

PUBLISH THAT BOOK

*How your VA can help you publish
and promote your book.*



UPLEVELING YOUR BUSINESS



CONTENT

1 Authorpreneur

Platform and Ideology

2 Book launch

General steps to take, Preparing to market

3 Publishing platforms

LinkedIn Live, GoodReads.com, Publisher Rocket, Book Promoters Kindle Direct Publishing

4 Advertising platforms

Amazon Advertising, Get Reviews

5 Audio book

Audible

6 Workbook

Practice How To Publish Your Next Book!



AUTHORPRENEUR

PLATFORM & IDEOLOGY

An **authorpreneur** is an entrepreneur that offers products and services that are based on their book(s).

Tips for an authorpreneur:

- Offer a product/service based on the book.
- Choose the right publisher.
 - Traditional, Independent, Self.
- Use all social media platforms (specific posting for each platform).
- Brand yourself.
- Promote other authors and collaborate with other authors.
 - This will increase the chances of others promoting our book, and build rapport.
- What to Include in a Writer's Marketing Plan.
 - Know your audiences for each platform.
 - Sowing & Reaping (reciprocation of support).





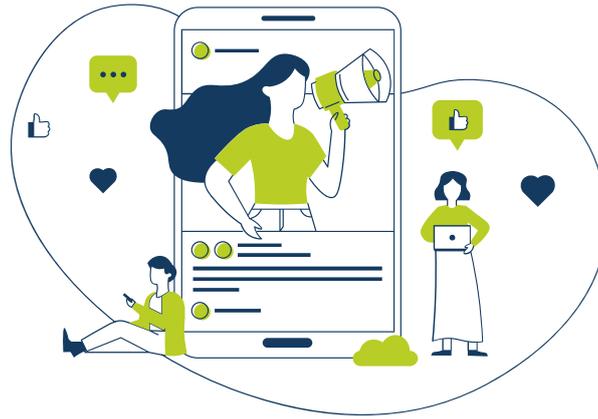
BOOK LAUNCH

Publishing a book is easier than you think. If you plan in advance and follow the right steps it won't be that intimidating. However, the first thing you need to know is that you don't have to do it all by yourself. Start delegating administrative tasks to your staff members.

General Steps To Take:

- Create a book launch committee.
- Pick a launch date.
- Get an email sequence ready to email everyone you know about buying the book.
- Pick a book category.
 - Choose three.
- Get reviews.
 - Get at least five “Advanced Praise” quotes for the book.
 - Make sure to get reviews on Amazon before the launch date: consider that Amazon takes within 1 - 2 weeks to publish the reviews.
 - To be able to post a review, your readers will need an Amazon account and purchase the book from their account.
- Upload the book to Kindle.
- Upload the book to Audible.
- Coordinate a virtual book launch party.
- Coordinate the actual virtual book launch.
- Post-book launch promotion.
 - Get on podcasts!
 - Create landing pages.





Preparing To Market

After making sure the book has been reviewed, edited, & finalized:

Book Promotional Materials:

- 1 Get 10–20 book mockups to use in different social media posts, articles, and promotions.
- 2 Write out your Author Bio.
- 3 Media Kit for the book (describing who the books target audience is).

Social Media Promotions:

1. Prepare at least 4 graphics and descriptions for your social media posts.
2. Repurpose those 4 posts across different digital platforms (Instagram, Facebook, LinkedIn, Twitter, Amazon, etc.)
3. Press Release/Announcements:
 - a. Write out 1–2 press releases to share with newspapers and other media.
 - b. Put together 2–3 Author headshots.

Identify and Execute on Your Marketing Channels:

At this stage, you will fine-tune your messaging and plan the execution of the marketing campaign to coincide with the book launch. Here are some ideas:

Social Media
Plan out and schedule posts several days before the launch, the day of the launch and for the next 2 - 3 weeks after the launch.

Email your List or Friends
Give them links to share on social media, pictures and other great materials so they can become raving fans.

Book Trailers and YouTube Videos
Create several videos to get the word out there as well.

