



# **Write the Book on It and Become the Expert**



**Write a Book of 10 Chapters in only 10 Hours of  
Your Own Time and Be Handing It out to Clients and  
Prospects in only 10 Weeks—  
At a Cost of Less Than a Business Card!**

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## Introduction & Purpose

The purpose of this Action Guide is to teach you how to write a book of 10 chapters in only 10 weeks using only 10 hours of your own time. It is a powerful process and works amazingly well. Here is a huge insight. Your book will cost you LESS to give away than a business card! A business card may cost 10¢, but 99 business cards out of a hundred are discarded as soon as you turn around. That means each business card kept costs you \$10. A self-published book will cost you HALF that and an autographed book will be kept!

Get the visibility and credibility you need to dominate your market!

Remember, the purpose of your having a book is not to glorify yourself or even to get your wisdom out, rather the purpose is to effortlessly gain the visibility and credibility that will jet-propel you up into the realm where sales become very easy because of your heightened stature.

In the Table of Contents, you will find the steps necessary to design and complete your book, including all extras like the ISBN and the cover and all editing. You will also find three very helpful Appendices which will be explained in the body of this Action Guide.

You will also find the estimate of dollar amounts for each step and the estimate of time needed for each step. The dollar amounts and time estimates are purely estimates and vary greatly for each person. Feel free to take longer if you wish on any one step. Also, feel free to do work yourself instead of paying to have certain tasks done for you. Remember, though, that you should only take on yourself those steps which you are truly competent to do. Otherwise, delegate!

You will notice that the estimated dollar amounts total just over \$1,000. You will notice that the time estimates total exactly 10 hours.

Spend the time studying this brief Action Guide; begin your own process of writing your own book; then enjoy the heightened stature that your own book will afford you.

WRITE THE BOOK ON IT AND BECOME THE EXPERT



## The 24 Steps of 10-10-10

Step 01	brief	\$0	Decide on the Purpose
Step 02	brief	\$0	Decide on the Length
Step 03	brief	\$0	Decide on the Publishing Technique
Step 04	brief	\$0	Decide on the Topic
Step 05	brief	\$0	Decide on the Book Title
Step 06	brief	\$15	Buy the URL of the Book Title
Step 07	brief	\$0	Select 10 Chapter Titles
Step 08	30minutes	\$0	Select Bullet Points for each Chapter
Step 09	brief	\$0	Select Four Extra Bonuses
Step 10	brief	\$0	Select Bullet Points for each Bonus
Step 11	3hours	\$0	Speak Your Book
Step 12	brief	\$315	Find A Transcription Service
Step 13	brief	\$0	Send Your Audio Files to be Transcribed
Step 14	30minutes	\$0	Posta Project To Find an Editor
Step 15	30minutes	\$600	Select an Editor
Step 16	1 hour	\$0	Work With Your Editor
Step 17	20minutes	\$0	Select a Publisher
Step 18	20minutes	\$50	Get Your ISBN
Step 19	1 hour	\$0	Collect Testimonials
Step 20	30minutes	\$0	Book Cover– Sketch It Out
Step 22	1 hour	\$350	Book Cover– Select a Design
Step 23	brief	\$0	Put It All Together
Step 24	optional	\$0	Not So Fast–Three Additional Tasks

Step 01:	Decide on the Purpose
Time required:	brief
Cost involved:	\$0

You must decide on the purpose of having a book. Typically, it is visibility and credibility. With just the visibility and credibility of having written a book, you will easily be able to sell better, attract more clients, select the clients more accurately because of the title and nature of your book, and get free publicity easily on radio, TV, and other media. So, select wisely the purpose of having a book.

Remember the way that people express to others that a person is an expert is to say in awe: *"He wrote the Book on it!"*

All you need to do, therefore, is to write a book on a topic and people will instantly believe you to be the expert on the topic.

### Suggestions:

- Your Purpose may be to upscale the clients you attract.
- Your Purpose may be to create instant authority and prestige.
- Your Purpose may be to get on radio or TV talk shows to sell products.
- Your Purpose may be to make yourself stand out from the crowd.

Step 02:	Decide on the Length
Time required:	brief
Cost involved:	\$0

You must decide on the length of your book – in pages. Books in stores are typically several hundred pages long. Not yours. You simply want to create a new image of simply having a book. If that is the case, then the length of the book is of no matter; it is simply *having* it that is what counts.

In this case, the longer the Book the tougher it will be for you to create it and the tougher it will be for your prospects and clients to read it, and the more expensive it will be for you to reproduce it.

So, make it a short book.

Suggestion:

- I recommend about 60-80 pages. Depending on the printer you use, you may need to have a certain specific number of pages to make your printing costs most effective, but you can work that out later when you negotiate with your printer.



