



# Write Your Expert Book Online Course

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

# Module 3 – Publishing Your Book



# Get Your Book Proofread and Edited

- Writers have weak spots, and errors are difficult to spot
- You need honest and useful feedback



- Get a colleague or team member to check your work
- Have more than one person look over your work



# Tip

- Create a separate document for each editor to record feedback
- Tell people what type of feedback you need and don't take it personally



# Hire a Professional Editor

- Catch and fix errors before publication
- Ensure your book is as professionally presented as possible





# How to Find an Editor

- At the Author Academy we provide Proofreading & Editing Services
- Please reach out to us for a competitive quote (especially as you are taking this course!)



# Create Your Book Cover

- If you feel confident enough with your design idea please let us know...OR
- We have an excellent team of graphic designers that can create an amazing book cover for you





# Cover Design Tips

Make sure your cover conveys the right image



- Less is more
- Make the title the focal point, not the graphics



- Use one easy-to-read font
- Make your title big enough to be read on thumbnail



# Prepare Your Book for Publishing

- The following are some guidelines on what to consider:



Front matter

Layout

Page breaks

Indentations

Table of Contents

Font styles

- Gather information for the previous list for discussion with our team
- Your ISBN is included as part of the publishing process with Author Academy





# Action Steps:

1. Determine the steps you will take to get your book ready for publishing. Consider who will edit and proofread your book, and whether you will create your own cover or outsource that task.
2. Set the date for publishing your book. Base it on the date you set in your writing plan for finishing your book, allowing time for editing your document and creating your book cover.







**What's Next?**

**Module 4**

**Create Your Profitable  
Book Funnel**