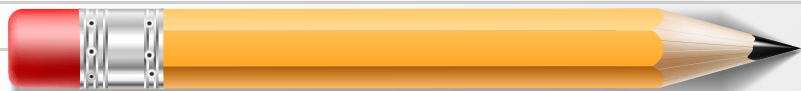


HOW TO
WRITE
AN
E-BOOK
IN 2 WEEKS



By Dennis Yu, Vlad Negrau & Tucker Monheimer

COACHYU

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**How To Write a
Book In Under
2 Weeks And
Establish
Yourself as an
Authority in
Your Field**

1. Introduction

Most people have never written a book, and they don't know where to start.

But this is a huge opportunity because books are in high demand right now due to the explosion of online courses and other educational products.

And that's not all, there are a ton of great ways you can use a book to establish new relationships, create new opportunities and eventually drive more sales.

The problem is that most guides out there are either too vague or so technical that they're hard to understand.

That makes it very complicated for business owners, and experts in general, to start on this journey. In fact, even experienced authors have problems with creating new books.

But that's going to change.



"Most of the people don't realize they have multiple books inside them."

- Chandler Bolt

CEO of Self Publishing School

We created this step-by-step guide to help you create a book, in under two weeks, without much effort.

That might be a bold statement, however, as you will go through this guide... everything will start to make sense.

We're going to introduce tools, processes, and other tips and tricks that will make this book creation journey an

easy and enjoyable experience.

And you will be walked through every step, from writing the first word, to formatting and creating a finished product.

That being said, use this guide as a course. Each chapter comes with its own set of tasks you need to do.

And don't worry. We will explain everything as it comes up. It's a guide after all!

So, if you're ready to start your new book and learn more about this incredible opportunity, let's get started!



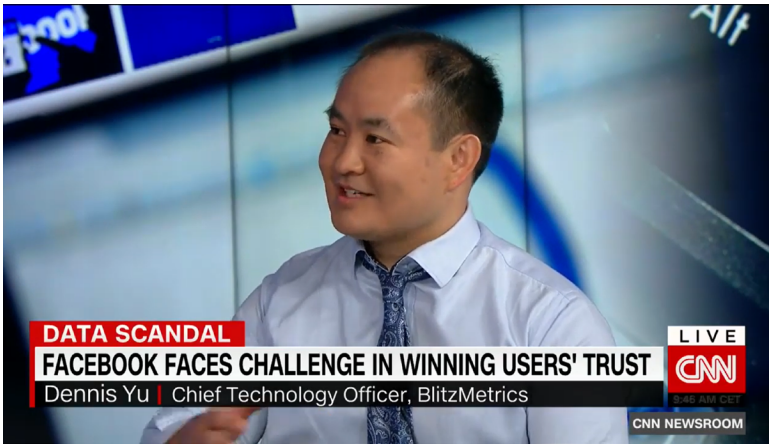
2. Building your authority

Authority is a powerful thing. It's what you have when people believe in you and your opinions, or when others look to you for guidance on the best way to do something.

Authority can be built in a plethora of ways. You can become a speaker at relevant conferences, seminars, and events in your industry.



You can work on publicized projects, do interviews with the media, and so on.



All those are great, but they take time, and more often than not... they take a lot of effort.

Writing a book is different. At least, it's different if you follow our process.

Instead of waiting years to gather a bit of notoriety, you can position yourself as the go-to expert in a matter of weeks.

By writing a book that provides valuable tips and insights into a subject matter that many people are unfamiliar with, you become an authority figure. And that's great because people want to work with an expert.

They don't want to do business with a no-name that doesn't have an established reputation and a long list of references.

They want the person that has their name on a book because they immediately associate an author with an expert. This idea is deeply ingrained in the minds of the majority.

And that's good for you.

But there's more. A book also shows that you are knowledgeable, hard-working, dedicated, disciplined, and persistent. It shows that you have taken the time to research and create content on a subject matter that most people know little about.



"It's not about the book itself, but it's the process that goes around the book...to crystallize your knowledge, to build a network, to drive customers, to tie your book to your personal brand"

- **Dennis Yu**
CEO of BlitzMetrics

It shows them that you are willing to invest money into this project because it is important to YOU—not just something they can easily dismiss without thinking twice about it.

And when people see someone who is passionate about their business or industry they pay attention and are more willing to take action.

The book is the new business card

Business owners and freelancers have been using business cards for over a century. It comes naturally to do this, but it's not memorable.

Anyone can do it, and almost everyone does.

So, instead of handing a prospect a business card that says you are a chiropractor or a lawyer, hand them a book that encompasses your industry knowledge and experience.

The authority that comes along with publishing a book is what will set you apart in your prospect's eyes.

Plus, they can actually read it and see with their own eyes that you know your stuff.