## Step 03: Decide on the Publishing Technique

Time required: brief

Cost involved: \$0

You must decide how your book will be physically reproduced. Most people think of a published book as a book published by a publisher like Simon & Shuster, or John Wiley & Sons. This is a very arduous process that may never have a successful ending. For example, the fabulously successful Chicken Soup for The Soul books was turned down by every single major New York publishing house and then turned down by every single one of the publishers that had booth sat the American Booksellers Conference.

You just need your book to be published – the easiest way, not the hardest way. So, what is the easiest way? The easiest way is simply to self-publish. This way, you know for sure that it will get published.

There is a third way – creating your book simply as an eBook. However, this will not give you the impact you desire. No one has ever exclaimed in awe about another that he “has written the eBook on it”. But, if it is a physically published book, they will indeed exclaim: “He’s written the book on it!”

I recommend self-publishing. There are 3 ways to self-publish:

1. **USUAL SELF-PUBLISHING.** This way is the one that you likely think of as the only way to self-publish. You Google “self-publish a book” and select one that offers the best quality and price.
2. **USING A MAJOR PUBLISHER.** This is a relatively new way. Major publishers, like Hay House, have a self-publishing arm. In this way, you get the ease of self-publishing with the brand recognition of the major publisher’s name.
3. **JUST IN TIME.** This technique allows you to print quantities as low as one single book and still be cost-effective. You may get an order on the web for one book and you deposit say \$15 from the buyer. You then send the mailing address of your buyer plus the payment to the Just-In-Time publisher (which is way lower than what your client paid you) and the publisher will print that one copy and mail it to your buyer. No inventory whatsoever. Possibly the most famous one is [www.LightningSource.com](http://www.LightningSource.com). To get an idea of just how big Lightning Source is, on their website, they claim that “On a typical day, we add 500 titles to our digital warehouse, manufacture more than 50,000 books, and fulfill 27,000 orders”. This is a great advantage to you. This is what I recommend.

Step 04:	Decide on the Topic
Time required:	brief
Cost involved:	\$0

You must decide on the topic of your book. The topic flows from knowing your purpose.

Suggestions:

- If your purpose is to upscale your clients, then select a topic that is interesting to higher-income people.
- If your purpose is to create instant authority and prestige, then select a topic that is in high demand.
- If your purpose is to get on radio or TV talk shows to sell products, then choose a topic that causes excitement about your product or service. Just by way of example on this purpose, if you are a Real Estate Agent and you wish to get onto radio and TV talk shows, you may wish to select an exciting topic that is of interest to many buyers, like “getting into a home larger than you thought you could afford”.
- If your purpose is to make yourself stand out from the crowd, then choose a topic that causes some controversy or solves a nagging problem for people.

Step 05:	Decide on the Book Title
Time required:	brief
Cost involved:	\$0

Now that you've selected a Purpose and Topic, you must solidify these concepts into a great title. There are three great ways to create a winning title.

Suggestions:

- **SOLVE THEIR PROBLEM.** The first way to select a title is to state that you can solve someone's problem. Titles using this technique would be "How to Buy a Home Larger than You Thought You Could Afford", "How to Stop Smoking in One Hour Guaranteed", or "How Coaching Increases Your Profits".
- **USE A NUMBER.** The second way to select a title is to include a number in your title. A number in your title positions you instantly as an expert. Examples are: "The 6-Step Process to Increasing Sales", "The 7 Habits of Highly Effective People", or "Lose Weight Using 8 Simple Principles". No matter how expert someone else is, they do not know your 6 steps, your 7 habits, or your 8 principles. This is a very powerful technique.
- **THE BOOK ON...** The third way is my favorite: Begin your Book title with the words "The Book on ...". Here are some suggestions: "The Book on Dental Health", or "The Book on Getting into a Home Larger than You Thought You Could Afford", or "The Book on Becoming a Non-Smoker in One Hour".

Don't worry if your title does not feel perfect, just start with a title before you move on to the next step and your title will begin to improve itself simply by going through this book-writing process.

Also, as you will learn more about it in the next step, you must own the URL of the book title. So, ensuring the URL is available is a mandatory prerequisite before finalizing a book title.

Step 06: Buy the URL of the Book Title
Time required: brief
Cost involved: \$15

For added visibility and credibility, you must have the URL of the book title. If you have never purchased a URL, simply go to [www.GoDaddy.com](http://www.GoDaddy.com) or [www.000domains.com](http://www.000domains.com) or [www.NameBoy.com](http://www.NameBoy.com), or anyone of many websites which sell URLs.