PUBLISHING PLATFORMS



LinkedIn Live

To grow your personal brand and get publicity for your book, you should take advantage of the big opportunities that come with broadcasting to a professional audience on LinkedIn Live.

- Plan your presentation ahead of time so you know what you're going to talk about and how you'll be providing value to people who tune in live and watch the recording.
- Streaming is only available through third-party broadcast tools:
 - Restream.io
 - Socialive
 - StreamYard
 - Switcher Studio
 - Wowza Cloud
 - Wirecast
- Your profile must be public (especially the following sections: Articles & Activity, current Experience, and Education).



GoodReads.com

The world's largest site for readers and book recommendations. Goodreads is a social network specifically for authors and readers. Think of it like Pandora Radio or Spotify, but for books instead of music.

- To upload your own book to the database, your account must be older than 7 days.
 - Upload here: GoodReads.com
- Author Program:
 - Manage profile.
 - Promote your book.
 - Interact with readers.



PublisherRocket.com



Publisher Rocket is essentially a research tool. that helps you understand how readers use Amazon and choose the books they buy. Makes finding keywords, sizing up the competition, and choosing profitable categories quick and easy.

- Find Keywords that Readers Actually Type Into Amazon
 - Which keywords do shoppers type into Amazon?
 - Estimated number of times customers type that keyword into Amazon
 - How much money are the books that rank for that keyword are making?
 - How many books are competing for that keyword?
- Learn About Other Authors & Their Sales
 - See your potential competitors, their book cover, list price, number of pages, as well as their daily and monthly earnings.
- Discover Bestselling Book Categories in Seconds.
 - Which categories will help you sell more books
 - How many sales do you need to make in order to be the new #1 bestseller + listed in the top 10
- Find Profitable Amazon Ad Keywords Fast
 - A list of all Amazon suggested keywords
 - Titles and author names for books in the search results for your keyword

BookBub is a book discovery service that was created to help readers find new books and authors. The company features free and discounted ebooks selected by its editorial team, as well as book recommendations, updates from authors, and articles about books.

Book Promoters

Promote your book with a **Bargain Booksy**. Their feature is \$50 and includes your book in front of 70,000 readers, plus an email that will land in thousands of inboxes. from our email subscribers.

A Written Word Media Company



Self-publish eBooks and paperbacks for free with Kindle Direct Publishing, Amazon.com's e-book self-publishing platform

KDP allows you to self-publish eBooks, paperbacks, and hardcover books for free. KDP gives direct access to your book on Amazon, and allow you to create a product detail page for your book. It also gives you the option to expand your book's availability on a global scale, making it more accessible for readers around the world. Publishing with KDP gives you full rights to your book, which is not something a traditional publishing house typically allows.

Ready to get started? If you haven't already, make sure to finish setting up your KDP account.

During the publishing process, KDP tries to match book details like title and author name to other editions available in the Amazon catalog.

Entering your book details is the first step of the setup workflow. To begin, follow the steps below:

1. Go to your Bookshelf.
2. Click the "+" button for the type of book you want to start under the "Create a New Title" section.

For more specific information, tips, tricks, and recommendations on each detail, use the links below:

BOOK TITLE & EDITIONS How to write an effective title and when to use edition numbers. <i>Learn more</i>	AUTHORS & CONTRIBUTORS Instructions on how to add authors and contributors. <i>Learn more</i>	BOOK DESCRIPTION Learn how to write an effective book description and what HTML can be used. <i>Learn more</i>
KEYWORDS How to add/update keywords and best practices. <i>Learn more</i>	CATEGORIES How to choose and update your book's categories. <i>Learn more</i>	PRE-ORDER (eBook only) How pre-orders work. Eligibility and requirements. <i>Learn more</i>

ADVERTISING PLATFORMS



Amazon Advertising

Amazon's pay-per-click advertising platform

To publish ads within the Amazon webpage is the most direct option, and you can take advantage of a high-quality flow of visitors, since most users only visit Amazon when we already have a strong intention to buy and therefore, have a high probability of becoming real customers.

