

How To Write a Business Book

It's not as hard as you may think
Just start

E-book as a Lead Magnet:

- Define your goal
- List of 10 or 15 tips
- 10-20 pages
- Don't rely too heavily on Chat GPT
- Have it designed professionally, proofread and edited!! www.upwork.com
- https://kdp.amazon.com/en_US/bookshelf if you want to sell it

Full Book:

- Why?
 - o Credibility
 - o Opens doors
 - o Make \$\$
 - o Fun & Interesting
 - o Fill your creative desire
 - o Get clients and leads
 - o Network and build relationships
- Tips and Tricks
 - o Understand your 'Why'
 - o Have a topic you're passionate about
 - o Create a detailed outline
 - o Combine Your Blog with the book
 - Each section of the outline is a blog article
 - It keeps you on pace
 - o Find a place to write that helps you 'get in the zone'
 - o Choose a good time or times that help you 'get in the zone'
 - o Create a writing schedule
 - o Set up proper expectations and don't beat yourself up
 - o Start calling yourself a writer
 - o Make it enjoyable
 - o Just write! Don't edit as you write.
 - There are writing times

- There are editing times
- Set a release date and work backwards
- Create a marketing plan as soon as possible
- Start a focus group as soon as possible
 - Workshop titles and the outline
 - Use a survey or contests for titles
 - Give gifts or \$\$ for REAL feedback
- Send out an advance copy to get testimonials
 - Use a gift and be respectful of time
 - Pre-write the testimonials
 - The book doesn't need to be perfect
- Have it designed professionally, proofread and edited!! www.upwork.com
 - It's never too early to start editing chapters- Don't wait until it's completely finished
- Self publish with KDP https://kdp.amazon.com/en_US/bookshelf
 - Get your ISBN going asap