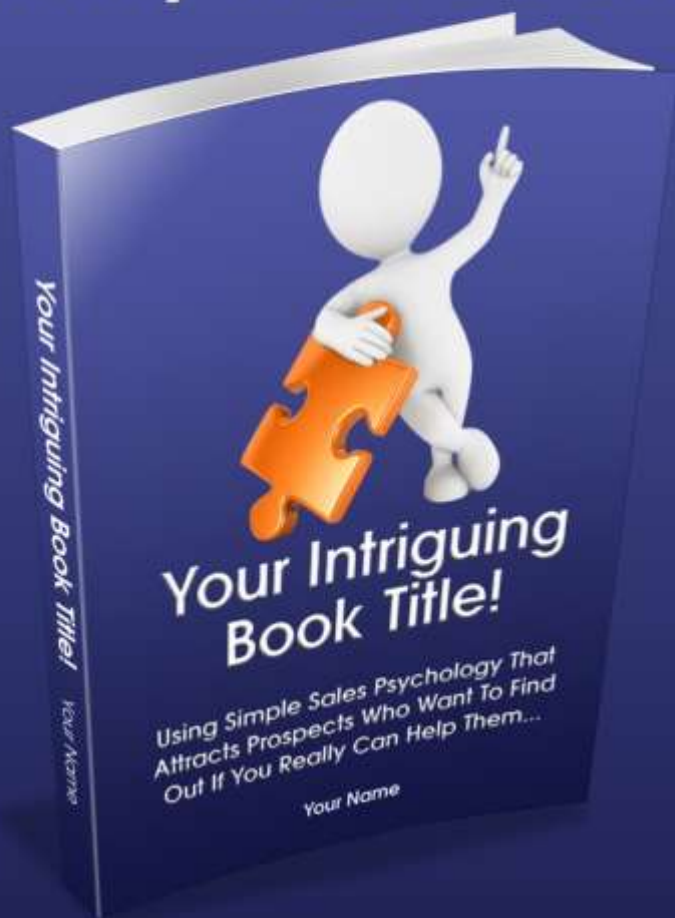


“And Here’s a Copy  
of My New Book...”



How to Plan, Publish & Promote Your Own  
Short Business Book That Attracts Clients  
Looking To Engage An Expert In Your Field

*...especially if your market is highly competitive!*

**Tim Dodd**

## Disclaimer

This book has been written for information purposes only. Every effort has been made to ensure this book is as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this book provides information only up to the publishing date. Therefore, this book should be used as a guide - not as the ultimate source.

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# “And Here’s a Copy of My New Book...”

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Short Business Book That Attracts Clients  
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*...especially if your market is highly competitive!*

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**3d Consulting Services**  
*Making Selling Simple*

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# Introduction

Famous journalist Christopher Hitchens once said, "Everybody has a book inside them." And while it may be true that not everyone has a New York Times bestseller inside them, everyone has a story to tell, and many people go out and get their story published.

You've probably seen others in your field publish a non-fiction book and realise that it could benefit you to do the same.

You may even have started writing a book that is now gathering digital dust in a folder somewhere in the depths of your computer.

These days, you don't have to snare a lucrative book deal with a big publishing house before you can publish a book. Self-publishing is now very straightforward and popular, with online platforms providing really comprehensive step-by-step instructions.

Nevertheless, writing and publishing your own book may still feel like an extremely daunting task. You may recognize some of these concerns:

You're overwhelmed with ideas

You're worried whether your writing is good enough

You don't know how you'll find the time

You don't know if anyone will buy your book

You don't know how to publish and market a book

## *“And Here’s a Copy of My New Book...”*

You have a well of knowledge to draw upon, but you’re overwhelmed with ideas and not sure which topic to write about for your first book, so you need help nailing it down.

You’ll likely be worried about whether you’re a good enough writer, and how you’ll find the time to write enough in your already busy schedule.

Also, if you do write your book will anyone will want to buy it? And how on earth do you go about publishing and promoting it?

Writing a book *is* hard work and requires both a great deal of dedication and commitment. But, it’s a skill that can be learned. There’s a plan you can follow when structuring and writing your book that will remove a lot of the pressure you feel and will alleviate many of the concerns you may currently have about your writing skills.

A plan that, not only includes the process of writing your book, but also the publication and promotion of it, both of which are equally vital to the ultimate success of your book. Writing and publishing a book isn’t enough on its own - nobody is going to beat a path to your door to buy a book if they don’t know about it. You must stand out amidst all the other books competing for readers’ attention.

And, over the course of the next 50 pages or so, you’re going to discover how to create a plan that will make you stand out from the crowd.

## **What about all the other books already published in your area of expertise?**

Your book doesn’t need to reinvent the wheel. Almost everything has already been written about by someone, somewhere. However, no-one else in the world has the same story or combination of background, skill, experience, perspective and expertise as you. This means that there’s absolutely no need to worry because your book will be unique to you.

You'll write your book according to a familiar prescribed format, but you'll write it with your individual voice and your own perspective, and that's what will set it apart and attract readers.

You already know that writing a book takes a great deal of organisation, determination and work. So, why should you commit to writing one?

## **The Benefits of Writing and Publishing Your Book**

Turning your unique knowledge, experience, ideas, arguments and perspective into a published book will mean that you quickly become recognized as an established expert in your field. This also means that you'll be seen to have greater credibility and authority because you're now sharing your knowledge with a wider audience.

Having a published book to your name is an impressive achievement, one that's taken seriously by potential clients and customers. You'll attract more people onto your mailing list and generate more leads. You'll convert prospects into clients more easily, and a number of these will end up becoming 'high-end' clients, who will happily pay a premium rate to work with you. And, finally, there's also the on-going book sales.

Your book will open doors to events like speaking engagements and get you invitations to high profile industry dinners. And you'll be able to create related products based around your book like, for example, an audiobook, an online course or even a mastermind group.

Also, you get to write about something that's important to you – maybe you have a mission, something you're passionate about that you want to share with a wider audience.

And last, but certainly not least, don't underestimate the value of the sense of achievement you'll feel when you see your name on the cover of a book, sitting on the shelves of bookshops and offices you visit.

**By the time you have finished this book, you will be able to:**

- Set goals for your book that will help drive further business success.
- Write your book’s one-sentence defining statement that keeps it focused on your target reader.
- Research your audience and market so you write about a topic that your audience is interested in and will happily pay for.
- Create a clear and logical outline for your book content, so that you stay on track and finish writing your book quickly.
- List the expert material you already have available to draw on and can include in your book.
- Conduct any additional research that you need to complete your outline and compile as content for the main body of the book.
- Plan your writing schedule and deadlines so you will write and finish your book by your specified date.
- Prepare your book for publishing on Amazon Kindle, including proofreading, editing, formatting, cover design and copyright.
- Build a profitable book sales funnel that attracts leads, generates book sales and identifies potential, high-value clients.
- Create and implement a marketing plan that contains the key elements for making your expert book into a niche, online best seller.



# Brainstorming Book Ideas

In this chapter we're going to look at setting goals for your book, decide upon your topic and write a one-line definitive description of your book.

## Setting Goals for Your Book

Before you start writing, you need to set some goals for your book, so that you know where it fits into your overall business plan. This will give you clarity on the purpose of your book, and help you to stay focused and motivated as you work towards completing it.

For example, your big professional goal could be to become more widely recognised as an expert in your field. And although it's unlikely that your first book will achieve this by itself, it's going to be an important part in the bigger picture of achieving your goal. State your big long-term goal, and then set short-term, smaller goals for this book that will help you move towards where you want to be.

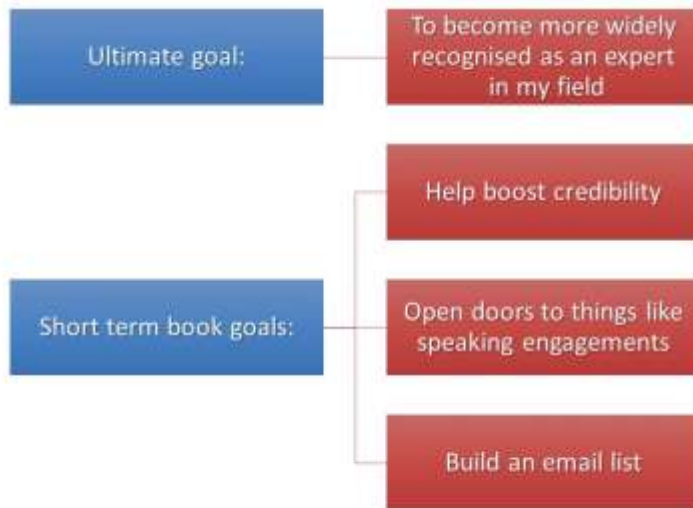
This could look something like:

- My ultimate goal: To become recognised as one of the leading experts in my field in the country.
- My goals for this book, which will help move me towards the achievement of my ultimate goal, are:
  - To help boost my credibility as an expert in my field
  - To open doors to events and other speaking engagements
  - To grow my email contact list

These goals don't only serve as a focus and source of motivation; they will also significantly influence your choice of marketing strategies.

