



Book Publishing Cheat Sheets

- Issue No. 2 -

by Wesley Atkins

The No.1 Thing You Must *Adopt* In Order To Write A Bestselling Non-Fiction Book Today

In the first issue of these cheat sheets, I talked about the **importance** of *validating* your ideas on Amazon...

Ensuring there is “proven demand” for your chosen book topic/niche.

We also talked about the importance of a hard-hitting *title* and *hook* that’s truly *compelling* and *resonates* with your ideal target readers – something I like to call, your “influence mechanics”.

In this issue – we take things up a notch and start to talk about your prospective book buyers to ensure you get those mechanics right...

More specifically...

Who are they (*demographics*), and **what** exactly do they WANT (*solution*)?...

And finally, discovering their true **why** (*problem/fears/frustration*)?

For any non-fiction author, these elements are critical to understand...

If you want any chance whatsoever of writing a best-selling book.

Because – the **why** reveals their *motivation*.

Ie: the deepest “emotional reason” for seeking a book in the first place.

And without their motivation, you’re destined for – little sales, broken dreams, wasted effort and book(s) that never get consumed.

Don’t let that happen to you.

I won’t sugar coat it, there’s work to do. Work that many authors are simply no willing to do ... or have little understanding about how to do *effectively*.

Moving on...

You want to understand exactly **why** (*problem, fears, frustration*) your intended target audience is looking for a solution (*motivation, remember*) ... and what **questions** are at the “fore-front” of their minds when deciding what book to purchase on the subject.

If you understand these elements better than your competitors...

And address those “chain of thoughts” in your prospects mind...

And seek to incorporate them into your books title, hook, description, introduction and table of contents – you *win*.

And your book becomes...

...the only logical choice!

Here's what we need to identify:

***Who** (*sex, age, attitudes, behaviours – “demographics”*)

***What** (*solution, dreams, wants, needs, outcome – the end result they want*)

***Why** (*problem, fears, pains, struggle – the why they are seeking a solution*)

If you can understand your prospects on a *deeper*, more emotional level than your competitors – you'll knock your competition outta the park. *Seriously.*

Sadly, most business owners care squat about their customers.

Many take the 'self-centred' approach...

Focusing simply on making a *fast buck*.

You, however...

Understand, that in order to build a lasting and *ever-increasing* passive income for yourself ... it's critical you truly understand the pain points, wants, needs and overall mindset of your prospects...

And seek to **solve** any, and all their problems with practical (easy to implement) solutions.

So, what's the #1 thing you must adopt to write a bestselling book today?

EMPATHY.

People buy solutions (ie: “non-fiction books”) ... when they feel **understood**.

When they feel understood – that gives them confidence (in you) that your book will meet their needs and provide a **solution** to their **problem**.

It's for this reason, I decided to make my life easier with these elements...

And created a feature in KDROI, to extract these insights for any market.

KDROI cut my research time by a factor of x20.

<https://www.kdroi.com/>

Now, in just a few clicks, I can download the market insights, intelligence, language, frustrations, questions, and a whole host of other things...

With Amazon reviews – left on my competitors book(s).

The screenshot shows the KDROI v2 web interface. At the top, there is a dark blue header with the KDROI logo and a 'Logout' button. Below the header, a text input field contains the request name: 'Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones'. The main content area is divided into three numbered steps:

- 1 Which star ratings?**
This step includes five radio button options for star ratings: '1 Star', '2 Star', '3 Star', '4 Star', and '5 Star'. Each option is accompanied by a visual representation of the number of stars. A 'Select all' button is located to the right of these options.
- 2 Sort reviews by:**
This step has two radio button options: 'Highest Votes' and 'Word Count (Recommended)'. The 'Word Count' option is selected.
- 3 How many reviews?**
This step features a horizontal slider control. The current value is 125, with a range from 50 (Min.) to 200 (Max.). A 'Continue' button is positioned below the slider.

At the bottom of the interface, there is a navigation bar with a '< Back' button, 'Projects' and 'Help' icons, and a promotional banner for 'RECOMMENDED software & tools here'.

...and sort them by highest word count to bring me the best insights.

When I do this for 5+ closely aligned books – that target the same niche audience or similar book topic idea – I have all the intelligence I need...

To offer a compelling book that'll resonate with my target audience.

I just need to put in the leg-work to analyse it.

To have any chance of success today, with book publishing or online business in general ... it's *critical* you have this level of understanding on your market.

Anything less than true EMPATHY for their situation...

And you're wasting your time, money and effort.

Let me tell you a story:

Back in 2016, I tried out a new software solution that would enable me to create shopping cart pages, one click upsell flows and manage payment processing for my online business ... in a way that was MUCH faster and easier than anything else on the market.

Knowing this software was in Beta, I was ok with the fact that there may be some slight issues that they need to overcome.

