AUTHORS CHANNEL

BOOK LAUNCH BLUEPRINT

HOW TO WRITE AND PUBLISH YOUR BOOK IN 12 EASY STEPS

BY JACQUELINE MOORE AND STEVEN SONSINO

WHY WRITE A BOOK?

Before we get into the 12-step checklist there are two questions you should answer.

Question 1: Why do you want to write a book?

Question 2: What are the hurdles you foresee in writing a book?

We'll explore these in some detail, because your answers are important for many reasons.

So do actually answer the questions. Don't just skim over them.

Really think about them and – when you have answers – write them down.

And then ask yourself why does understanding your why REALLY matter?

Q1: WHY WRITE A BOOK (WRITE YOUR ANSWERS HERE)

Q2: WHAT CHALLENGES DO YOU FORESEE
(WRITE YOUR ANSWERS HERE)

PS HOW DOES KNOWING THESE ANSWERS HELP YOU?

(WRITE YOUR THOUGHTS HERE)

SPEED

IS THE REASON YOUR ANSWERS ARE IMPORTANT

SPEED BRINGS FOCUS

Having absolute clarity on why you want to write a book and what you think the key challenges are is so important. It will streamline your thinking as you read the 12 steps that follow.

That focus will allow you to write and publish your book faster than you thought possible.

Don’t forget, there are more resources on our site at **authorschannel.com**. So don’t hesitate to explore that for more detailed information on the process.

FIRST QUESTION

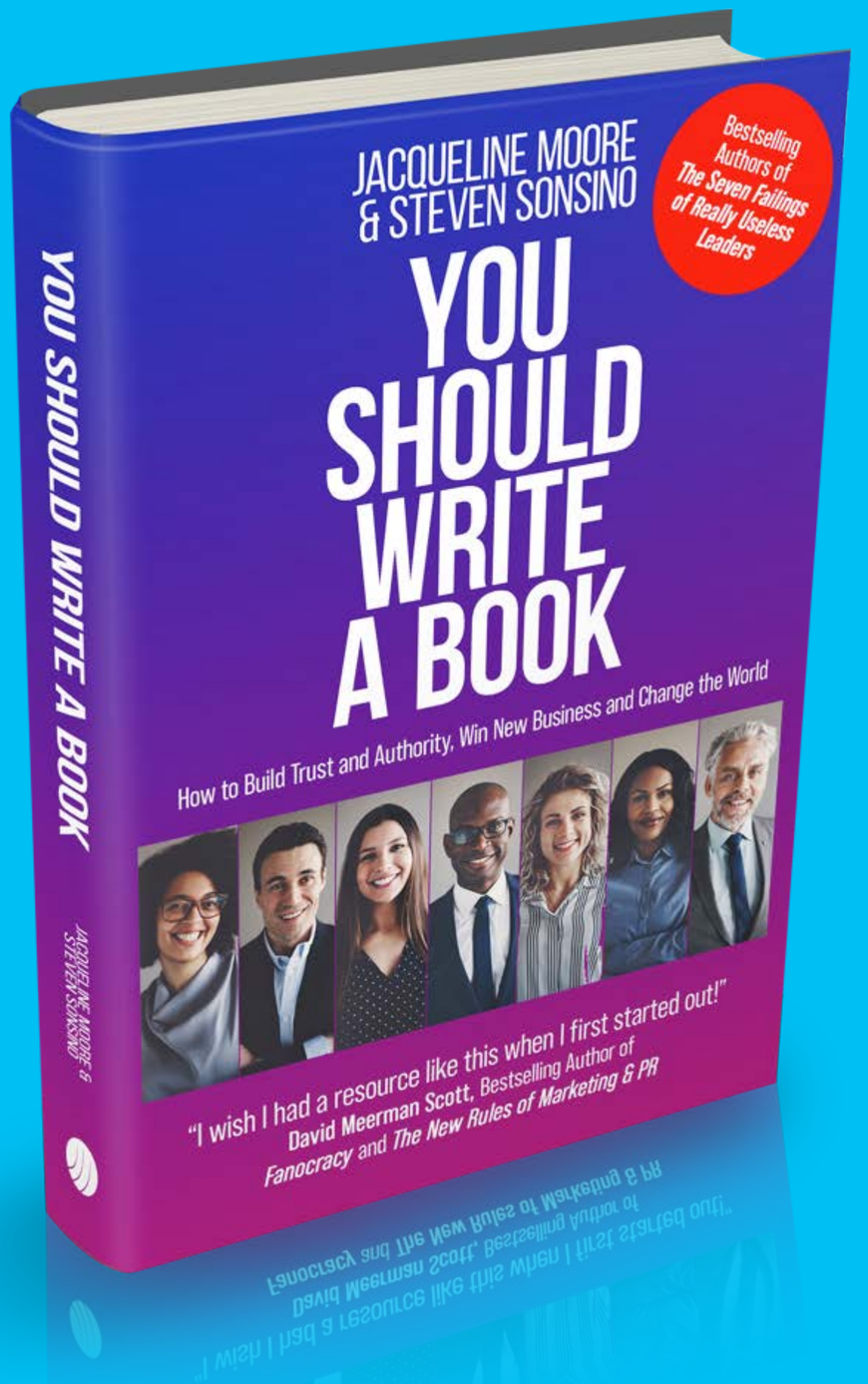
WHY WRITE A BOOK?

