



Write Your Expert Book Online Course

How to Write & Launch a Best-Selling Book... and Show Off Your Expertise to the World

Introduction



Who is Sue Kennedy?

Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy Bookstore

#1 Best Selling Author

Written & Published 8 Books

Signature Write.Edit.Publish.Profit. Online Masterclass

Writing Groups

Publisher & Author Coach



- Everyone has a story to tell and many aspire to get it down on paper
- You might have even started writing your nonfiction book



Self-publishing online is a straightforward option to get your book out there



You're overwhelmed with ideas

You're worried whether your writing is good enough

You don't know how you'll find the time

You don't know if anyone will buy your book

You don't know how to publish and market a book



- It is hard to write a book and requires dedication
- There's a method to structure a book to take the pressure off



What if there are already books in your specific area of expertise?

- Your book will be unique to you
- You'll write in your own format and individual voice



The Benefits of Writing and Publishing Your Book

- Use your knowledge to become recognised as an expert in your field
- Share your experience with a wide audience who need it



- Attract more people to your list and generate leads
- Generate revenue from book sales



- Open doors to better speaking arrangements
- Create related products based on your book content



- You get to write about something important to you
- Share something you're passionate about with your audience



- Don't underestimate the value of the sense of personal achievement
- You'll be proud of what you've accomplished



Learning Objectives

- Set goals for your book
- Write your book's one-sentence defining statement



- Research your audience and choose your expert book topic
- Create a clear, logical outline for your book content



- List the expert content you already have to draw from
- Conduct any additional research you'll need



- Plan your writing schedule and deadlines
- Prepare your book for publishing



- Build a profitable book sales funnel
- Create and implement a marketing plan



Action Steps:

1. Think about the benefits of writing your own book that are mentioned in this module.
2. Why do you want to write your book? What benefits will it bring to you and your readers?





What's Next?

Module 1

**Brainstorm Your
Expert Book Idea**