

# 2018 SUMMIT SUMMARY

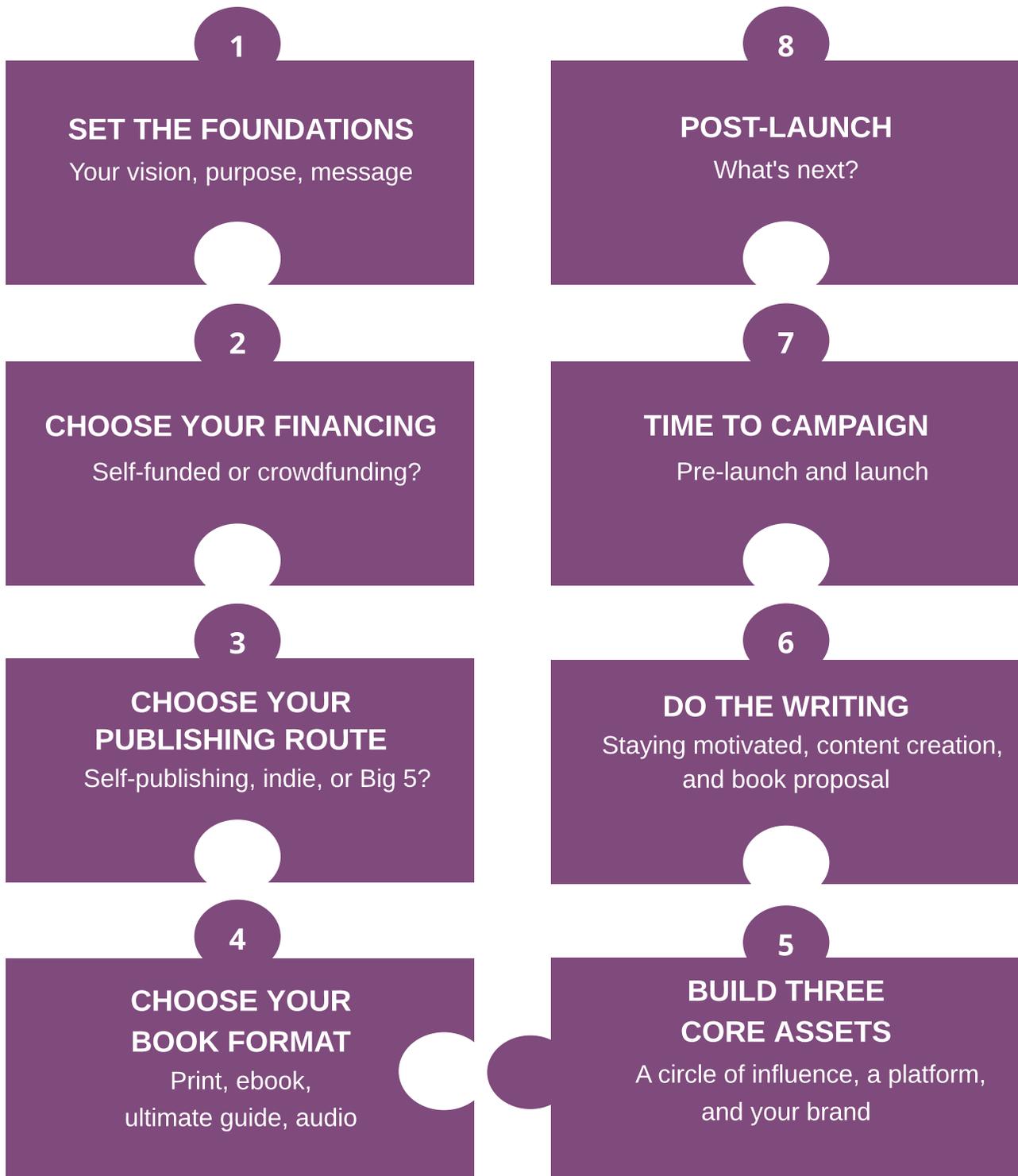
*Best strategies from 30+  
best-selling authors, publishing  
experts, and industry leaders*



TRANSFORMATIONAL  
AUTHOR EXPERIENCE  
S E A S O N - 7

*How to write, publish, and promote  
your transformational book!*

# EIGHT STEPS TO SUCCESS



## **REMEMBER: WRITING A BOOK IS TRANSFORMATIVE!!**

- You connect even more to your PURPOSE
- You get over the fear of being SEEN
- You become friends with UNCERTAINTY
- You are proud of your book, talk HIGHLY
- You communicate directly with the world
- It uses more energy resisting than writing it
- You can change people's lives
- It helps you build a business and authority

## 1.1 YOUR BOOK VISION & PURPOSE (TRANSFORMATIONAL QUADRANT)

### ASK YOURSELF

#### SELF

- ▶ What transformation do I want for myself as a result of writing this book?
- ▶ Why?