Do not buy hosting or privacy, just the URL. You will need to host your website after you develop an actual website, but for now, just get the URL. The cost is \$10 to \$15 and it is a yearly rental paid in advance. You may wish to buy several years up front in which case it simply costs several times the one-year rental.

The purpose of the URL is to collect the names and addresses of people interested in your product or service. Why? Because you will not know everyone who reads your book. Your book will get passed around and you will want to capture the names and email addresses of all interested readers. The way you do that is to have Bonuses that the reader can see only if they go to the website. When they land at that website, you capture their name and email address before you give them the Bonuses. You will see in a later step entitled “Select 4 Bonuses” and in the Step entitled “Put It All Together” exactly how the URL captures this critical information. You are now building a database of prospects – for free!

**Do not buy the .net or the .org or the .anything – just buy the .com.** That is the only one that really counts. Every single famous website is a .com. Even two very famous websites which are not .com – [www.Wikipedia.org](http://www.Wikipedia.org) and [www.craigslist.org](http://www.craigslist.org) - also can be accessed using [www.wikipedia.com](http://www.wikipedia.com) and [www.craigslist.com](http://www.craigslist.com).

Suggestions:

- [www.HowToStopSmokingInOneHourGuaranteed.com](http://www.HowToStopSmokingInOneHourGuaranteed.com)
- [www.The6StepProcessToIncreasingSales.com](http://www.The6StepProcessToIncreasingSales.com)
- [www.TheBookOnGettingAHomeLargerThanYouThoughtYouCouldAfford.com](http://www.TheBookOnGettingAHomeLargerThanYouThoughtYouCouldAfford.com)

One final point on URLs is that you may wish to buy different URLs for the same title if there is any possibility of confusion. For example, I would recommend buying both...

- [www.HowToStopSmokingInOneHourGuaranteed.com](http://www.HowToStopSmokingInOneHourGuaranteed.com)
- [www.HowToStopSmokingIn1HourGuaranteed.com](http://www.HowToStopSmokingIn1HourGuaranteed.com)

Your webmaster will simply “call forward” or “re-direct” one of those websites to the other. So, you simply create one website, and the other URL is re-directed there.

Step 07:	Select 10 Chapter Titles
Time required:	brief
Cost involved:	\$0

Now that you know your purpose, your topic and your book title, it is next necessary to select your Chapter Titles. Keeping your purpose in mind, select chapter titles that would support your purpose.

Remember that the purpose of the Book Title is to get the potential reader to read the Chapter Titles. Make your Chapter Titles interesting.

The best way to do this is simply to write down the various topics you wish to cover. Don't fret yet about whether you could write a whole chapter on this issue, just capture the important topics. Get your ideas down on paper. After a few minutes, you will have all the ideas on paper because you know a great deal about this topic.

Your next step is to re-order the topics and either split some topics into more than one chapter or else combine several possible topics into a single chapter. It is an iteration. It will not be perfect for the first draft. However, it is better to get suggested chapter titles down rather than not do this step right now. Do it now.

Once you finalize the ten topics, at least for now (you can alter them as you go), you now must make up interesting titles for these topics.

There are boring and fascinating ways to entitle your chapters.

Suggestions:

- A boring Chapter title might be "Choosing a Real Estate Agent". A far more fascinating Chapter Title might be "The 5 Worst Errors People Make in Choosing a Real Estate Agent".
- It is boring to entitle a Chapter "The Need for Chiropractic" and it is intriguing to have as a chapter title: "What Pain Really Is and How It Can Go Away Forever".

One final point ... there does not have to be exactly ten chapters, but it is a good guideline. Your book may naturally be divided into somewhat fewer numbers of chapters or somewhat more. I will assume ten chapters, just for simplicity.

Ten chapters in a 60-page book equals only 6 pages in each chapter. That's really easy. In fact, your problem will be how to squeeze all your chapter ideas into only 6-8 pages.

Step 08: Select Bullet Points for each Chapter
Time required: 30 minutes
Cost involved: \$0

You have now selected and named ten chapters. What will you write about in these chapters? The answer to that is handled in this step.

Take 10 blank sheets of paper and entitle each with the name of each chapter. Then, spread the ten pages around a large table. Now, think of anything you wish to cover in your Book –decide which Chapter it most fits into and record that idea as a bullet on that page. Keep going until you have filled each page with lots of ideas.

The wisest suggestion I can make to you on recording bullets is to do this quickly. If you get stuck into pondering and hesitating and fearing to record and pausing – then the book outline will never get done. Do it quickly and you will be startled to realize that the book outline will emerge effortlessly.

Don't fret if you come up with an idea and cannot decide into which chapter you should place it. Your bullet points may well "move around" from chapter to chapter as your book crystallizes. Also, an idea may need to be introduced in one chapter, explored more deeply in another chapter, and then summarized in yet another chapter. So, for now, simply select an appropriate chapter for an idea.