We cover marketing in a later chapter but, for now, a brief example of this might be:

*“And Here’s a Copy of My New Book...”*



For the goal of building your email list, your marketing strategy must be activities that drive people to your website and persuade them to sign up to your email list.

For the goal of helping to boost your credibility as an expert in your field, your marketing activities could include ways of increasing the visibility of both you and your book on LinkedIn.

## **Choosing Your Book Topic**

To write a book that your audience needs and will want to buy, and that shows off your expert knowledge to its best advantage, you first need to choose the right topic. To do that, you need to research a variety of potential topics, and then narrow your results down to the best topic for you to write about first.



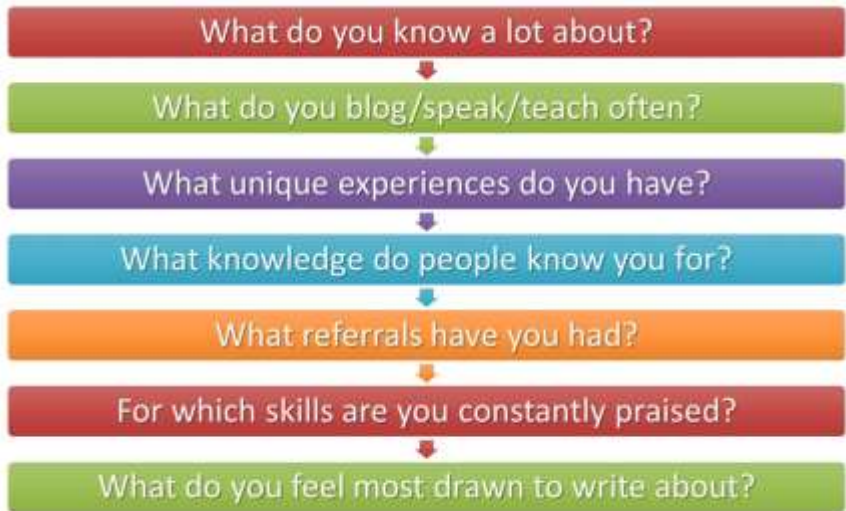
## **Step 1: Brainstorm**

Brainstorm ideas for your book topic by asking yourself these questions.

- What do you know a lot about?
- What do you blog about often? Or speak publicly about? Or teach to others? What do people consult you about?
- What experience do you have that you would say is unique to you? Something you feel you can write about with confidence, and have something different to say about or add to the current body of work available. What fresh perspective can you bring?
- What knowledge or expertise do other people already know you for? For example, are you the go-to person for advice about how to set up a blog on WordPress? Or writing a business plan? Or turning around struggling businesses?
- Think about things people have recommended you for to others. What referrals have you had, on which subjects and skills?
- When you’ve received testimonials and feedback from clients, what skills or knowledge are you consistently praised for?
- What do you feel most drawn to write or teach others about?

Jot your ideas down somewhere. A pen and paper are just fine for this, or list simple bullet points in a Word document. Even use some mind mapping software like [Bubbl.us](http://Bubbl.us), [XMind 8](http://XMind 8), [WiseMapping](http://WiseMapping), or [MindMeister](http://MindMeister) if you’re familiar with one.

If you find you have a long list of possible topics from your brainstorming in Step 1, use your judgment about the best topics and choose a small selection for your market research in Step 2. Consider what you already know about your audience, what problems they face and what is needed to resolve those problems. You should be able to come up with several ideas that will appeal to your potential readers.



In the next step we’ll be moving on to researching the topics you came up with above. You don’t want to have too many to research, so do be selective here. But, also take a note of your other ideas as they may act as inspiration for potential topics or possibly, even future books.

## **Step 2. Research Your Book Topic**

Carry out market research and test the market for your list of possible topics from Step 1.

**Amazon.** Check out what books already exist. Amazon is a great place to do this, especially as this is where you want to be publishing your first digital book. Do a search of keywords associated with your topic, and look at popular examples in your niche.

You can drill down by category and look at an individual book’s rank within that specific category to help gauge the popularity of a topic. You can also look at the Top 100 Paid books in your category to see what’s most popular.

Is there a gap in the market – something that hasn’t been covered yet?

It’s unlikely that you’ll find a totally untapped idea for a book, so it may be more sensible to look at popular book topics and consider how you can bring a fresh perspective and some new knowledge to one of these.

Don’t be discouraged from writing about a topic just because several books have already been published on it. It’s very possible to become visible on Amazon by choosing the right keywords and categories, having some good reviews and driving sales with an effective marketing plan.

Readers’ reviews are always a good source of inspiration as they often expose omissions in published books - things that readers had hoped to learn or discover from an author, which their book didn’t deliver on.

If you find a popular overarching topic that excites you, there could be potential for you to write a series of books on it. Authoring a series is an excellent way to increase your credibility as an expert on a topic as well as generating additional sales revenue.

Find out what your market wants. What are their biggest pain points?

**Carry out a survey on your blog, or in your Facebook group.** You could suggest some topics based on your initial research as well as asking your followers to suggest topics that they’re keen to learn more about.

**Engage people in a discussion.** Email your list and ask them if you were to write a book that solved their biggest problem, what would that book be about? If you have a Facebook group, ask the same question and start a discussion based on possible book topics. Ask them which books they’ve already read and whether they got the answers they needed.

**Your Competition.** What books have your competitors published? It’s fine to write a book on a similar or even the same topic as someone else – especially if you feel drawn to it and know that topic inside out. Your book will be unique due to your knowledge, experience and perspective.

**Quora.** Head over to the Q&A site [Quora.com](https://www.quora.com), type in a search for your niche to find out what sort of questions people are asking. You’ll find a wealth of book inspiration there – not only for your book topic, but also for the material to put in your book when you sit down to write it.

Keep a note of any subtopics and key content ideas you generate during your research into your main topic. This will be useful when you come to create your book outline in Chapter 3.

### **Step 3. Decide On Your Topic**

From your research in Step 1 and Step 2, create a shortlist of the two or three topics you have a preference for.

Ask yourself, which of these topics would best show off your expertise and meet your goals for your book?

Which topic do you know the most about and could effortlessly write on without having to spend too much extra time doing further research?

Don’t get side-tracked by the idea of writing about the latest big thing.

Writing a book is hard enough work as it is, and if you choose something too difficult you’ll only lose motivation and your book won’t get written.

Your aim should be to choose a topic that is a combination of something you can and want to write about, that showcases your expertise, helps move you towards your ultimate goal, meets your specific book goals, you can start fast and there’s an audience prepared to pay for it.

### **Step 4. Define**

Write a brief, one-sentence description that clearly identifies who your book is aimed at and the problem your book solves for its readers. This will provide you with a sense of direction and focus as you write. It will also prove extremely useful when it comes to marketing your book.

Your description should read something like this:

***My book helps \_\_\_\_\_ (your target reader) to \_\_\_\_\_  
(describe the problem your book addresses) so that they can  
\_\_\_\_\_ (describe the ultimate benefit to solving the problem).***

**For Example:**

My book helps professional service providers to quickly plan, publish and promote their own short business book so that they can reach a wider audience, attract high-profile clients and stand out as a credible expert in their ultra-competitive market.

# Writing Your Book

Now that you’ve decided upon your book topic, it’s time to look at how you’ll go about creating your book outline with all the various elements you need for its basic structure. We’ll also start to pull together your writing plan with specific goals and deadlines. I suggest you go ahead and schedule some writing time in your diary now because, when you do, you’ll significantly increase the likelihood of completing your book.

## **Create Your Draft Book Outline**

Your book outline is the roadmap that takes you from writing your first sentence to finishing your book. Drafting an outline will help maintain your focus and keep your thoughts and efforts properly organised. It’ll also ensure your book flows better. Obviously, as time passes, so will various deadlines and you need this outline in order to monitor your progress and keep you motivated until you’ve achieved your goal.

## **Step 1. Brainstorm Your Key Content**

Brainstorm ideas to flesh out your main topic. The ideas you generate can be used for chapter titles, subtopics and key points within each chapter. Set a time limit, say 60 minutes, and write down as many ideas, thoughts or even single words, as you can. Go crazy but get everything down – ignore your inner editor. At this point, every idea is valid.

If it helps, frame your ideas as questions you think a reader might ask about your book topic. You’ll already have several ideas for this from questions your customers have asked you in the past.

You only need a pencil and some sheets of paper or small Post-it notes for brainstorming, since research shows that we associate better with ideas recorded using a pen and paper than those typed into a computer. However, if Word or mind map software works better for you, use them.



