

A stack of books with various colored spines (blue, green, red, brown) and pages. A white rectangular overlay is centered on the books, containing text. The text is written in a mix of black and red, bold, sans-serif fonts. The background shows the edges of many books, some with visible pages and spines.

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

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INTRODUCTION

Every single day you are bombarded by media. The television 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 have been around for nearly 2,000 years, at least the codex version (pages that you flip) have. The scroll and vellum pages have been around since we first started writing things down.

Books are powerful. I don't think anyone needs any convincing of this fact. But in case you do, I'd like to point out that the Christian Bible is a book. A book that has created nearly 2.5 billion living adherents and countless more in the last few millennia.

Or on a lesser scale is The Lord of the Rings series. Millions of loyal fans love, adore, and get happiness from words on a page.

Books are powerful. And they can be especially powerful for you and your business.

Obviously, a fiction series like the Lord of the Rings isn't going to be right for your business, so you'll be focusing on non-fiction.

But even non-fiction books have risen to stardom. Think of books like *Rich Dad Poor Dad* by Robert Kiyosaki or *Sell or be Sold* by Grant Cardone.

These 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.

Just think, if Robert Kiyosaki had never written *Rich Dad Poor Dad* would the masses even know who he was? Maybe, but the odds aren't in his favor.

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.

If you're a speaker, it gives you a lot of edge over competitors if you can send the event coordinators your book. It makes you look more established than those who don't have a book.

Or you can use your book as an asset in your marketing funnel.

Russel Brunson is the creator of the Clickfunnels software, known and used throughout the internet business world, and his marketing funnel starts with his three books.

We'll talk later in this guide about how to use your book as a lead magnet for a marketing funnel.

But before we talk about using your book, you need to know how to write one.

In this guide, you will be shown how to write your own non-fiction business book, from brainstorming to outlining to writing every chapter.

From there we'll look at the differences between traditional publishing and self-publishing, as well as the pros and cons for each.

Then we will look at how to use your book as a marketing tool for your business.

With that being said let's dive into Chapter 1, where we will be talking about writing your book.



(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.

Your book doesn't have to be an all-encompassing volume that lays out all of your knowledge and

expertise. In fact, most readers wouldn't even like that. Instead, your book needs to be one message to your target audience.

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

Let's take a look at what a proper book outline would look like for a soon-to-be author.

In case you don't already have a notebook. Now would be a good time to grab one. We're going to be creating the outline of your book in the next few minutes.

The first part of your book outline 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?

If you don't have clarity on exactly what you want your readers to get out of your book, then the whole thing will be one long, ever-changing tangent. Knowing exactly how you want to serve your readers will keep you on track.

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?

Having this vision for your book is going to help you be laser-focused on the content. Having an end goal in mind while you're writing will help you to organize your book.

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

Again, this is going to help you become laser-focused on the content of your book. When there is a specific goal in mind, specific content is produced.

But 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? The simplest way to answer this question is to ask

yourself another question: “For what group of people do I want to be a hero?”

Now describe what the typical person in your audience is like.

- What do they do for work?
- What are their weekends like?
- Do they have families?
- What stage of life are they at?

Once you’ve done that ask yourself what personal or professional pain your book will solve for readers.

The last questions to ask about your audience are:

- What kind of transformation will someone go through after they read and implement everything in your book?
- How will they become a better version of themselves?

But narrowing down your target audience won’t do anything if you don’t share your big idea with them. But what is your big idea? Let’s break it down.

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.

After you've written that paragraph, you're going to cut it down. Write a single sentence that encapsulates the big idea of your book.

This is the “elevator pitch” for your book.

Even with all of those different parameters guiding your book, you still need a singular statement that acts as a compass for the project.

This is that statement:

My book is meant to be read by {{your primary audience}}. I will teach them to {{what your book is about}} and that will lead to my goal of {{your big picture goal}}.

Now we're going to move into the creation of your outline. We'll start with the introduction and then transition to the chapter outlines and finally the conclusion.

THE OUTLINE

When it comes to outlining 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 relatively 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.

Pantsers usually live in the fiction world. It works well there. **But in the world of non-fiction, you will live and die by the outline you create for your book. The outline is the track and your book is the train.**

With that being said, the first part of your outline will be the working title and the table of contents.

THE TITLE AND TABLE OF CONTENTS

The title that you’re going to put in this section of your outline is not set in stone. In fact, this title is just a placeholder. Your title is meant to change and evolve as your book is created.

The table of contents is going to be a very simple, 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.

Now let’s move into outlining the introduction.

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 entire lesson.

If you were to write an introduction and then veer away from it during the course of writing your book, you'd have to go back and rewrite it anyway.

The intro can be a tricky section to write.

"How do I start my book?" is a common question and it can cause procrastination or even the abandonment of the book.

Here is a simple framework to use when writing the introduction to your book.

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.

Unless you hook them right off the bat, they will lose interest and they might even put your book away to pick up something that hooks them.