Now you have more information than when you first selected your chapters. You may notice that some "Chapters" are really two or more chapters and need to be divided into those additional chapters. Alternatively, you may notice that some "Chapters" are so thin that there is not much to write – so you may wish to combine that chapter with another related chapter. The final step is to re-write the pages by doing the following tasks as you are re-writing:

- Re-chapterize your book, if that is necessary or advisable, into fewer chapters or into more chapters.
- Re-order your bullet points within each chapter into the order that would make more sense for the flow of the chapter versus the order in that you just happened to think of those bullet points.

You now have the bare-bones outline of your book and each of its chapters. Congratulations. This is a huge accomplishment.

You will need to type the chapter titles and the bullets within each chapter as you will need to send this information later to your book editor.

Step 09:	Select Four Extra Bonuses
Time required:	brief
Cost involved:	\$0

You must also have four Bonuses that will not be included in the book but which are very beneficial. If you want an example, notice that, elsewhere in this Action Guide, I write about the necessity to create a Project Description to use on Upwork. My 2 purposes in having the sample description separated into an Appendix are:

- Creating an Appendix is my example to you of how to create a Bonus.

Create four Bonuses. You will need these later for marketing purposes.  
Make sure that the Bonuses are features that provide huge extra added value.

The Bonuses cannot be material that is critical to your book; in that case, they need to be in the book. The bonuses must be valuable material that is added to the book. They must be truly alluring.

Step 10:	Select Bonus Points for each Bonus
Time required:	brief
Cost involved:	\$0

Just like you identified bullet points for each of your chapters, similarly you will now identify bullet points for each of the four bonuses. Spend time ensuring that you are providing huge value in these bonuses because it is these bonuses which will be your key to success in getting full value from your Book.

When the readers go to the website to get the bonuses, they will need to leave you their name and email address to access the desired information. It is this database which is your new list of prospects. Most authors forget about this crucial step – or their publisher will not allow it. Since you are self-publisher, you are allowed!



Step 11:	Speak Your Book
Time required:	3hours
Cost involved:	\$0

Answer this question: *“Do you speak or type more effortlessly?”*

The answer is usually that you speak more effortlessly. Here is a giant insight for you – if you are so good at speaking, why would you think of typing your book?

The method of “writing” your book is that you won’t write it, rather you will speak your book. How long will it take to speak your book? This answer is shocking.

First let me ask you a question: How long does it take to read aloud one page of a book? Try it. You’ll see that it takes just over one minute. About 75 seconds.

To speak a 60-80 pages book will take, in theory, 60 x 75 seconds = 75 minutes. It will take longer because you will not speak perfectly. You will mumble about a topic way too long and need to cut that out later. It will take you about 2 to 3 hours. That’s all. To write (or should I say “speak”) your book!

There are voice-recording features or Apps on all high-end smart phones these days. Or you can buy a digital voice recording device. Here is my suggestion as to how to “speak” your book:

- Learn how to use the voice-recording function, if you are unfamiliar so that it will be easy for you when you begin speaking your book.
- Do not fret about “wasted” words or editing or cleaning up what you speak. Just speak. It is way more important to get into the flow of speaking freely than it is to be constantly judging yourself and wanting to rewind, erase and improve. Just speak. You will not use every word you speak, and the book is not simply a transcription of your speaking. But, it is mandatory to get your ideas into the voice recording. What you speak is not your book – it is simply input to your book!
- Because you will unlikely speak your entire book all in one sitting, you need to put a heading at the beginning of each audio recording. It will sound like this: “Chapter 3, bullet point 2”. Also, every time you proceed from one bullet point to the next, within the same recording, state the heading clearly, like “Now we are beginning chapter 3, bullet point 3”.
- If you get an idea while you are recording bullets in Chapter 3, feel free to blurt out “Oh, I just got a great idea. I want to have a section in Chapter 6 about XYZ”. Now your idea is captured and when you get the transcription back you will see the idea and be able to implement the idea.
- Finally, ensure that you also speak the bullets of your four Bonuses.

Step 12:	Find a Transcription Service
Time required:	brief
Cost involved:	\$315

There are two techniques for getting your voice material transcribed. The first technique is more accurate and costs a few hundred dollars. The second technique is slightly less accurate but is free. Since the voiced material is NOT your book but rather INPUT to your book, the accuracy does not really matter. Hence, I recommend the second way, the freeway, but I will explain both ways to you, so that you have options.

## TRANSCRIPTION SERVICE

The first way is to Google “transcription service” and you will find lots of them. My Google search found 12 million pages. Some are located in your own city, and you can select that by including your own city name in the search phrase when you Google. Or, it may be in The Philippines, or in India, or in some other area of the world.