#### BUSINESS

- ▶ What transformation do I want for my business?
- ▶ Why?
- ▶ Where does the book fit in the business i want to b

#### READERS

- ▶ Who are they?
- ▶ What transformation do I want for them?
- ▶ Why?

#### WORLD

- ▶ What transformation do I want to see in the world?
- ▶ Why?

## 1.2 YOUR BOOK MESSAGE

### ASK YOURSELF

- What PROBLEMS does my book solve?
- What QUESTIONS does my book ANSWER?

### ASK YOURSELF

- How much can I fund myself?
- Is crowdfunding right for me?

SELF-FUNDED	CROWDFUNDING
<ul style="list-style-type: none"> <li>▶ BUDGET all your expenses ahead of time: marketing, book production, agent, editor, etc</li> </ul>	<ul style="list-style-type: none"> <li>▶ Build a COMMUNITY behind your book project</li> <li>▶ STORYTELLING: Share about you, the vision, the why</li> <li>▶ PLAN thoroughly: 2 months prep + 30 days of campaign</li> <li>▶ Platforms: Kickstarter, IndieGogo</li> </ul>

## ASK YOURSELF

- Do I want to do everything myself?
- How much control do I want?
- What experience do I want with a publisher?

	SELF-PUBLISHING	INDIE PUBLISHING	TRADITIONAL (big 5)
<b>CONTROL</b> <i>you get?</i>	<b>HIGH</b>	<b>MODERATE - HIGH</b>	<b>LOW - MODERATE</b>
<b>SUPPORT</b> <i>you get?</i>	<b>LOW</b> (you do it all)	<b>HIGH</b> (book agent)	<b>HIGH</b> (book agent)
<b>SPEED</b> <i>to launch?</i>	<b>HIGH</b> (24-48 hours)	<b>MODERATE</b> (6-9 months)	<b>LOW</b> (12-18 months)
<b>COSTS</b> <i>you incur?</i>	<b>LOW - HIGH</b> (editor, marketing, print)	<b>LOW - MODERATE</b> (marketing, agent)	<b>LOW - MODERATE</b> (marketing, agent)
<b>PROFIT</b> <i>potential?</i>	<b>LOW - HIGH</b> (20-70% royalties)	<b>MODERATE - HIGH</b>	<b>LOW - HIGH</b> (10% royalties + high volume potential)
<b>Speed</b> <i>to get PAID?</i>	<b>HIGH</b>	<b>MODERATE</b> (3-6 months)	<b>LOW</b> (6-12 months)
<b>Book RIGHTS?</b>	<b>HIGH</b>	<b>MODERATE - HIGH</b>	<b>LOW - MODERATE</b>
<b>PLATFORM</b> <i>requirements?</i>	<b>LOW</b>	<b>LOW - MODERATE</b> - Show some growth & engagement	<b>HIGH</b> - Show high growth & engagement - 2% conversion rate
<b>DISTRIBUTION</b> <i>venues?</i>	- Direct (your site) - Amazon - Other US and/or international venues	- Amazon (50% market share) - Retailers (20%) - Book chains (20%) - Other US and/or international venues	
<b>Considerations</b>	- Self-published authors sell <250 copies vs. ~3,000 for published - 4,500 books are published daily on Amazon	- Having a publisher looks more professional - Know book genres that publishers consider - Look for a publisher before book is written - Have publishers fall in love with the content and topic - Memoirs don't sell (unless you are famous)	

## ASK YOURSELF

- What's the best format for my audience to consume my content?