Types of ads: Sponsored Products, Display Ads, and Video Ads.



SPONSORED PRODUCTS ADS are displayed in search results and on product detail pages, directing Amazon users to a specific products.

Advantages:

- You only pay for results, that is, the moment the user clicks on the ad.
- Amazon suggests keywords for you to bid on. You can adjust keywords and bids as many times as you want.



DISPLAY ADS allow you to display banner ad pieces with custom content on Amazon websites, apps, and third-party websites.

Advantages:

- Greater reach. You can reach customers both within Amazon and outside.
- Different formats possibilities.
- Audiences based on buying behavior.



VIDEO ADS can be used as complementary and even as an alternative to display campaigns.

Advantages:

- Greater reach. It is visually more attractive.
- It influences the behavior of consumers. With these types of ads, you can demonstrate your book, which can cause consumer behavior to change.

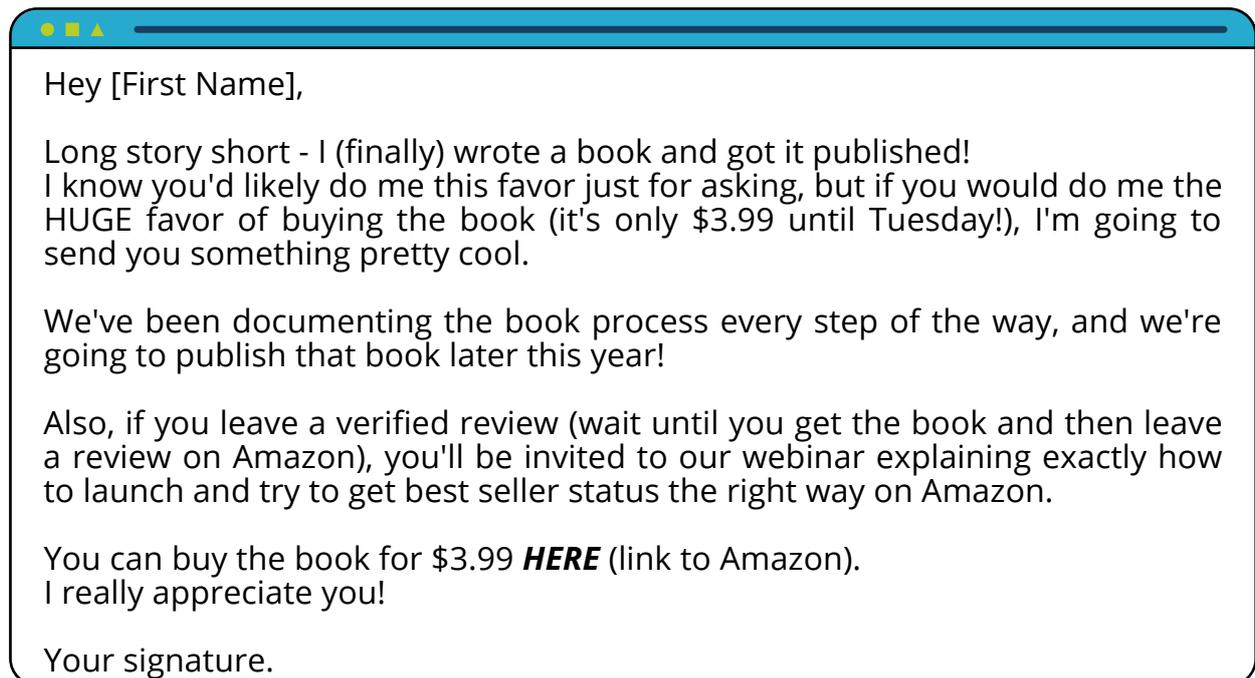
GET REVIEWS



Book reviews give books greater visibility and a greater chance of getting found by more readers.