Which there were.

Many, in fact.

No problem, I thought. I'll just put in a support request and let them know about the problems and hopefully they'll take care of em'.

So I parked the software on the side, and used another method of fulfilling orders. The next day I had a response from their support team telling me that I did something wrong.

Now, I'm pretty clued up when it comes to software and knew for a fact that the problems I was experiencing, was as a result of their software, which was still in beta.

After many (polite) exchanges of contact, I started getting a little frustrated ... and I just INSISTED that they place a test order on my site to see that, in fact, the problem was with **their software**.

They did ... and “it was”.

I was given a work-around solution which in all honesty, works ... but is in no way perfect, as it could result in customers not getting what they paid for right away ... which I know, through experience, leads to unhappy customers.

... something I am not prepared to settle for.

Needless to say, the system is still parked while I use another solution, but, knowing I’m still paying a monthly fee for the service is a little annoying to say the least.

But, I don’t mind, because the concept of the system is excellent, and I’m willing to wait it out while they fix the issues – or so I thought.

2 months later.

Nothing.

Not a response to be found in sight.

I contacted their support team again ... and nothing.

I’m being ignored. Strange, but true.

Anyhoo...

Instead of me going on and on about my experience with this company, I just wanted to point out something that should be pretty obvious, but is worth hitting home the point, anyway.

Do you think I would recommend this company to anyone?

In fact, I was on Facebook just the other day when I was approached about shopping cart solutions and was asked about this particular company.

My response?

“Avoid”.

Yup. My exact words were ...

In the future, I’m sure this platform will be excellent. But right now, the system does not work as advertised and their support is not great, to say the least”.

My point is this...

If you can truly empathize with your customers **mindset** at all times, and seek to *overcome* objections, provide tangible solutions, and **o-v-e-r d-e-l-i-v-e-r** on their expectations ...

Like I’ve said before, you’ll create...

Raving fans

For every book I write – and every niche market I enter – that is precisely what I’m aiming for.

Without raving fans, you’ll be eaten alive in the “dog eat dog” online world. Competition is getting tougher. Standing out from the crowd is no longer as easy as *narrowing* your market...

... and on Amazon the competition is fierce.

The potential of creating a (large) recurring income from book publishing is so much easier than, setting up a website, fulfilling orders, dealing with customer support and refunds etc.

It’s no wonder people are flocking to Amazon.

To succeed, though ... you want to stay away from the “herd” mentality.

Stand out. Over-deliver. Go above and beyond.

And focus your attention on one small, narrow market at a time.

This is a business ... **NOT** a hobby!

You simply cannot have TRUE empathy for your prospects, clients and readers ... when you’re operating in 10+ different niche markets.

More:

Think NOW for a second, about a company or someone you did business with that totally exceeded your expectations?

Just think for a moment.

You may need a little longer, as it doesn’t happen often.

hint, hint ;)

Got something?

Go back to that place in your mind and try to remember how that made you feel. Then ask yourself these questions ...

*How *happy* did they make you feel?

*How likely are you to *recommend* them to your friends and family?

*How likely are you to *do business* with them in the future?

My personal experience goes back to a shop I visited here in the UK, when my wife and I were expecting our first child back in 2014.

The shop was called; Mamas & Papas.

As this was our first child, we we're clueless about what stuff we need to buy and what we need right NOW to prepare for our little arrival.

After being in a bunch of similar stores, we'd ask some (maybe dumb) questions only to get back a valid answer ... then the assistant would carry on with her normal duties, which, in all honesty, was to be expected.

But, in the Mamas & Papas store...

We received a service which went above and beyond what either of us had expected. When telling the assistant that this was our first baby, and we're kinda' in the dark about what we needed to buy...

She proceeded to spend the next 2 hours (no joke) by **our side** being pounded with questions and answering every one of them for us with recommendations about what we'll need.

**She didn't speak to *anyone* else,
apart from us.**

We even walked out the store with a list of what we'll need in the next 3 months ... AND the specific amounts and types of clothes we should be getting in preparation for a winter baby.

Needless to say...

We we're blown away with the attention we received and went on to spend a small fortune in that shop – and will likely never go anywhere else again. We even asked her “what days she works” in the store so we can revisit her again next time.

I hope you understand what I'm getting at here.

It's basic stuff, but (sadly) often overlooked.

So, how does all this translate to you and your publishing business?

Glad you asked.

Firstly, we want to know more about “specifically”, **who** will be reading our book. Then ... we want to find out **what** type of (practical) solutions we need to provide them to create happy, raving customers who recommend our books and leave positive reviews.

Then, we want to understand their mindset to figure out their real **why** for seeking a solution in the first place.

To recap...