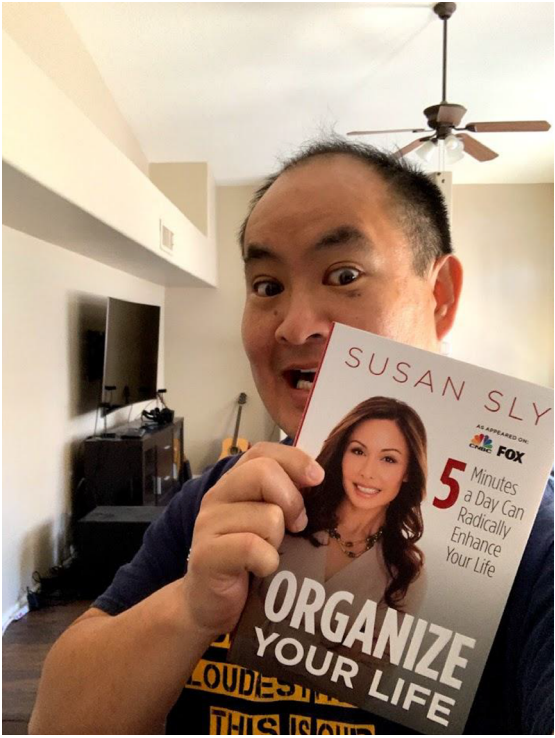
Give signed copies, to make it more personal and increase your chance of being remembered.



"If you don't have the book your competitors are going to get ahead and you're missing out on different opportunities"

- Dennis Yu
CEO of BlitzMetrics

Here's a great example from my good friend Susan Sly. We filmed some videos together and she gave me a copy of her book.



SUSAN SLY
ENTREPRENEUR

DENNIS YU
CEO | BLITZMETRICS

What could publishing a book do for you?

Would you rather do business with someone you just met and don't know anything about, or with someone that has been recommended to you by a friend?

Most people will choose the latter, and there are multiple reasons for this.

For instance, no one is going to take a risk when it comes to spending hard-earned money. So, to avoid any potential 'danger', your prospects will do extensive research on your business before making a decision.

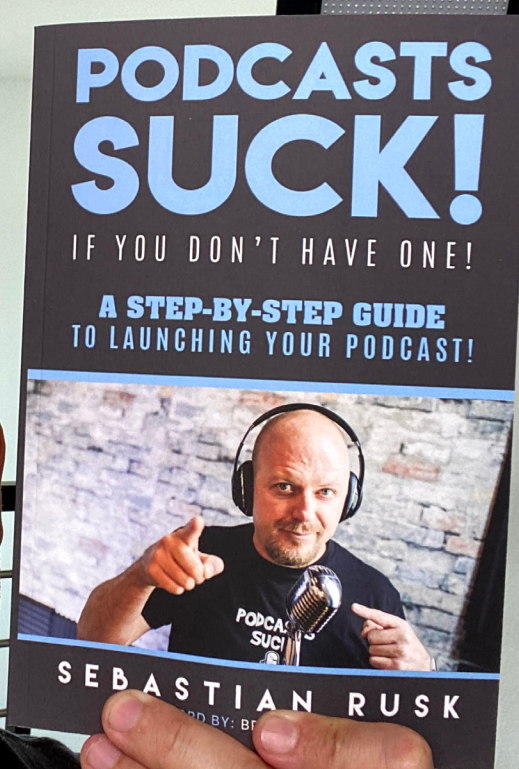
Being able to hand them a book documenting your experience will make a world of difference.

You're no longer a stranger. They know your story, how you got to where you are, and what type of work you've done so far.

They get to take a peek into your life, and that creates a personal connection between yourself and the prospect.

People buy based on trust. Your book takes them over that bridge of fear and places them in your territory, where you have the upper hand.

You know more than they do when it comes to your niche, and they are aware of it.



A new form of lead generation

Once your book is published, it becomes a passive lead generator.

It becomes an asset. Not only does your book generate leads, but those leads are now more qualified.