So why DO you want to write a book? Your answer will influence the kind of book you write and publish. And how much effort you'll need to market the book.

1. **SATISFACTION**: Do you want to have the satisfaction of holding a book in your hand and will that be enough for you? (If so, the quality of what you do is paramount and time may not be of the essence.)

2. **BUSINESS VISIBILITY**: Do you want to give copies to customers and contacts to increase your or your business's visibility? Or perhaps you want to spread the word about the important work you or your team or your business do? (If so, writing and crafting a coherent story, with a meaningful purpose, will be important. But, in terms of production, a paperback or ebook may be enough.)

3. **SHARE THE MESSAGE**: Do you want to get your message – whatever that is – 'out there'? (Here it's reach rather than revenue that is the important issue. You may be able to achieve this purely with an ebook or using the Kindle platform, for example.)



WHY WRITE A BOOK PART 2

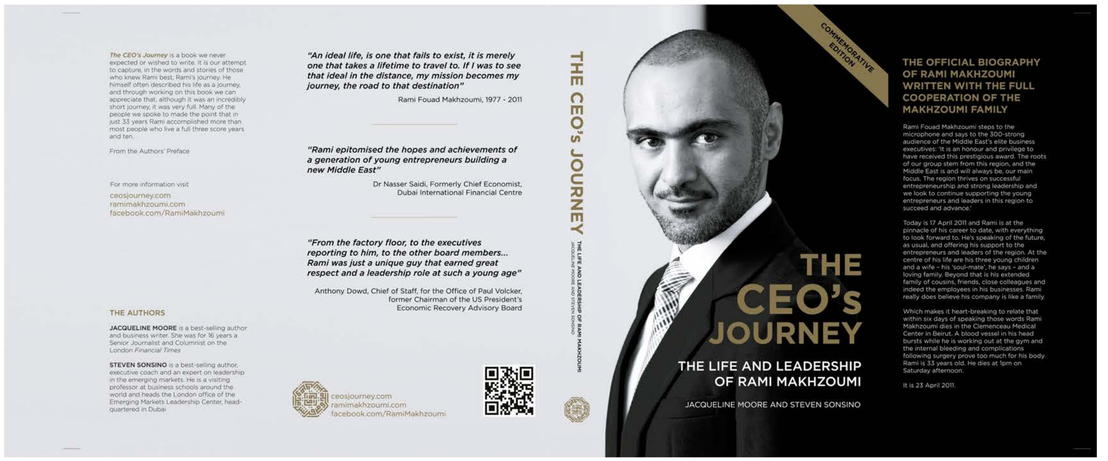
4. **PERSONAL VISIBILITY**: Do you want visibility in your work or career? Be honest. This will probably involve an upgrade in terms of production values – it may not need to be gold-plated, like *The CEO's Journey* opposite, but it can't be shoddy. And, above all, a meaningful story will be critical.

5. **BUSINESS PLATFORM**: Do you want to build a platform for your business or career? Do you want to make additional revenue to sustain you and your family? (For the first time now, additional services and products to offer become important. Book sales may not be enough to meet your needs.)