**Who (sex, age, attitudes, behaviours – “demographics”)*

**What (solution, dreams, wants, needs, outcome – the end result they want)*

**Why (problem, fears, pains, struggle – the why they are seeking a solution)*

In finding out the who, we want to understand basic demographics, so we know who we are speaking to in the first place.

Here’s what we need to know:

- Sex
- Age
- Family size, etc.

Once we understand this, we can ...

Tailor the book and messaging to our *intended* audience (the who)

For example, if we’re writing a book about;

Paleo Diet Recipes

Your research (forgive me for not proving a ton of screenshots) will tell you that the majority of people (82%) looking for recipes of this type are; females.

So, you'll want to *address* this audience differently in the introduction and description (for instance) to a book that addressed a male audience.

Your (demographic) research would also tell you that the majority of this audience likely has kids in the household ... so, don't you think including recipes for children and maybe the whole family would be a good idea?

Sure would.

The next thing we want to know is ...

What does the market *want* or need a solution too?

This section is going to form the basis of our book. So, we need to start thinking about how we'll construct our TOC.

Whether you're creating the book yourself, or outsourcing your book ... I still recommend **you** create the TOC yourself as you've done all the research up to this point.

... and your understanding of your prospective buyers is – if you implement this – far better than any ghost-writer will ever seek to understand.

We're looking to create raving fans, remember?

Let's get to work.

Firstly, we need to identify their “biggest” pain points and questions they’re desperately seeking answers to.

This is done with the voice of your intended customers.

There are TONS of places online you can find the voice of your customers, and what you’ll find are stories of pain, problems, fears and dreams with intricate details about the real troubles they are going through.

All of which, is GOLD for marketers, creatives, authors and publishers.

One of the best places though is, you guessed it:

Amazon Reviews.

You just need patience and diligence to find the insights you’re looking for.

Aside from the elements we’ve already spoken about...

We’re also looking for content ideas based on the questions our market is desperately seeking answers to.

These are their needs, their wants, their most pressing questions and objections. You’ll want to look for commonalities and patterns ... as they’ll be used to help form the basis of your book and your TOC.

So, when looking to create your table of contents (TOC) we need to know **specifically** the questions the market has ... so we can address or overcome them in the content of our book.

This can be done within context of a chapter, or at the back of the book in the form of a questions and answers section, that’s entirely up to you.

But, addressing them in the book is *extremely* important ... because, if you can craft “compelling” chapters based on the most common needs, wants, questions or objections, like I said before ... you win.

Other places you can use for research of this kind, includes:

- *Facebook groups
- *Niche related forums

(**Sidenote:** When doing your research, make sure you stay highly organized along the way. I like to use Workflowy to store my research notes, which you can find here: <https://workflowy.com>)

However, don't overlook Amazon reviews.

There's a wealth of knowledge available to you on endless markets.

You should be making a note of ...

- *Commons questions.
- *Objections & frustrations.
- *Wants, needs, dreams & desires.
- *Positive & negative reviews

*Also ... pay attention to the language (slang) they use. (... *this can be deadly effective "fodder" for book descriptions and introductions ...*)

... and on the subject of descriptions and introductions, we also want to understand another "critical" element of our audience ... their mindset.

More specifically ...

The REAL reason why this audience is seeking a solution to "X"

Copywriters for decades have preached this simple, but often overlooked concept, which is ... if you truly understand the emotional drivers of your

audience, you'll be armed with all the ammunition you need to craft compelling sales messages.

The same is true of your book...

Especially your book's title and sub-title (hook).

Before making a buying decision on your book over your competitors, your audience will be drawn in by your compelling title, hook and cover which resonates with them.

And then ...

They'll read your book description and click on your book cover to read the introduction.

And what are these? ...

Your sales messages.

Think like a copywriter and seek to *identify* their problem, tell them how you can help, why they should listen to you, provide the benefits of your "quick and easy" solution ... then provide a call to action to buy your book ...

The best way to find out their real reason why – is to ask them.

When optimizing websites based on this whole concept, the best way is to actually ask direct questions, like:

What's the No.1 reason you're looking for "X" today?

For example:

What's the No.1 reason you're looking for Paleo diet recipes today?

And you'll undoubtedly get responses, like:

- * I have diabetes, hopefully Paleo will help me control this.
- * I want to lose weight quickly for my wedding.
- * Tried every diet, nothing works, heard good things about Paleo.

With responses like that, do you think you'll be able to write better book descriptions and introductions to address these mindsets and sell more copies of your books?

You bet.

But getting this intelligence is a lot harder when you don't have an audience to ask ...

So, how do we do this with our publishing business?

You just need to get creative.

- * Ask questions in Niche specific forum threads.
- * Use discussion boards
- * Create a poll in Facebook

This is another reason why I'm a big believer in using book(s) as a way to start building a real business in ONE niche ... instead of having TONS of unrelated niche books bringing you in a small income each month.

