

Stage 1

Begin with an Idea



In the Idea Stage you will discover:

- ▣ How anyone can publish a book, regardless of his or her age, background or experience.
- ▣ Why independent or author publishing is the fastest growing segment of the book industry and continues to gain respect all over the world.
- ▣ How to clearly understand your publishing options and opportunities.
- ▣ How author publishing lets you make the important decisions about your book and your future.
- ▣ How writing a book gives your ideas a chance to make an impact on the world.
- ▣ How publishing a book establishes you as an “expert” in your field.
- ▣ Why it is important for you to take charge of your publishing destiny.



Chapter 1: The Publishing World is Now Open to Everyone

*"I never met an author that was sorry he or she wrote their book...
they are only sorry they did not write it sooner."*

~ Sam Horn, Author and Speaker

So, you have an idea for a book. Or, at least you have the idea that you want to write a book. The *Blank to Book* manual provides you with a stage-by-stage process for developing your idea into a topic, writing your book quickly, getting your book published and gaining recognition as an expert in your field.

Independent publishing, referred to as author publishing in the *Blank to Book* manual, is the fastest growing segment of the book industry. Publishers Marketing Association estimates the growth of new publishers at 8,000 to 11,000 per year. Para Publishing estimates that there are more than 81,000 author publishers in the U.S. and Canada. As an author publisher, you join a highly respected, elite group of people who are willing to take their careers into their own hands, rather than waiting for traditional publishers to determine that their work is worthy to print.

Dramatic changes are taking place in the publishing industry. Thanks to these changes, the opportunity to write and publish a book

is now widely available and the process has become both simplified and affordable.

Author publishing is not new. It has been around for hundreds of years. Even the book *Huckleberry Finn* was author published. So, what has changed? Why is it once again becoming a revolutionary idea that thousands of individuals will benefit from in the coming years? The reasons are simple:

- ▣ If you have a book idea, you are no longer limited to obtaining the approval of an executive in a large, traditional publishing company. If you have a great idea, or any idea at all, you can get a high-quality book into print, as long as you are willing to follow a few simple steps and you believe in the idea that is uniquely yours.
- ▣ Many people who write and produce books no longer want to share their profits with huge publishing corporations. Even if you did want to share your profits with the large companies, they aren't likely to let you. Six gigantic corporations monopolize the U.S. publishing industry. That means that only authors with a proven track record of best-selling titles are getting contracts. If you are a first-time author or even an industry celebrity, you have to prove your ability to sell books before you will get a publishing contract.
- ▣ Author publishing gives you options. You can either get your book into print, prove that you have an audience of buyers and sell it to a large publisher or you can continue to own the rights yourself. Now, that's a couple of smart ideas.
- ▣ The Internet allows readers to purchase your book regardless of where they live.

In the past, the only way for authors to have their books professionally produced was through the traditional publishing model. Approaching a

publisher involved writing a proposal, submitting it to several agents, waiting for responses, refining the material and submitting it again—only to have less than a 1% chance of actually seeing the book in print. If you did get your book published, you usually had to be a great writer, highly educated or you had to have some type of celebrity status.

That means 99% of book ideas, even great ones, never made it to print. Not to mention the process was so overwhelming that most people never even gave it a chance.

You, as a potential author, are no longer limited to choosing between traditional publishing, where a new author's chances are dauntingly slim, or vanity publishing, where you pay enormous sums of money to have someone else publish your work, leaving you with little control over the process.

While other publishing options were previously available, there had never been anything like the revolution now taking place in the world of author publishing.

Yes, independent or author publishing existed before. But it wasn't as feasible, as professional or as widely accepted as it is today.

As of 2006, more than 81,000 small publishers in the U.S. and Canada generated an estimated \$25.5 billion in annual book sales. Independent publishers (many of them authors) produce 78% of the books published today, and the numbers continue to climb.

Before 1995, entities like Amazon.com, BarnesandNoble.com and Borders.com did not exist. Therefore, writers and authors didn't have nearly as much access to buyers. According to Brian Jud in *Beyond the Bookstore: How to Sell More Books Profitably to Non-bookstore Markets*, 65% of all books are now distributed *outside* of bookstores—online, in gift and specialty stores and directly to consumers—making it possible for your original work to be seen by millions of people who buy books. Now, it's easier than ever to establish a relationship with companies like Amazon.com, and other online retailers, directly from your own home or office.