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. The book hook works by starting your book in the middle, at the highest point of drama in your story.

Let’s say you’re writing a book about a candy-only diet (obviously fake, but it gets the point across). You would start your book in the middle of the most dramatic moment in your candy-only journey.

Maybe years of lean meats and leafy greens finally put you in the hospital.

Your hook might look like this:

“I don’t remember much. Except for the beeping from all of the machines hooked up to me. I remember trying to count how many wires and cords were hooked up to me, but I could never finish because I just didn’t have the strength to do it.

When the doctors would visit me they always had the same look on their faces - pity.”

Do you see how that small excerpt was able to grab your attention? You'd probably want to keep reading to see what was going on.

And that's the point of the book hook. It makes the reader think *What the heck is going on here?* Then they become interested in the drama. Once the drama hits them, they'll want to know how to not end up like you. Luckily for them, they're holding an entire book about exactly that.

So 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.

This is where you can add credibility to your introduction. Tell the reader why they should listen to you. What expertise do you bring to the table? Why should they trust you?

Then you can tell them what the book is and what the book is not. Set the expectations. It's better to underpromise and overdeliver than it is to overpromise and underdeliver.

Then you can segue into the first chapter of your book.

OUTLINING CHAPTERS

You're going to begin the chapters of your book in a very similar way to your introduction: a hook. But this hook doesn't have to be as dramatic or tense as the book hook in your introduction. This hook will be much simpler.

For the chapter hook, you're going to tell some sort of personal story or anecdote that ties into the subject of that chapter.

Let's continue with our made-up story of a candy-only diet.

In this first chapter, you might want to talk about the state of the diet industry and what the "norm" is as far as diet.

The story you might start with could be about how you always tried to eat healthy with meat and veggies, but after your hospital trip you heavily researched the traditional nutrition guidelines and found out they were wrong.

After your initial story/anecdote you can introduce the thesis for your chapter. This is going to be the same key takeaway phrase that you used in the table of contents.

After you've introduced the thesis into your chapter, you need to support that thesis with content. This content will form the bulk of your chapter.

But if you just dump a bunch of informational content on your reader it's going to sound stale and you will lose your reader's interest.

Break up those big sections of content with more stories, anecdotes, and parables in order to keep your reader interested and enthralled throughout your book.

After you've made the argument for your chapter thesis, you need to find a satisfying way to wrap up the chapter. You can do this by inserting key takeaways that your reader should have from the chapter. Then you can call back to the main point and story of your chapter and use that to transition to your next chapter.

THE CONCLUSION

While the conclusion is very different from normal chapters in your book, the framework is very similar.

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.

You're going to connect the thesis and the main point of the book with each of the key takeaways from the different chapters. You're basically going to tell them what they've learned. Refresh their memory.

After you've recounted the content from the different chapters, you're going to give your reader a call to action. What should they do now that they've read your book? How should they act on the knowledge they now have? Should they visit your website? Schedule a call? Tell them what they need to do next.

And with that, you've outlined your entire book. Now you just have to fill in the gaps and revise it to create a full-length non-fiction book.

However, after reading all that you might be thinking, *I don't have the time or the expertise to write a full book like that.* And believe it or not, that's the same sentiment shared by many non-fiction authors that went on to produce best-selling books.

So what's their secret? They didn't write their book. They used what's called a ghostwriter.

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. The skill that sets them apart from other writers is that they're able to match and write in their clients' voices.

In addition to being able to write in your voice, they also give up any rights to the content produced. Meaning, you get the sole copyright and 100% ownership of the content produced by your ghostwriter. Working with a ghostwriter will typically span a few months. Writing a book is a big endeavor after all.

Prices for a ghostwritten book start around \$10,000.

But a competent ghostwriter will charge anywhere between 25,000-\$75,000 for a full book project.

Once you have your finished manuscript, you need to publish it. That's exactly what we'll be covering in the next chapter.



(CHAPTER 2: PUBLISHING YOUR BOOK

A book manuscript won't do anything for you, your business, or your readers if it just sits on your computer in a document. In order for your book to be useful and to change lives, it needs to be published.

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

Let's start by talking about the traditional route.

TRADITIONAL PUBLISHING

Traditional publishing was really the only option until 2007, when the Kindle was released and digital books were readily available.

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. But this isn't a guarantee that your book will get the go-ahead for a full manuscript. In fact, it hardly ever does.

But let's say your sample is accepted. 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. That's a huge benefit to you, not doing any marketing, but you pay for it with smaller royalty payments.

With self-publishing, it's possible to make up to 70% royalties on your books, but with traditional publishing, you're essentially capped at around 30%.

So in a nutshell, traditional publishing is harder to get into and it doesn't pay as well unless you sell a very large number of books. But it does offer some real credibility, and the publisher takes care of the PR/marketing for you.

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.

Having a library of digital books and print-on-demand books meant that authors could skip the traditional publishing process and publish their own books.