Email your contacts

Here is a template we have created for you:



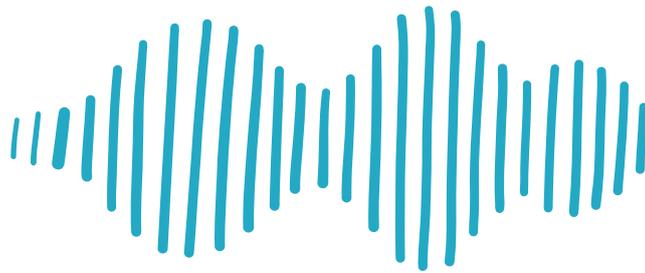
Share on Facebook and LinkedIn Groups

Spreading the word about your ebook can be challenging, but with **Groups** you can schedule posts, use ads to get more likes, and can easily advertise to those who've liked your page. You can also share it on your feeds so more friends and family learn about your upcoming book!

AUDIO BOOK



Audible



To publish your audiobook, you will need to follow the next steps:

1. Hire a narrator.
2. Have the right audio equipment.
3. Prepare the "studio" (or hire a professional one).
4. Send the files to a professional audio editor.
5. Proof your audiobook.
6. Publish your audiobook on Audible.

Notes and ideas:

Between the reading, you can explain some of the backstories.

The narrator of your book can stop and say a little joke, or ask for clarification from you, the author of the book. Basically an audiobook with commentary.

1. Hire a narrator.

You may be the narrator of your own book if you want to. Many authors choose this option. However, if you are not an expert, we recommend hiring an expert, or you can let Amazon connect you with a professional.

Either way, you need to record a sample chapter first for review, and ask the next questions:

- Do the voice and accent match the tone of your work?
- What is the quality of the audio?
- Can you hear any background noise?
- Do you like the pace of the narration?

2. Get the right audio equipment.

You don't need a professional studio or a large budget to narrate and edit an audiobook book. The right equipment can cost around \$300 and another \$250 to work with an audio engineer.

Checklist of things you may need:

- Small, quiet room: some narrators record their books in walk-in wardrobes as their voice sounds softer and there's less echo.
- An updated and reliable computer. Hopefully, you already own one.
- Headphones for monitoring yourself.
- Background music or a jingle for the introduction and conclusion to give your book a polished feel.

3. Prepare the "studio" (or hire a professional one).

- Find a suitable place to set up your studio: a small, quiet room.
- Print out the chapter you intend to narrate using a large double-spaced font. Prop the pages up on a document holder so you can transition from one page to the next without making much noise. Alternatively, open your tablet and prop it on a stand.
- Turn off your phone and anything that makes noise.
- Turn on your microphone and record a minute or two of dead air. Listen back to this recording with headphones, and check if you can hear any unintentional noises like traffic outside or creaking pipes.
- Mind your posture. Warm up your voice. Narrate.

4. Send the files to a professional audio editor.

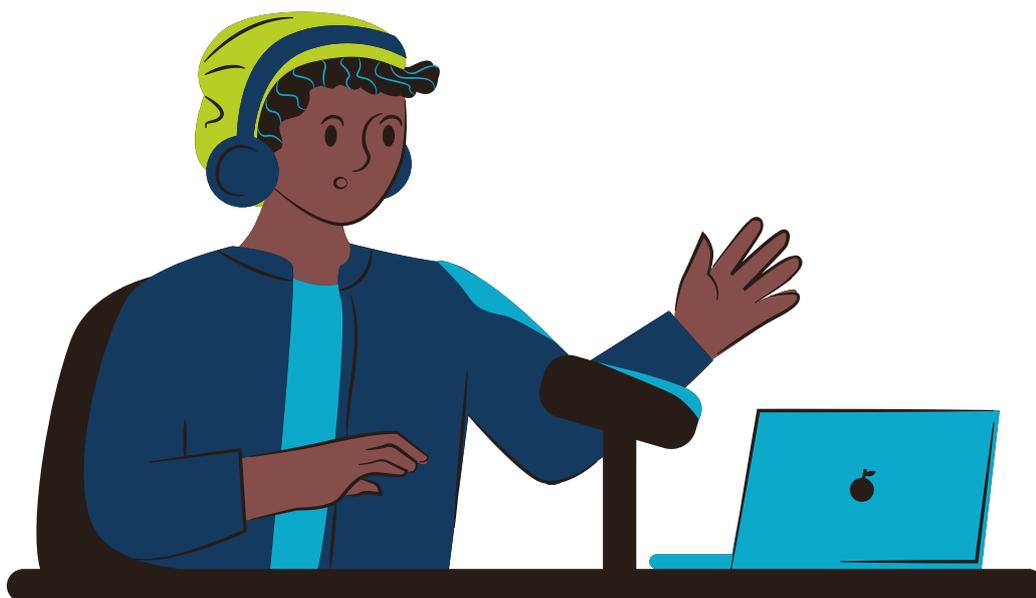
An audio engineer will find and fix audio errors you may miss and help master the files for publication. Even if you have solid audio editing skills, delegate this task.