6. **BESTSELLER STATUS**: Do you want to write a bestseller? For whatever reason. (This has special requirements, some of which are easier to achieve than others.)

7. **BUILD A BUSINESS**: Do you want actually to create a wholly new business and to generate new and significant income? Perhaps you want to leave your existing role and build a new career. (This definitely involves thinking how to use your book to promote other services and products. This is hard work, but surprisingly easy to do.)

8. **YOUR LEGACY** (or someone else's): Do you want to leave a legacy or to honour someone else's legacy? (Again, the quality of the book you produce may matter more than how long it takes you.)



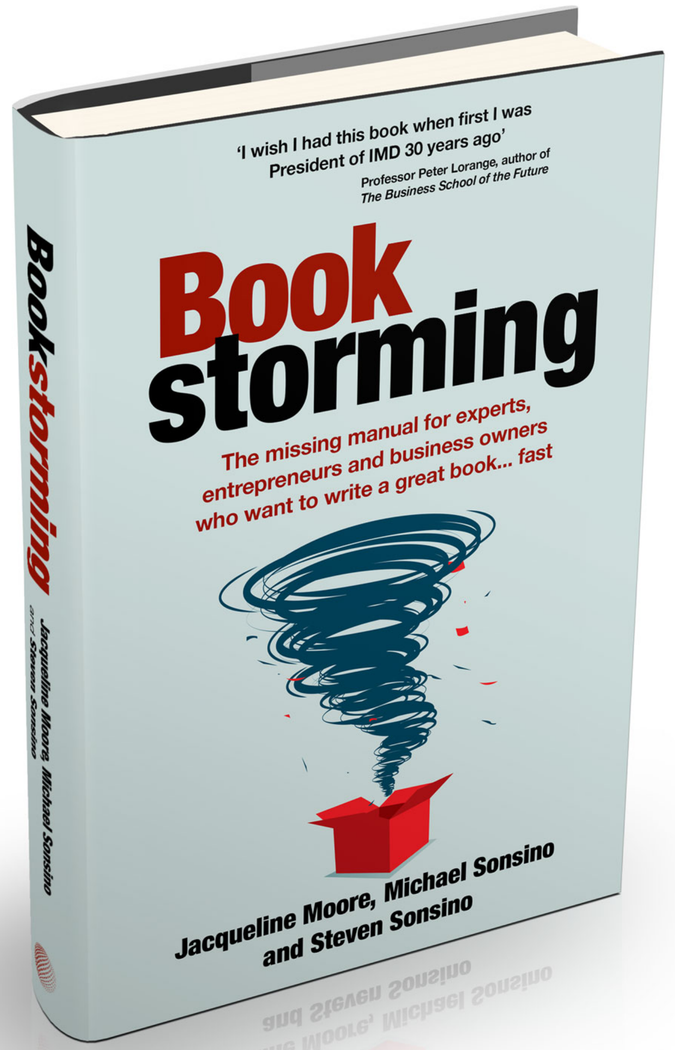
Gold foiling

WHY WRITE A BOOK PART 3

So, before we get into how to write, what's the big reason why you want to write this book?

Are you creating a book for the achievement of it, to share your message (reach, really) or is it to generate revenue?

So review your first answer and add to it or change your answer here.



SECOND QUESTION

WHAT'S THE BIG CHALLENGE?

If you haven't written a book before, what's the biggest challenge – the single biggest hurdle – that's been holding you back?

1. **TIME**: Are you concerned you don't have enough time? First, you may be overestimating the time it takes. And there are things you can do to accelerate the process. Some of those strategies are incorporated in our blogs and resources at **authorschannel.com**.

2. **YOUR IDEA**: Are you worried you don't have a strong idea? Get feedback from someone whose opinion you trust. Do a small survey with potential readers. (We can also give you feedback in a Book Idea Audit. Go to **authorschannel.com/audit** to get your feedback.)

3. **HOW TO**: Are you unsure how to write or publish or market your book? First, there is a great deal of free information available on the internet. Take care, though. You need to find a credible guide. Many so-called coaches have actually only created ebooks or published just one title. This may not give you the extensive experience you need in a worthy coach for your book.

