

Instant Authority Boost:
PUBLISH A BOOK...
Even if you Hate Writing



INSTANT AUTHORITY BOOST: WRITE A BOOK...EVEN IF YOU HATE WRITING

If you're a coach, an Internet Marketer, a Mommy Blogger, a Food Blogger, a Health & Fitness Blogger, or involved in any other niche online or offline, writing a book can instantly boost your authority. One of the ways to get more traffic to your blog, more interaction from your audience, and more respect in general is to do things to help establish your authority within your niche. Nothing quite does it better than writing and publishing a book.

From writing a book you can branch out and use the book as the basis for:

- Establishing Credibility in Your Niche
- Becoming a Highly Paid & Sought After Public Speaker
- Earning Expert Guest Status on Radio, TV, and Blogs
- Being Paid Lucratively as a Consultant

Imagine that one book has the power to do all that. Even if you don't want to expand into all of those areas, writing and publishing a book will bring you more than just the book. It not only can help in the areas mentioned above, but it can also help in the following areas.



Establishes Authority

While your blog will go far in helping you become a thought leader in your area of expertise, writing a book will push your expert status into the stratosphere.

Part of the reason is that pretty much everyone wants to write a book, but few people do it, and even many who do, forget to use the book properly to reach their goals. After all, if you write a book, you need to tell people, and use the book in the right way to push your authority to the next level.

Helps Market Your Business

A book is a great way to market your business. Having the book makes you look important in your niche and will make new website visitors trust you more. You must know what you're talking about if you wrote and published a book, right? Your credibility instantly goes up when the word "author" is added to your bio. While you're marketing your book people will find out about your business and vice versa.

Provides Additional Revenue Streams

Aside from the obvious additional revenue from your book, you will be able to command higher fees for public speaking, consulting and training. Many authors end up earning more money at speaking engagements than they did from their book.

Now that you know all the benefits of writing and publishing a book, you probably want to know how to get started. Don't worry; it's really not that hard. It's only as difficult as you make it. Today, there are so many inexpensive resources to help get your book written, published and marketed that you could have your book in your hand in as little as 60 to 90 days.



Coming Up With the Right Topic for Your Book

The hardest part of creating your book is coming up with the right topic for your book. The topic will be directly related to your niche, and will show your readers the knowledge you have about a particular topic in a way that blog posts can't.

It might seem difficult but, if you think of your book as just a series of articles (or

blog posts) in a cohesive order, it will be easier for you to wrap your mind around writing a book. In order to come up with the best topic for your book you need to come to terms with a few aspects of your business.

Know Why You're Publishing a Book

In the case of wanting to build authority and boost credibility you're not really writing the book to earn money. You're writing the book in order to have a calling card and advertisement for your business and yourself. However, the other reason you're writing it is to give your audience valuable and important information about your niche. So, the reasons you're publishing your book can be multiple. Write down your reasons and keep them at the forefront of the process so that you always know why you're doing it.

Understand Your Audience

Just as understanding your audience is an imperative when it comes to writing your blog and creating other products for them, it's also important to understand and know your audience when you write a book. Books are longer than blog posts or articles so it can be easy to go off into left field if you're not focused on who you're writing the book for. Do some research about your audience to solidify in your mind who they are, what they want, and how you can give it to them.

Study Your Competition

Like with any other product during the creation process you want to study your competition to find out what they are doing. You don't really want to copy them, but you want to find out what

they're doing that works, and then do that, only do it better. It is automatically going to be different because you're a unique person and you'll bring your own personality and ideas to the topic at hand. Don't be intimidated by your competition, be energized by them. If they can do it, you can do it. In fact, the very fact that you have competition proves you have a viable idea.

Once you know your why, understand your audience, and your competition you can get on to the business of creating a powerful topic to write about.

Brainstorming Techniques to Help You Choose Your Book Topic

There are many ways that you can come up with topics to write about. One of them is to use various brainstorming techniques. It depends on what kind of thinker you are as to which works best for you. Some people think in pictures, and some people think in words. You'll have to decide what method works best for you.