- Find an editor or audio engineer that has experience with audiobooks. Agree on an hourly rate or a project rate within your budget.
- Send them a sample chapter to review before starting work.
- Agree on what they'll do for you. For example, you can ask the editor to export the finished audio files for you too.
- Ask them to check a sample audio file for quality, background noise, and other issues before you narrate a large part of your book.

5. Proof Your Audiobook.

Much like with self-publishing a digital or paperback, you need to proof the audio version.

- Listen to each of the audiobook chapters with a set of headphones. You can also ask another person to help.
- When you spot an issue, like a popping sound, a mangled sentence, or a clumsy edit, note the time and record the issue in a spreadsheet.
- Consider if you need to re-record certain sentences. If so, send it to your audiobook editor to fix it.



6. Publish your book on Audible.

As previously mentioned, you can narrate the book yourself, hire someone, or let Amazon connect you with a professional.

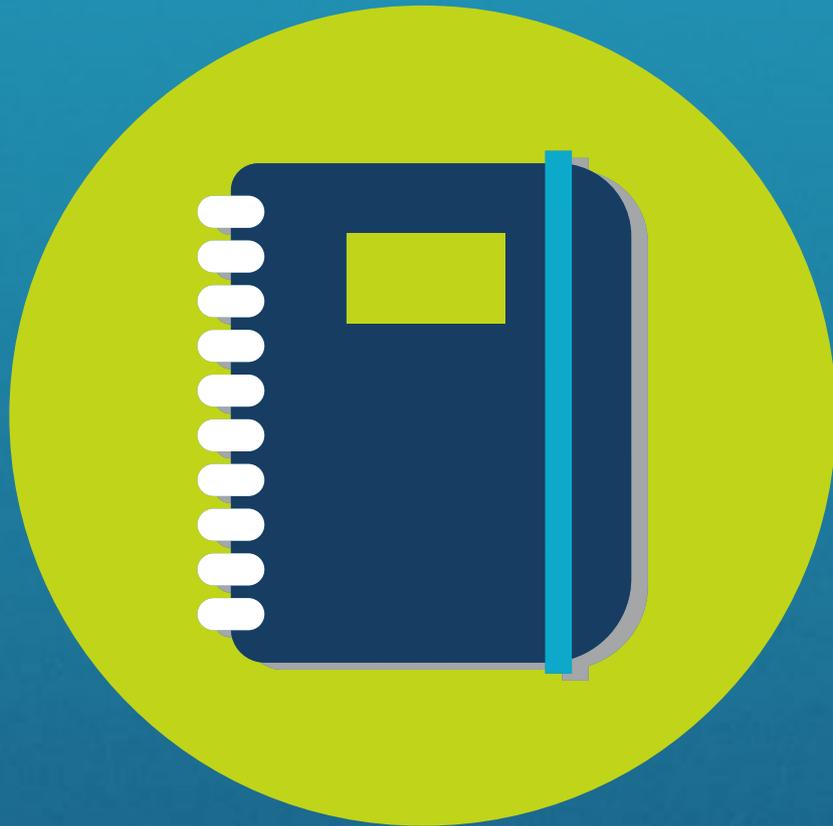
Once you are happy with the audio recordings, follow these three steps:

1. **Go to the Audiobook Creation Exchange (ACX, www.acx.com)**
 - a. Set up your profile with your payment method and your tax details.
 - b. Once you've created your account, get access to tools and resources to guide you through creating an audio version of your book, including the audiobook submission requirements.
2. **Create a title profile.**
 - a. Create your title profile by uploading the audiobook files and a cover image, the product description, and specifying your list price and distribution options.
3. **Publish and see your audiobooks appear on Amazon.**
 - a. Once you've published your audiobook, it will appear on Amazon and Audible.
 - b. Promote the availability of your audiobook to your audience and manage your sales.