Chapter 2: Why Author Publishing Has New Respect in the World

“The way I see it, every one of us in the writing business starts off with precisely the same tools, the 26 letters of the alphabet. All we can do is try to arrange those 26 letters in a different way than anyone else has before you.”

~ Bob Greene, Best Selling Health and Fitness Author

Author publishing is becoming a preferred option for anyone who seriously wants to get a book into print for a few simple reasons:

- ▣ You can write your book according to your schedule.
- ▣ You maintain control of your end product.
- ▣ You make more money.

Plus, you save tons of time. Depending on the stage of your project, in just three to six months you can have your book in print and be ready to show off your work and reap the rewards.

Author publishing is NOT vanity publishing. Author publishing is highly professional and widely accepted. The changes in publishing have enabled everyone to learn about, and access, simple and affordable methods of producing books and other information-related products.

Vanity publishing requires an author to pay a significant amount of

money for someone else to turn his or her manuscript into a book. With all of the money paid up front, the author has few assurances of a quality final product, and no guarantee that the book will be widely marketed. Carefully research a publisher who claims he or she will publish your book for a set fee or a package-type promotion, although not all are vanity publishers. The key is to own the International Standard Book Number (ISBN) and have control of your project.

The majority of traditional publishers work on a 12 to 18-month production schedule. If you have published a book in the past, you know what it's like to endure this long process. Using the *Blank to Book* method, once you complete your manuscript and have had it edited and proofread, you can have your finished product back from the printer in a matter of weeks...not months or years. Speed to market is a key factor if you have a timely subject or if you don't feel like waiting for a traditional publisher only to be forced into frantically promoting your book for the four short months that it has to "make it to break it."

It may seem like I am advocating that you never do business with a traditional publisher. Well, that's not entirely true—in fact, once you have a book in print, working to get an agent and advance money from a publisher is much closer to a reality. However, my goal is that you clearly understand your options, make an educated decision and don't opt out of the publishing game before you even begin. It is absolutely true that I want you to know about the Author Publishing Revolution and the systematic model outlined in this manual, which will allow you to become a published author.

One of the biggest misconceptions in traditional publishing is that the publisher will take care of all of the promotion. Publishers actually do little promoting, and, by the time the author figures this out, the book is not new and promotional efforts are too late.

*~ Dan Poynter, author of *Self Publishing Manual: How to Write, Print and Sell Your Own Book*.*



Chapter 3: Essential Information To Know Before You Author Publish

"There is no perfect time to write. There's only now."

~ Barbara Kingsolver

Author publishing was the original form of publishing in the U.S.

In early America, authors had their own printing presses—the author, publisher, printer and distributor were the same person.

Building a great support team will make all the difference in ensuring your book projects succeed.

Although the trend of author publishing is not new, the resources available to authors make the process easier and more efficient than ever before. You are not in this alone. You'll hire a graphic designer for the book cover and interior design, an editor to help you pull the contents together and make sure the writing is technically correct. You'll find a professional proofreader to make sure you've dotted your *Is* and crossed your *Ts*. You might even hire a ghostwriter to help you write some, or all, of your book.

**Author publishing allows you to
learn as you go along.**

You'll gain many new skills as you produce your book and related products. You can take the stages one at a time and educate yourself as you continue to move through the production of your book.

**You don't have to spend a huge amount of
money to create your book.**

You can even use profits from your first small printing to finance the rest of the books you print.

**The individual or company who invests
in the book is the publisher.**

This is a key concept that is essential to understand as you make decisions on publishing. It's one that makes a great deal of common sense but which most people overlook when making their publishing decisions.



Chapter 4: Take Control of Your Publishing Destiny

“Do you realize what would happen if Moses were alive today? He’d go up to Mount Sinai, come back with the Ten Commandments, and spend the rest of the next eight years trying to get them published.”

~ Robert Orben, Comedian

The greatest thing about author publishing is that accepting the position of author becomes your decision. You don’t need the approval of an agent or publisher before you start the process.

Indeed, at no point in this journey do you even need an agent or publishing approval. You can take your book to print on your own with the support team of your choice. Here are some other major advantages of author publishing:

- ▣ You’re guaranteed your book will become a reality. You don’t have to wonder if all of your hard work is going to pay off ... you are assured that it will.
- ▣ There is no rejection. You determine when the book is ready to print.