"

Working on the Authors Program has made the vision of my book More concrete. It's no longer just this book. It's now 10 or 11 chapters long, written for a certain audience and it has a storyline. Those elements that you facilitated were really critical in terms of turning my vision into a reality. Now I really feel more confident. You guys have a great process. What a journey we have been on! I feel transformed, accomplished, and relieved!

Maitri O'Brien, author
The New Leaders of Change

WHAT'S THE BIG CHALLENGE? PART 2

4. **WRITING/EDITING EXPERIENCE**: How much experience do you personally have of writing or editing? (If it isn't very much, this isn't necessarily a drawback. You can dictate your book, which will actually make it very readable. And you can hire editors for very reasonable fees with a little effort.)

5. **CONTACTS**: Are you concerned that you don't have contacts with designers, editors, printers or publishers? (They are out there and are surprisingly easy to find. More hints to follow.)

6. **NO ACCOUNTABILITY**: Do you have no real deadline? Is there no one holding you accountable to finish this? Partly your motivation for the project itself is what will drive you to complete this. But an accountability partner watching over your shoulder is very helpful. (Make no mistake, writing a book is hard work, but making a sustained, intensive effort is usually better than tackling the project in fits and starts over a lengthy period. Don't let this drift.)

7. **FEAR**: Are you concerned it will harm, rather than help, your position, your career or your business? (If you are employed and the book you wish to write is related to your employment, there are things you can do to minimise potential problems.)

8. **SELF-ESTEEM**: Do you wonder if your book will actually be any good? (Some authors report they have a strong 'fear of failure'. How about you?)

9. **CONFIDENCE**: Do you wonder if anyone will buy or read your book? (Again, talking to potential customers can do wonders for your self-confidence. It's only market research, after all.)

Which of these issues seems the most significant to you?
(Write or type your answer here)

How can you yourself discover how to overcome the perceived hurdles?
(Write or type your answer here)

FOLLOW THIS 12-STEP CHECKLIST

WHICH COMES IN TWO PHASES:

I: HOW DO YOU HATCH YOUR BOOK (1-6), AND

II: HOW DO YOU GET IT OUT INTO THE WORLD (7-12)

STEP 0: YOU ARE NOT A BLUE TIT

But first… you are not a Blue Tit.

Birds give birth to their chicks and help them out the of the nest on autopilot.

But how do you give birth to your business book and get it out the door?

(Assuming you've never done it before.)

Well, here are the 12 key steps you need to follow to do just that. To give birth to your book and get it out the door.

If you want to WATCH the checklist click this video. (The checklist starts after the Blue Tits fledge at 1m20s.)

Click here or the link below to watch this video from YouTube
The checklist begins when the Blue Tits fledge at 1m20s

https://www.youtube.com/watch?v=DBaCjia3H2g

PHASE I

STEP 1: CONCEPTION

- Have you spent a day or two hammering out what's the big idea in the book?
- What should people know, do, be or feel on reading the book?
- Have you got a clear idea of why are you writing?
- What's your heresy? What do you know or think that no one else knows or believes?
- Have you set goals for what you hope to achieve through the book, whether that's sales of the book itself, visibility among key audiences, sales of your institution's products or services, or something else?
- One more time: have you got a clear idea of the outcome you personally are looking for? (Visibility? Impact? Profit from sales of your other products or services?)

It's important not to skimp on these questions.

You will come back to this section time and time again.

PHASE I

STEP 2: PRE-NATAL PLAN

- Have you got a clear list of exactly who you will talk to for your primary research? (Who will you interview exactly?)
- Have you prepared a list of the secondary or desk research you will cover?
- Have you broken that list down to ensure you cover reports, books, news articles and other forms of media you will read?
- Have you drafted a list of where you will find all this material?
- Have you identified the differences between your primary and secondary research and prepared list of the gaps that still emerge?
- Have you written everything down and drafted a timetable for your research?

PHASE I

STEP 3: PRIMARY RESEARCH (INTERVIEWS)

- Have you set up the interviews you want to undertake and begun to schedule them?
- Have you set up to record the audio of every single interview? (So that you can transcribe your interviews.)
- Have you set out to record behind-the-scenes video (eg Zoom or phone footage) for social media channels? That's going to be really helpful.
- Have you got enough material for YouTube or LinkedIn or whatever your social media channel of choice happens to be? But don't create tons of new stuff. Much of this can come from your interviews.

