is a science to hitting the algorithm. You can also make your book free and if enough people download your free book on your launch day - you could hit the bestseller list... with a free book.

List your categories for your book here

Celebrate the Unboxing of Your Book

Record a video and take photos of you unboxing your book for the first time. It's a powerful moment that you can share with your readers, supporters, friends, clients and always makes people feel connected to your experience.

Below is one of our children's book authors, AJ Autieri Luciano, a retired school teacher. Her husband took the video of her reaction when she saw her book for the first time. This is a screenshot from her video.



Here is a link to AJ's book:

www.amazon.com/Samantha-Jeans-Rainbow-Dream-Vegetables-ebook/dp/B09ZHBGR2H

Pulling all of the pieces together so you can self-publish

ALL of your efforts need to be about the reader and what problem can solve for them.

Website, bio, back cover, cover, course, etc. need to be about how you can improve their quality of life.

People buy nonfiction books, programs or attend workshops for two reasons:

1) My life sucks and I believe you can make it better.

2) My life is OK and I want to do better.

This is why your marketing will determine who buys your book.

Printed Books

If you want a spine on your book, it must be at least 100 pages to print on Amazon.

Otherwise, it will be saddle-stitched, which means it has a staple holding the pages together.

Audio Book - there is a huge demand, especially for business books and busy people who don't want to read a long book. There are also many people who struggle with reading or have dyslexia, but they still listen to audio books. As people age, they listen to audiobooks when the fonts are too hard to read in a book.

Here is a sample structure for your book and table of contents:

INSIDE THE BOOK

Inside Front

Testimonials

Title page

Copyright page (ISBN, each version of your book needs its own #, ebook, print, audio, etc)

Dedication

CTA - Call-to-Action or Special Offer (workshop, free gift, download, etc)

Preface (or Foreword/endorsements if someone famous writes it)

Acknowledgement (sometimes in back of book)

TOC

Chapter 1 (who this book is for, overview of what you will teach them and explanation of steps)

Chapter 2 - step 1 in the process

Chapter 3 - step 2 in the process (and so on)

Chapter 4

Chapter 5

Chapter 6

Chapter 7

Conclusion

Bonus Chapter

Special Resources

About DM Press

Other Books by DM Press

Book Distribution

I had to admit, it was a HUGE ego boost to walk into major bookstores anywhere in the country and see my book on the shelf next to my mentors like Oprah Winfrey, Tony Robbins or Gary Zukav.

But that was when I had a major publishing deal. And they took 80% royalty because they had to fund 6,000 copies of my book that would be in every bookstore in the country.

Then the reality set in....

I was at a magazine publisher convention in Hawaii with fellow publishers so I scheduled a book signing while I was there.

The problem was, my book had nothing to do with magazine publishers. It was about how to cope with the loss of a child. Plus, the book store was nowhere near the hotel - so they had to take a cab or drive to come support me. I would have been better off selling my own books directly in the hotel lobby vs the book store. Lesson learned.

I even paid for Facebook ads to try to drive people into the book store. But the truth is, most of the people who bought were my fellow publishers who wanted to show their support or buy a book for someone else that needed it.

Bookstores are NOT necessary to making money off your books. In fact, you will make MORE MONEY by giving away your book for free instead of trying to sell your books in bookstores.



CHAPTER 11

LAUNCH YOUR BOOK

"If my doctor told me I had only six minutes to live, I wouldn't brood. I'd type a little faster."

- Isaac Asimov

Launching your book will determine the type of momentum your book will have. The key to planning a launch is to market the launch while you are writing the book.

Launch and ARC Team

You have been planting little seeds along the way to get people excited and engaged in your book journey. When you first announced you were writing a book, then tested your titles, tested your cover and started to build a list of people who were interested in supporting you and your book - you were building your Launch Team.

If they also agree to read a copy of your book or a rough draft or your first 3 chapters - this is called your ARC (advanced reader copy) team.

They agree to help you in one of 4 ways:

- Read your book before it comes out
- Leave a review when you launch
- Buy a copy of your book AND leave a review
- Help promote your launch and share it on their social media

It's a small group of people who agree to take a more active role in your book. They could be friends, family, clients, people who vote on your book cover - or all of the above.

What do they get in return?