## Step 2. Write Your Draft Outline

### Chapter Titles

Using the ideas generated by your brainstorming, start your outline by writing the titles of your chapters. These should give your readers a clear idea of what to expect chapter-by-chapter. Your titles also need to be compelling, but you can work on getting their wording right later on. For now, the main purpose of these chapter titles is to guide the content of your book and make sure you have the flow and structure you need.

### Subtopics and Key Points

Next, add any subtopics and key points you have identified during your brainstorming. Remember, this is only a very high-level outline, and you will inevitably want to change and improve it after you start writing. For now, this overview will create flow and content ideas that help you to get going and stay focused whilst you are writing.

### The Key Elements of a Non-fiction Book

It's not essential to include *all* of the following elements in your book.

<p><b>Copyright page</b></p> <ul style="list-style-type: none"><li>• Components such as your book title, subtitle and copyright statement</li></ul>	<p><b>Dedication</b></p> <ul style="list-style-type: none"><li>• Add a dedication to someone special</li></ul>	<p><b>Acknowledgements</b></p> <ul style="list-style-type: none"><li>• Acknowledge the help of the people who played a part in creating the book</li></ul>
<p><b>Table of Contents</b></p> <ul style="list-style-type: none"><li>• List chapter titles and any subheadings</li></ul>	<p><b>Foreword</b></p> <ul style="list-style-type: none"><li>• A short introduction written by someone other than the author</li></ul>	<p><b>Preface/Introduction</b></p> <ul style="list-style-type: none"><li>• Include things like:<ul style="list-style-type: none"><li>• Your background</li><li>• Who the book is for</li><li>• What the reader can expect</li></ul></li></ul>
<p><b>Chapters</b></p> <ul style="list-style-type: none"><li>• The main body of your book content</li></ul>	<p><b>Bibliography</b></p> <ul style="list-style-type: none"><li>• List any sources you've drawn from</li></ul>	<p><b>About the Author</b></p> <ul style="list-style-type: none"><li>• Your bio and any contact details you want to share</li></ul>

## *“And Here’s a Copy of My New Book...”*

The short explanation alongside each sub-head is designed to act as a guideline and help you decide which you might include in your book.

**Copyright Page.** You’ll need components such as your book title and subtitle, your Copyright Statement or Notice, and your “All Rights Reserved” statement. It’s important these are accurate, but just go online and search for statement templates you can use to save time.

**Dedication.** If there’s someone special you’d like to dedicate your book to, then this is where you can do that.

**Acknowledgements.** This is where you acknowledge the help of people who have played a part in creating your book. It’s your opportunity to publicly recognise them and thank them for their assistance.

**Table of Contents.** Your table of contents lists the chapter titles and any subheadings.

**Foreword.** The foreword is a short introduction to the book written by someone other than the author. This is usually somebody whose status will add instant credibility to the book.

**Preface/Introduction.** This includes things like:

- Your background, and how you came to write your book
- Who the book is for
- What readers can expect from your book – the content it covers, and how it will help them

**Chapters.** These make up the main body of your book’s content.

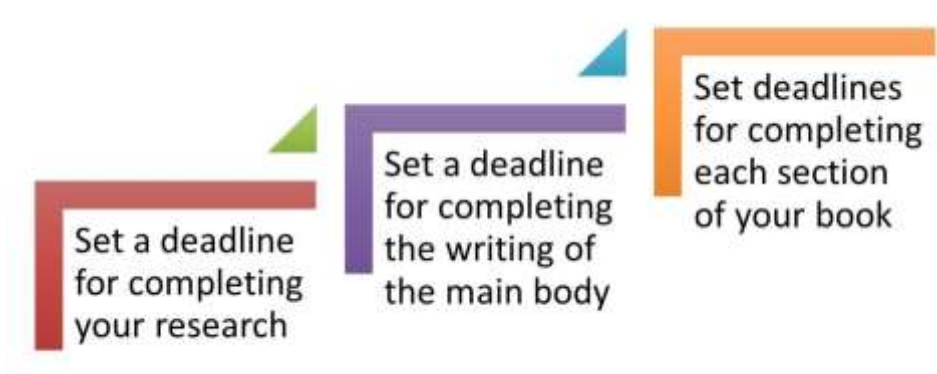
**Bibliography.** This is where you list any sources you reference directly or may have drawn on indirectly whilst writing your book. If you quote anyone in your book, you should acknowledge them here, too.

Your bibliography will contain details of any books, podcasts, research

papers and articles – basically, anything you refer to in your book.

**About the Author.** Your mini-biography appears here, along with any contact details and links to places like your Website and Amazon pages.

## Create Your Writing Plan



Your writing plan is a detailed schedule of what you’re going to write and when. It’s important to set your goals and deadlines up front in order to help keep you on track to finish within your desired timeframe.

- First, set your deadline for completing your book research.
- Then, set your ideal date for finishing the writing of your book.
- Next, set your deadlines for writing each part of your book. In your outline, you broke your book down in to chapters and subsections. Use these sections as the basis of your plan.

Make your writing goals manageable, not huge and overwhelming. For example, if your goal is, “Finish Chapter 4 by 30<sup>th</sup> April” – break that goal into smaller goals. Make it, “Finish Section 1 of Chapter 4 by 7<sup>th</sup> April”, “Finish Section 2 by 14<sup>th</sup> April”, etc.

Write down the tasks you need to do in order to complete your book in the sequence you need to do them. And schedule a due date for each.

Scheduling tasks by working backwards from your proposed finish date, is often the best approach to adopt.

However, to keep to your writing plan and finish your book on time, you will need to make writing a habit and a priority.

### **Set Aside Time to Write Every Day**

Set aside a specific amount of time to write every day, and ensure you make it realistic. Start off with an hour, or even just half an hour – but make sure it’s achievable and that you can fit it into your daily schedule.

Alternatively, you could set yourself a goal of writing a certain number of words each day.

Some writers like to establish a routine by sitting down to write at the same time every day, such as an hour first thing in the morning, as soon as they get up.

But whatever approach you decide on, you’ll find that the more you write, the easier it will get. And with a proper routine and a good plan, you’ll quickly find yourself making great progress with your book.

## **Now, It’s Nearly Time To Start Writing Your Book!**

### **Gather ALL of the Material You Have and Organise it**

What pre-created, relevant content do you already have that can easily be repurposed as material for your book? I’m thinking of things like blog posts, articles, slideshows, podcasts, videos, webinars, workshops, speeches and presentations.

You’ll almost certainly need to rewrite or reframe some of this material for your book, but it will be very useful as the basis of sections, or ‘the bones’ of your book and means that you can get started very quickly. However, if you do use any of your old content that’s already available online, Amazon will need you to verify that you own the sole rights to it.

## Research Content Ideas

Your research will help you with chapter subtopics and key points, along with any theories, concepts, statistics and examples you want to include.

Your information might come from reading books or visiting web sites. You might also conduct a survey of your existing audience asking them what specifically they'd like to learn about your book's key topic.



It's easy to get lost in a black hole when researching content for a book. I suggest that you set a firm deadline for when you're going to finish your research so you don't spend too long on it and actually start writing.

## Tools for Writing Your Book

You now need to think about what tools you might like to use to assist you in getting your book written.

Word processing software: [Microsoft Word](#), [Google Docs](#), [OpenOffice](#), or [LibreOffice](#) (all free alternatives to MS Word) are all used by writers.

There are also a number of excellent, easy to access, writing-specific, online tools that all offer a range of features that might potentially help you edit your work and collate and organise all your notes.

## [“And Here’s a Copy of My New Book...”](#)

Some of the options that you may like to look into further include:

[Scrivener](#) helps you concentrate on composing and structuring long and difficult documents. Whilst you maintain control over the formatting, its focus is on “helping you get to the end of that awkward first draft.”

[Sigil](#) allows you to work directly in EPUB format so you can see what your book will look like on e-readers such as a Kindle.

Amazon has its own [Kindle Create Add-in](#) for Microsoft Word that helps you format your book as you write, so it’s ready for publishing to Kindle.

[Kindle Previewer](#) is another application that enables you to see exactly what your readers will see when viewing your eBook on their Kindle.

Ideally, you’ll also have somewhere to capture all your book-related research, ideas and other information.

[OneNote](#) and [Evernote](#) are both excellent software options for saving and organising information.

Do a little research, then choose and use whichever systems you like the look of, think will save you time and feel most comfortable with.

### **Timesaver Tip:**

Begin by writing your main content first, starting with your first chapter. It’s more motivating for you and gets your book underway immediately. You’ll feel like you’re making progress. Although it seems counter-intuitive, write your introduction only when you’ve completed your book as you won’t know what you need to put in there until after you’ve finished writing.

# Polishing Prior To Publishing

What makes a non-fiction book "good"?

It's not imaginative prose or complex concepts, for sure.