READY TO LAUNCH!



WORKBOOK



WRITING THE CONTENT

There are several steps involved in publishing a book, but it all starts with writing the content.

There are five main steps to the writing phase:

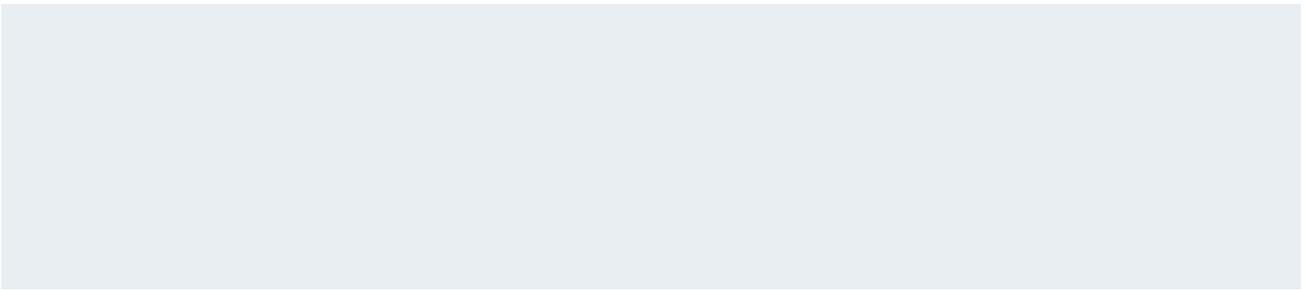


- Drafting outlines
- Mapping out each chapter
- Scheduling in your writing time
- Getting Started
- Getting Unstuck

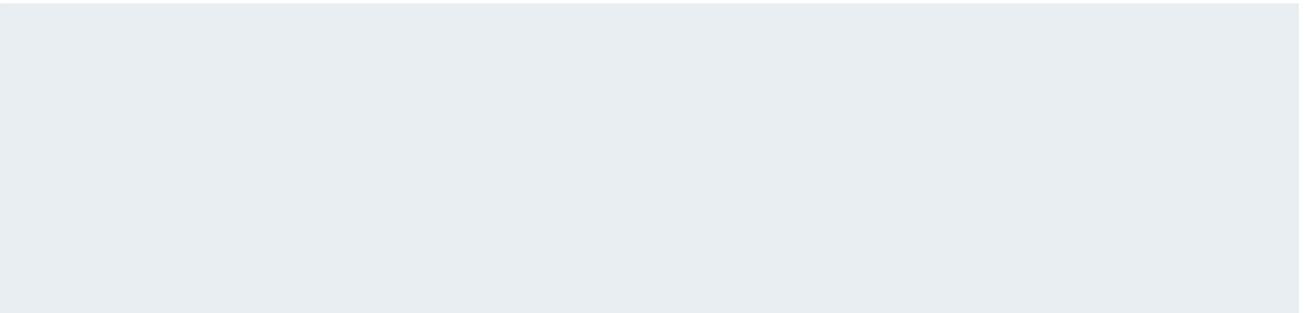
EDITING YOUR BOOK

Once your content is written, it's time to move on to the editing phase. There are three main aspects to consider:

