



Day 6: Get Your Message Out to the World

How to Write a Book in 30 Days

One of the most effective ways to build trust, credibility and expand your reach, is to publish your own book. The book becomes a powerful marketing tool for your business and has the potential to generate a steady stream of new clients, just from the book alone!

Here are 10 steps to help you write and publish your book in 30 days or less:

- 1) Decide on your Topic, Idea, Title, Subtitle – keep it simple.... Make sure your topic is very specific and something you really care about.
- 2) Do some research on Amazon to find similar books in your industry / area of expertise and start to get some ideas for your Book Title, Subtitle and General Content Structure.
- 3) Next, capture all of your ideas for the book on post it notes. Ideally, you should have one thought per note.
- 4) Arrange or group your notes to create your Chapters - write 10 Chapter names.
- 5) Write six “headlines” or sub-topics for each chapter and then write bullet points under each headline section.

6) Start with the easiest chapter first and write the chapter – this should be easy because you already have the six headlines and bullet points under each headline.

You can also ‘speak out’ the book content and have the audio transcribed!

7) Hire someone to assist with editing and proofing the book from www.elance.com or www.guru.com. Make sure the editor retains your style and voice.

8) Use a crowdsourcing option to find a designer for your book cover. You can use services like www.fiverr.com, and www.99designs.com.

9) Order your ISBN, Bar Codes, and Final Book Design. ISBN numbers available at www.ISBN.org and Bar Codes are available at CreateBarCodes.com. The book format and final design can all be done using www.elance.com or www.fiverr.com

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