I would not recommend you restrict yourself to a service in your city. There is no need to. Any service will do.

How much do they cost? As a rule of thumb, they all charge about one penny a word. Your Book is 60-80 pages, and your Bonuses may total about 10 pages. Here’s the calculation:

(300 words a page) x (70 pages)  
x (an inefficiency factor of 1.5 to account for your saying way more than will get into the book)  
x (one cent)  
= \$450 or \$4.50 a book

That’s all. Just a few hundred dollars and a very, very rough draft of your book is in written form – but nowhere near ready to be printed yet.

Should you pay more than one penny a word? There are additional benefits which the transcription service may offer you. They may offer to check spelling and have a clever person read it carefully to improve grammar etc. Though this may seem like a good idea, I do not recommend it. Why? Because some of the material you speak will not get into the book, so there is not much point cleaning it up. This cleaning process will be done later.

## TRANSCRIPTION SOFTWARE

There are now software programs that are extraordinarily accurate, even though they get occasional words wrong. Of course, they cannot figure out homonyms like “to”, “two” and “too”. But they can spell surnames correctly if those names are in your address book!

One that I use is an iPhone and iPad App called Dragon Dictation. You can record on zoom and get the transcription. You can record and speak right into word.

Considering any of the dictation tools are surprisingly accurate and considering that the output is not your book itself but rather input to your book, small transcription irregularities can be easily tolerated. The final point to keep in mind is that a human transcription service for which you may well pay several hundred dollars will also have irregularities.

I recommend the transcription software.

## Step 13: Send your Audio Files to be Transcribed

Time required: brief

Cost involved: \$0

There are two ways that this step will happen depending on which technique you used in the previous step.

### TRANSCRIPTION SERVICE

Your audio files will be very large, far larger than is allowed as attachments to emails. The most widely used service to send very large files for free is [www.YouSendIt.com](http://www.YouSendIt.com). You send your files to the email address of the transcription service. Without an account, it is a little bit of a nuisance because you must send each file separately. With an account, you can send multiple files at once. But, in truth, it is a tiny nuisance and well worth the effort since you will only need to send large audio files once.

Within a few days, you will get back, by email attachment, the word file of what you spoke. This is not your book, but it is the sloppy, rough beginnings of your book.

So far you went:

- From an idea to increase your authority and credibility with a book
- To a topic
- To a title
- To a list of Chapter titles and Bonuses
- To a list of bullets within each Chapter and Bonus
- To audio files of spoken material
- To a typed transcription of that spoken material.

It is all your voice, your passion, your vision, your words. It just is not yet a book. That's the bad news; the good news is that the tough part is all over.

### TRANSCRIPTION SOFTWARE

This Step does not even occur with Transcription Software or using zoom etc. The transcribed material is already in your iPhone or iPad (and possibly in other devices like Android or Blackberry) and there is no "middleman" of the audio recording whatsoever.

Step 14: Post a Project to Find an Editor  
Time required: 30minutes  
Cost involved: \$0

You are not a professional editor. Editing the book yourself would take forever because you are too connected to the book and would likely do a lousy job. It is not possible to edit and proof read your own work. You will miss way too many errors.

If you are Left Brain, you will likely spell-check constantly, do additional research constantly, worry about whether chapter headings should be italicized or not, etc. If you are Right Brain, then you will reminisce over the different examples in your book, feel wonderful that this is going so well or feel terrible that it is going so slowly, etc. In either case, the book will not get written. You need to outsource this.

There are different websites that offer to fulfill your project-oriented needs. The one I use is [www.upwork.com](http://www.upwork.com). There are others that are good; this is the largest. You want help completing just one project.

Upwork is a community of service providers and service buyers. It is a well-organized and extremely user-friendly place to do business. As soon as you use it once, you will eagerly push yourself to come up with other uses of Upwork so that you can get work done very cost-effectively and with high levels of assurance that it will be done well. Here are the steps:

- Open an account (for free) as a buyer of services
- Post a project by naming it some title like “Turn my Typed Notes Into a Book”
- Use the category WRITING & TRANSLATION, with the subcategory ARTICLE WRITING or EDITING & PROOFING.
- Describe your project fully. State exactly what you want done. In Appendix “A”, you will find a suggested Project Description.
- Follow the prompted instructions until you have completed the details needed to post your project.
- Include your word documents as attachments so the bidders can see exactly the input that they will be dealing with. You will have a word document from the transcription service, and you will also have your own word document listing the chapters, the bonuses and the bullet points under each.

You will need to select the price range. The lowest price range is \$50 to \$500. You may wish to try that range first. Or you may wish to go directly to the next higher price range. Your bidders will likely want \$10 per page, but that is just an estimate.