- Free copy of your book (only if they read in advance and agree to leave a review)
- Their name in the book (acknowledgments)
- Be part of something inspiring
- Satisfaction of creating something meaningful

Set specific goals and communicate with your launch team. If you want 100 reviews the first week, let them know so they can celebrate those milestones. If you have 90, they will reach out and ask others to help bring it home. They are invested in your success. People want to know how to measure success - and you do that with goals.

How many books do you want to sell at your launch?

I decided to assemble a Launch team 5 days before my book launch. Within 24 hours, I had over 100 people committed to helping - simply because I asked. I created a private Facebook group for the launch team for the ones who agreed to read the book and leave a review. I could easily add launch materials, updates, etc.

You can also create an excel list, email list or a text chain. The key is to find a way to communicate quickly with everyone in the group and be able to send them a pdf of your book to read. Never send out a master copy of your book or give anyone access to your file that they could edit or delete. If they find typos or have suggestions, ask them to please email you a list so you can review it and see whether you want to make their suggested changes.

Here is what I posted on my personal Facebook page to find people. They volunteered and didn't even know what my book was about.



Melanie Warner

2d · 🌐



[See insights](#)

👍❤️ 74

104 comments



Book Launch - Melanie Warner >

🔒 Private group · 38 members



🛡️ Manage

👤 Invite

I would not suggest that you do this 5 days before your launch! You should start it appx 30 days before your actual launch date, especially if they are going to read the first few chapters and give you feedback. Be careful not to take in too much feedback unless it's from your ICA. Otherwise, you'll keep tweaking the book, never finish it and second-guess everything.

Launch Week

Here is a timeline to prepare for your launch. It's best to schedule a date and then work backwards from that date. If you want to launch in 8 weeks, then there are things you must do TODAY to hit that goal. There will be daily or weekly milestones, like the steps outlined in this book.

Keep in mind that some of these will be done while you are also writing your book, building your Launch team and testing your titles, etc.

Launch Date Example: August 31, 2022

FINAL draft of book is due August 1

Editing 5 to 7 days (deadline Aug 7)

Formatting 5 to 7 days (deadline Aug 14)

Upload materials 10 to 14 days *before* launch date (Aug 15)

As you can see, there is not much room for error. If you rely on freelancers for these services, sometimes they will delay part of the process. If they make a mistake, then you could miss a launch date.

Ideally, don't promote your launch date until you have all of your materials ready to go.

If you are also planning to do paid ads, then make sure you have a firm date with final materials since you won't be able to cancel them.

Your "publish date" on Amazon will be the date you upload materials. Usually it will be done 2 weeks before your launch so you can confirm that you have the correct keywords and categories.

Stagger Strategy

We suggest you start with your ebook first. It's much easier to sell multiple copies of your ebook at a discounted price vs a paperback or hardcover.

Then you can add your paperback and/or audiobook when you have all of the elements together. That also gives you another reason to celebrate or plan a launch.

It helps you get your book out there quickly. If you are using your ebook as a lead magnet, you can start using it right away even if you are still working on print elements or the audiobook.

Launch Date for your ebook:

Launch Date for your print book:

Launch Date for your audio book:

Types of Launch

There are many different ways you can launch your book. It's up to you to decide which one makes the most sense.

- ☐ Virtual Book Launch - online - live or recorded
- ☐ Social Media
- ☐ Youtube, LinkedIn or Facebook live
- ☐ Book signing event in person

The goal is to drive as many people to buy your book on one day so you generate enough orders or sales to trigger the Amazon algorithm and ranking. This is critical if you are trying to reach bestseller status.

Ways to Promote Your Book Launch

We have outlined a few free ways to promote your book. Here are some that have a small cost that you can use and still keep your marketing budget under \$500 for your launch. They range from \$5 to \$250 depending on their reach. Check out the rules for each site. Some require you to have at least 10 reviews and a professional cover. Some will only promote your book if it's a certain price. Others will promote a free book offer.