Write Down General Topics in Your Niche

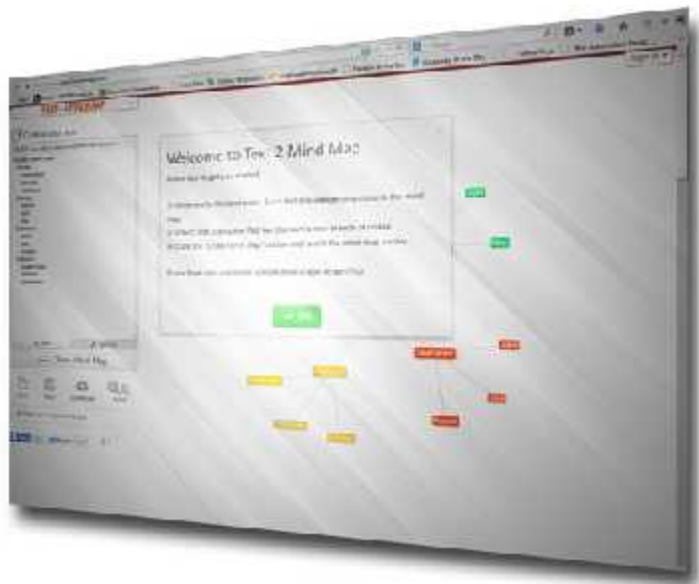
Don't judge the topics right now, just write whatever comes to mind in a list. You can do this on paper or on your computer. However you feel most comfortable. If you have a smartphone you can use the Evernote app to list ideas that come to you when you're at the doctor or grocery store. Just keep track for a few days of anything that comes to mind and don't judge it. Sit down right now, set the timer for 30 minutes and write topics until the timer goes off.

Narrow Down the Topics to Be More Specific

Once you have a list of general topics, go through the list and mark out anything that is not really directly related to your niche. Be brutal and just delete them or mark them out. When you have just a few left, start at the top of the list and see if you can narrow down the general topic into very specific subtopics, this is the start of an outline for each general topic. Usually one of the general topics will stand out as easier to write an outline for in this process.

Create a Mind Map

Some people who aren't good at making outlines are great at creating mind maps. There is [great mind map software](#) that can help you create mind maps. These are essential for people who think more visually. A mind map will help you come up with many topics, then narrow down those topics into subtopics and eventually create the outline for the book.



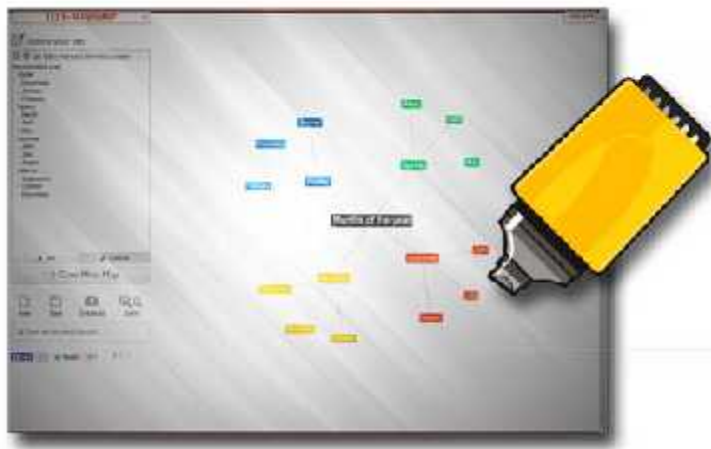
Ask Customers, Colleagues & Friends

Take the topics you were able to narrow down and develop subtopics for each. Ask other people their opinion to see if you are on the right track. If you have a good email list you can survey your audience to find out what they'd most like to read about. This is an excellent way to help you choose a topic. Whatever your audience chooses, then you'll know that's it.

Try these brainstorming ideas to create the topic for your book. Once you have the topic and a few subtopics, it's time to move forward and create the outline for your book.

How to Create an Outline for Your Book

One of the most dreaded activities in middle and high school is the paper outline. No one likes making them, but for writers they are essential ingredients to assuring that all topics and



subtopics are covered. Plus, by planning ahead it makes it easier to sit down and write during the times you have set aside to do so. Your book will be created faster and be more understandable with a good outline. No need to be afraid of the outline. It really does make everything easier when it comes to writing your book.

Use Your Mind Map

When creating a mind map, the topic, which is the book title, goes in the center and then all the subtopics go around the central. From there, create further points from the subtopics, which are simply items you want to cover. Time yourself as you create your mind map so that you can get your brain working faster. Give yourself about 5 minute for each step and take a break between each to clear your mind.

Once you've created your mind map, it's time to categorize and prioritize. It can help to use a highlighter pen, or if you're using software to help you, just colorize each different priority in order of importance. Put the most important aspects at the top, moving down in level of importance. Decide which topics, subtopics and points belong in the book, and anything else you can get rid of and perhaps use for another book idea.

Create Your Chapters

Once you have your mind map, you'll want to create chapters out of the main sub headers and then create an outline for each subhead. Remember that every single subhead, which is a chapter, should have an introduction, the meat of the book, then the conclusion.

If you have more points inside of the subheads they should always have introductions and conclusions as well. As you go through the process you'll likely find that some things aren't really right for that topic or the book at all, so just get rid of it, save it for another project.