Eventually, you will have many providers bidding on your project.

Step 15:	Select an Editor
Time required:	30minutes
Cost involved:	\$0

You may receive a dozen bids. How do you select the best one, considering that you do not know them and will never see them? There is a very safe way.

One way is to read the proposal and the resume of each bidder.

Another way is to look at the feedback left by other Buyers who have used their service in the past. That feedback includes the number of projects they have done on Upwork, the average rating out of 5, and the total dollar amount of the projects they have done on Upwork. You may also read each individual Buyer's feedback on that Provider's projects. Another way is to read the attachments of the articles or books that they have edited in the recent past.

A fourth way to select is based on price. Some bidders will bid far higher or else far lower. Some will tell you that they just want to break into Upwork and the best way is to offer a very, very low price.

These are the various ways that I use to select my provider on Upwork.

By the way, you are financially protected because you never have to worry about losing your money. When you finally let your Upwork contract, for say \$600, you will be asked by Upwork to deposit the full amount into Upwork Escrow. The provider is then notified that the money is being held by Upwork and hence the provider does not need to worry that you may not pay.

Also, you don't have to worry about a sub-standard job because you decide if and when the escrow is released to the provider.

### **GET IT DONE FOR FREE**

Instead of using Upwork, and instead of using some other paid professional, there are two other options. One does not work and the other does work. Both are free.

The way that does not work is to do the editing yourself. You are not competent at editing your own work. No one is. Please do not attempt to edit your own work. What you can do yourself is to organize the transcribed material in order and you can delete unnecessary words like "this is chapter 3 bullet point 5". That may save you a little money, but it will cost you a lot of time. I do not recommend doing any of the editing yourself.

The other way which does work and is free is to ask a friend. Be careful though. Select a friend who is excellent at spelling, grammar and punctuation and a friend who loves editing written material for flow, meaning, clarity, ease, etc.

Step 16:	Work with the Editor
Time required:	1 hour
Cost involved:	\$0

As soon as you have deposited funds into Upwork, Escrow and the Provider has confirmed acceptance, you have hired an Editor.

Here are the suggested steps in dealing with your Editor:

- Begin a dialog with the Provider to ensure that the Provider truly understands your needs and desires. Go through all the terms of the Project, point by point, and have a discussion on each point with the Provider. Though you are sure you have stated every issue clearly, you will be surprised at the questions the Provider asks and you will be happy that you spent this time coming to a mutual understanding.
- Set a deadline for the first bench mark. The first bench mark might be
  - o The Provider completes reading the entire transcript
  - o The Provider comes back to you with a list of questions
  - o The Provider comes back to you with a list of the first 3 tasks
- Keep setting benchmarks and deadlines so that you monitor progress and ensure that the work is being done the way you want.

Step 17:	Select a Publisher
Time required:	20minutes
Cost involved:	\$0

While you are working with the Editor, you must also find a publisher.

You will recall that, in a previous Step, I taught you the difference between a traditional publisher and a self-publisher. I also recommended self-publishing because you do not want to make money selling this Book by having it in Bookstores around the country. Rather, you wish to increase your visibility and credibility simply by having a Book. Also, you can list your self-published book on <https://kdp.amazon.com/> and you can go personally to neighborhood bookstores to see if they will take your book for sale.

To find a self-publisher, simply Google “Self-Publishing Company”. Only the websites on the first page or two are of interest to you. Also valuable information was delivered in Step 03 like about Lightning Source.

Carefully read the explanations on each of a few websites so that you quickly learn the pros and cons, the hidden charges, the upfront fees, the per-Book printing costs, the additional benefits like offering to get your book into Bookstores which is a delicious extra benefit (but a benefit you may not need), and what they will do to assign you an ISBN.

There are websites that compare different self-publishing companies. Be careful of these websites as they are usually simply a front for one specific self-publisher.

Should you choose a local self-publisher right in your city or a domestic publisher in your country, or a self-publisher anywhere in the world (most likely China)? My advice is that you don’t care where the book is physically printed. You care about the quality of the final product and the cost to you landed at your door.

You will also need to decide hard cover versus soft cover. Usually, soft cover will do.

How many books should you print? The answer depends on the volume discounts the self-publisher offers. It also depends on how strong a networker you are. If you will give these books out slowly, one at a time, then an order of 100 Books may be sufficient for quite a while. On the other hand, if you have a significant audience, then you may need an initial order much larger. Announcing you have a book at a speech, on radio or TV, or at a trade show, etc. will quickly run through many books.

Here is a huge insight. Your book will cost you LESS to give away than a business card! A business card may cost 10¢, but 99 business cards out of a hundred are discarded as soon as you turn around. That means each business card kept costs you \$10. A self-published book will cost you HALF that and an autographed book will definitely be kept!!