Bargain Booksy www.bargainbooksy.com

Book Angel www.bookangel.co.uk

Book Basset www.bookbasset.com

BookBub www.bookbub.com

Bookdealio www.bookdealio.com

Book Doggy www.bookdoggy.com
Crave Books www.cravebooks.com
Ebook Betty www.ebookbetty.com
Frugal Freebies www.frugal-freebies.com
Good Kindles www.goodkindles.net
Goodreads www.goodreads.com
Indie Book Lounge www.indiebooklounge.com
Indies Unlimited www.indiesunlimited.com
It's Write Now www.itswritenow.com
Many Books www.manybooks.net
Owen Sammarone, book blogger: www.unleashtheknowledge.com
Robin Reads www.robinreads.com/author-signup

GOALS FOR A \$10,000 LAUNCH

If your goal is to make \$10,000 from your book launch, then you need to know how many books to sell and for what price. If you have a special offer for clients or leads who come from your book as a client-conversion model, then you need to calculate how many clients you would need to hit that goal.

Book Sales

- ☐ Ebook: \$9.95/book = 1005 copies
- ☐ Print \$19.95/book = 501 copies
- ☐ Audiobook \$19.95/book = 501 copies

Business From Your Book

- ☐ 5 clients x \$2,000 each
- ☐ 2 clients x \$5,000 each
- ☐ 10 clients x \$1,000 each

What are your launch goals?

_____ # of Ebooks x \$ _____ = _____

_____ # of Print Books x \$ _____ = _____

_____ # of Audiobooks x \$ _____ = _____

_____ # of Clients x \$ _____ = _____

Total Launch Goal: \$ _____

My First Book Launch Results

When I published my first book, you'll recall I had a few traditional publishers and none of them led to any payments for my book.

When I took my own rights back and promoted my own book - using the methods I have outlined for you here in this book, here were my results in the first 30 days:

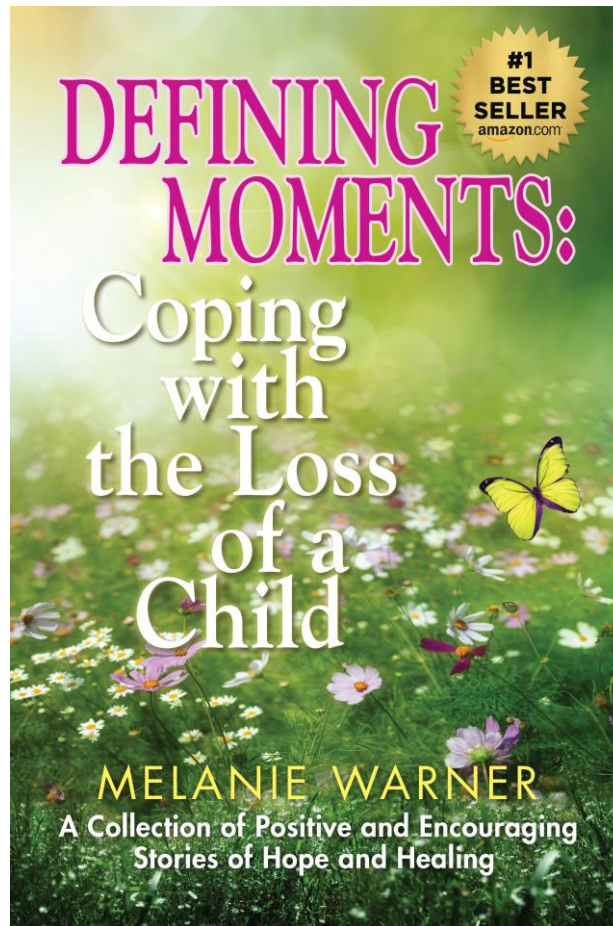
- ☐ Leads - 523 (opt in)
- ☐ Added 350 people to Facebook group
- ☐ Book Sales (ebook and print) \$1,025
- ☐ 10 courses x \$297 = \$2,970
- ☐ 3 coaching clients x \$4,000 = \$12,000

Total: \$15,995

Cost: \$,8000 (for publishing, website and funnel set up)

Profit: \$7,995

And... I hit #1 on the bestseller list



Since then, my book has continued to sell daily. I have also written several other books (including this one) and started my own publishing company to help other authors navigate the self-publishing journey.

Now I have a team of people who have helped me build a multi-million-dollar global business. We have helped hundreds of first-time authors write, launch and market their book to become #1 bestselling authors. Collectively, our books have reached over 1 million people worldwide.

This is why I am such a huge advocate of self-publishing. It's not just my opinion about the industry, it's my own experience and that of so many other authors that we have worked with.

