

# PUBLISH YOUR BOOK ALREADY! CONTENTS

1. Permission to Write Your Book.....	1
I Am an Expert Pledge.....	5
2. Your Reason for Writing Your Book.....	8
Universal Subjects .....	9
Universal Themes.....	10
Fiction .....	10
Nonfiction .....	11
What Inspires You?.....	13
How Is Your Book Different? .....	14
3. Your Book Is a Business.....	15
Commitment Pledge .....	17
4. Begin with the End in Mind.....	18
My Timeline .....	19
5. Start Your Marketing NOW! .....	20
6. Building Your Platform .....	23
7. How Well Do You Know Your Reader?.....	24
8. What Is Your Niche?.....	26
Which Problems Do You Solve for Your Niche? .....	28
Questions to Answer Once You've Identified Your Niche.....	29
6-Month Writing/Marketing Calendar .....	30
Marketing Considerations .....	31
Create an "Ask Campaign" .....	32
Why Are You Hesitating? .....	36
9. Schedule Your Writing.....	37
Sample Writing Schedule .....	38
Blank Writing Schedule .....	39

10. Write the Best Book You Can.....	40
Become a Master Storyteller.....	40
Use Language Familiar to Your Niche Audience .....	41
The 5 C's of Quality Content.....	42
Disclaimer.....	51
11. Creating Your Marketing Plan.....	53
How Willing Are You to Think Like a Marketer? .....	54
Get Over Your Fear of Self-Promotion.....	55
Surround Yourself with Others Who Think Like Marketers.....	55
Learn to Think Like a Marketer.....	56
Applying What You Learn.....	57
How Willing Are You to Think Like a Marketer <i>NOW</i> ? .....	57
Marketing Evaluation.....	58
Ways to Market & Sell Your Book.....	59
Sample Marketing Plans .....	61
A Coordinated Effort .....	64
Social Media for Authors .....	66
Writing and Sending News Releases .....	69
Reasons to Write and Send News Releases .....	70
Tips for Crafting a Successful News Release.....	71
Blogging .....	75
Blogging Benefits.....	75
Blogging Tips .....	79
27 Blog Post Ideas.....	79
Getting Reviews for Your Self-Published Book .....	82
12. Editing Your Book .....	94
Getting Reviews for Your Self-Published Book .....	96
13. Putting Your Book Together.....	100
Your Title and Subtitle .....	100
Mistakes to Avoid When Designing Your Cover .....	100

Parts of a Book Cover .....	103
Book Cover Templates.....	106
Parts of Your Boook.....	110
The Size of Your Book.....	115
Images .....	117
Identifying Your Book .....	118
14. Printing.....	123
15. Advance Reader Copies.....	125
16. Anatomy of a Launch .....	126
Extend Your Launch Success with a Webinar .....	136
17. Your Author Website.....	137
Use Testimonials! .....	139
18. Making an eBook.....	141
General Steps .....	141
Source Formats.....	142
Content.....	145
Reflow .....	145
Cautions About Formatting.....	147
19. Wrapping Up .....	148

Notes

About the Author