Nothing wrong with that at all. But ... if you're looking to create a long term "passive income" you need to be building an **audience** that knows, likes and trusts you for the information you provide.

An audience you can reach, email, contact and talk too.

An audience that buys every book, course or information product you produce.

An audience you have empathy with, truly understand, and have the means upon which to build on that understanding further and further in time.

Something that can never be done in multiple markets.

That all said, this is the ideal situation once you've built an audience you can contact through social media or email to ask questions to.

When you're starting from scratch, though...

All you need is **Amazon reviews**.

Movin' on.

How to *craft* your killer table of contents

The great thing about creating a table of contents is that 70% of the work has already been done for you.

The best sellers are the best sellers for a reason ... so, we need to at least discover what they're doing in order to join them.

Identify the 5 bestselling books in your niche and use the "Look Inside" feature in Amazon to take a look at EACH of their TOC's.

Then, write them down. ALL of em'.

From these, we're going to start creating our own Table of Contents, but we're not going to just plagiarize, we're going to ...

Repurpose. Combine. Improve.

More specifically, we're going to marry the top 5 books and use our own intelligence to figure out a logical TOC that makes sense for our market ... based on the research we've already done.

Have your questions, needs, wants, objections ... and whatever else to hand and start building your table of contents.

Here's what we're aiming for;

- * 7-12 main chapters.
- * 3-4 sub topics for each chapter.
- * 3-4 talking points for each sub-chapter.

What I also like to do is map out the entire book with a mindmap. For example, as you'll see **below** ... this is for a book that I wrote called, "How to Write A Kindle eBook in 7 Days".

As you'll notice from the (small) screenshot below, each chapter is worked out ahead of time, and each has a subchapter ... and each sub has 3-4 talking points (can include more if you wish) too for your book to cover.

Having a plan like this for your book, is critical.

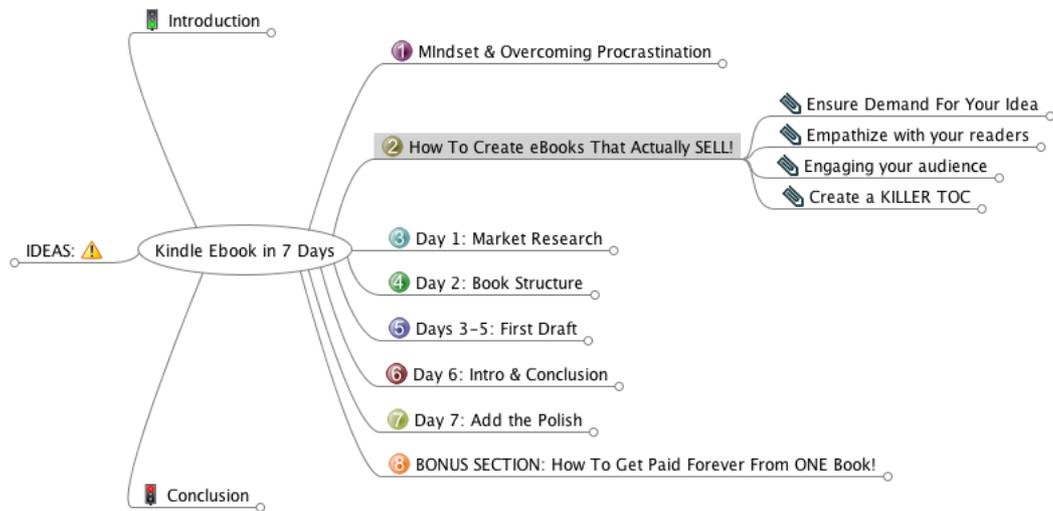
Whether you use mindmaps or a tool like, Workflowy makes no difference.

It ensures you not only cover *everything* you need to – but gives you a visual hierarchy of logical steps (that you can shift around and amend)...

To allow your readers to feel the journey and see the outcome, end result, solution or transformation you'll help them achieve.

And if you use ghost-writers, this creates clarity for them to deliver you the book that your niche market will find "compelling", based on your research.

Screenshot below.



And that, ladies and gents, is how to create an outline for a (best selling) book that your prospective buyers will love ...

Rave about. Recommended. Review.

More to come.

Wesley Atkins.

p.s.

My aim here was not to teach you A-Z how to become a market intelligence wizard. It was to introduce you to the concept of **EMPATHY**. Give you the basics of what you need to know on your market. And whet your appetite to want to know more. And show you the importance of why you need to *adopt* it as an author *today*.

I hope you got a lot of out of it.

p.p.s

Next issue we'll talk about something that I touched on at the beginning of this cheat sheet (in my story) ... and that is, how to create raving fans by **over-delivering** on your content. This is actually FAR easier than it sounds, and I'll give you around half dozen ways to get prospective book buyers to see your book as the only choice.