



Module 2:

How to Write an Almost
Instant Book in A Few Simple
Steps

What is your topic?

For a business book: What problems do you solve for your clients?

For My Passion: What do I love to do?

Is it evergreen? (Good anywhere, anytime) ___yes ___no

What product or service or both do I want to sell?



What are ten questions/subtopics?

(No particular order)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Now, what is a
good order?



Record it!

Record yourself CLEARLY on one sub-topic at a time. Spill your guts. Get it all out!

1. You can do this on your computer with a microphone
2. Or use a free conference call service such as www.totallyfreeconferencecalls.com (requires at least two phones on call)
3. Or, my personal favorite because it can and does go with me, use a small digital recorder. I can automatically break the files into short segments,. I can edit and rearrange on my computer

Now Where Did I Put Them?

Save the audio files on your computer where you can actually find them. Hint: If you are talking about gidgets, save them under a folder named "gidgets". I go one step further and put the date as part of the file name. I.E. Gidgets 0626XX saved in my Gidget Folder. Translated, it means June 26, whatever the year is.



Get Them Transcribed

There are a number of choices here, but I will keep it simple and only steer you in the general direction of one place. Go to www.fiverr.com and find someone and hire them. It depends on how long the audio is as to how much it will end up costing. But usually you can find someone who will transcribe ten minutes of audio for \$5.00.

Put It Together!

Now, when you get the transcribed files back, you put them together and you now have a rough draft.

- * Clean it up
- * Rearrange it
- * Edit it
- * Check for spelling and grammar and all sorts of stuff.

**And shut your mouth which has dropped open at the simplicity-
the flies will fly in.



My OUTSOURCE LOG

www.fiverr.com

Date/ Who to	File Name	Date Recvd/ \$
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1.

2.

3.

4.

5.

6.

7.

8.

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10.

11.

12.

13.

14.

What Can You Do With It?

- * Sell in all the www.amazon.com platforms.
- * Sell it as an e-book on all the platforms.
- * Sell it as a pdf file on your own website.
- * Sell it as a paperback.
- * However, most books don't make a lot of money. But, if you use it as a launching pad, you go from a book to information product to live events to coaching to mastermind groups. The money goes up with each item. More on this in a minute or two.
- * You can sell a bunch of them to a large company or association.
- * Use it to be a guest on TV and Radio shows. Give them a great show. Focus on what's in it for them. Be a welcome guest and not a dreaded pest. You are only there to show your expertise in what you do, not sell you, your book, your product, or your services.
- * Use your book to get publicity in newspapers, niche magazine and newsletters, and reviews online and offline. Along that note, be sure to have friends and family give a great review on www.amazon.com for your book.
- * Can lead to higher fees for what you do.

Mark Victor Hanson makes these two quotes:

1. "Specialized knowledge packaged properly."
2. "Time friendly information."

* Build a platform and leverage your time, monetize your expertise, and build something you can leave when you leave this planet.

Book (\$16.00) ► information product (\$150-\$5,000) ► live event (\$1,000 - \$10,000) ► coaching (up to a bunch of \$) ►

mastermind
group (even
more \$)

Note that the money goes up as you go forward. You have the option to stop anywhere along the way. You are in the driver's seat.

* Three E's

1. Educate

2. Entertain

3. Evergreen and ongoing promotion

* "The key to success is not to quit." Not sure who said it first.

End of Module 2