If you want some guidance or need more resources, talk with one of our book success coaches:

www.mydefiningmoments.com/application

Launch Checklist

As your launch date approaches, you should have some momentum with your launch team and the people who have been tracking your progress and anticipating your book release.

- ☐ Line up your promos for any free or paid ads so they run on the date
- ☐ Email your Launch team and ask them to buy a copy on launch day and leave a review
- ☐ Post on social media
- ☐ Reach out to 25 people per day during your launch week and ask them to leave a review.



CHAPTER 12

MARKETING & MEDIA

"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."

— John Steinbeck

Media

I've been a magazine publisher for 30 years. I get approached daily from people who always want me to promote them or feature them somehow.

The biggest mistake people make is they talk about what they want to promote vs what my readers want to read.

I learned this valuable lesson many years ago - *that we have to write about what the readers want to read about - not what we want to promote.*

Podcasts

One of the fastest ways to grow your platform and audience is to be a guest on a podcast. It's much easier than having your own show and booking guests, etc. You can leverage someone else's network, fan base or audience to grow your own list.

One of our authors, Suzanne Sibilla, wrote a book during the pandemic in 2020 while we were all in lockdown. Her book taught business people how to pivot during uncertain times. We connected her with some podcasts and she connected with one in the UK. As a guest on the podcast, she offered a free copy of her book to the listeners.

She picked up five new clients @ \$5,000 each! She made \$25,000 from one podcast.

She was also featured on a news show in Australia, similar to the US based CNN.

And the best part? She wrote her book in only two hours. And even won a national award.

Suzanne could have easily given into fear during the global shutdown, or taken up gardening or binging Netflix - but instead, she focused on writing her book. She quickly became a global expert and built an international platform using her book to build her authority and expertise.

Here is her book:

www.amazon.com/Pivot-Powerful-Steps-Thriving-Uncertain-ebook/dp/B08DL28784

List some podcasts you would like to be on

MARKETING

My mentors who wrote the *Chicken Soup for the Soul* book series, Mark Victor Hansen and Jack Canfeld, always reminded me that writing the book is only 10% of the efforts. Marketing is 90%. They would know since they have sold more books on this planet than anyone else. They have more than 275 books in the franchise and have over 500 million books worldwide.

So I think they know a little about marketing and selling books. When I wanted to learn how to write a book, I went to them so they could teach me.

I learned a long time ago the power of a mentor. *Listen to the people who have what you want.* When I want to learn something new, I don't think "HOW do I do this?" I think "WHO do I know that has already done it?"

Marketing strategies

How do you sell more books? You write the book that people want to read.

Then you make sure they KNOW about it.

Author = AUTHORity

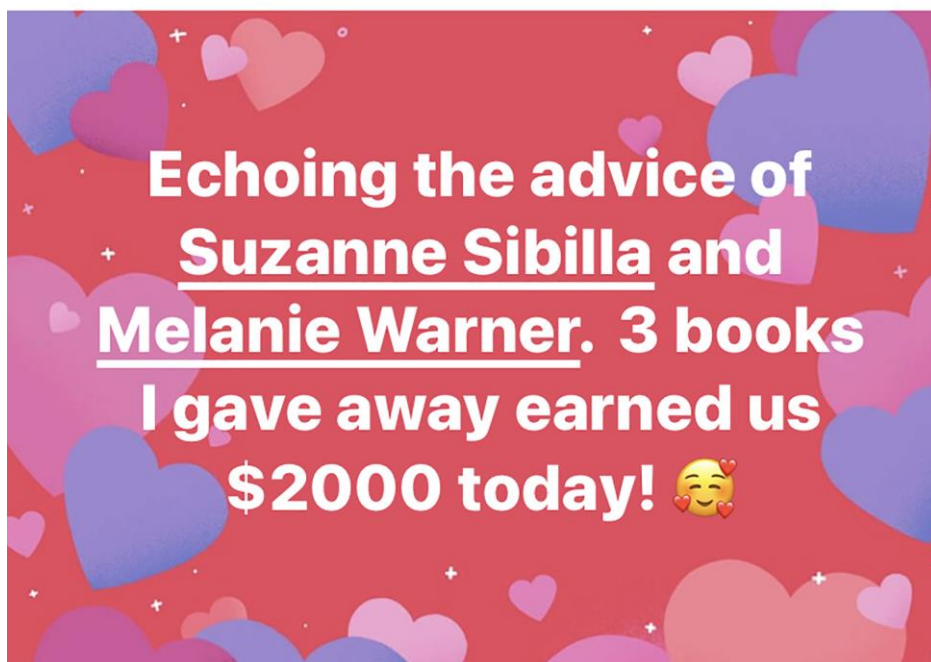
Nothing says credibility more than writing a #1 bestselling book

Below is a post from one of our authors, who gave away several copies of her book.