- ▣ You make more money and you make it faster. Money can flow in within 30 days. Even though you put money into production costs, you collect 100% of the royalties. A larger publisher may finance the project but typically offers you 10% to 15% in royalties, leaving the average author with between 85 cents and \$1.70 per book. When you publish a book yourself, you profit the sales price of the book less your production costs. For example, if the retail price is \$14.95 and the book costs \$4.00 per copy to produce, you profit \$10.95 per copy when you sell directly to the buyer. That's much better than the typical \$1.70 per copy. When you sell through Amazon.com and other wholesalers and distributors, you'll simply pay them a commission to sell your product. Beyond that, the profit is all yours.
- ▣ You maintain control over the project. You have the final say on all aspects of your book, including content, design, printing, production and promotional strategies. You can make revisions between printings to keep the book up to date. And you have the option of turning your work into a myriad of other types of printed or audio products, creating numerous opportunities to earn passive income.
- ▣ You promote your book. There are countless ways to promote your book and many of them are free. You can take advantage of free promotion and then spend your marketing dollars as they fit your strategy. This ensures that every dollar you spend is cost-effective.
- ▣ You are the sole owner of your book. As an independent publisher you own an ISBN (International Standard Book Number) and all rights to your book. With traditional publishers, they own the rights. If they lose interest in your book, they won't print more copies; the only way to keep your book in print would be to purchase back those rights.

- ▣ You will reap all of the benefits of being a published author. Making money is not the only reason to publish—a book is a great lead generator and the catalyst to many other dreams and achievements.
- ▣ You can keep your book in print for as long as you'd like. One of my greatest frustrations over the years while promoting books for professional athletes, speakers and industry celebrities, was the numerous times traditional publishers refused to reprint books they considered “dead” after the first or second printing simply because the publishers had more projects coming their way. Imagine the disappointment of having events and speaking engagements lined up only to find that your book is no longer available through the publisher. Even you, the author, can't get your hands on copies because they just don't exist. As an author publisher, you can print as many copies as you'd like for as long as you want.

Summary of Your Publishing Options

It's important you understand your publishing options and consider which best fits your needs. Carefully examine the chart on the following page to compare some of the important differences between independent publishing, traditional publishing and vanity publishing.

In short, author publishing allows for the most important decisions to remain in the hands of the author:

- ▣ You finance the production of the book, so you enjoy the profits.
- ▣ You determine how quickly the book hits the market.
- ▣ You control the content of the book, cover design, ISBN and profit rights.

Summary of Publishing Options

	Author Publishing (Highly recommended for its proven earning potential, speed to market and control of product.)	Traditional Publishing (Recommended only if you can get an advance that's greater than what you can make on your own OR if you get a sizable offer to buy your book once it is in print.)	Vanity Publishing (Not recommended unless you plan to produce in low quantity or produce a simple family book.)
Do I need approval or acceptance to begin?	No. You can begin writing your book immediately and you're guaranteed to see it become a reality.	Yes. Typically, you must write a query letter, draft a proposal and wait for the publisher to respond.	Yes, you usually need to fill out an application with a company.
Do I need an agent?	No agent is needed to get started. You may need one if you decide to sell your book to a traditional publisher later. Agents tend to be more receptive to you if you have a completed book in hand to show them you know the publishing process.	You'll most likely need an agent to represent you and pitch your book to the publisher.	Agents do not typically work in this area of publishing.
Will I receive an advance?	No advance is available unless a company or organization fronts the money for you to produce the project. On the bright side, you can deduct your production costs as business expenses. (Consult with a tax accountant.)	You may receive an advance against future royalties. However, if your royalties do not exceed the amount of your advance, some contracts require you to repay the publisher all or part of the advance.	No. Typically you will pay the company to start producing your book.
Who will own my book?	You own the ISBN and maintain all rights to the book and reproductions in all other forms.	The publishing company owns the ISBN. You will need to buy your books from the publisher to sell on your website, at speaking engagements or to friends and associates. It's a good idea to negotiate a healthy discount at the beginning.	They acquire the ISBN, so they own it. In some cases, you can (and should) own the ISBN.
Who pays for, and controls, the production process?	You pay to produce the book and maintain control over the process. You work with the team of your choice and have the final say.	The publisher pays to produce the book. As an author, you have no control over the process. The publisher has final say on the content and cover.	You usually pick from various levels or packages that determine what responsibilities the company assumes.

