



## How to Write a Book

So you want to write a book. Many people say that they “have a book inside them”. Once you get it out, then what?

Personally, I am a little lazy and I get side tracked when I should be writing. I just struggle to maintain a focus. So I have created a few short cuts to getting a book DONE.

Here are some resources and tips that may make it easier.

### What is your WHY?

Why are you writing this book? Most authors do not make a ton of money and then retire to the Bahamas. Most of us write a book to increase market credibility, provide additional resources or quite simply, use as a business card with prospects.

Be crystal clear you know your WHY when it comes to writing a book as it will keep you motivated and on track when the bright shiny objects float nearby.

### Get a Role Model

In our business we have mentors and role models. We need the same for our book. Find a book that has the right size, weight, feel, look that you want your book to have. It is better if it is NOT a self-published book but this is not essential. This can be your book role model so you have a reference point to what they did and what your book will be like. For my book, I had three role model books to get exactly what I wanted.

The reason I recommend a published book as the role model is that you want your book to NOT look like a self-published one. You want it to look super professional and worth every cent you are charging for it. Too many people release self-published books that LOOK self-published and it decreases the books value and their credibility.

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## **Create a Title**

Your title needs to be on brand and engaging. This is the key thing that your target market will grab onto so give them something that is easy to grab. It should be five words at most. Frequently less is better.

Have a subtitle. This is the point that may explain the title a little or be a final trap for the potential buyer. This can be eight to 10 words but less is more.

## **Create 12 Chapters**

12 Chapters means you can have 12 month programs or supporting eCourses. 12 just seems to fit well. As well as the chapters you may also want the Intro and Outro chapters. 12 is by no means a concrete number. Some have more or less, but it seems to be a simple target.

Create a title for each of your chapters of no more than three words each. The titles need to be snappy and again easy to grab on to.

## **Create the Key points**

For each chapter you will have three to five key points that you want to talk about. Typically it is the principal that you want to share and the “proof” of that point. That proof maybe a case study, client example, story or a model of some description. Whatever the proof or substantiation is, write the key information and details you need to trigger your memory about it.

## **Generate the Content**

This is the biggest short cut and time saver.

Get a digital recorder (your smart phone MP3 recording app will do) and start talking for each chapter. If you need to, spell out complex words as you are creating this recording for someone else to type so make sure you are setting them up for success.

If you need to, pretend you are having a conversation with someone about the subject to maintain your enthusiasm. If you need, have someone interview you about the subject. Give them 10 key questions and have the interview.

## **Transcribe**

Get these recordings transcribed.

Experience shows that an Australian VA costs \$40 an hour and can transcribe one hour of talking in approximately three hours. International VA's can struggle with English and the Australian accent. So they are less per hour (\$5 to \$25) but will take up to five hours to transcribe an hour of talking.

Personally, I recommend an Australian VA for this piece.

## **Review**

This is when you get to see your completed book. Get out that red pen and start your own edit. Make sure it is what you want and has a logical flow to it. Your self-edit and review will save a lot of time and money with a professional editor.

As needed, return your comments to your VA and get them to correct the flow of the book

Make sure you consider the Copyright page, Acknowledgements, Dedication, Call to Action, Index, Table of Content and any imagery you want in the book. Refer to your Role Model books as guides for what you need.

## **Edit**

Once you are happy with your book, give it to a professional editor. They will cost approximately \$60 an hour and for 200 pages will take about 10-15 hours. While you think your partner or friend is good with English, a professional editor will make all the difference. They go through your manuscript with a fine tooth comb and are well worth the investment.

## **Format**

Part of your decision will be what format you want the book to have. By format, I mean size and dimensions. It is a good idea to get in touch with your printer to find out what they print and what requirements they have for each dimension.

For a standard business book printed in Australia, I recommend printing in size C. I would also get a digital copy for US Trade size 6"x9" (this is to print on demand for Amazon and so on).

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## ISBN

Thorpe Bowker <http://www.thorpe.com.au/en-AU/>

Purchase your ISBN here. It is cheaper to buy a 10 pack and then you have one for the eBook as well as the hard cover. You must have an ISBN for your book otherwise you will not be able to catalogue it or sell it in a book store.

## Barcode

While a barcode is available at Thorpe Bowker, it will cost you \$45+

Head to <http://barcode.tec-it.com/> select ISBN and then get using your ISBN get one for free. Be sure to select 300DPI for the bar code you wish to print.

While bar codes are not compulsory, they add to the professionalism of the book and also enable it to be sold in stores.

## National Library of Australia registration

You will want to register your book with the National Library. You can do it for free online once you have your ISBN. <http://www.nla.gov.au/cip> Once you have registered and completed your book, you need to send them 2 copies. They will send you the detail once your book is registered.

## Cover

Unfortunately this is one of the most important parts of the book. While everyone knows, "you shouldn't judge a book by its cover" most people do. A good title with a great design will make a difference to your sales.

You can use your favourite design firm or an online service like oDesk or eLance to create something. Again, refer to your role model books as a guide and ensure that you brief your designer thoroughly.

Your printer will have a template or design specification for the cover.

## Internal Design

Rather than just print standard text, it is worthwhile having a designer create a professional layout for your book. Again, this will make your book stand out as a professional book rather than a home published book.

Again, your designer can do the work. It takes about 15 hours for a 230 page book. Off shoring this part of the process can save some significant money.

Your designer can also create the eBook layouts for ereaders. The two main formats are mobi and epub.

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## Website

Create a website for your book and make sure it has a domain name the same as its title. The website is essentially one page where a visitor can discover information about the site and then purchase the book.

Make the site well before the book is released so you can start to sell the book before it is printed and reduce some of the financial costs up front. Preselling also gives you a better idea on how many to get printed in your first run.

