



Write Your Expert Book – Cheat Sheet

Introduction

- ✓ 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 now a straightforward option to get your book out there
- ✓ Your concerns for writing could include:
 - 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
- ✓ Alleviate any concerns you might have
- ✓ A plan is vital to success
- ✓ Writing and publishing isn't enough – people need to know about it
- ✓ You need to stand out from the crowd





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
- ✓ That's what will set it apart

The benefits of writing and publishing your book

- ✓ Use your knowledge to become recognized 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 share something you're passionate about
- ✓ 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