	Author Publishing (Highly recommended for its proven earning potential, speed to market and control of product.)	Traditional Publishing (Recommended only if you can get an advance that's greater than what you can make on your own OR if you get a sizable offer to buy your book once it is in print.)	Vanity Publishing (Not recommended unless you plan to produce in low quantity or produce a simple family book.)
How long will it take to get my book into print?	Depending on the stage of your project, it can take 3 to 6 months. Books with greater research time, or an author who prefers to “learn” more about the process, can take up to a year.	It typically takes a year to 18 months for your book to come off the press.	It depends on the company and how fast you get materials to them. It could be anywhere from 3 weeks to 9 months.
Who will pay to promote my book? Who's responsible for promoting it?	You are responsible and can spend your promotional dollars as they fit your strategy. You can take advantage of the many ways to market your product.	You will need to spend your promotional dollars as soon as the book launches in order for the publisher to keep the book in print. Publisher promotion is minimal. Many traditional publishers believe promoting a book is the author's job.	Typically, this type of publisher will promise some level of promotion that you can buy as an additional service.
Who will distribute my book?	You are responsible for book sales and distribution. You can hire distributors and fulfillment companies to do this for you (see Resources).	You can concentrate on writing and promoting while the publisher handles the business details.	It depends on the agreement you have with your publisher. Some offer distribution opportunities.
When will I receive royalties?	Money can flow in within 30 days.	Most publishers pay royalties annually.	You will receive royalties on a monthly or quarterly basis as your books are sold.
Who decides how long my book stays in print?	You determine how many copies you want to print and how many print runs your book will have.	The publisher determines when the book is out of print.	The publisher will usually print as long as you continue to request copies.
Can I make revisions between printings?	You can make whatever revisions you want between printings.	Minor revisions are allowed between printings.	There is usually a small fee for revisions between printings.
What chance will my book have for longevity?	You can sell your book materials for a lifetime. You own the right to sell it in any repackaged form that makes sense for you.	In the best-case scenario, publishers will keep your book in stores from 4 months to a year.	As noted before, the publisher will continue to print copies as long as you request them.



Chapter 5: Author Publishing Gives Your Ideas a Chance

*“Life transforming ideas have always come to me through books.”
~ Oliver Wendell Holmes*

The most compelling advantage of author publishing is that it gives your ideas a chance. You can start small, printing 500 to 1,000 copies, to test the marketability of your book, while you continue building your credibility as an author.

Your initial printing run can help you determine the next steps for your book. You can create forward movement from your first printing while you allow the ideas and concepts contained in your book to gain momentum.

Some people author publish in order to create a platform that might appeal to an agent or a traditional publisher. Having your completed book in hand when you present your idea can increase your potential for a significant advance. An “advance” is money paid to the author based on how well a traditional publisher feels your book will sell to your audience of book buyers. Advances range from \$3,000 to six and seven figures for seasoned writers and those who have developed a “name” in their industry or profession.

Jillian Manus, internationally recognized literary agent and highly respected publishing expert states, “Author publishing can prove your book. If your book can sell 1,200 books a month for six consecutive months, it’s far more likely that an agent will take a serious look at it than if you have no previous track record.”

Another thing that is highly efficient about author publishing is that while you’re looking for an agent and moving toward the goal of publishing on a larger scale, you can be actively selling the book and promoting yourself as an authority on your book’s subject. You are not waiting around with a manuscript gathering dust on a shelf. As an author publisher, you are putting common sense to work instead of waiting for a publisher to find your book idea in the middle of a very large publishing industry haystack.

Once you see one or two of your book ideas in print, it will build your confidence—big time.

By publishing your book, you are establishing yourself as the “expert” in your field. It now becomes possible for agents, publishers, peers, reviewers and the media to receive your book in the mail. Yes, you are in control of the destiny that gives your ideas a chance and provides your unique message the most favorable platform for a larger stage.

Stage 2

Establish Motivation



In the Motivation Stage you will discover:

- ▣ The major difference between writers and authors.
- ▣ Becoming an author makes you the instant expert.
- ▣ Writing is in the top ten most prestigious professions.
- ▣ The no-secrets approach to becoming an author that will open new doors and create extraordinary opportunities.
- ▣ Writing a book is one of the least expensive and most effective forms of advertising.
- ▣ How to develop a New Book Attitude.
- ▣ How to create your book material one time and use it for dozens of informational and educational products for years to come.



Chapter 6: What Differentiates Writers from Authors?

Having a manuscript or a proposal makes you a writer, while having a published book makes you an author...for life.