What determines whether a book is any good or not, along with the quality of the information presented, of course, is its readability.

You should aim to make your book as easy to read as possible. Your goal is for readers to effortlessly understand and absorb the information you present. So, make it simple for them.

Here are a few tips on what to look out for when it comes to editing and proof-reading your book.

**Use Common Vocabulary.** When you're writing a non-fiction book, always try to use common and familiar vocabulary. Avoid language that is too colloquial, idiomatic or slang. Be careful with industry jargon. Only use jargon if you're sure your audience will understand it.

**Avoid Redundancy.** Don't use redundant phrases like "added bonus", "final outcome" or "end result". Be particularly careful with adjectives. If you find yourself using two adjectives that mean the same thing, pick the better of the two and leave the other out.

**Aim for Precise Language.** Avoid using phrases like "about", "almost", "kind of" or "that kind of thing." Aim for clarity. Don't put "etc." or "and more", but rather provide the reader with concrete examples. Precise language always helps to avoid misinterpretation.

**Keep Sentences Short and Simple.** Most sentences should only have one clause. The maximum should be two. Cut down run-on sentences and look to make each sentence describe just one distinct idea.

**Keep Paragraphs Short.** With books written for devices like the Amazon

## *“And Here’s a Copy of My New Book...”*

Kindle, remember that it’s especially hard for readers to digest large blocks of text. Aim to keep paragraphs between 2 and 5 sentences long.

**Start with the Main Idea.** The first sentence of each paragraph should introduce its main idea. The other sentences should go deeper into this main idea, offer an explanation or provide examples.

**Guide the Reader.** Move the reader through your text with transition words like “firstly”, “however” and “finally”. These words will help your book flow smoothly and make it easier to read.

**Use Active Voice.** Write in the active voice and try to avoid using the passive voice wherever possible. Active voice is more direct and easier to understand. It also makes sentences shorter and quicker to read.

**Break up Your Text.** Break up your text with headings and subheadings to make it easier to skim read. These make it like having mini-chapters and tell the reader what subject the text is currently discussing.

**Use Bullet Points and Lists.** Bullet points and lists help emphasise key words and ideas. They help readers understand the information you’re presenting and provide a simple way of referencing material.

**Let Each Idea Breathe.** Avoid hitting the reader with too many ideas on a single page. Make sure that you flesh out each idea in full, giving plenty of explanations and examples. Remember, information you think of as obvious or common knowledge will very often be new to your reader.

**Use White Space.** Don’t stuff every page full of text. From a design point of view, white space makes pages look more aesthetically pleasing. It also ensures that readers don’t feel too overwhelmed by information.

## **Test Your Writing with the Flesch-Kincaid Readability Test**

The Flesch-Kincaid Readability Test rates text on a 100-point scale where a high score means it’s easy to read and a low score means it’s difficult.



It gives an indication of the age and level of education a reader needs to have in order to easily understand your text. This readability test can be found inside Microsoft Word and in other online proofreading programs.

Aim to write for a junior high school level reader. This will ensure that you’ll be understood by most of your readers without sacrificing too much quality.

A Flesch-Kincaid Readability score of 60-70 means your text should be easily understood by readers aged 13-15.

When your book’s finished, run it through this test to see how it fares.

## **Tips for Self-Editing Your Book**

- Don’t do any editing until the first draft is finished. Writing and editing involve two different mental processes and trying to edit as you go will slow you down.
- Don’t purely rely on editing or proofreading software. A software program won’t catch everything. Read through your work as well as running it through some spellcheck or editing software.
- When editing, watch out for repeated and over-used words.
- Look out especially for common spelling and grammatical errors, and, if in doubt, refer to an authoritative source.
- If your attention lapses during editing, take a break, and continue only when you’re refreshed and can give it your full attention.
- An almost fool-proof way of picking up most problems is to read your text out loud.

Your book is important and needs to be right. Don’t just edit it yourself. Try to get as many pairs of eyes look over your work as possible because other people are very likely to pick up things you miss.

# Publishing Your Book

In this chapter we’ll go through how to prepare your book for publishing on Amazon Kindle and end up with a polished product you’re proud of.

## **Get Your Book Proofread and Edited**

When we write, we often become too close to our text to notice that the flow has stopped flowing, a concept has become confusing and in need of extra clarification or even worse, something has been left out.

Even common spelling mistakes and grammatical errors are hard to pick up, because we find ourselves totally immersed in our writing. And our software often won’t pick up all of our errors. Every writer has a blind spot and therefore can benefit from having someone they trust, look over their work and point out any mistakes they find.

You need to find someone who you know will give you good, honest, valuable feedback. And people close to you, like family members and spouses, may not be the best people to ask because they’re not always totally objective, and in some cases don’t like the idea of being critical.

## **So, who *can* you get to cast an eye over your work?**

You need to find someone who you know will provide good constructive feedback – someone who isn’t afraid of being honest with you. Maybe you have a colleague, employee or even a client who you could ask.

Asking close friends to look over your work is also, often not a great idea either, unless they’re a professional proof-reader. Try asking a superior at work or someone else you look up to, whether they’d be prepared to help you out by giving you some honest feedback about your book.

Ideally, you’ll get at least two people to look over your work and tell you what they think needs fixing, preferably more.

Microsoft Word is an excellent tool for sending out your manuscripts to proof readers because it’s so widely used and is very easy for people to add comments.

**Timesaver Tip:**

If you send out your drafts in Word, create a separate document for each reader, with their initials in the file name, so you can easily locate original comments and feedback once you get started on the editing process.

Don’t forget to tell your proof readers what sort of feedback you’d like from them. For example: Get them to focus on spelling, grammar and punctuation and ask them to highlight anything they don’t understand or that doesn’t seem to flow logically.

Remember don’t take feedback personally! It’s not about you; it’s about your book. You want your book to showcase your expertise and have readers focus on your content, not be distracted by avoidable mistakes.

**Hire a Professional Editor**

Once you have self-edited your book and had several more pairs of eyes look over it, then it’s time to think about hiring a professional editor.

Professional copy-editors and proof-readers will find and fix any spelling, grammar, punctuation, sentence construction and word choice errors before your book goes to publication. This will ensure that it conveys the level of professionalism that you want it to.

**How to Find a Good Editor**

- Ask for a referral from someone you know who has already published a book similar to yours.

## *“And Here’s a Copy of My New Book...”*

- Ask for recommendations in relevant places like LinkedIn and Facebook groups, online writing groups or face to face groups.
- Search for freelance editors for hire on projects with any budget and timescale at sites like [Freelancer](#) & [Upwork](#). And, if you do, check out examples of similar projects they’ve worked on.

## **Create Your Book Cover**

If you’re creative and feel that you’d like to design your own book cover, there are a variety of online programs you can use to design extremely professional-looking book covers simply and quickly. For example:

[Canva](#) has a book cover designer that’s very simple to use, even for non-designers. You can choose from hundreds of layouts, and a huge library of stock images. They take you through the whole process step-by-step, from selecting your cover template, right through to the finished cover.

I personally like to use [MyEcoverMaker](#) where you can easily make a cover in under five minutes using their point and click online tool.

Amazon’s Kindle Direct Publishing (KDP) has detailed instructions for creating covers using their [Cover Creator](#) tool. They also have extensive training videos to help guide you through the process.

Again, if you prefer to outsource tasks like your cover design, you can quickly find some excellent freelance designers on sites like [Upwork](#), [Freelancer](#) or even [Fiverr.com](#).

### **Cover Design Tips:**

Contrary to the popular saying, people really DO judge a book by its cover. Therefore, it’s important to make sure your book cover conveys the image that you want to get across as well as selling your book to its potential readers.

Here are a few guidelines to follow:

Less is more. Make your cover eye-catching, but keep it simple, clean and professional. Have your title, subtitle, author name and a graphic element. You only have a second to make a first impression, so make sure it’s a good one.

Your graphics or images should contribute to the overall impression you want to convey, but don’t make them the focal point. You want people to remember your book title, not just a clever or amusing image.

When it comes to choosing a font, use just one and avoid anything too quirky or ornate. Your text must be clear and easy to read. If in doubt, go for a familiar easy-to-read font like Helvetica or Times New Roman.

Make sure your title is big enough to be readable on a book thumbnail.

## **Prepare Your Book to Publish on Amazon First**

Amazon has made it very straightforward to publish your book, with detailed instructions on every step in the process. It, therefore, makes sense that you start here before exploring other platforms.

The [Kindle Direct Publishing \(KDP\) formatting guide](#) walks you through designing Kindle books in Microsoft Word.

It goes through everything from creating your introductory material, such as your copyright page and title page, all the way through to layout, page breaks and indentations.

It also shows you how to create an active table of contents and what to do if you’ve used unique font styles within your document that you want to keep.

Finally, it walks you through how to upload your book and, even more importantly, make it available for sale.