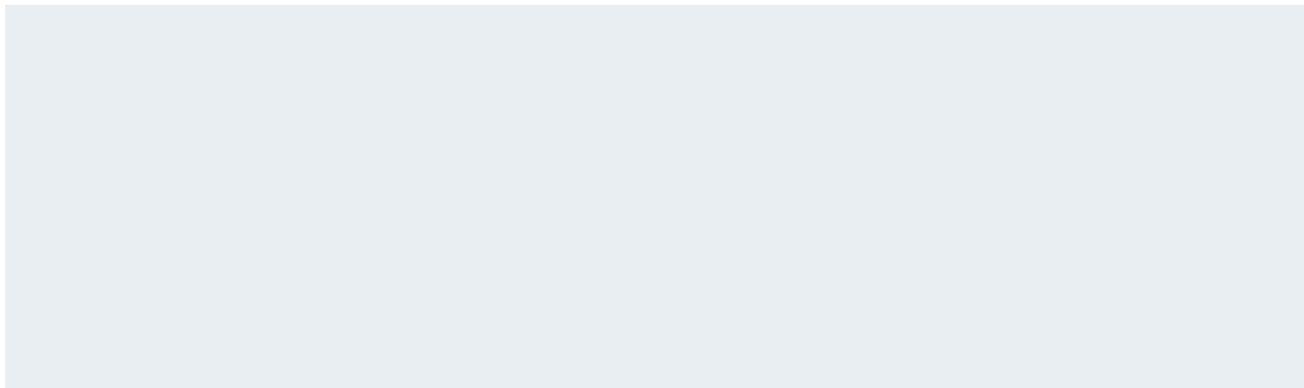
Have an Editor:



Have Proofreaders:



Have a Schedule:



PUBLISHING THE BOOK

There are a few different options for publishing your book:



 TRADITIONAL

 SUBSIDY

 SELF PUBLISHING USE
AN ASSISTANT!

MARKETING YOUR BOOK WITH A VA

There are several avenues open to you to market your book, but intentional marketing is necessary for success. Following are some great options to consider:

A Book Launch Party

Email Drip Campaign

MARKETING YOUR BOOK

Social Media Blasts

Call People

Text People



Marketing Systems Manual

Chapter 9: WRITING, PUBLISHING AND MARKETING A BOOK.

EXTERNAL POLICY: Publishing a book allows the company to educate and share information about what we do and how we help.

INTERNAL POLICY: It is the goal of the Company to position the firm as an authority in the field through published books each year.

A. Writing a Book.

1. Brainstorming Topics for a Book.

- a. The Marketing Assistant shall meet with the Owner once a quarter to discuss opportunities for new books.
- b. Once an idea is developed the Owner or book writer shall outline the following
 - i. What we want the audience to know, to do, and to remember.
 - ii. What are the goals of the book and how will the company use it.
 - iii. ROI assessment
 - iv. Timeline
 - v. Resources needed

2. Writing the Content.

- a. Create a draft outline using the following:
 - i. Intro chapters
 - ii. Identify three middle sections themes and have 2-3 chapters within each.
 - iii. Closing chapter
- b. Map out each chapter with the following:

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- i. a main theme
 - ii. a working chapter title
 - iii. 3-5 points to make
 - iv. 1-2 examples/ stories to use
 - v. Ultimate goal of the chapter
- c. Schedule Writing Time
 - i. Depending on the depth of knowledge, plan out time to research, draft ideas, and then write.
 - ii. Set a schedule and have Assistant add schedule to calendar to make it more public.
 - iii. Set breaks and food delivery to stay in the zone.
- ci. Just get started
 - i. Get the first draft of each chapter down.
 - ii. Later edits and revisions can move things within chapter or move to a different chapter.
- cii. Getting UnStuck
 - i. Move to a different chapter if hitting a wall on a particular chapter or segment.

3. Editing the Content.

- a. Editor:
 - i. Have a professional editor give big feedback.
 - ii. Set a clear deadline for submission, responsive feedback, return edits, final feedback.
 - iii. Set regular check-ins.
- b. Proofreaders
 - i. Pick 3-4 people to proofread it for you and give feedback on readability, grammar/ spelling errors and parts that do not flow. (Caution: be clear on whether you want the person to help you re-write sections and/or if you want them to give feedback about additional topics or how you can make it better.)
 - ii. Set clear deadlines for feedback.
 - iii. Ask the person to give you testimonial quotes to use in promotions of the book.