It's time to move your project to the computer. Usually you'll use Microsoft Word or a similar program to set up your document, and outline. You don't need to create the outline the way you learned in school it can be rather simple, like this:

Title: Instant Authority Boost: Write a Book...Even if You Hate Writing

Chapter 1: The Point of Publishing a Book

- I. Establishes Authority
- II. Helps Market Your Business
- III. Can Provide Additional Revenue Streams

Chapter 2: Coming Up With the Right Topic for Your Book

- I. Know Why You're Publishing a Book
- II. Understand Your Audience
- III. Study Your Competition

You can go further with your outline by writing a few thoughts about each chapter and subtopic to help you when it's time to write. No one is actually going to see your outline, (except maybe a ghostwriter) this is for you to use to write your book.

Look at each topic you want to cover within a specific chapter as a separate article or blog post. This will help you overcome the intimidation factor that comes with writing a longer piece of work like a book. After all, a book really is just series of articles put together in an order that makes sense.

Getting Published

Once you've written your book it's time to get published. Today is a very exciting time for authors. There are so many publishing opportunities that didn't exist just a few years ago. You have several options, all of which are very doable.

Kindle Direct

Many people go straight for Kindle Direct Publishing with very good reason; first of all it's free, secondly it's super easy, and third it's very fast. You can literally be



published within 48 hours of submitting your edited and formatted manuscript and book cover. In order to publish on Kindle you'll need to:

- Format Your Book Properly
- Follow Amazon's Rules
- Fill Out an Author's Profile
- Have Appropriate Graphics
- Provide a Bank Account Number

That's honestly all there is to it to publishing on Kindle Direct. It's fast, simple and efficient. It's important to read all the rules and guidelines and understand the particular formatting rules for the Kindle if you're doing this on your own.

Self-Publishing

While publishing on Kindle is self-publishing it's not the same as publishing a physical book. There is a lot more that goes into publishing a physical book along with publishing on Kindle Direct.

You'll need to get an ISBN number, provide more than one type of formatted manuscript and



graphics for the book cover, as well as potentially get more professional editing services. With the Kindle you can correct errors very easily, but once something is in print, it's there to stay until the next run.

A lot of people go through CreateSpace.com, or use someone who provides publishing services to help them such as [I Am Published.com](http://IAmPublished.com), or even individual virtual assistants who work for writers and authors who can help you do everything needed to publish your book in print, as well

as online through Kindle and the Nook, as well.

Traditional Publishing

Some people still want to go the traditional publishing route. In this case you'll need to find an agent, someone who can help you market your book idea to publishers. There are people who will argue that traditional publishing is always better than other forms of publishing. Your needs and intent for your book will help you decide if this is right for you. Remember that all publishers aren't the same, and you'll need to be very selective about who you choose to allow the rights to publish your book.

There is no single right or wrong way to publish your book. Research your options, and pick a way toward reaching your goals.

Get Help Writing & Publishing Your Book

Right now you're either excited about the possibility of writing and publishing your book, or you're wondering what you're getting into. If you still feel anxious about the actual writing of your book, don't worry. You don't have to write your own book to become a highly respected authority in your niche. You can outsource the entire process from start to finish. If you have a lot of good ideas, you can hire someone to make your ideas come to life.

Hire a Ghost Writer

Using the services of a ghost writer is a very legitimate way to break into writing and publishing in order to boost your authority in your niche. Businesses like AllCustomContent.com cater to the needs of business owners just like you. They make the process simple, understandable, and take the fear out of moving forward so that you can become a published author in no time.

In fact, they can do it faster than you can even if you're a great writer, because this is all they have to do. If writing is not your central money making task, it's highly recommended that you choose to outsource your writing. That way you can focus on what it is that makes you the most money.

Not only can they write your book, they can write sales pages for your book, they can also write blog posts to help you promote your book. In addition, they can write articles, press releases, social media content to help you promote your book and more. The services they offer business owners are high quality, original, and well researched.



Hire an Author's Virtual Assistant or Consultant.

In addition to getting your book written with the accompanying promotional material you'll need other things done for you such as uploading the book to Kindle or sending to the publisher depending on the route you chose to go. A virtual assistant that has experience working with other authors knows what an author needs and can provide all those services, in addition to managing services of others whom you choose to bring onto your team.

To find an author's virtual assistant ask your friends and colleagues, and post a wanted advertisement on Shelancers.com, or other job boards. Always check references to ensure that they have the experience to anticipate your needs so that you can get the benefit of their experience.

What to Do Now

Get started. Brainstorm your topic options, choose a book topic, create an outline, then decide how you want to proceed. If you want to write it yourself, start writing. If you want someone else to write it contact AllCustomContent.com or an independent Ghostwriter. Don't delay getting your book written, edited and formatted. The sooner you start, the sooner you can benefit from the boost in authority offered by becoming a published author as well as the additional income opportunities.