## eBooks

You can look to publish eBooks at these sites. Simply follow the prompts and upload your ebook in the relevant format.

Kindle <http://KDP.amazon.com.au>

Google Play <http://play.google.com/books/publish>

Be aware that your margins on ebooks is marginal to the physical book. You need to consider the impact of your ebook pricing on your hard copy book as well as any exclusivity you may sign away.

## Print

There are a couple of ways to print. Do a bulk batch or print on demand

For a bulk batch, there are a number of printers. One of the best that also has worldwide alliances and locations is Griffin Press [www.griffinpress.com.au](http://www.griffinpress.com.au)

Having worldwide alliances means that if you are presenting in another country you can get books printed there rather than shipping them from Australia.

Griffin has a minimum print run of 100 books and for a 272 page book this equates to less than \$7 a book.

For print on demand there are several services:

[www.createspace.com](http://www.createspace.com) (this is directly via amazon)

[www.lulu.com](http://www.lulu.com) Has a lot of good templates and an easy costing calculator

[www.xlibris.com.au](http://www.xlibris.com.au)

[www.on-demand.com.au](http://www.on-demand.com.au)

Google brings up many others that can help as well.

## What Next?

So now you have the short cut to getting published. Within a day you could have the majority of the book done and you can then let your team do the rest.

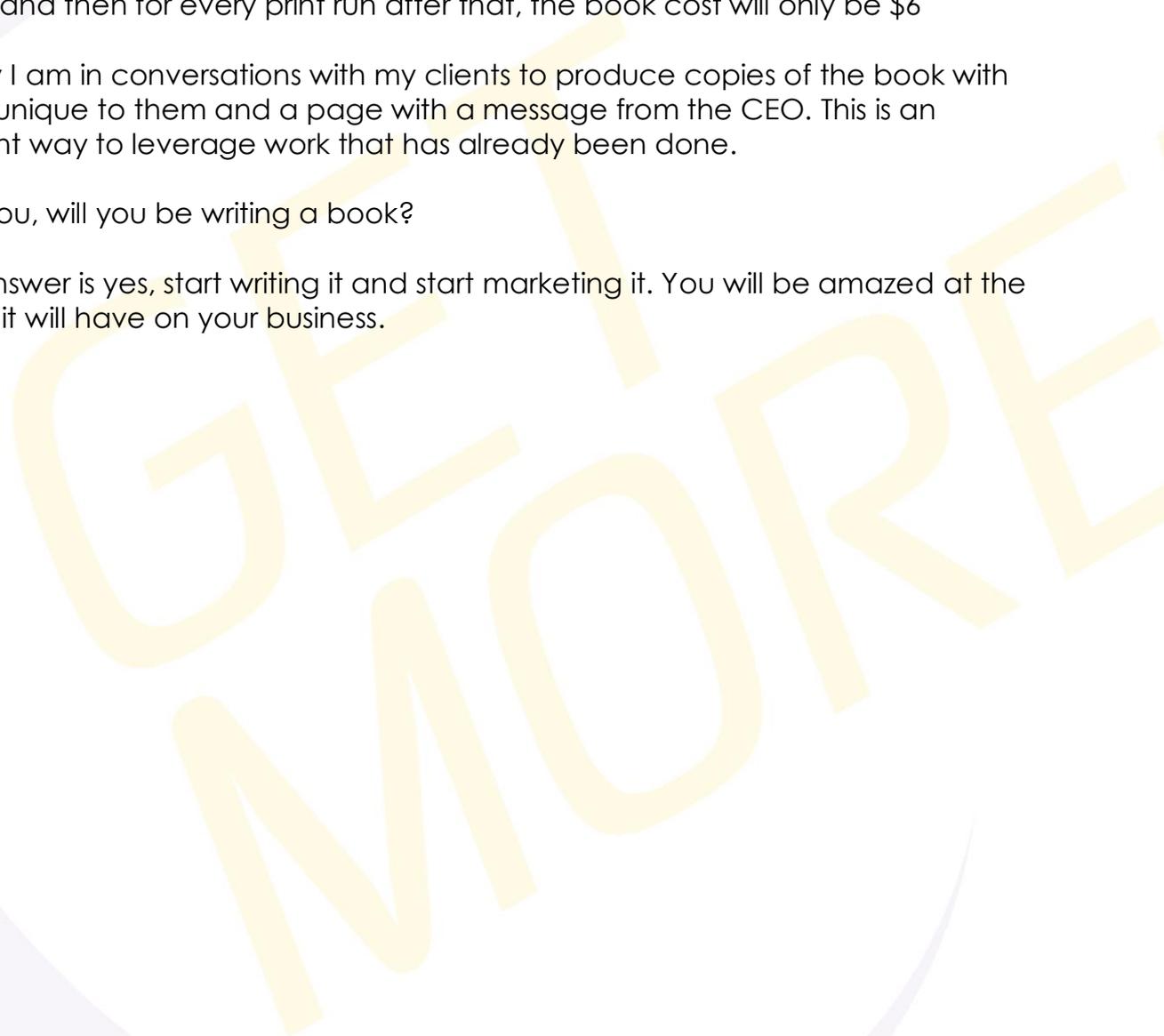
So why wouldn't you?

For less than \$4,000 I have printed 200 books that I will sell for \$35 each (that's \$7,000) and then for every print run after that, the book cost will only be \$6

Already I am in conversations with my clients to produce copies of the book with covers unique to them and a page with a message from the CEO. This is an excellent way to leverage work that has already been done.

So for you, will you be writing a book?

If the answer is yes, start writing it and start marketing it. You will be amazed at the impact it will have on your business.



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