As we mentioned in Chapter 3, the [Kindle Create Add-in](#) for Microsoft

## [“And Here’s a Copy of My New Book...”](#)

Word helps you format your book as you write. With this add-in you can preview your work at any time to see what it will look like to readers on their tablet, phone or Kindle e-reader.

If you are using Microsoft Word to write your book, this is an excellent tool for quickly getting your book ready for publishing as you go along.

[Sigil](#) is another online software system that enables you to work directly in an EPUB format and easily see what your book will look like when it’s viewed on e-readers such as the Kindle, whilst you write.

However, in order to get your first book written and published as quickly as possible, I suggest that you focus on just the one platform for now.

Once you’ve published your book on Kindle and mastered that platform, then you can look into some of the many other self-publishing options available.

# How To Cut Costs By Self-Publishing

It's now incredibly easy to self-publish your own books online using Amazon's [CreateSpace](#), [Lulu.com](#) and [Kindle Direct Publishing](#) (KDP).

Although different in many ways, all of them allow you to publish your book at a low price and offer it on-demand. You no longer need the backing of a big publisher behind you to sell your books worldwide.

## **Publishing with Amazon's CreateSpace**

Amazon's CreateSpace is a DIY publishing service that offers a number of tools and features. What sets it apart from the other print-on-demand services is that it's connected with the Amazon brand and the wide array of tools that they offer.

CreateSpace played second fiddle to Lulu.com until a few years ago when it began offering its full global distribution package for just \$39, which is about half of what Lulu charges (as at the time of publication). It now publishes more titles than Lulu, although Lulu is still its main rival. This package allows you to distribute your book anywhere in the world where Amazon products are sold.

In addition to the low-priced distribution package, CreateSpace also offers a high profit margin for print books. You get 30-40% of the list price and there are no set-up fees or minimum order quantities. Amazon also pays quickly compared to other publishers.

One challenge with using CreateSpace is its technical requirements. If you're not that familiar with book formatting, there is a steep learning curve. However, when you upload your book, it does highlight any errors or potential issues with your formatting, which you're then easily able to correct.

***Publishing on CreateSpace works like this:***

- Create a new project and fill in information about your book.
- Add ISBN and if you don’t already have one, CreateSpace will assign you one for free.
- Design the interior formatting of your book.
- Design the cover. There are pre-made covers and templates you can use or you can upload your own.
- Review your formatting and make any necessary changes.
- Submit your book for review (Amazon will check your book to make sure it complies with its guidelines).
- Choose distribution channels, set pricing, and write a description.

**Publishing with Lulu.com**

Lulu is the old standard for online self-publishing. It was founded in 2002 as an alternative to the traditional publishing industry. Books published on Lulu are automatically sold through Lulu.com, Barnes and Noble, Apple iBookstore and Amazon.

Lulu’s pricing is simple. It takes about 10% of your royalties. If your main aim is to profit from selling your book profit and this is the most important factor, you may want to choose Lulu since it takes less in royalties and therefore offers a higher profit margin.

If your primary goal is to earn money by selling on Amazon, it's better to use CreateSpace. Because, whilst you can sell on Amazon if you publish through Lulu, the profit margin is better with CreateSpace and your book is automatically listed on Amazon as soon as it’s published, whereas Lulu published books invariably take longer to get listed by Amazon.

However, if you want to print hardcover books, you must go with Lulu since CreateSpace doesn't print hardback books and Lulu does.



You should also be aware that Lulu can take 2-4 weeks to publish its print books, whereas CreateSpace usually take just a few days.

Other than that, their printing options are very similar.

***Publishing on Lulu works like this:***

- Create your book including text, cover, and table of contents in a Word file.
- Convert the Word file into a PDF.
- Go into Lulu.com and create an account.
- Click "Publish" and follow the instructions for uploading a PDF.
- Make sure your PDF conforms to Lulu's formatting, then review and you're finished.

**Publishing with Kindle Direct Publishing (KDP)**

In 2007, Amazon launched Kindle Direct Publishing as an easy option for publishing books that are only to be sold through Amazon. This service is much faster than Lulu or CreateSpace, and can mean that your book is in Kindle stores worldwide in 100 countries, 24-48 hours after publishing.

KDP publishes both Kindle eBooks and paperbacks and makes the whole process incredibly easy. The site claims that it takes just five minutes to upload and format your book. It also offers higher profit margins as the author can get a 70% royalty for books priced between \$2.99 and \$9.99.

Kindle Direct Publishing also offers the KDP Select option. If you publish with KDP Select, you're only allowed to promote your book on Amazon. This may sound like a disadvantage, but Amazon is the world's biggest book marketplace and if you had planned to focus on Amazon anyway, it offers better options for optimising both your reach and your sales.

KDP Select enables you to earn more through your Amazon sales as well as giving you the unique opportunity to promote your book in the Kindle

Owners' Lending Library and make it available through Kindle Unlimited.

Kindle Direct Publishing offers a streamlined, viable alternative to publishing with CreateSpace or Lulu, even if it is a little more limited.

***The process is simple:***

- Answer questions about your book through the site's form.
- Choose targeting options like categories, keywords & age range.
- Upload the cover and file.
- Review formatting.
- Choose publishing options.
- Decide on your pricing and royalty rate.

## **Design and Formatting Tips for Print Publishing**

Design and formatting is considerably more important for print books than eBooks since this affects the impression your book will create when people see it in hard copy. Spend time making key decisions about your formatting so that everything looks exactly the way you want it to.

**Formatting Should Be Invisible.** The key to good formatting is that it's done in a way that no one notices it. The idea is to remove anything that makes reading the book difficult or might distract readers. Look out for any distractions when doing a final read-through and get them fixed.

**Professional Design.** The key to success is looking professional. All too often self-published books look tacky and amateurish. Your goal is for your book to sit comfortably on the shelf alongside any other book from a major publisher.

**Find Good Examples To Model.** Look at your own bookshelf and choose a few books that you naturally find your eye drawn to. What do think it was that attracted you to these books?

Don't be afraid to look at the books on your own bookshelf to get ideas for the design, formatting and template of your own book. Remember, your book is a reflection of how you think.

## **The Nuts and Bolts of Design and Formatting**

- **Justify your text to the left.** Full justification straightens up the right vertical line of the text, but it creates weird spacing that can look unprofessional.
- **Fonts should be clear and consistent.** Don't choose a font because it's creative or looks intriguing. It must be easy to read and it shouldn't keep changing throughout your book.
- **If you're using more than one font, make sure they don't clash.** Be careful, for example, if you use different fonts for titles and headings.
- **Put a single space after full stops.**
- **Use indentation.** Indent bullet points and don't put a space between paragraphs. It looks more natural without the space.
- **Try to get rid of hanging or orphan text.** This is when the last sentence of a chapter carries over onto the next page, but only for a line or two at the top. This leaves virtually the whole page blank and doesn't look very good, so try to avoid it, if you can.
- **Keep it interesting.** Use images, diagrams or boxes for key points where appropriate to break up your text and make your content more interesting for the reader.
- **Use headers and footers.** Use headers and footers on each page so the reader knows exactly where they are.
- **Get acquainted with book sizes like Demy and Crown.** Look at books on your bookshelf and choose the size you like, but do check how size affects price on your chosen publishing platform.

Above all else, the aim is to make your book look professional. And, if you’re able to add a few unique, creative touches to the cover for a bit of extra flair, this can help to set your book apart, make it your own and grab readers’ attention.

Finally, DIY publishers make money through optional extras like editing features, cover design and supplying an ISBN number. If you want your publisher to handle some of these for you, make sure you allow for it in your budget. I suggest that you review all the different platforms and compare them against the cost of doing things yourself.

## **Marketing Your Book**

The last piece of the book publishing puzzle is to put in place a solid marketing plan. Make sure that you’ve thought about and have a plan for how you’re going to promote your book well before you arrive at your publication date.

The key to any successful book promotion is in knowing your audience and being crystal clear on what strategies you're going to use to get your book in front of them.

# Designing A Profitable Marketing Funnel

Congratulations. You've written your first book! But your work isn't over quite yet. Now, you need to make sure that it achieves the goals you set, including making ongoing sales. This chapter will cover how to build a profitable sales funnel so that your book continues to attract leads and generate revenue well into the future.

Your sales funnel is a key part of your marketing strategy. It is a series of steps that you take potential customers through to arrive at the end goal which is, of course, to buy your book. Accordingly, you need to create relevant content for each stage of the sales funnel.

Also, you need to have set up your sales funnel BEFORE you publish and promote your book. That way, you can start to gather leads now and be ready to make sales immediately you launch.