Today there are several different platforms to self-publish on, like Kindle, Nook, and Kobo.

The self-publishing process is much simpler. 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. In this example, we're going to use Kindle because it holds around 70% of the market when it comes to digital and print-on-demand books.

You log into KDP (Kindle Direct Publishing) with your Amazon log-in information. You will upload your manuscript into KDP. We recommend using the MOBI type of file when you upload.

Then you will add things like the title, book cover, and audible version if you'd like. But wait. How do you get a book cover or a voice actor to narrate your book?

You can find those services on the freelancing website Fiverr. You can get both of these services for under \$500.

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.

You can do marketing in a few different ways. You can use Amazon ads, Facebook ads, or even organic means (a blog, social media posting) to drive traffic to your book. Make sure your description and blurb (the section on the back to describe your book) are optimized to convert a browser into a buyer and a reader.

It's a good idea to include some sort of bonus inside the book that readers can get in exchange for their email address. The bonus could be a link to a valuable video, a free download, etc.

Once you have these readers on your email list, make sure you are regularly communicating with your list. Also, make sure that they know about any new books you're putting out, especially if your books are in a series.

WHICH IS BEST FOR YOU

You're probably wondering which of the two options would be 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.

Unless your goal is to become a full-time author and nothing else, the traditional publishing model has too many obstacles and roadblocks to it for it to be an effective way to use your writing.

In the next chapter, we're going to take a look at what exactly it looks like to use your book as an asset.



(CHAPTER 3: USING YOUR BOOK

Now it's time to talk about how to leverage your book. There are a few different ways to leverage your book, and you can choose to focus on one of them, or combine them to get the most out of 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.

But say the speaker is giving a talk, they crush it and everybody wants to learn more about this speaker. If all this speaker has to offer is the link to their website, that's a bit of a letdown.

But if the speaker can stand up on stage and tell their new raving fans that they have a table in the back that has their new book for sale, you can bet there's going to be a flood of people racing back there to pick up the book.

The cool thing is that it doesn't stop there. If they loved your speech and they loved your book, you can bet that they're going to tell their friends and family about it. They might even lend their copy of your book to someone else.

This is word-of-mouth marketing at its finest.

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), 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.

For Russel, his dream client was a new digital entrepreneur to whom he could sell his Clickfunnels software. So he went out and found 100 individuals who were heavyweights in their own right and who had audiences composed of new digital entrepreneurs, primarily coaches and consultants.

He followed all of his dream 100. He read their blogs, listened to their podcasts, watched their YouTube videos, followed their social media channels, etc.

He wanted to get in front of these people and have them address him as an authority in front of their audiences. Russel got in front of these dream 100 by giving them his book.

He sent out early copies of his first book, *Dotcom Secrets*, to these dream 100 individuals, in hopes that they would want to interview him or have him contribute a guest piece to their content channels.

Not everyone on Brunson's list got back to him or even read his book. But he didn't need everyone to respond. He only needed a few.

Of the 100 people, he reached out to, a little under half got back to him. And of that half, about 10 read his book and were thrilled to talk to him some more.

Russell Brunson was interviewed by these thought leaders, and Russell's sales funnel expertise and Clickfunnels software was on display for these audiences to see.

Following these interviews, Russel Burnson saw his first huge wave of new Clickfunnels subscribers - the first of many.

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.

This is a strategy that Russell Brunson has repeated over and over again with great success. When you write your book it will be a strategy you can cash in on too.

BOOK FUNNELS

Russel Brunson doesn't just rely on his dream 100 marketing strategy. He also employs what's called a book funnel.

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. And these ads promote the book. The ad might even say the book is free, and customers just pay for the shipping and handling. Or if it's a digital book, it really is 100% free.

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 of the book (let's say he's a high ticket consultant) provides value and derivative content from the book. They 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.

But what if the reader wants more than just the course? They want 1-on-1 help, and you get a client.

The consultant has used a value ladder to take someone from knowing very little to making them successful enough to hire the consultant for the high-ticket price. Selling the book was never the point of the funnel. It was to get people to buy the course. When people buy the course you start to make a return on all of your marketing investments.

But the real money is made when someone invests \$20k or more in your high ticket coaching because you've proven to them over and over again that you're a trustworthy source of information and that you can actually help them achieve their end goal.



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). We covered exactly why books are such powerful marketing tools and what you can accomplish with them.

We dove into the entire brainstorming process and how to write the book that's going to make the biggest impact on you, your business, and your readers. We looked at how to generate an outline for all of the sections of your book, including the intro, main chapters, and conclusion.

We even took a look at what it would look like if you just don't have the time or talent to write your own book. We discussed what the relationship with a ghostwriter might look like and what the cost might look like.

You've learned how to publish your book, whether you go for the traditional model or the newer self-publishing route.

And finally, we covered exactly how you can use your book. We talked about selling it on Amazon to using it as an asset to build authority and credibility with others.

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.