Defining Moments: Author Training

Tanya McCready · 2d ·



Today, she owns a thriving business, has done a TED Talk, gets paid \$10,000 or more for her keynote speeches and has multiple streams of income. She will tell you that it all began with her book - and getting it into the hands of the right people.

How a book can get you more clients

When you write a book, especially as a bestselling author - then you can leverage that authority to charge more for what you do.

If you use your book as a marketing tool, then it doesn't really matter if you sell books at events or in bookstores or online. It simply becomes a lead magnet to draw people to you.

Writing a book can replace your ad spend. It can save you money on advertising. It's called content marketing.

Do you know who is a master at content marketing? Costco. They don't spend a dime on advertising. Instead, they create a newsletter that goes out to all of their members so they can "shop" before they even walk into the store.

Oftentimes, consumers will be swayed to come in and buy something they were not planning to buy simply because they saw the content.

I made a fortune from content marketing as a magazine publisher the last thirty years. When you can give value first, before you ask for a sale, you have a much better chance of getting that consumer to become a customer.

Press Releases

As a magazine publisher, I can tell you how much the media always needs good content. When you solve a problem for the reader, the media will be thrilled to work with you.

Once you are a bestselling author, then that means you have even more credibility - and can help them solve their problem of finding a credible expert before their deadline.

Headline Pitch:

Local (title) writes a book that helps (gain) overcome (pain).

Write a clear call-to-action and reach out to local media companies on your own.

List some of the local media contacts you'll reach out to

Book Funnel

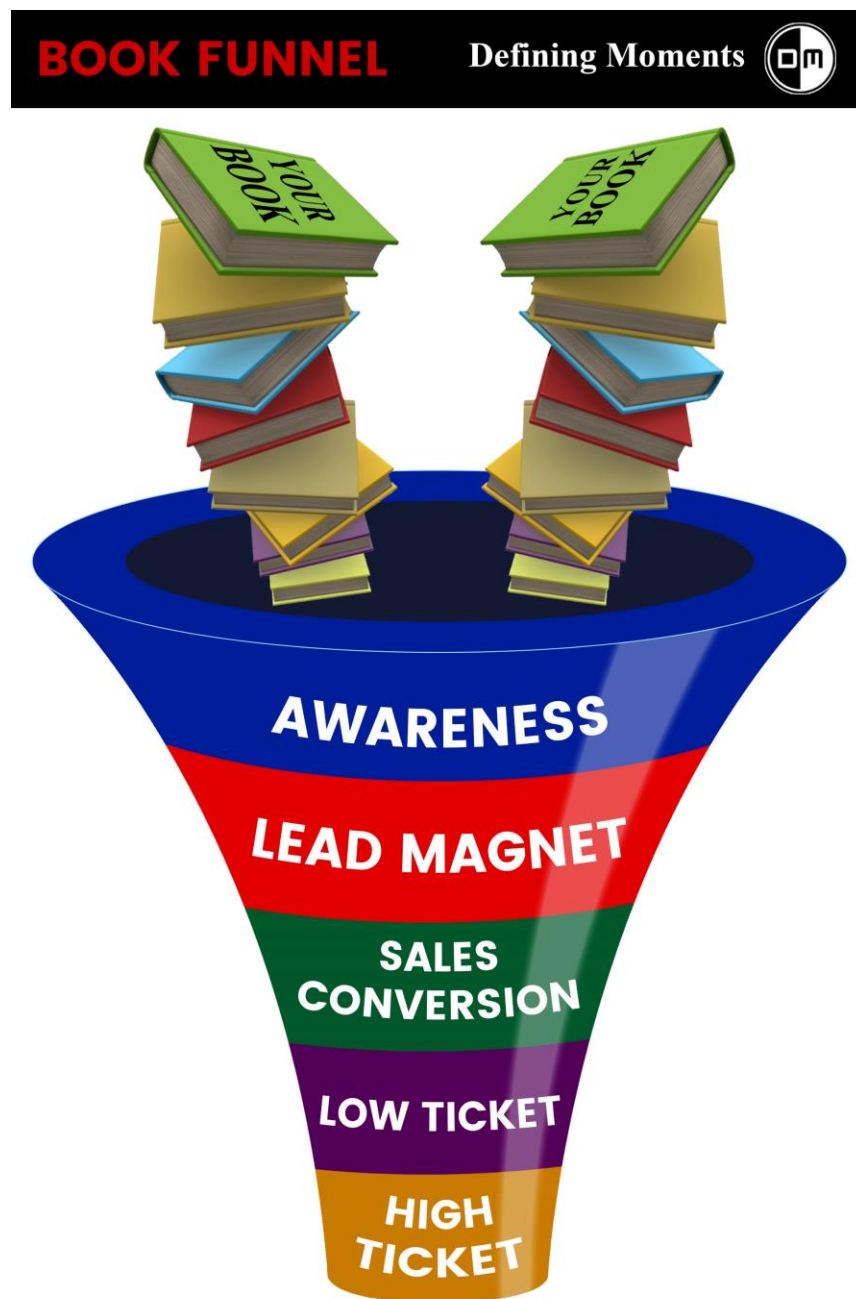
You need a webpage, squeeze page or landing page to offer your book & services. This is often called a “book funnel”.