## Plan Your Book Funnel to Turn Your Leads into Buyers

Your funnel for promoting and selling your book will look very similar to this:



**1. Opt-In Page/Form with Lead Magnet:**

- Traffic is sent to an opt-in page
- Visitors sign up to your email list
- They receive a download, (your lead magnet) which covers something they’re interested in
- They are then given a Call to Action (CTA) that encourages them to buy your book

**2. Email Series:** You use an email autoresponder platform to send a series of emails to someone after they have signed up for your lead magnet. In these emails, you send helpful content directly related to your book and include links back to your author page or your book’s sales page.

**Ideas for lead magnets you can create include:**

- Free download of a section of your book. For example, your first chapter, so they can see a good example of the quality and type of material in your book.
- A case study taken from your book that shows how someone resolved a problem or produced tangible results.
- Data from your book converted into an engaging infographic – maybe something that demonstrates a problem and its solution; a solution that you address in more detail in your book.
- Other valuable content including:
  - Templates
  - Videos
  - Cheat sheets
  - Quizzes
  - Blueprints
  - Webinars
  - How-to Reports



With your follow-up emails, after your subscribers have received their lead magnet, the goal is to demonstrate the breadth and depth of your knowledge and expertise.

The ultimate objective is to get your leads to believe that you'll deliver great value through your book and over time, even more value through any coaching or consulting services you offer.

A basic five email sequence for your auto-responder may look like this:



**Email 1** – In this first email you can tell your leads a little about yourself and your background, and how your experience (relevant to your book topic) helps you to help them. Maybe you’ve faced a challenge they now find themselves facing, and you know how to help them get through it.

**Email 2** – Here, you might engage with your readers personally. Ask them about their biggest problem related to your overall book topic. Maybe conduct a survey. And then reply with your solution. This means your email sequence is no longer fully automated, but it can become a great opportunity to engage authentically with readers and establish your expertise and credibility as an expert in your subject.

**Email 3** – Tell them the story of how you came to write your book. What drove you to write it and, in particular, what motivated you to finish it? If you have a special passion for your book topic and want to get your knowledge and experience out to as many people as possible, tell them about it.

**Email 4** – Talk about some more relevant content related to your book topic. Address one or two specific issues that you know are important to your readers. Tell them how you cover them in more detail in your book.

**Email 5** – For the final email in your series of five, recap your previous 4 emails. Once you have some positive reviews of your book and how it’s benefitted people, provide quotes from or links to these testimonials.

Come up with great email subject lines that grab the attention of your readers and compel them to open your emails. And always ensure you include a link back to where they can buy your book.

As part of your sales funnel email follow-up sequence, you could also invite leads to a free webinar that focuses on one key subtopic or issue covered by your book. This further demonstrates your expertise and will often help persuade those people sat on the fence, to buy.



## Tools for Creating Your Sales Funnel

Here are a few examples of some popular online tools you can use to create opt-in pages and manage your email list, including software to automate your email follow-up process:

**Email Marketing software:** [ActiveCampaign](#), [Aweber](#), [GetResponse](#), [Constant Contact](#), [MailChimp](#).

**Webinar software:** [GoToWebinar](#), [WebinarJeo](#), [Webinar Jam](#), [Webinar Ignition](#), [Easy Webinar](#)

**Sales Funnel tools:** [ClickFunnels](#), [LeadPages](#), [OptimizePress](#), [InstaBuilder](#), [Thrive Themes](#)

## Driving Traffic Into Your Funnel

Finally, you need to attract visitors to your book sales funnel, which starts with your opt-in page, or wherever your opt-in form appears.

We’ll cover several essential marketing elements in the next chapter. For now, here’s a quick overview of some proven methods for getting traffic into your funnel. These include:



- Advertising, such as Facebook Ads, will require some investment. You can keep your costs down by sending people to interesting material you’ve posted online and include links in it for them to sign up for your lead magnet.
- Your material for content marketing can be things like blog posts, infographics, reports, and videos. The more consistently you create these, the more visitors you’ll attract.
- Be sure to share all your content on social media and in places like forums and professional groups – wherever your target readers are likely to hang out. That includes Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest.
- For organic search engine traffic, use keywords on your landing pages that your target readers search for. Visitors will also arrive from sites like Google and Bing. But that will probably take more time, so do seriously consider using advertising to start with.

When your sales funnel is set up and running, make sure to monitor your analytics results so you can easily see what’s working and, more importantly, what isn’t.

By reviewing this data, you can take further action to improve the click-through and conversion rates of both your opt-in and sales pages.

# Promoting Your Book

According to a 2016 report by Amazon, the daily average number of eBooks sold was 1,064,000. With that level of competition, you can't leave selling your book down to chance. Both you and your book have to be visible to would-be buyers. This means that you need to come up with a really good marketing strategy for promoting it. So, now it's time to design a highly effective book launch and promotion plan with you.

You need to find out where your target readers like to hang out online, and decide how you're going to engage with them, get them to learn about your book and then draw them in and persuade them to buy it.

In the previous chapter we looked at building your sales funnel and ways you can drive traffic into the top of your funnel. Here, we're going to look at several more essential marketing strategies you'll need to adopt in order to promote your book and attract more potential readers.

## Pricing Your Book

Start by setting a price for your book. Choosing a price for your book isn't an exact science and there's no clear formula to follow. However, there are a number of factors you should consider when deciding upon your price. These include:

- The length of your book and the page count.
- The competition. How much do your competitors charge for similar books?
- The buyer. What price do you think readers would be prepared to pay?
- The value a reader gets from your book's content – how well it solves a specific problem or moves them closer towards the achievement of a particular goal.

**With Amazon.** Compare the upper and lower prices of books like yours on Amazon. What’s the average price? Look at page counts to see how they compare to yours. Where possible, use the “Look Inside” feature on Amazon to view the table of contents and chapter titles and consider how much content/value you think they offer compared to yours.



For eBooks on Amazon priced between \$2.99 and \$9.99, you receive 70% of the profit. Outside of that range, you only get 35%. But if your content truly warrants it, don’t be afraid to price your book accordingly, even if that puts it outside of Amazon’s higher profit range.

Kindle books that have been written specifically for lead generation purposes are often priced between 99 cents and \$2.99. So if you want your book to be taken seriously then you’ll probably want to avoid that price range because pricing your book too low will dilute its perceived value in the eyes of your potential readers.

Generally speaking, when a product commands a higher price, people often perceive it, rightly or wrongly, as being of higher quality.

**Charm Pricing** is a psychological marketing strategy based on the proven theory that some prices have greater psychological impact on buyers

than others. In this case, it refers to prices that end with .99 - you’ve probably seen and bought products priced this way many times.

The theory is that when you look at \$2.99 and \$3.00, your brain focuses on the \$2 in the \$2.99 and you think of the product as costing \$2 rather than \$3. Whether or not you believe it yourself, this is common practice with book pricing and therefore something you should bear in mind.

**Remember Your Goals.** When choosing a price for your book, it’s also worth considering the goals you set for your book back in Chapter 2. If one of your key goals was to increase your revenue, then of course that will influence the price you want to charge for your book. But do you want to maximise your revenue from your book or maximise your reach and establish your status as an expert in your field to a wider audience? For most people it will fall somewhere in between but you do need to think about where your priorities lie.

Don’t forget, if you set a higher price and find that your book doesn’t sell as well as you’d like, it’s very easy to change the price on Amazon.

## **About You**

**Your Author Website** is where your readers can get to know you better and you can build a relationship with them. Visitors to your author site can translate into sales as you engage with them and they get to see how much value both you and your book provide. If you don’t yet have an author website, do consider setting one up, especially if you see yourself writing more books in the future. It’s valuable virtual real estate for focusing attention on your expert book, and makes life easier for readers searching for either you or your book.

If you don’t want a dedicated author website, create an author bio page to display on your main website or blog. But what should you put on your author bio page?



- Have a distinctive, professionally taken photo of yourself that you use across all your online profiles.
- Include links to any positive book reviews/endorsements you get.
- Describe any qualifications or experience you’ve acquired over time that is relevant to your niche. This will help position you as an expert in your field and generate trust in you and your book.
- Add some personal details so people can get to know you better.
- Talk about your background and why you wrote your book.
- Add links so visitors can learn about your book, or even buy it.

Here are some more ways you can make the most of your author site:

- Have a full sales page on your site with links to buy your book.
- If you have a blog, use keywords that relate to your book in your postings. Enable comments on your blog posts and actively reply with valuable tips. This will help develop a relationship with your audience, build trust and increase sales of your book.
- Create a dedicated book description page with links to websites where visitors can purchase your book.
- Have a separate page for any reviews, recommendations and

testimonials you or your book receive.

- Add buttons/links to all your social media profiles so readers can connect with you through there as well.
- And, of course, put your book funnel opt-in form in easy to see, places and walk potential customers through every step of the purchase process in order to make buying your book simple.

## **Promote Your Book on Amazon**

The key to success on Amazon is to stand out from the crowd, especially your competition. So, how can you maximise your book’s visibility?