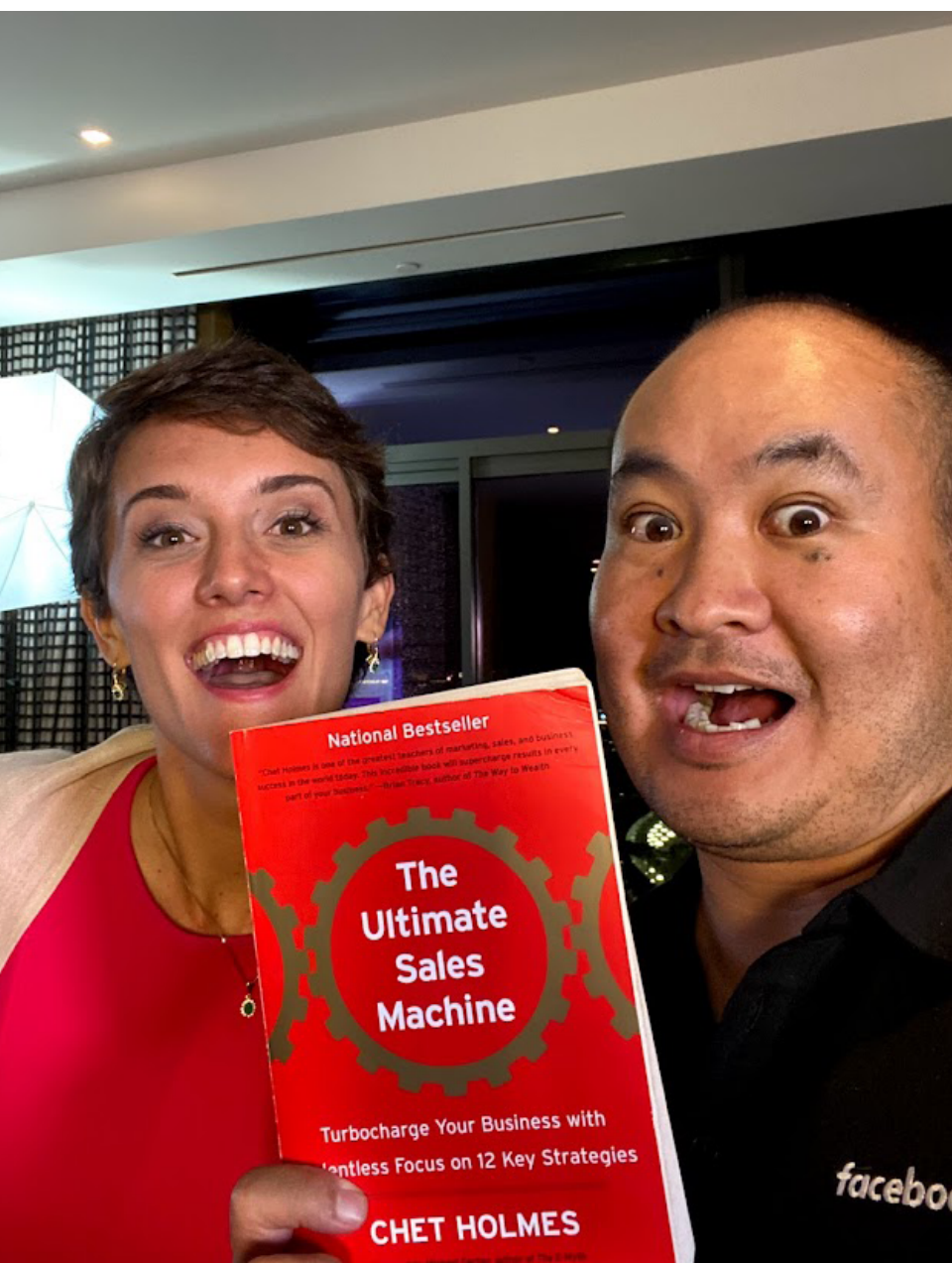
In the world of marketing and sales, there are different stages of market awareness. Some people know what problems they have, what solutions they can try to solve those problems, and they also know where to get them.

But that's a small percentage of the population. The vast majority need to be educated before they can be sold to. And that takes time.

You need to constantly put valuable content out, and then make sure people are seeing it.

The good news is, your book will do that for you. It will educate and qualify because as your prospects read through what you created, they get to understand their problems better, and they also get to learn more about your solutions.

So, you become the expert they will want to reach out to.



HOW TO HAVE A \$10K LAUNCH

⤵ Book Sales:

- Kindle: \$7.99/book @ 70% royalty = 1,800 copies
- Print: \$14.99/book @ \$5.75 royalty = 1,740 copies
- Audiobook: \$19.99/book @ 40% royalty = 1,250 copies

⤵ Business From Your Book:

5 clients at \$2k each, or 2 clients at \$5k each

Courtesy of Chandler Bolt

A new stream of passive income

Even though the goal of writing your book should be building authority and getting clients, you might also benefit from book sales.

As we mentioned earlier, once published, you have an asset. This asset can bring revenue month after month, for as long as your content is viewed as valuable.

The best part about this is that you only have to do it once, and you can reap the benefits for a very long period of time.

It's a relatively simple way to make money. There's no need for inventory, and you don't have to deal with customers face-to-face.

Imagine the scenario below:

After writing your book, you publish the ebook version through Kindle Direct Publishing. You launch a print copy on Lulu and offer it as an option through Amazon.com.

Your book starts selling...and then some! You start to receive royalty checks from Amazon that amount to \$0.70 per sale.

Every three months, you receive a check for \$1,890.00 to \$2,624.00 (depending on the country in which your book is purchased).

All this came from simple research, writing, and less than 2 weeks of work.

And this is just a secondary benefit. You're still getting what initially drove you to write a book -->authority and clients.

Build your Personal Brand



You want people to think about you every single time they need or want something related to your niche.

In order to make this happen, you need to establish your knowledge as a specialist, because specialists are preferred over generalists.

Be specific and deliberate with your actions.

So if you're a chiropractor in Las Vegas, take it a step further and think of who you're serving most.

If your clients are mostly 50+ business owners in the construction industry, you make this clear to everyone.

And you do this in your book as well.

If you spend your time writing about things that

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