4. Obtaining Pre-Release Testimonials.

- a. Create Your List(s)
- b. Craft Request and Follow-up emails.
- c. Set Execution Deadlines.
- d. Assign Assistant to help you follow-up.

B. Publishing a Book.

1. Traditional Publishing:

The company, often by using an agent, finds a publisher who handles the publishing and distribution while the author only receives a small royalty of the book's sales revenues.

2. Subsidy Publishing:

The publisher accepts submissions from the author and handles some aspects of the publication but makes money by charging the author for their services.

3. Self-Publish:

The company, often utilizing a local printer or an online vendor, creates the entire book from cover to cover, including obtaining the ISBN number. This method is more work but the author has the most control over the end-product.

C. Set Timeline for Book Publication.

Working backwards from a print or E-publish date map out the following:

- 1. Final Manuscript upload.**
- 2. Final edits**
- 3. Final reviews for typos/readability from 3 friends or paid reviewers.**
- 4. Preliminary review by editor.**
- 5. Date to get final manuscript to editor.**
- 6. Drafting deadlines.**

D. Marketing a Book.

1. New Marketing Campaigns for a Book.

- a. Phase 1: Book Launch: Get Everyone to buy on Amazon on same day to try to hit the #1 bestseller list for your category.
 - i. Email Drip Campaign.
 - ii. Social media blast announcing the book coming and raising excitement.
 - iii. Smile and dial 25 people and ask them if they might buy
 - iv. Reach out local paper.
 - v. Flyer or Postcard to hand out at your local networking groups asking people to buy on same day.

- b. Phase 2: Book signing event. (several weeks after Phase 1.)
 - i. Pick a Venue (coffee shops work well but also organizations might host).
 - ii. Spread the word and get at least 3 friends to show up.
 - iii. Social Blast. (before, during and after event.)
 - iv. Facebook: create event and boost.
 - v. LinkedIn: create event and boost.
 - vi. Twitter/Instagram: pictures of book, pictures of you signing, etc.

- c. Phase 3: Panel Discussion to Lawyers/Judge/Claims Attys/ Political Figures/ Organization leaders/ Target audience.
 - i. Pick a date and pick your panel.
 - ii. Spread the word:
 - iii. Newsletter/ Drip email campaign
 - iv. Social media.
 - v. Call a few former clients and invite.
 - vi. Host event and get lots of photos & audio & video!

vii. Have a call to action in the event. (Hint: Call to action likely not “buy my book” but instead sign up for this extra PDF or toolkit.

d. Phase 4: Additional Marketing Plan Items

- i. Publish in Spanish or other language and do a presentation with the foreign language speaking community.
- ii. Give book to referral sources.
- iii. Give book to former clients that had a positive impact on why you wrote the book and send it with a note that they were part of the inspiration for this book. (*hint this is how you create Raving Fans).
- iv. Give a copy of the book to everyone on your VIP Referral Program List
- v. Allow the e-book to be downloaded on website.

di. Phase 5: Have the book turned into an audible version.

2. Ongoing Marketing Campaigns for Book.

- f. Amazon Ads:
 - i. Sponsored Ads
 - ii. Product Display Ads.
- g. Social Media
- h. Asking for Reviews
- i. Podcasts

ADDITIONAL RESOURCES

[The Journey of Writing a Book](#)
by Kristen David, published in The Narrative

[Amplify Your Voice with Audible](#)
by Kristen David, published in Authorpreneur

[Tips to Manage an Ebook Launch Like a Pro](#)
by Kristen David, published in Authorpreneur

Uplevel Your Business, Uplevel Your Life
Book Promo Examples:

[Example 1 \(3:30\)](#)

[Example 2 \(0:57\)](#)

**FOR ADDITIONAL SUPPORT,
CONTACT US AT:**

**FREEDOM@GETSTAFFEDUP.COM
SUPPORT@UPEVELINGYOURBUSINESS.COM**

Publish that book !

***DELEGATE YOUR
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