First up, select your book category carefully and make it easy for people to find you. Drill down deep into the category lists when you’re selecting the category for your book. The smaller and more specific your category, the easier it is to be found, and the more likely you are to make sales.

Around publication time, get some early positive reviews from readers. One way to do this is give away copies of your book to subscribers on your email list in return for an honest review.

### **Optimise Your Amazon Author Page.**

Your Amazon Author Page will form a key part of your author platform. Once your book has been published, you’ll be allowed to set up a page on [Author Central](#). You can add a biography, photos, events and videos. You’ll also be able to include your social media and website information so that people can connect with you outside of the Amazon platform. It even allows you to add a blog feed so that your page automatically gets updated with your latest blog posts, if you want it to be.

Write your biography using any specific keywords you want your book to be associated with, but don’t go overboard. First and foremost, your bio needs to be compelling and interesting to readers.

## **Leverage Your Social Media Networks**

We mentioned in the previous chapter that you can use social media to drive traffic into your book sales funnel. And, making use of online social networks will play a very important part in your book’s promotion.

When it comes to marketing your book on social media, remember that it’s meant to be social. Be subtle and try to avoid dropping links to your Amazon book page everywhere, otherwise soon you’ll just be ignored.

Here are some tips on how to use three major social media platforms, including the most business-oriented platform, LinkedIn.

### **Twitter**

Twitter is a very popular social network and is widely-used by authors and readers alike. Its excellent search function makes Twitter a fantastic way to get both you and your book discovered.

Optimise your Twitter bio section for your book description and author status to attract like-minded individuals and people who will likewise be interested in your book topic. Use relevant keywords in your profile, and include, “Author of \_\_\_\_\_ *(the title of your book)*.” Make sure you add links so people can find out more about you and your book. Your author website and Facebook Author Page are both good links to include here.

Tweet frequently about your new book. Remember to tell would-be readers what they’ll learn from your book and how it’ll benefit them. Don’t just put the book title with a link.

Tweet links to other people’s useful content where it’s relevant to your book topic. Become as well known for generously sharing other peoples’ content on your topic, as you do for your being an expert on it yourself.

There will undoubtedly be Twitter hashtags that relate to your niche. Search them out on [Hashtagify](#), and become discovered through them.



Support other authors by using the hashtag **#fridayreads** to share the book you're currently reading and often they'll reciprocate.

Search the hashtag **#bookreviews** to find Twitter users who may be interested in reviewing your book.

And find and follow people interested in your topic by searching in biographies for keywords that are relevant to your niche.

## **Facebook**

Facebook is currently the most popular social media platform, so it too is a great platform for spreading the word about your book. Authors are already making the most of its massive audience to reach more readers and sell more books, and you can too.

Facebook doesn't yet have an 'Author' template for pages, but their Shopping template works well for this as you can create a shopping tab through which you can sell your book. Just add your book title and a brief description along with a link to where people can buy your book.

Once you've created a Facebook Author Page, here are some tips on how to promote your book:

- Post content that encourages engagement. Photos, questions, and quotes are all good options. So are Facebook Live videos – here you can talk about issues that relate to your book's content.
- If you have the budget, make use of Facebook ads, as mentioned in the previous chapter. You can create ads that drive visitors to any website page, such as your Amazon book page.
- You could also create Lead Ads that grow your email list from within Facebook. With these, you offer an enticing lead magnet to a targeted, custom audience and Facebook shows your ad to the audience you've defined. They then click your link to receive whatever it is you're offering, and in return you get their email address. And all this is done without ever leaving Facebook!

## *“And Here’s a Copy of My New Book...”*

- If you have ambitions to be published in print by a large, well known publishing house, it’s important to grow the number of readers you have as nowadays publishers expect authors to have a ready-made fan base to promote and sell their book to.

### **LinkedIn**

LinkedIn is widely regarded as the social network for professionals and is the perfect place to position yourself as an expert in your specific field and also to promote your book.

- Optimise your profile for your keywords and look to attract attention for your book. This makes it easier for journalists and publishers searching for an expert in your field, to find you.
- Write a compelling profile description that lets people know that you are an expert in your field. And again include “Author of *(title of your book)*.”
- Look for and connect with other experts in your field, as well as book reviewers and publishers.
- You can feature your book in the Publications section of your profile and include a link to your book’s sales page.
- You can also add documents and slideshows to your profile that are relevant to your expert book and show off your expertise.

### **Creating A Marketing Plan For Your Book**

Your book marketing plan lays out all the marketing activities you will perform and the dates by which you will complete them. It’s effectively your plan of action for finding readers who want to buy your book.

Ideally, you’ll define pre-publication and post- publication marketing activities because you don’t want to leave everything that needs to be done until after your book has been released.

Setting up your book sales funnel is one example of a pre- publication

activity that you should already have planned by now. Also, much of your social media marketing can be prepared in advance and scheduled for release when required.

Think about which marketing activities you will do in advance and want to start now, and those that can wait until after your publication date.

Some other things you could do before publication day include, for example, optimising your social media profiles and growing your fan base and number of connections. Also, setting up an author bio on your author website and creating a Facebook Author Page and populating them with appropriate material before your book’s release so you don’t have an empty page on publication day.

When deciding upon your marketing activities, make sure that you select strategies that are congruent with the goals you set for your book, back in Chapter 2.

For example, if you know a lot of your potential readers are on Facebook and your goal is to engage with them so that they become more likely to buy your book, you’ll need to focus on activities that revolve around a Facebook group and your Facebook Author Page.

If your goal is to build awareness of your specific expertise on LinkedIn, and I’d strongly encourage you to do that because it’s so easy to find and make new professional connections, then definitely add optimising your LinkedIn profile to your marketing plan as a priority item.

And, if one of your main goals is to use your book to expand your mailing list, set up a landing page where visitors are offered a free digital copy of something that compliments your book. They then happily give you their email address because, of course, they want your download link.

# How To Boost Digital Book Sales

The marketing and promotion of your non-fiction Kindle eBook is just as, important, if not more so, than actually getting the writing done. You should have a plan prepared so that, as soon as the writing is finished, you can start to implement it. This is how you really get to establish yourself as an authority in your market and become more widely known.

Creating a marketing plan may seem like a bit of a daunting prospect to you right now, but when you break it down into small, bite-sized chunks, it becomes a lot simpler. Your aim is to find people who will benefit from your book, then tell them about it and finally ask if they'd like to buy it. That's it. Simple! And, if they then want to learn more from you... Great!

Here are 8 highly effective marketing strategies that you can quickly and easily implement online to let people know about your book.

## 1. Advanced Social Media

It's a given that you should use Facebook, Twitter and LinkedIn to promote your eBook. These are the biggest social media sites and your potential audience is sure to be using at least one of them. But if you want to go beyond these three, there are several other excellent social media platforms you can use to promote your book.

Instagram and Pinterest are two visual social media platforms that have become increasingly popular in recent years. They both allow you to share images, and Pinterest lets you create themed "boards."

Some of the things you can do with these sites include:

- Create a hashtag for your book and encourage people to use it
- Share your book cover or images of your book
- Turn book tips into visual content

- Take pictures of you or others implementing your book's tips
- Share images from promotional events

## **2. Host a Virtual Book Tour**

A virtual book tour is essentially the same as a traditional book tour. The idea is to get out there and meet your readers, talk about your book and help build up a buzz about it in your niche. The difference is that with a virtual tour, it's all done online.

The benefit of a virtual book tour is that it takes little in the way of resources, and the possibilities are limitless. You can do everything either free or at very low cost and reach an even bigger audience than you ever could offline.

A virtual book tour might include any or all of the following:

- Guest blog posts that coincide with your book launch
- Readings where you read from your book or talk about it using tools like Google Hangouts
- Interviews on podcasts, YouTube channels, or social media where you get to discuss your book
- Giveaways on your blog, others' blogs and sites like Goodreads

## **3. Get Your Readers to Promote Your Book**

Offer to giveaway a limited number of free books to customers in exchange for an honest review. Reviews work well because they are a form of social proof. When people read reviews about your book from a third party, it has a much greater impact than when it comes from you.

But it's important that you ask for and receive honest reviews. Don't ask people who will only say good things about your book otherwise all your reviews and testimonials will look false and won't have any value.

You might also consider reaching out to key influencers in your industry and asking them for a review. Just identify blogs with big followings and people who are very active on social media and contact them.

#### **4. Create a Promotional Video for Your Book**

It can take a bit of work to create a promotional video, but videos are quick and easy to digest and video content performs particularly well on social media. Just record a video that's simply you talking to the camera.

You could outsource your video production if you can afford it and really want to get it done professionally with a minimum of fuss.

Share a “book trailer” on social media, YouTube and other video sharing sites, your author website or blog, and on your Amazon Author Page.