PHASE I

STEP 4: SECONDARY RESEARCH (DESK RESEARCH)

- Have you identified the secondary research you need – the reports and articles, for example – and have you identified who might have written or published those items?
- Have you set aside the time to find that material? Whether it's online or in libraries?
- Have you identified the gaps in the record that you think exist and have you set out to find that material?
- Have you listed the general assumptions that people in the research you find seem too be adopting without question?
- Have you figured out a list of what people may simply have got wrong? Either because your view has changed in recent years, the technology for data gathering is better, or we simply know more about our subjects today.)

PHASE I

STEP 5: START WRITING

- Have you started writing?

- Which method do you prefer:
  - A) writing a little and often, perhaps an hour a day
  - B) stockpiling material for each chapter and writing them in sustained bursts

PHASE I

STEP 6: FINISH WRITING

- Have you set yourself deadlines to finish the project?
- Have you asked someone to hold you accountable for deadlines? (a writing buddy)
- Try to sustain an hour a day for 12 weeks, or more if needed.

PHASE II

STEP 7: EDIT THE MANUSCRIPT

- Have you found a professional editor? (Upwork)
- Have they made sure your points are all relevant, logical and in the right sequence?
- Have they made sure your language is coherent and confident?

PHASE II

STEP 8: TYPESET YOUR BOOK

- You may not be the best person to do this... have you found a professional freelancer?
- If you will do it yourself have you a copy of Adobe InDesign? (30-day free trial)
- DO NOT USE Microsoft Word for this project. It is not a typesetting program.

PHASE II

STEP 9: PROOFREADING

- Have amendments been added to the typeset manuscript?
- Does the formatting and typesetting work?
- Have you hired a professional proofreader? (Thank us later.)

PHASE II

STEP 10: FORMAT FOR PRESS

- Have you designed a great cover? Use Adobe Photoshop or Canva. Better still, have you hired a professional designer?
- Have you used Amazon's KindleCreate software to format your book for Kindle?
- Have you uploaded your manuscript PDF as a print-on-demand paperback?
- Have you uploaded your manuscript PDF as a print-on-demand hardback with printed paper case (Amazon) or with dust jacket (IngramSpark)?

PHASE II

STEP 11: READY FOR LAUNCH

- Have you drafted your initial marketing plan?
- Does your plan include ideas to help you in the launch week?
- Does your plan include ongoing marketing ideas for the first year?

PHASE II

STEP 12: FINAL COUNTDOWN

- Have you shared PDF copies to gain Amazon reviews on launch day?
- Have you set up a virtual book launch event?
- Have you set up a virtual book launch tour, getting interviews on other people’s blogs and podcasts?

POST-LAUNCH

STEP 13: LAUNCH & THE AFTERMATH

- Have you decided to launch Kindle, hardback and paperback together or will you sequence the hardback first and release the paperback say 6 months later for continued visibility?
- Have you scheduled a release schedule for the interviews you recorded? (Drip feed them out a week or so at a time.)

POST-LAUNCH

STEP 14: HOLIDAY!

- BOOK A HOLIDAY: Have you organised a quick holiday? You deserve it!

WHAT'S NEXT FOR YOUR BOOK?

ADDITIONAL RESOURCES AND MENTORING
To publish a book? Well, there are a lot of moving parts, as you can see.

If you're interested in writing and publishing your book this year, without the hassle, then let's talk.

https://authorschannel.com/audit

We can take the hassle out of this process for you.

WHAT HAPPENS NEXT?
To ensure you have the best possible experience, we have a short application process that includes a phone consultation with us.

You can start the process here by scheduling a call with Jacqueline Moore or Steven Sonsino.

https://authorschannel.com/audit

Note: Your answers don't have to be solidified. Part of our process is to refine and perfect your idea. We just need to know what you're thinking right now.

That's it, except to say let us know how you get on. And tell us when you publish. We want to be your first Amazon reviewers.

Best wishes
Jacqueline Moore and Steven Sonsino
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