

# Write Your Expert Book

How to write & launch a best-selling digital book...  
and show off your expertise to the world



SAI

**Course Book**

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SAMPLE

# Introduction

Famous journalist Christopher Hitchens once said, “Everybody has a book inside them.” And while it may not be true that everyone has a New York Times bestseller inside them, everyone has a story to tell, and many of those people aspire to put their stories to paper.

If you are thinking about writing a nonfiction book, you’ve probably seen others in your field publish books, and you know it will benefit you to do the same. And you may have even started writing a book that is now gathering dust somewhere in a folder on your computer.

These days, you don’t have to nab a book deal with a big publishing house to publish a book. Self-publishing is now straightforward, with online platforms giving comprehensive step-by-step instructions. Nevertheless, writing and publishing a book yourself can be a daunting prospect.

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

You may recognize some of the following concerns: You have a well of knowledge to draw upon, but you're overwhelmed with ideas and not sure which topic to write about for your first book, so you need help nailing it down. You'll likely be worried about whether you're a good enough writer, and how you will find or make the time to write in your already busy schedule. If you write your book will anyone will want to buy it? And how on earth do you go about publishing it, and then marketing it?

Writing a book *is* hard work and requires dedication and commitment. But, it's a skill you can learn. There's a method to follow when structuring and writing a book that takes some of the pressure off, and that can alleviate any concerns you have about your writing skills.

A plan that includes not only the process of writing your book, but also your publishing and marketing strategy, is vital to the success of publishing your own book. Writing and publishing your book isn't enough - nobody is going to beat a path to your door to buy your book if they don't know about it. You must stand out amidst all the other books competing for readers' attention. You'll learn all about how to create this plan and stand out from the crowd during this course.

## **What if there are already books in your specific area of expertise?**

Your book doesn't need to reinvent the wheel. Almost everything has already been written about by someone, somewhere. However, your book will be unique to you. Nobody has your unique combination of skills and expertise, your background, your experience, your perspective, and your stories. You'll write your book according to a familiar prescribed format, but you'll write with your individual voice and perspective, and that's what will set it apart and sell it.

You already know writing your book will take some organization, determination and hard work. So, why should you commit to writing it?

## The Benefits of Writing and Publishing Your Book

Turning your knowledge, experience, ideas, arguments, and unique perspective into a published book means you will be recognized as an expert in your field, with the greater credibility and authority that comes with that. You can share your knowledge with a wide audience of people who want and need it.

Having a published book to your name is an impressive achievement, one that's taken seriously by potential clients and customers. You'll attract more people to your list, and generate more leads. You'll get more clients more easily, including more 'high-end' clients, and you can charge higher fees. You'll also earn revenue from sales of your finished book.

Your book will open doors to things like your first speaking engagements, or enable you to get better speaking engagements. And you can create related products based on your book's topic or content. For example, you can turn your book into an audiobook, or an online course.

You get to write about something that's important to you – maybe you have a mission, something you're passionate about that you want to share with a wide audience.

And last, but certainly not least, never underestimate the value of the massive sense of personal achievement and pride you'll feel when you have a published book with your name on the cover.

**By the time you have finished this course, you will be able to:**

- Set goals for your book that will help drive your business success.
- Write your book's one-sentence defining statement that keeps it focused on your target reader.
- Research your audience and market so you can choose your expert book topic - one that your audience needs and will buy.
- Create a clear and logical outline for your book content, so that you stay on track and can write your book quickly
- List the expert content you already have that you can draw on for your book.
- Conduct any additional research you need for filling in your outline and writing your main book content
- Plan your writing schedule and deadlines so you can write your book and finish it by your chosen date.
- Prepare your book for publishing on Amazon Kindle, including proofreading and editing, formatting, cover design, and copyright.
- Build a profitable book sales funnel that will turn your leads into book buyers.
- Create and implement a marketing plan that includes the essential elements for making your expert book a best seller.

**Learning Activity:**

Think about the benefits of writing your own book that are mentioned in this module.

Why do you want to write your book? What benefits will it bring to you and your readers?

# Brainstorm Your Expert Book Idea

In this module we'll look at setting your goals for your expert book, selecting your book topic, and writing your one-sentence defining description of your book.

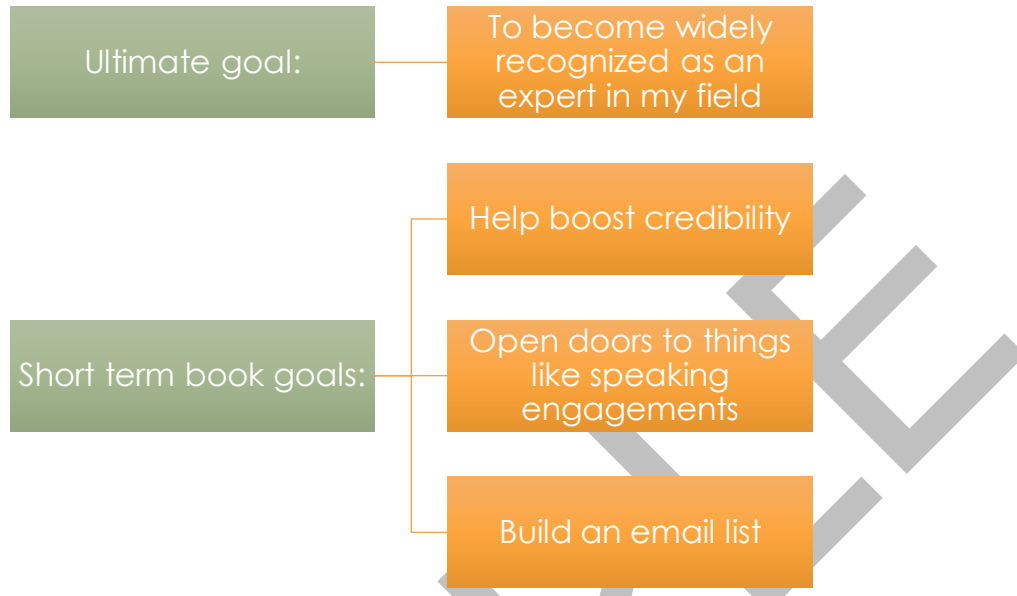
## Choose Your Goal(s) for Your Book

Before you start writing, you need to set a goal for your book, and know where it fits into your overall business. This gives you clarity on the purpose of your book, and helps you stay focused and motivated as you work towards finishing it.

For example, your big professional goal may be to become widely recognized as an expert in your field. Though it's unlikely that your first book is going to achieve this by itself, it's going to be one important part of the bigger picture of achieving your goal. State your big long-term goal, and then set your short-term, smaller goals for this book that will help you get there.

This could look something like:

- My ultimate goal: To become widely recognized as an expert in my field.
- My goals for this book, that will help me to achieve my ultimate goal, are:
  - To help boost my credibility as an expert in my field
  - To open doors to things like speaking engagements
  - To build my email list



These goals don't only serve as a focus and source of motivation, they will also influence things like your choice of marketing tactics. We will cover marketing in later modules but, for now, a brief example of this could be:

For the goal of building your email list, your marketing activities will need to be things that drive people to your website and then persuade them to sign up for your email list.

For the goal of helping to boost your credibility as an expert in your field, your marketing activities could include ways of increasing the visibility of both you and your book on LinkedIn.



**ATTENTION:**

This is only an excerpt from our full course, [Write Your Expert Book](#)

The full, customizable course contains 7 modules including an Introduction and Planning module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Workbook, graphics, tweets, and other resources.

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