

The background of the image shows a stack of books with various colored spines (yellow, green, red, blue) and a white pen with a pink eraser and a blue cap. The text is overlaid on a white rectangular area.

HOW TO
WRITE AND PUBLISH
YOUR OWN BOOK
AND TURN IT INTO
AN ASSET FOR
YOUR BUSINESS

EXECUTIVE SUMMARY

INTRODUCTION

Every single day you are bombarded by media. The T.V. is yelling at you, social media is calling to you and it seems like your time spent with these things is never worth it.

But there is one medium that will consistently enrich your mind and provide value and entertainment every time you dig into it. If you looked at the title then you already know exactly which medium I'm talking about - books.

Books are powerful. And they can be especially powerful for you and your business. Books are powerful, authority-building assets for these business owners. When you write a book there's a strange "transformation" that occurs.

You gain renown, credibility, and begin to be perceived as an authority within your market. When you have an asset like a book, you can use it to make a lot of money, and that's not just from selling your book.

You can use your book as an asset in your marketing funnel. Before we talk about using your book, you need to know how to write one. Then we will look at how to use your book as a marketing tool for your business.

(CHAPTER 1: THE OUTLINE

A book never starts with page 1. It starts in your head. The first thing you need to figure out when you decide to write a book is what you want your book to say. **You need to ask yourself things like:**

- What do I want to tell or teach them?
- How am I uniquely qualified to teach them this thing?
- How do I want to teach them?
- What will be the main theme of my book?
- Do I want my readers to take any specific action after reading my book?

BRAINSTORMING

The first part of a book outline that you need to decide on, is the objectives of your book. **How do you want to serve your reader, and what do you want them to get out of reading your book?**

Next, imagine that 2-3 years have passed since publishing your book. What has your book done that made all of the hard work worth it? What has it done for you?

Next, what is one event that your book could bring you, that would get you excited and ready to celebrate?

You also need to know who you're writing to. Let's ask some questions about our audience. **Who is your primary audience? What demographics and psychographics do you want to target?**

Write one short paragraph, roughly 150-200 words, that describes what you're going to be talking about, who the target audience is, and what they will get out of your book.

Next, Write a single sentence that encapsulates the big idea of your book. **This is the "elevator pitch" for your book.**

THE OUTLINE

When it comes to outlining for books, authors typically fall into one of 2 categories.

The outliners and the pantsers. The outliners are pretty self-explanatory; they outline their book in rigid detail.

The pantsers write "by the seat of their pants", which means they like to write and see where the story goes. They write spontaneously.

In the world of nonfiction, you will live and die by the outline you create for your book. The outline is the track and your book is the train.

THE TITLE AND TABLE OF CONTENTS

The table of contents is going to be a very simple but very effective layout. You're going to write the title of the chapter and right under that, you're going to write one sentence based on the key takeaway from that chapter.

THE INTRODUCTION

This might seem counterintuitive but the introduction is usually written last. Even after the conclusion is written.

The introduction is the beginning of your lesson, of your story. Therefore it makes sense that the introduction would only be written after you've created the whole story and taught the whole lesson.

The very first thing you need to do in your introduction is hook the reader. You have to get them interested and invested in whatever you have to say.

You get them invested by using what is called a "book hook. The book hook is exactly that - it hooks the reader on the idea of your book.

You start with the hook and then make a gentle transition into the benefits that the reader will gain from reading the whole book. Then you need to introduce yourself, the author. Then we can tell them what the book is and what the book is not.

OUTLINING CHAPTERS

You're going to begin the chapters of your book in a very similar way to your introduction: a hook. **For the chapter hook, you're going to tell some sort of personal story or anecdote that ties into the subject of that chapter.**

After your initial story/anecdote you can introduce the thesis for your chapter. After you've introduced the thesis into your chapter, you need to support that thesis with content.

After you've made the argument for your chapter thesis, you need to find a satisfying way to wrap up the chapter.

THE CONCLUSION

You're going to open the conclusion with a story or anecdote that can be used to wrap up the book and the main idea of the book.

After you've told the story to wrap up the book, you're going to restate the thesis and the purpose of the book. You're coming full circle.

After you've recounted the content from the different chapters, you're going to give your reader a call to action.

HIRING A GHOSTWRITER

When professionals, thought leaders, and entrepreneurs want to write a book but don't have the time or skill, they hire a ghostwriter.

A ghostwriter is a writing professional that specializes in writing books and other pieces of content for others.

CHAPTER 2: PUBLISHING YOUR BOOK

There are 2 separate routes you can take when it comes to publishing. Traditional publishing and self-publishing.

TRADITIONAL PUBLISHING

With the traditional publishing model, you never know if your book will be published. For new authors, just getting your book in the hands of a literary agent is a feat.

With the traditional model, you create a sample section of your manuscript, the first few chapters typically. Let's say your sample is accepted by a literary agent. You would then write the entire manuscript and turn it into your literary agent. The agent would then take it to one of the 5 big publishers:

- Penguin/Random House
- Hachette Book Group
- Harper Collins
- Simon and Schuster
- Macmillan

If one of these publishers accepts your book, you're in. You'll likely get a small advance on your book, and then the publisher will handle the creation and marketing of your book.

SELF-PUBLISHING

Self-publishing is a recent newcomer to the publishing world, at least when compared to the traditional model. Self-publishing came on the scene when Amazon released its first e-reader, the Kindle.

The self-publishing process is much simpler than traditional publishing. You write your book in its entirety, since there are no hoops for you to jump through and no gatekeepers to get past.

Once your manuscript is done, you're ready to start putting the pieces together. After you've uploaded all the relevant pieces and data, it will take roughly 24-36 hours, and then your book will be available for purchase on the Amazon store.

If you price your book between \$2.99 and \$9.99, you will be earning a hefty 70% commission on every book you sell. But unlike the traditional model, you have to do all of the marketing for your book.

WHICH IS BEST FOR YOU

For the vast majority of authors, being self-published is a much more beneficial route to take. Business people that write books aren't looking to make tons of money by selling their books. Rather, they're desiring to make money by using their books as leverageable assets.

(CHAPTER 3: USING YOUR BOOK

The first way is to use your book as an added asset to something you already do. Think of speakers and high-ticket consultants. They're already doing something that brings in a lot of cash.

If your entire business was built on selling books, you might not want everybody sharing and lending your book. **But when the book serves as a gateway to your other high ticket offers, you'll want that book to get into as many hands as possible.**

BUILDING AUTHORITY

In his book *Traffic Secrets* (which was written by a ghostwriter by the way) Russel Brunson describes the primary lead generation tactic as “finding your dream 100.” Brunson describes the dream 100 as people who have a substantial following that is comprised of your dream clients.

Russell used his book as an authority builder to these dream 100 clients. It was able to showcase all of his knowledge and it made him so credible in their eyes that they couldn't help but invite him onto their platforms to talk more.

BOOK FUNNELS

A book funnel is a type of sales funnel that uses a book as the “top of funnel” content. The way these funnels work is that you have an ad - maybe a Facebook ad, Google ad, or a native ad.

The targeted person sees the ad and downloads or orders the book. They read the book and the book over delivers, helping the reader gain much insight and understanding.

When they order the book, the reader is also subscribed to an email list. To that email list, the author would offer some sort of course or program.

This course could expand on the knowledge in the book and show the reader exactly how to implement everything with over-the-shoulder video materials.

CONCLUSION

Books are powerful. In this guide, you have learned everything you need to go out and write your own book (or get it ghostwritten). There are a huge number of possibilities open to you, and a book is your ticket to those possibilities. All that's left for you to do is write it.