	PRINT	EBOOK	ULTIMATE GUIDE	AUDIO
<i>Average LENGTH?</i>	>50K words	10-15K words	10-25K words	~30K words
<i>COSTS you incur?</i>	<b>MODERATE - HIGH</b>	<b>LOW</b>	<b>LOW</b>	<b>MODERATE</b>
<i>CONTENT nature?</i>	Wide and large/deep	Narrow and deep	Narrow and deep	Varies
<i>PUBLISHING route?</i>	Any	Self	Self	Any
<i>TIME needed to create?</i>	<b>MODERATE - HIGH</b>	<b>LOW</b>	<b>LOW - MODERATE</b>	<b>MODERATE</b>
<i>Considerations</i>		- Make it printable	- Make it printable - First step to a book	- Record in studio - Hire a narrator - Creates intimacy

## BEST PRACTICES

- Start with ONE format first (focus)
- Build more formats over time (= more ways for people to find you)

**RECOMMENDATION:** Start building these assets ideally before writing your book

5.1 BUILD RELATIONSHIPS WITH A CIRCLE OF INFLUENCE

## ASK YOURSELF

- Who do I want to build relationships with?
- What are their needs? How can I help them?
- How are they connected to my goals?

## BEST PRACTICES

- **IDENTIFY the individuals you want to build relationship with**
  - Could be: bloggers, podcast /radio hosts, authors, coaches, columnists, media personalities, contributors to your book, speakers, etc
  - Google leaders in your space and follow them
- **LEARN about them**
  - Check their interviews/podcasts to know what they are looking for
  - Know their interests, approach, platform
- **Build RAPPORT by adding value**
  - Make it about THEM not you
  - Share their work, subscribe to their newsletter, attend their events, send a resource (your guide, ebook), leave a review and notify them, etc
  - When time is right, ask for support for your book launch through their channels

## 5.2 BUILD AN AUDIENCE PLATFORM

### ASK YOURSELF

- Where's my audience?
- What do they want?
- How to connect with them? How to DEEPEN that connection over time?

## BEST PRACTICES

- **CREATE the CONNECTION** by identifying what your audience **WANTS through listening**
  - **Principle of 6:** write 12 blog posts on 6 topics and look at your analytics to identify their interests
  - Ask them (surveys)
  - If no engagement, **CHANGE** your message
- Once you know their interests, use **a 3-step MARKETING FUNNEL**
  - **Lead GEN** (to get traffic, visitors, readers, attendees)
  - **Lead CAPTURE** (have people to opt-in)
  - **Lead CONVERSION** (have people to buy your services/book)
- Within the funnel, try different
  - **Content FORMATS:** podcast, book (if written), ultimate guide, blog posts
  - **DELIVERY methods:** workshops, speaking, retreats, summits
  - **CHANNELS:** your site, social media, your circle of influence, media
  - **Marketing TACTICS:** email marketing, bonus referral, special pricing, etc

## 5.3 BUILD YOUR BRAND

### ASK YOURSELF

- Where does my online presence **FIT** in my personal brand?
- Which social media channels are the most relevant for me?
- How can I get more visibility with the media?

## BEST PRACTICES

- **Build relationships** (see 5.1) and **a platform** (see 5.2)
- **Build your site as YOUR ID CARD**
  - Inquire how your competitors/influencers curate theirs
  - Have professional and personal pictures to show you are real
  - Design the site with your business goals in mind (e.g. lead gen, speaking, etc)
- **Build your SOCIAL MEDIA PRESENCE**
  - Choose specific channels, don't be on all (avoid brand dilution)
  - Be active: have a weekly engagement schedule
  - Use the same type of pictures across your channels
- **Build your PR and PUBLICITY**
  - Have reliable, free, and accessible content to get QUOTED as editors rely on content creators for production (e.g. have transcripts available for your podcast)
  - Engage on their social media
  - Do press releases with your quotes

# 6

## DO THE WRITING

### 6.1 WRITING TECHNIQUES TO STAY MOTIVATED

#### ASK YOURSELF

- What's my writing style?
- How do I write?
- When is my best writing time?