You might give your book away for free, then it acts as a “lead magnet” to attract your ICA to learn more about you and your expertise and create awareness.

You might offer a small course or workshop or some type of offer that is not very expensive. Then if they would like to work with you or spend more 1:1 consulting, you can charge more of a premium for your time or a higher ticket price for your service or time.

I've helped many authors use a book to build a business on the back end that can generate hundreds of thousands of dollars per year.

Here is an example of what a book funnel looks like in action:



Are you Losing 6 Figures in Your Business?

Do you think you could give away one book a day for one year? Maybe at the gym, or the office, church, the grocery store, the guy next to you at the gym, etc. That seems pretty doable, right?

If you are writing a client-conversion model and use our blueprint, it means approximately 20 to 30% of the people who read it will become a client.

Now, let's say you only charge \$1,000 for your service. That is pretty conservative for most businesses, consultants, coaches, experts or entrepreneurs.

Let's do the math:

365 free books given away in one year
30% convert to become a client = 109 new clients
109 clients x \$1,000 each = \$109,000 per year

How's that for giving away free books?

Now imagine if you gave away 3 books per day? Or 5 books per day?

What if you charged more than \$1,000?

Do you see how quickly this can add up?

_____ # of books you will give away

X 30% conversion = _____ new clients

_____ # of clients x \$ _____ for your service = \$ _____

Another Way to Monetize

Here's another fun example:

Let's say you are an expert in your field - an insurance agent, a professional hair stylist, a realtor or even a wedding photographer.

Would it be fair to say that if you are making over \$250,000 per year in any of those industries, then that's a pretty good living?

If there are 3,000 realtors in your home town, it's probably safe to assume they are not all making that amount of money. According to Zippia, the average realtor makes \$36,744 per year in the U.S. That's about \$17 per hour. That's the *average*.

There are new people every day who get their license in one of these industries - and they ALL want to know how to make \$250,000 per year.

How many of those newbies would be willing to learn how to skip ten years or even twenty years to learn what you know as the expert?

How much would they pay if you could save them that kind of time and show them the tools, tricks and tips to help them make \$250,000 per year and go straight to the top?

How easily can you teach someone else to do something you have already done?

You could create a course, a workshop, do private consulting or group coaching to help them go faster. The opportunities are endless.

Even if we use the same math as the previous exercise of only charging \$1,000 - then you have now created an additional revenue stream of \$109,000 simply by sharing your knowledge.

This works for fitness instructors, relationship experts, dating coaches, life coaches, business coaches or anyone else who has had success in their industry and works with clients.

Getting Featured in Media

As you get closer to your launch or right after you launch your book, start sending out your media kit.

Where do you send it?