Other ways to share it include sending it as a link in an email to your list, sharing it at offline events, adding it to your social media profiles, and sharing it on book websites like Goodreads and I Love Book Trailers.

#### **5. Promote Your Book in Your Email Signature**

Add blurb about your book in your email signature, so that everyone who receives an email from you also gets a promotional message about your book. Make your message short and quick, and emphasize the benefits of the information that you share in your book.

Also, include a link to where people can get more information about it or, better still, a place where they can actually buy it.

Another great way to do this is to create an [Amazon Author Page URL](#).

This is a personalized web address that raises your profile and provides you with instant credibility because people immediately associate you with being a published author on Amazon.

## **6. Network with Other Authors in Writing Communities**

Connect with other writers and network with them. You’ll learn some fantastic writing and publishing tips and find readers to review your book. It’s also great to belong to a community of writers who can offer you support, encouragement and advice along the way, as you need it!

Many forums and groups focus more on fiction or specific genres, so make sure you connect with a community that align with your goals.

A few communities you may like to look into include:

- [KBoards](#) (for Kindle users and authors)
- [Absolute Write](#)
- [Non-Fiction Author Association](#)
- [Writing Forums](#)
- [BookRix Forum](#)

## **7. Find Book Review Bloggers**

Conduct Google searches with the name of your book or the book genre followed by terms such as “book blogger,” “book review blogger,” or just “book reviews.”

Before you approach bloggers, carefully read their review policy. When you approach them, send a personal email and provide them with all the information they need to know such as your book’s objective, its subject matter and the format you can deliver it in.

Keep in mind that you may not always get a great review when you request one from a reviewer. However, reviews that aren’t all positive are more authentic and can still help you promote your book.

Also, maybe ask bloggers who you know regularly interview writers, for an interview yourself.

## **8. Get Your Book on Goodreads**

Goodreads is the web’s largest reader site for book recommendations and, unsurprisingly, it’s owned by Amazon. This is a website where book lovers indulge in their shared passion for reading, but it’s not the best place to promote a book. So, keep this in mind and by all means use it to find out what people like and don’t like but avoid jumping in to promote your first book uninvited, especially if you don’t want to upset people!

If you’re going to use Goodreads for future books, sign up for a profile and participate as a user first. Create a detailed profile, join relevant groups, and take part in discussions. You can then create an author page, advertise your book through the site, add your book to relevant lists and create discussions or Q&A sessions about your book.

## **Make Your Book Visible**

The key to selling your book and expanding your audience is in making your book visible to as many readers as possible. So, you just need to go out, find your audience, put your book in front of them and then ask if they would like to buy it.

That, in a nutshell, is your marketing plan!



# In Conclusion

As you reach the end of this book, you now have everything you need to create your own book structure and content outline, a writing plan with goals and deadlines, along with publishing and marketing plans for when you have finished writing. This means that you are now ready to dive head-first into this new and exciting challenge!

Your book doesn’t just have to be a free offer that generates leads – it can become a significant business asset that reaps enormous rewards for you and your business over time.

Writing a book is challenging, but ultimately rewarding, so you must commit to finishing it. Schedule writing time which you protect fiercely and do your best to hit your goals and deadlines. Seeing your name on your book cover and realising you have written something of value that not only helps readers, but also positions you as an expert in your field, will prove to be absolutely priceless.

## **Through the course of this book you have learned:**

- How to research your audience and market, so that when you decide on your book topic you are writing about something that you know your audience wants to read about.
- How to create a logical structure and clear outline for your book that will become your roadmap whilst you’re writing and make sure that you stay focused and on track until you finish.
- How to prepare your book for publication so that everything is ready to go when you finally hit “publish.”
- Various strategies for promoting and marketing your book, including how you can build a profitable book sales funnel that attracts leads and quickly turns them into happy book buyers.

*“And Here’s a Copy of My New Book...”*

Also remember, you now have a template that you can refer back to whenever you want to write another book, and you can be sure that this will make the whole process much quicker and easier for you.

So, off you go now and start writing that book.

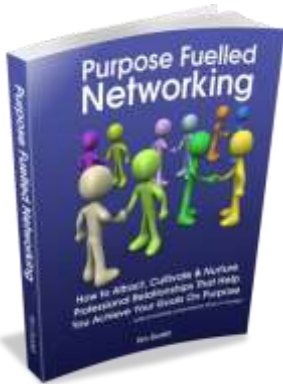
Follow the plan you created in Chapter 3, and make sure that you’re ready to start profiting from your work as soon as the ink’s dry!

And, please do send me a copy of your completed book, won’t you.

I’m excited to see how you get on.

Wishing you the very best of luck.

Before you go, here are a few more books & courses that you may find useful if you run a professional services business...



***Befriend Professionals Who Will Happily Introduce You To Potential Clients***

## **Purpose Fuelled Networking**

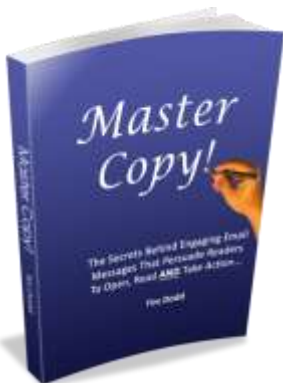
How to Attract, Cultivate & Nurture Professional Relationships That Help You Achieve Your Goals On Purpose



***Clients Are Everywhere, Provided You Know Who You're Looking For!***

## **Hidden Right Under Your Nose**

How To Identify Your Perfect Client & Attract A Crowd More Like Them



***Structure Your Email Communication In A Way That Turns Recipients Into Clients***

## **Master Copy!**

The Secrets Behind Engaging Email Messages That Persuade Readers To Open, Read **AND** Take The Action You Want

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*“And Here’s a Copy of My New Book...”*



***Understand How Customers Arrive At Their Decision To Buy***

## **The Secret Sauce**

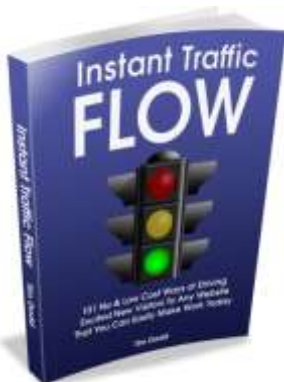
The Simple Sales Psychology All Great Marketers Use To Persuade Customers To Buy From Them



***The Key To Business Success Is The Ability To Solve The Problems You’ll Encounter***

## **Let There Be Light!**

How To Brainstorm and Solve Frustrating Business Problems Even If You’ve No Idea Where To Start.



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## About the Author:



Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because they are experts in providing the service that they're qualified to provide, rather than in the selling of it.

As our paths may not have crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist workflow process consultant. Basically, what I do is advise clients on suitable processes to use when they want to attract a consistent flow of new business on auto-pilot!

If you're a business owner or professional service provider, who likes the sound of having leads generated, prospects followed-up with and client relationships built automatically so that you and your team can spend more chargeable time working with key, fee-paying clients, then I believe I can help you.

Or maybe you like the idea of automating these vital business processes but aren't yet convinced that it will work in your specific market.

No matter which, if business automation is of interest to you and you feel that a no strings chat might be helpful, then please head over to

[www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call)

and book a time that's convenient time for you when I can tell you more.

There's no charge, and I guarantee you'll be both amazed and delighted by the tools we'll talk about and the boost in productivity and profitability that your business could easily enjoy.

I look forward to speaking with you soon.

*Tim*

At some point in their life, everybody will have been accosted in a shop by an eager young sales assistant desperately trying to sell them something they really didn't want! No doubt, you'll also have received loads of direct mail through your letter box from marketing companies, trying to persuade you to buy some new, miracle product or other from them. And I'm almost certain you'll have come across those long, rambling, seemingly never-ending web sales pages that have you scrolling down forever & ever.

If you're a professional services provider, like me, you'll absolutely hate the thought of being categorised alongside any of the above. Yet, finding and winning new business is becoming more and more competitive. And, no matter how much we dislike it, we all have to sell something in order to survive.

When I first started my consulting business I used to feel exactly the same way I imagine you're probably feeling right now; overwhelmed by everything you know should really have been done by yesterday!

However, everything changed for the better, when I engaged a truly inspiring business coach with an unthreatening, future focussed, education-based coaching style that enabled me to discover several hugely effective strategies of my own. Strategies that have been proven to work for virtually any type of professional service provider with an online presence.

The most important of these are my client finding strategies. Clients are all around us. The secret is to have a process that quickly enables you to identify who will be the best clients for you and how you can discover where they'll all choose to congregate together!

If you don't already have an effective client getting process that's working well for you and you want to learn how to identify who your perfect client is and where you can find more people who meet your ideal client's profile then you'll quickly realise that this book was written specifically with you in mind!

Just a quick word of advice: Make sure your business can handle a rush of new clients, always provide outstanding service to every client who engages you and understand that, above all, the secret of success is to have fun!