#### BEST PRACTICES

- Identify your natural writing style

<b>DAILY writing</b> Every day	<b>CHUNK writing</b> Set aside a chunk of time here and there	<b>DAY writing</b> Set aside 1+ day(s)
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- Identify your best writing during the day
- Get quiet inside as great writing takes time. Let it ripe.
- Bring your inner critic only when you edit (not when writing)
- Write as if you are **TEACHING at a WORKSHOP** or **COACHING 1 PERSON** you know -> what would you walk them through step by inspired step?
- Use simple language (10 years old)
- Use index cards to get creative
- Write the **back copy FIRST** (non-fiction books only)
  - Refer to it when writing to stay on track
  - Components: genre, headline (7-10 words), 2 paragraphs on main message, 3-5 bullet points on key take-aways (5-10 words each), 75 word bio, endorsements (optional)

## 6.2 WRITING THE BOOK CONTENT

### ASK YOURSELF

- How can I dominate my book genre/niche?
- What UNIQUE content can I provide?

### SHIFT YOUR MINDSET

- Writing will make you master the content and you'll gain **CONFIDENCE**
- Kill the false beliefs you may have
  - *"What I want to say has been said millions of times. How can it be new?"*
  - *"If I say everything in the book, I won't have any ideas left"*

### THE CONTENT SHOULD BE

- **EMOTIONAL**: readers don't buy facts and figures but stories and the shift you can make for them in an emotional state
- **GENEROUS** (in amount): readers will feel **CONNECTED** making it easier for them to say "yes" to other services you offer
- **SIMPLIFIED** and **TANGIBLE**: avoid information overload
- **PERSONALIZED** with your perspective
  - Readers want different views (that's why they buy different books!)
  - Readers will buy **HOW** you say it **NOT WHAT** you say

## 6.3 WRITING A BOOK-BASED BUSINESS

### ASK YOURSELF

- Where does the book **FIT** in the business I want to build?

### APPROACH

- Structure the book to build a list (even if readers don;t buy it)
- Bake in the book a **simple marketing funnel** (2-3 tactics)

### MAKE IT **INVITATIONAL** WITH **OPT-IN** TACTICS

- Have call-to-actions (CTAs) on the first previewed pages (after title and before Table of Content)
- Have a CTA link at chapter end to download on your site a **bonus companion book**
- Offer **free gift** (e.g. kit, video) when they buy (or don't) your book
- Position an intro workshop

### MAKE IT **INTERACTIVE**

- Have QR videos at each chapter intro (30" where you state the objective and outcome)
- Interview contributors (use audio, video) about their success, struggles, expertise, etc
- Ask readers for reviews within the book (position it as feedback for future edits)
- Share success and/or personal stories, cases studies

### MAKE IT **PROFESSIONAL**

- Design the cover after other bestsellers in your genre
- Have credibility markers (e.g. quote studies, get endorsements)

## 6.4 WRITING A BOOK PROPOSAL

- It is your book "business plan" to get publisher's attention
- Be structured, concise, clear, genuine, vulnerable, mature, and have no typos
- Highlight the value to your specific niche audience (don't go masses)
- Highlight your platform and marketing commitment (your funding, if any)
- Position your book as **complementing** other bestselling books in your niche (and not competing against them)

# 7

## TIME TO CAMPAIGN!

### CAMPAIGN OBJECTIVES

- Drive engagement through multiple channels
- Position your book as a bestseller

## 7.1 PRE-LAUNCH SPECIFICS

### APPROACH

- Pre-launch can be started before writing the book
- Start **VERY EARLY**: 3-12 months before launch
- Design a detailed launch campaign strategy
- Build a pricing strategy

### TACTICS

- **Ask your platform for input** on the book (e.g. its cover, content, theme)
- **Do PRE-ORDERS**: set a pledge goal and track with a software
- Provide exclusive **BONUSES** (6-8 weeks before launch)
- Get **endorsements, testimonials** and/or an influencer to write the **forewords**
- Design the cover after other bestsellers in your genre
- Get **REVIEWS** (not applicable for self-publishing through Amazon)
- Position something unique about your book
- Circulate a hard print one pager of your book (front + back)
- Give printed copies of your "ultimate guide"

## 7.2 LAUNCH SPECIFICS

- Run in book show competition to win wards and recognition
- Apply your pricing strategy and re-visit as needed (self-publishing)
  - Sell it for free, discounted, or at an average price point for your genre
  - do a "**Pay What You Want** " or minimum threshold
- Offer **free printed copies** (to clients, partners, contributors, etc)
- **Get REVIEWS** on Amazon (self-publishing)
  - **40-50 total** are enough
  - Identify and ask **10-15 beat readers** for reviews (could be your fans or influencers)
  - **Have 2 launch dates**: 1st for beta readers and 2nd for the public
  - Get organic reviews

## 7.3 BEST PRACTICES TO CAMPAIGN LIKE A CHAMPION!

The below is applicable to both campaign pre-launch and launch

### 7.3.1 PROMOTING IN MULTIPLE CHANNELS IS CRITICAL

#### ASK YOURSELF

- Which channels are best to improve my exposure?