Associations, Chambers, Rotary, Organizations, Media, Newspapers, Bloggers, Local Magazines, podcast hosts, etc.

Keep all media contacts in an Excel document or Google Sheets so you have a quick reference and status of all your media.

As you start doing more media, build up the logos to put on your media kit.

If you go on your local FOX affiliate, you can start using the Fox logo "as seen on"...

Each time you are featured on the media, save the link and keep the media in a media file, google drive, etc.

Post it to a tab on your website called “Media”. Now you are using the media to your own advantage - to help get more clients, without paying for ads. This is called “leveraging other people’s platforms”. You don’t have to own the media company, you can leverage their audience by providing a solution for their audience.

List a few places to send your media kit

Expert Contributor

When a credible expert is featured on a credible media platform - there is gold in that process!

Think about this. In 25 years, Oprah only had one Dr. Oz. She only had one Dr. Phil. They even got their own spin-off shows. What do you think happened to their businesses with that kind of exposure? Both of them are still on the list of the “Top 10 Highest-Paid Doctors in the World”.

We show our authors and business owners how they can get PAID to be a contributor in major magazines, newspapers and media companies like Entrepreneur, Forbes, Parenting, etc. Some will even pay you to do a workshop or create content on their behalf.

There are so many ways to make money off your book - it’s almost laughable when I hear people say they made no money from their book. They just don’t have the knowledge or the process. Or they are not taking the actions that we have outlined here today.

Celebrity Endorsements

Make a list of people in your industry who have authority (President of CA bar association if an attorney, ADA if a dentist, business professor if an entrepreneurial book, etc.). Think of the highest authority in your field or industry.

What should they say?

Write what you want to say. Write it for them. “I know you are busy! I wrote one for you as an example. Let me know if you want to change anything”.

Write an example of an endorsement you would want for your book

Ways to reach them

You can reach out on social media and send a DM. Almost anyone is approachable now, thanks to the direct message (DM) inside all social media platforms. Even if they have a gatekeeper, they all still love to get their name out there. They will be in a bestselling book that is also going out to their audience - so it's win/win for both of you. Do NOT approach them as if they are doing you a favor. Know your worth and value of what you are also offering them.

Go through their publicists NOT agents (who only want \$\$). Publicists are HIRED to get them exposure. Celebrities don't get paid to go on TV shows or do media - they do it to PROMOTE their latest project.

Donate a portion of your books to charity.

Even if it's only 10%, it gives a charity incentive to work with you or endorse your book. Think BIG companies, like women's charities or the ones your ICA would support. You can play

a video at your book launch and even get a write off. The charity can also give you a glowing testimonial (schools, etc).

Getting More Book Reviews

Imagine going to a restaurant on Friday night and you walk in, there is no one there and they have no yelp reviews. Is that going to make you want to eat there? Or take a chance?

Customer Reviews

There are no customer reviews yet.

5 star

4 star

3 star

2 star

1 star

Share your thoughts with other customers

Write a customer review

Your book is not different when it comes to reviews or endorsements. Amazon does not allow paid or biased reviews, so it's very important that you ask people to leave you an *honest* review. That takes the pressure off of them on what to say.

If you give people great information, many resources and tools, then you're already giving away so much more than most other books in your industry. You help people... by actually helping them.

If your book is reviews-challenged, the following sites have programs for newly-released books with minimal or no reviews:

BKnights: www.fiverr.com/bknights

BookDoggy: www.bookdoggy.com

Booktastik: www.booktastik.com

The Choosy Bookworm: www.choosybookworm.com

eBook Soda: www.ebooksoda.com

eBook Betty: www.ebookbetty.com

eBookHounds: www.ebookhounds.com

ENT (Ereader News Today): www.ereadernewstoday.com

The Fussy Librarian: www.thefussylibrarian.com

Indies Unlimited: www.indiesunlimited.com

Kindle Books & Tips: www.fkbt.com/for-authors

WRITE YOUR BESTSELLING BOOK IN 8 WEEKS OR LESS *Even if No One Has Ever Heard of You*

Many Books: www.manybooks.net

Pubby: www.pubby.co/?invite=3849

Read Freely: www.readfree.ly/submityourfreebook

These campaigns outlined in this chapter work for every type of author to sell books by the truckload



CONCLUSION

"Let me live, love, and say it well in good sentences."