It's that simple. You want to be an author by being someone who completes the process and has a finished book in hand. The respect comes with being a "published author." Author is a title you'll be proud to have and happy to keep!

Newsweek Magazine quoted Jean Strouse as saying,
"Writing ranks among the top ten percent of professions in terms
of prestige."



Chapter 7: Writing a Book Makes You an Instant Expert

"The author is the author-ity."

~ Joe Vitale, Marketing Expert

Being a published author positions you as an authority. You automatically become a valued expert. At the same time, it's critical to understand you do not have to consider yourself an authority on any given topic to write that book. You simply have to believe in the value of your experiences, make the commitment to research your topic, gain knowledge in the subject and document it all in book form. This is what other writers, or business people and authors have done.

You can be the one who actually puts the ideas into print and provides your reader with a unique and essential resource. This is a step many "experts" never take.

Have you ever noticed that a person's bio never fails to mention if he or she is an author? Even if the person has advanced degrees, being an author is always mentioned. Many people enter the world of publishing for the recognition, credibility and expert status that comes along with being an author.

While the time and money you'll spend getting advanced degrees is far greater than that of writing a book, numerous experts believe that a book can bring you the same level of credibility enjoyed by professionals who have one, two or three academic degrees.

Undeniably, a book provides you with credibility that exceeds just about any other marketing or publicity investment. You can be an accomplished speaker with a variety of audiotapes or videotapes supporting your expertise, but it's the author on the subject who is likely to be touted as the true expert and who will receive the increased speaking fees that go along with that status.

Simply put, authors are highly valued in our society. That's why publishing your ideas creates new possibilities and expands your potential for success regardless of the field in which you publish. You become a member of a well-respected group—published authors. You may not feel smarter, but it's likely that people will believe that you are. The truth is, the experience of publishing does give you the opportunity to learn and to expand your writing skills, stretch your self-promotion comfort zone and meet many great people who support the literary industry with their specialized skills.



Chapter 8: Authorship Gives Ordinary People Extraordinary Opportunities

"You must do the things you think you cannot do."

~ Eleanor Roosevelt

There are thousands of stories of ordinary people who believed so much in what they had to say that they put it in print. It took Richard Paul Evans six weeks to write *The Christmas Box*, a slim, 87-page book. He published and promoted it himself. It did so well, he sold it to Simon and Schuster for \$4.2 million. It hit the top of the *Publisher's Weekly* bestseller list and has been translated into more than 20 languages.

Life's Little Instruction Book was initially author published by H. Jackson Brown. You may remember getting this little plaid-covered book as a gift. "This book began as a gift to my son, Adam," Brown says. "As he packed his stereo, typewriter, blue blazer and other necessities for his new life as a college freshman, I retreated to the family room to jot down a few observations and words of counsel I thought he might find useful. Well, somehow those words of wisdom became *Life's Little Instruction Book*." This popular book that grew from the thoughts of a father's heart went on to sell well over 5 million copies.

In Search of Excellence was author published by Tom Peters, now a famous business author and professional speaker. More than 25,000 copies were sold directly to consumers in the first year. He sold the rights to Warner Books and the book went on to sell 10 million more copies.

All major publishers first rejected *The Celestine Prophecy* by James Redfield. The author decided to publish it himself and began selling it out of the trunk of his car. He sold 100,000 of them. Later, he sold it to Warner Books for \$800,000. It spent 165 weeks on the *New York Times* bestseller list and sold more than 6 million copies.

See You at the Top, author published by Zig Ziglar, sold thousands of copies before a large publisher showed interest. This book is now considered one of the best-selling business books of all time. Its author, Zig Ziglar, has collected over 20 million dollars in speaking fees and another equal to that amount in book sales and royalties.

It's highly unlikely Rick Warren could have imagined that his book, The Purpose Driven Life, would sell more than 22 million copies in its first three years in print, and become the best-selling Christian book, second only to the Bible.

(Note: This book was not author published. It was published under contract by Zondervan. The book has opened up a world of possibilities for its author, Rick Warren)

Do you think any of these authors could have envisioned where the simple step of writing down their thoughts would take them? Just imagine where the same process will take you. The bottom line is that your ideas are valuable and the people who wrote their ideas down ahead of you are only smarter than you because they had the foresight to put their thoughts into that very important package known as a “book.”



Chapter 9: Lots of Bang for Your Publishing Buck!