Step 18:	Get your ISBN
Time required:	20minutes
Cost involved:	\$50

ISBN is the International Standard Book Number; there is a unique one assigned to, and printed on the cover of, every Book published. It looks like a bar code. Its purpose is to uniquely identify every book published. Even if you do not intend to sell your Book in Bookstores, it looks professional to have an ISBN on your Book.

You can read more on ISBN through Wikipedia at

[http://en.wikipedia.org/wiki/International\\_Standard\\_Book\\_Number](http://en.wikipedia.org/wiki/International_Standard_Book_Number)

In each different country:

- The procedure for obtaining an ISBN is different
- The pricing is different
- The length of time to obtain your ISBN is different.

Simply Google “cost of ISBN” and you will get all the information you need for your country.

One informative website on this topic is <http://isbn-information.com/cost-of-isbn-numbers.html>

There are websites which offer to sell you a single ISBN, but be careful; they usually tie in the requirement to purchase other services like publishing your Book.

You may save yourself the effort, time, learning curve and costs by selecting a self-publisher who does the ISBN for you. Some self-publishers assign one of their ISBNs to you and others do not provide this service. **When publishing here <https://kdp.amazon.com/> they provide you with an ISBN number for free.**

If you obtain it yourself, you will also need to purchase a computer program or else use a service to transcribe your ISBN number into a barcode. To do this task yourself, simply Google “convert ISBN into bar code”.

Since the cost of the ISBN varies so greatly, I will simply pick a dollar amount out of a hat and state it as \$50 since it can be any dollar amount from zero (in Canada) to several hundred.

Step 19:	Collect Testimonials
Time required:	1 hour
Cost involved:	\$0

Collect testimonials. You will need to use testimonials on the back cover, and possibly the best one on the front cover too.

There is a secret that makes collecting testimonials effortless.

The wrong way is to ask someone to write a testimonial. They will agree but never do it because it is intimidating. Very few people have ever written a testimonial so they will procrastinate.

The secret way is to ghost-write three suggested testimonials and asks a friend or colleague to select one that fits them the best.

Be sure to also collect the name, the occupation, and the city. A testimonial that is signed “Jane Mc Gregor, Teacher, Miami” sounds way more authentic than a testimonial signed “J.M.”.

Step 20:	Book Cover–Stretch It Out
Time required:	30minutes
Cost involved:	\$50

While your Book is being edited, and while you are getting your ISBN, and while you are collecting your testimonials, you also need to have your covers designed.

Though you may never have designed a book cover, you can do it easily using this fascinating technique.

Go to a bookstore and keep walking around waiting till a book cover grabs your attention. Just because it does grab you, does not mean that it has the right ‘feel’ for your kind of book. Keep walking. Keep glancing around. Eventually you will find several books whose covers you like and whose covers have the right ‘feel’ for your type of book.

Now you need to capture the front and back covers and spine. One way to do it is to simply take a photo from your cellphone. The other way is to record the title of the book and then get an image of the front and back covers from [www.amazon.com](http://www.amazon.com).

Using ideas from the book covers you like:

- Create a rough design for your back and front covers and spine.
- Create your own “About the Author”.
- List your testimonials, including whether you wish one of them to be on the front cover.
- Be sure to add a starburst that says something like “Four Bonuses at [www.TheBookOnMakingMoney.com](http://www.TheBookOnMakingMoney.com)”.

Think of any other details you want on your covers.

Remember, it is best to put that starburst on the cover in case people who simply see your book might wish to squeeze you their name and email address!

Step 21:	Book Cover–Select a Design Process
Time required:	brief
Cost involved:	\$0

Let me present 4 ways to have your book cover designed, all totally different.

- Ask someone you know. If your friend is excellent at graphic design, this is your best option. It's free.
- The next way is not free but it's so inexpensive that it is as if it is free. The service is called [www.fiverr.com](http://www.fiverr.com). The service providers at this website will do anything (including designing a book cover) for \$5. This website's slogan is: "Buy. Sell. Have Fun." So, you realize that it may not be the most professional service, but heck, it's only \$5.
- One professional method is [www.upwork.com](http://www.upwork.com). It will likely cost you about \$150 (depending on exactly what the bidders actually bid). Some may bid much lower, some may bid much higher. You choose the price category, the lowest one on Upwork is \$50 to \$500. Based on the bidder's credentials and submissions of past work, you will eventually select your provider. Once you have chosen your provider, then you work with your provider to create the covers. The pro of this technique is the price is quite low; the con is that you will not know what the covers look like until the project is done.
- The other professional method is [www.99designs.com](http://www.99designs.com). This process is exactly the opposite of Upwork. In this process, you state exactly what you will pay and exactly what you want – then providers enter a contest to create the covers for you. Each day, you look at the covers proposed and make comments so that the providers keep getting closer to what you want. At the end of the contest period, you will have narrowed down the finalists. This website has a survey feature whereby you can send the finalist covers to your friends to vote on which cover they like the best. Eventually, you choose the cover you like the best. That is the winner, and then only that graphic artist gets paid. The pro of this process is that you know what you are paying for before you pay; the con is that you need to pay more to attract graphic artists, like typically about \$350. Also, there is a guarantee: if you don't like any designs, you get all your money back!