Sylvia Plath, *The Unabridged Journals of Sylvia Plath*

NOW WHAT?

If you are still reading this, then I know you are serious about your book as you got the book and read it all the way through. The fact that you finished the book, means you will finish your own book if you take the action we have outlined here.

Most new authors don't know what they don't know. They put all of their efforts into writing their book and then they launch it. There is a lot of buzz and excitement about a book launch, but then things die down after the launch.

Then crickets. And they ask "now what"?

Now for the bad news. There is no such thing as a book that will sell on autopilot. That is an unrealistic expectation. That's like expecting to hire a maid once and your house stays clean for a lifetime.

Eventually, over time, your book will take on its own momentum - just like some of the classic books we discussed today.

The more books you sell, the more people read and share your book, the more reviews you have, the better chance you will sell books or have more credibility and demand for your book.

There are paid campaigns that you can do to promote your book now that you have some proof of concept. You can choose your budgets and test a few things to see what works best. Once you have some success or conversion, then you want to up your budget.

WRITE YOUR BESTSELLING BOOK IN 8 WEEKS OR LESS *Even if No One Has Ever Heard of You*

You can do targeted ads on LinkedIn, Facebook, Amazon Ads and many other platforms. This doesn't just promote your book, but it builds your personal brand as a real author while also building your business.

So you might include a combination of free campaigns, social media shout outs, podcasts, media interviews, expert contributor articles and paid ads. Any or all of these will help you move the needle on your book as a business.

What happens when you follow the steps we have outlined?

You cannot fail. We have a 100% success rate with our authors. In fact, 100% of all the authors we have worked with have hit #1 on the bestseller list - even if they had no list, were not famous, and were not trained "writers".

Recently, Amazon sent out an email with their "Most Read & Sold Books". We had 5 out of 7 authors on that list.



This is why I do what I do. This is why I'm driven to help so many other people succeed.

There are so many constant changes in the industry and with each platform, that it can be exhausting to keep up with.

We offer low-cost mentorships, coaching and marketing masterminds to help you along that path for ongoing support after you finish your book.

WRITE YOUR BESTSELLING BOOK IN 8 WEEKS OR LESS *Even if No One Has Ever Heard of You*

We are invested in your success. The more authors we can help, the more impact we will all make on the world together.

If you would like some support with your book process or just want to continue with the momentum you have gained with this book, please fill out an application so we have a better idea of where you need guidance.

Then we can set up a free call with one of our success coaches.

Here is the link to book a free call with us:

www.mydefiningmoments.com/application

Join our free membership for more tools, tips, and tricks of the trade:

www.mydefiningmoments.com/free-membership

Or Scan the QR Code Below



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Built for aspiring authors who are looking to share transformative ideas with others throughout the world, Defining Moments Press offers life coaches, healers, business professionals, and other non-fiction or self-help authors a comprehensive solution to getting their books published without breaking the bank or taking years.

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As an alternative to self-publishing or signing with a major publishing house, we offer full profits to our authors, low-priced author copies, and simple contract terms.

Most authors get stuck trying to navigate the technical end of publishing. The comprehensive publishing services offered by Defining Moments Press mean that your book will be designed by an experienced graphic artist, available in printed, hard copy format, and coded for all eBook readers, including the Kindle, iPad, Nook, and more.

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Defining Moments Press founder, publisher, and #1 bestselling author Melanie Warner has over twenty years of experience as a writer, publisher, master life coach, and accomplished entrepreneur.

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If you're like many authors, you have wanted to write a book for a long time, maybe you have even started a book...but somehow, as hard as you have tried to make your book a priority, other things keep getting in the way.

Some authors have fears about their ability to write or whether or not anyone will value what they write or buy their book. For others, the challenge is making the time to write their book or having accountability to finish it.

It's not just finding the time and confidence to write that is an obstacle. Most authors get overwhelmed with the logistics of finding an editor, finding a support team, hiring an experienced designer, and figuring out all the technicalities of writing, publishing, marketing, and launching a book. Others have actually written a book and might have even published it but did not find a way to make it profitable.

For more information on how to participate in our next Defining Moments Author Training program, visit: www.MyDefiningMoments.com.

Or you can email melanie@MyDefiningMoments.com.

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