"Well done books are image makers not budget breakers."

~ Unknown

Dollar for dollar, your own book is one of the most cost-effective sources of business advertising. Susan Campbell, author of *Getting Real: Ten Truth Skills You Need to Live an Authentic Life*, says, "Having a book is like a 250-page business card. It gives people information about the kinds of things that you offer. When you write a book, you are writing to educate, but you are also writing to let people know that they can benefit by buying your product or using your service. There are numerous ways to integrate that type of information into the book's message."

Consider the impact of this business advice: a book is a powerful lead generator. These words come straight from the mouth of Mark Victor Hansen, whose *Chicken Soup for the Soul* titles have sold in excess of 100 million copies. "The book itself is not directly what you are trying to market, sell or promote," Hansen says. "It is the uniqueness of your business, you as a person or how you are making an impact that you want to promote."

Your book is the catalyst that opens doors to new opportunities. It is a larger-than-life, personal and professional brochure. Instead of going to your next job interview or submitting your next proposal with a brochure, you can bring along or include the book that you have written. This sets you apart from the crowd. You can use the fact that you are an author in every bio and promotional piece written about you from now on.

When you take your expertise or ideas seriously and follow through with your commitment to turn them into a book, you launch yourself into a whole new world of opportunities. There is value in what you have to offer.

As publishing consultant Simon Nobely says, “At the end of the day, most consumers of the book do not care how the book was published, they only care about what is inside of the book.”

This is your invitation to move up to expert status with a single achievement—writing a book and getting it into print.

Jay Conrad Levinson, renowned author of the Guerilla Marketing books, explains, “Someone asked me how much I made from my first book. The answer that I gave was \$10 million. The book itself only paid me \$35,000 in royalties from sales, but the speaking engagements, spin-off books, newsletters, articles, workshops, speaking engagements and wide-open doors resulted in the remaining \$9,965,000.”



Chapter 10: Creating a New Book Attitude

"People become really quite remarkable when they start thinking that they can do things. When they believe in themselves, they have the secret of success."

~ Norman Vincent Peale

There was a time when I believed only the brightest and most gifted people in the world could write a book—authors were surely in a league entirely by themselves.

After helping a number of clients achieve their lifelong goal of writing a book and developing successful strategies to reach their personal and professional goals, I began to realize that being a successful author could be within my reach if I was willing to adopt a new perspective, or a New Book Attitude.

First-hand experience was showing me how authorship propelled professional careers to new levels. My clients who were authors, were making more money—lots more money. They were also leaving an important legacy for their children, friends, families and readers.

I began to believe in the value of what I had to offer as a person and developed a New Book Attitude about writing and publishing. After several failed attempts at writing a manuscript to turn into a book, I

developed the *Blank to Book* system.

My intention is that you benefit from my mistakes. You shouldn't have to spend long hours at the computer doing things the hard way. Once you get to know me, you will realize that there is no one out there that enjoys life as much as I do. I love to visit with friends over coffee, ride my bike on the trails, play with children and mingle with young adults. I like to travel and move around much more than I like to sit at a desk. The *Blank to Book* system reflects my style. My hope is it will also meet the needs of your busy lifestyle.

Here's how you can develop a New Book Attitude and begin publishing:

- ▣ Embrace the idea that book writing is not a long, hard process. It can be tedious and time consuming, but so are many other worthwhile endeavors with lasting significance. It will take time, but you will discover more efficient ways of doing things.
- ▣ Believe that writing, producing and promoting a book can be fun; they don't have to be overwhelming or consuming.
- ▣ Use the momentum of the *Blank to Book* system to start your book soon. If you don't, you may still be talking about the book you intend to write six months or even years from now.
- ▣ Realize the best writing you do is writing that you do quickly. (I'll explain more on this as we go along.)
- ▣ Recognize that writing a book is no different than having a conversation with someone. The advantage is that you share your words with thousands of people because you have chosen to write them down.

Mark Victor Hansen of Chicken Soup for the Soul fame states that books are one of the best business opportunities in the world. He has the right to say this since he has sold as many books as anyone ever has...

The Book Business:

Allows a person to make a difference

Easy to research

Easy to create

Easy and cheap to test

Easy and cheap to produce, inventory and correct

Low cost start up

High perceived value

Make income while you sleep

Unlimited worldwide market

Operate from any mailbox in the world

Copyright protection within the U.S.

Prestigious, impressive career

A permanent record for future generations