1) Through your circle of influence (see 5.2)	8) Book promotion sites (kindle nation daily, freebooksy, robinreads, ohfb)
2) Your platform	9) Speaking gigs (see 7.3.3)
3) Your book contributors	10) Your retreats
4) Your site via a book launch landing page (offer special bonus)	11) Be a podcast guest (offer to do the structure, content, and promotion)
5) Be a radio show guest	12) Your own podcast
6) Book fairs	13) Telesummits, conferences
7) Local and/or national media <ul style="list-style-type: none"><li>▶ Ensure a fit by checking what is usually covered. Local TV stations always want stories</li><li>▶ Know your key points to tell a story and have a conversation</li></ul>	14) Your workshops <ul style="list-style-type: none"><li>▶ Touch on the main points of the book (not the whole thing)</li><li>▶ Offer "Lunch &amp; Learn" or ½ day</li></ul>

Strategic considerations to be a bestselling author:

- **You'll need a publisher** and high sale volume to be on the lists of the New York Times, USA Today, or Wall Street Journal
- For bestselling purposes, Amazon considers incoming traffic and sales conversion (target 3,000 a week)
- **Timing is key** as other books are released simultaneously as yours which could impact your performance

### 7.3.2 PROMOTE BY RE-PURPOSING YOUR BOOK CONTENT

- Present it in different **ways, formats, and environments** to trigger **emotions** and **transformation**
  - Apply this for retreats, live events, online courses, podcasts, etc
  - Write a blog post: use a quote or idea from the book and **expand**
- The book is not enough
  - People have **different learning styles**
  - We learn from **context not content**
  - A book is primarily information and process (not necessarily implementation)

## 7.3.3 PROMOTE BY SPEAKING

### ASK YOURSELF

- Where are the places I need to be speaking at?

### APPROACH

- **Align speaking with your business GOALS** (e.g. build expertise in Q1, lead gen in Q2, practice in Q3, get media exposure in Q4)
- Highlight **the impact** you can have on your audience
- Use humor

### WHAT MATERIALS DO YOU NEED?

- **Speaker marketing pitch kit** (for meeting planners)
- **Speaker 1 sheet** (who you are, bio, credentials)
  - Your talk description (key takeaways, make it about the audience NOT you)
  - Speaker read (video footage of your previous gigs or just an intro of you)
  - Pictures of you on stage
- A crafted **OUTLINE** (similar for every gig) before getting booked to speak
  - **Focus on mindset** (having people take action) not skill set (how to)

### HOW TO GET SPEAKING GIGS?

- **Individual** pitch (reply to a "call for speakers")
- **Cold** pitch (when no call for speakers at the targeted event) - prep an email funnel
- **Submission** (typically unpaid gigs but great to build relationship)
- **Media** pitch (do a 3-5 minutes video that is different for every context)

## 8

## POST-LAUNCH: WHAT'S NEXT?

- **Continue to promote your book and to re-purpose the content**
- Create add-ons (audio version, merchandizing)
- Create an **online course** (can be done before writing the book but not a best practice)

<i>Considerations</i>	<ul style="list-style-type: none"><li>▶ Doing the book first preps you very well (as content is mastered and tested)</li><li>▶ Promote your course like a book</li></ul>
<i>Approach</i>	<ul style="list-style-type: none"><li>▶ Define your student avatar, your message, and course outline</li><li>▶ Create modules for a multi-week courses to go deeper</li></ul>
<i>Delivery</i>	<ul style="list-style-type: none"><li>▶ First, <b>do a LIVE course 3 times minimum</b> (to test + get instant feedback)</li><li>▶ Second, do an evergreen program (self-paced)</li></ul>
<i>Tech Platform</i>	<ul style="list-style-type: none"><li>▶ Back-end (email marketing platform)</li><li>▶ Front-end (Learning Management System=LMS)</li><li>▶ Delivery (live experience): Zoom, Zoom Webinar</li></ul>



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*For more details, please refer to  
all individual sessions!*