



Write Your Expert Book Online Course

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

Module 1 - Brainstorm Your Expert Book Idea



Set goals for your expert book, select a topic and write a description



Choose Your Goal(s) for Your Book

- Before you begin, set a clear and purposeful goal for your book
- State a big long-term goal, then short-term smaller goals for your book to get you there



Ultimate goal:

To become widely recognised as an expert in my field

Short term book goals:

Help boost credibility

Open doors to things like speaking engagements

Build an email list



These goals will also influence your choice of marketing tactics



Choose Your Book Topic

- You need to do some research into possible topics
- Narrow down results to find the best topic for you to write first





Step 1. Brainstorm

Ask yourself the following questions...



What do you know a lot about?



What do you blog/speak/teach often?



What unique experiences do you have?



What knowledge do people know you for?



What referrals have you had?



For which skills are you constantly praised?



What do you feel most drawn to write about?



- Write your ideas down (use bullet points or a mind map)
- If you have a lengthy selection, narrow it down



- Think about what problems your market faces
- What do you have to offer to solve those problems?



Step 2. Research Your Book Topic

Carry out market research on your list of possible topics



Amazon

- What books already exist?
- Use keywords to do a search for popular examples



- Is there a gap in the market?
- Don't be discouraged by something because it's been covered before



- Use reader reviews for inspiration
- Is there potential for a series of books?



Find Out What Your Market Wants

Carry out a survey on your blog, or in your Facebook group

- Suggest some topics based on initial research
- Ask people to suggest their own topics



Engage People in a Discussion

- Email your list and ask them what their biggest problem is
- Start a discussion on Facebook on what members are reading and possible topics



Your Competitors

- What books have your competitors published?
- It will be unique with your knowledge, experience and perspective



Quora

- Search for what people are asking about your niche
- You'll find inspiration for not only the topic, but the content



Keep a note of any subtopics or key content ideas you generate



Step 3. Choose Your Topic

- Create a shortlist of two or three topics
- Which will best show off your expertise and meet your goals?



- Don't get side-tracked by something too difficult
- Choose a topic you can write about and that will showcase your expertise



Step 4. Define

- Write a one-sentence description of your book that says who it's for
- This will give you a sense of direction



Example:

*My book helps _____ to _____ so that they
can _____.*



Action Steps:

1. Write down your goals for your book.
2. Brainstorm ideas for your book.
3. Decide which methods of market research you will carry out and what you'll look for.
4. Conduct your market research and record your results
5. Choose the topic for your book.
6. Write the defining statement for your book.





What's Next?

Module 2

Writing Your Book