So You Want to Write a Book?

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Tell Keller Williams University what you think!
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Why Business People Write Books

1. Passion
2. Profit
3. Platform
4. Premium
Who Is Your Audience?

IT’S NOT YOU!
Who Is Your Audience?

1) Readers
   • Purchase single copy or gifts book

2) Retailers
   • Stock and promote to book buyers

3) Media
   • Position your work to largest possible audience

4) Bulk
   • People who buy for others
How Big Is Your Audience?

- Bayou
- Ocean
- Puddle
- Well

Felt Need

Size
Benchmark the Competition!

• What books share your message and audience?
• How well did they sell?
• Who published them?
• Who edited them?
• Who agented them?
How Many Books Will You Sell?

The industry average is 5,000 copies over the life of the book.

But who wants to be average?
The Top Business Books of 2014

1. Strengths Finder 2.0 517,071
2. Money: Master the Game 235,944
3. Flash Boys 220,944

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50. Switch 34,097

Source: BookScan which tracks about 75% of all sales
The ONE Thing

![Graph showing BookScan Sales]
2013 New York Times Business Bestsellers – #1, #10, and #20
2014 New York Times Business Bestsellers – #1, #10, and #20
So You Want to Write a Book?

2014 Book Sales by Category (in thousands)

- Adult Nonfiction, 240,130
- Adult Fiction, 138,712
- Kids Fiction, 176,685
- Kids Nonfiction, 48,882

Source: Publishers Weekly
2014 Adult Nonfiction by Category (in thousands)

- Religion/Bibles, 35,798
- Reference, 31,989
- General Nonfiction, 28,533
- Biography/Memoir, 22,803
- Health/Fitness, 21,574
- Business, 16,604
- History/Law, 15,220
- Cooking/Entertaining, 15,492
- Self-Help, 9,848
- Crafts/Hobbies, 8,485
- Humor, 4,897
- Computers, 4,652
- Home/Gardening, 2,130

Source: Publishers Weekly

So You Want to Write a Book?
The Publishing Process (From 30K Feet)

- Research
- Writing
- Editing
- Copyediting
- Design
- Proofing
- Publishing
How?

Writers do two things above all others:

1. Write
2. Read

One feeds and informs the other.
“Creativity is about connecting the dots. The more dots you have to work with, the more combinations available to help generate new ideas.”

- Madan Birla
How?

1. Time block daily (and in the morning!)
2. Set a goal of pages or words per day
3. Keep a notebook for inspiration
4. Find quiet time to reflect
5. Read, read, read
Writing is a habit!

- Ernest Hemmingway wrote 500 words/day
- Jack London wrote 1,000 words/day
- Norman Mailer wrote 1,500 words/day
- Thomas Wolfe wrote 10,000 words/day
“I dislike writing. I enjoy having written.”

- Robert Louis Stevenson
“There is nothing to writing. All you do is sit down at a typewriter and bleed.”

- Ernest Hemingway
Writing for All Readers

- Quotes
- Stories
- Testimonials

- Models
- Action Plans
- Checklists

- Purpose
- Meaning
- Context

- Facts
- Stats
- Citations
Editing in Detail

1. **Acquisition** – Are we saying anything worth reading?
2. **Content** – Are we using the right approach?
3. **Copy** – Are we saying it well?
4. **Proof** – Are we grammatically correct?
## Traditional vs. Self Publishing

<table>
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<tr>
<th><strong>Traditional</strong></th>
<th><strong>Self</strong></th>
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<tr>
<td>1. High Validity</td>
<td>1. Low Validity</td>
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<td>2. Great Distribution</td>
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<tr>
<td>3. Low Control</td>
<td>3. High Control</td>
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<td>4. Low-Margin</td>
<td>4. High-Margin</td>
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<tr>
<td>5. Low-Risk</td>
<td>5. High-Risk</td>
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Traditional vs. Self Publishing …

Hybrid
1. Med Validity
2. Med Distribution
3. High Control
4. Med-Margin
5. High-Risk
Contracts—Never Work Alone!

- Boilerplate contracts are draconian
- Always work with a legal representative
  - Agent
  - Attorney
The Fine Art of Selling

1. Media and PR
2. Email Newsletters
3. Public Speaking
4. Blog
5. Search Engine Marketing
6. Social Media
Leverage Your #SuperFans

1. Identify
   1. Listen – #hashtags, reviews, comments
   2. Ask – social media, polls, surveys

2. Invite
   1. Make offers – premium products, bulk pricing
   2. Open doors – special events, content

3. Influence
   1. Call to action – tools and info to spread message
Leverage Your Product

Your Book

1) Audiobook
2) Speaking
3) Training & Workshops
4) Consulting & Coaching
5) Teleseminars & Webinars
6) Podcasts
7) Video Training
Q&A
Thank You!

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