If you can afford the slightly higher price, I recommend [www.99designs.com](http://www.99designs.com).

Step 22: Book Cover–Select a Design Process  
Time required: brief  
Cost involved: \$0

If you have selected [www.upwork.com](http://www.upwork.com), then:

- Select a price range
- Post a project
- Select the Provider
- Work with the Provider to create a cover
- Release the escrow funds to pay the designer

If you have selected [www.99designs.com](http://www.99designs.com), which is my recommendation:

- Select a specific price
- Post a contest
- Comment on the proposed covers
- Host a survey to let your friends help you decide
- Select the finalist cover design
- Release the escrow funds to the winning designer ,or request a full refund

Remember to tell the cover designers to put your URL in a starburst on the front cover saying something interesting like “Four Bonuses at [www.TheBookOnMakingMoney.com](http://www.TheBookOnMakingMoney.com)”.

I recently wrote a Book entitled The Fastest Surest Way To Get What You Want: Coaching Is The Answer. I used [www.99designs.com](http://www.99designs.com) to create the covers. By way of providing huge help to you, I will reveal to you the actual project description that I used. You may copy it and amend it to your needs, but simply copying it will save you a huge amount of time and ensure that you do not forget important features.

For your information, one client received a total of 86 designs from a total of 14 graphic artists. Most of those 86 designs were revisions to and improvement to previously submitted designs from the same graphic artist – in response to our comments.

Also, from the five finalists book covers which we sent as a survey to 30 of their friends. It’s quite amazing how different the covers are! Which one do you like the best?

Step 23:	Put It All Together
Time required:	brief
Cost involved:	\$0

Now, put together:

- The edited manuscript with Table of Contents and links to your website
- The front and back covers and spine, with testimonials and ISBN
- Send it all to your self-publisher using [www.yousendit.com](http://www.yousendit.com)

You've done it. Bravo. But, wait there's more. There are three more tasks which are not technically part of the book itself but which are highly recommended. Read on.

Step 23:	Put It All Together
Time required:	Brief
Cost involved:	\$0

There are 3 more tasks to still do that are not really part of the book itself:

- Celebrate. Host a Book Opening Party. Boast about it on Facebook, Twitter and your blog. Make videos telling the world about your Book; post them on YouTube. Send press releases to radio, TV, magazines, newspapers.
  - o This task is MANDATORY (even though it seems frivolous) because the purpose of your book is visibility and credibility. Imagine what others will think when you invite them to your Book Opening! Take videos and photos at the party for posting on YouTube and Facebook.
- The second additional job is to get your website up so when you send readers to your website to get the Bonuses, you will get their name and email.
  - o This task is MANDATORY since you've offer edit in your book. You can use a [www.Wordpress.com](http://www.Wordpress.com) blog to do the job easily.
- The final additional task is to consider having a Foreword. (Please note the correct spelling). A Foreword is a one - to two-page letter to the reader from a famous person telling the reader about the Book and author (you). It adds huge prestige, especially if you find a famous person to write it. Note that the famous person needs to be relevant to your book. A friend of mine wrote a book on personal growth and the Foreword was by His Holiness, The Dalai Lama! Now, that's credibility. There are two ways to get a famous person:
  1. The first and most obvious way is to ask someone very prominent and known in your field. Do you know someone? Can a friend of yours refer you to someone? Be bold – phone prominent people you do not know. Many famous people are quite happy to help you.
  2. The second and less obvious way is to ask someone whose position or title is very prominent, but that person is not known. If you are writing a book about treating illnesses, you could ask the Dean of Medicine at the local University or the Chairman of the Board of the local hospital.

Imagine the front cover of your book proclaiming “Foreword by ....., New York Times Bestselling Author”. Yes, I will do the Foreword for you if you would like me to do it and if I’m the most prominent you can get and if I’m relevant to your topic – and if you are a Platinum Member.

As with testimonials, you need to ghost-write the Foreword to help the person you are asking you to help you.

Finally, this is not MANDATORY, but wow what an impact it will have and what giant credibility it will instantly give you. It's worth the effort.