

Over 2,000,000 Entrepreneurs
will **Publish a Book in 2023**

Over 98% of them will **Fail.**

Weird Fact: 100% of people believe they are in the 2%.

VET & VALIDATE

STEP 1: Brainstorm to Rainstorm

The concept of a mastermind is the old $1+1=3$ formula. It's important to find a person or two with publishing experience. A firm grasp of sales psychology, publishing, and book marketing is vital to making sure you don't fall in love with a bad idea.

1. Contact a professional.
2. Conduct a brainstorming session.
3. Don't be cheap... value their time.

STEP 2: Judge a Book By Its Cover

Hire a graphic designer to come up with a variety of book covers, images, and font options. Use the ideas from your brainstorming session to create more than one title. Keep it directed to the 3 elements of book covers where your title does one of only 3 things:

1. Answer a question that is already on their mind. "How do I win more friends & influence people?"
2. Create a question in their mind. "Why do things go viral?" (Contagious, One Million Followers)
3. Create a double entendre. "Wait... what?" (Cooking with Poo, 50 Ways to Eat Cock)



Epic Content Marketing: How to Tell a Different Story, Break through the Noise, Build a Massive Social Following in 30 Days
★★★★☆ 304



One Million Followers, Updated Edition: How I Built a Massive Social Following in 30 Days
★★★★☆ 1,444
Audible Audiobook

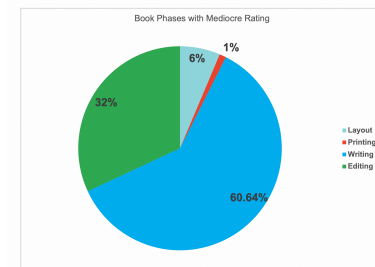


12 Months to \$1 Million: How to Pick a Winning Product, Build a Real Business, and Grow Your Revenue
★★★★☆ 1,384

STEP 3: Polling for Profits

You may love one cover/title over another, but yours is only one opinion. Put your cover ideas and titles onto a message board, social media platform or a service like SurveyMonkey to find out what people think and feel about your idea. Get feedback from people who don't know you.

1. Create a graphic with your top 4-6 cover/titles
2. Post on FB, LinkedIn, or wherever YOUR audience goes
3. Email or even call directly to influencers in your industry for feedback (you may even pick up a future endorsement!)



STEP 4: Magic of Mediocrity

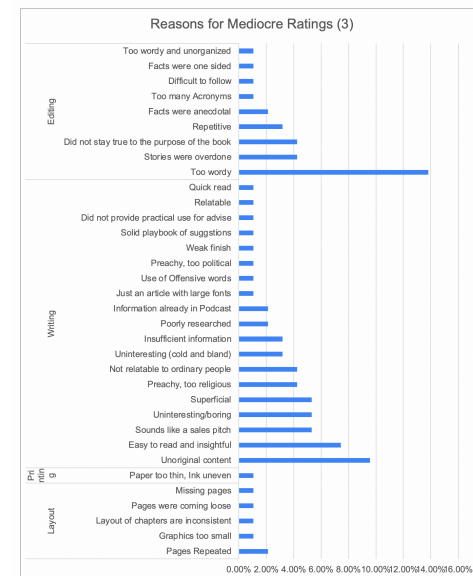
Amazon has a wealth of information on its review platform. Ignore the 1-star reviews (that's just an angry person). Ignore the 5-star reviews (that's the authors' mom). Collate a minimum of 100 reviews in the 3-star area on the top 100 books in your category.

1. Select your category or subcategory
2. Click on 3-star reviews. Copy & paste the full review in a spreadsheet
3. Categorize the likes and dislikes of each review & create a pie chart for rapid understanding

STEP 5: The List is Life

Most authors are hooked on social media and podcasts to get the word out. This is a fine thing to do, but unless you have a million followers, your book won't go anywhere. Create a list of large non-profits, corporations & trade groups who would benefit from your book.

1. Clarify your USP (unique selling proposition)
2. Find 100+ groups that would benefit from your idea
3. Connect with them digitally AND get a phone number



STEP 6: **Fabulously Famous Friends**

Once you've established your database, it is vital to serve first-ask later. Nobody owes you anything. Like, comment, and share their content every week. Before you decide on your book cover/title call up 10 or more to get granular on their needs & your potential alignment.

1. Hire a VA to like, share, & comment daily on your top groups
2. Call them and have a discussion on how you can help (their library, outreach, etc.)
3. After you have a connection, float your book idea for feedback.

STEP 7: **Impossible Influence**

After you have a few conversations with the leaders of your large communities, revisit your book theme, cover, and subtitle. Depending on the size and scope of your audience, you may orient your book specifically for them. For example, a book about empathy may be focused on customer service. Using the word "Customer Service or CX" in the subtitle would resonate instantly with your target market.

1. After you have served and they know who you are, ask for advice on your book
2. Be open to changing anything and everything
3. Orient your message, marketing and even your words to their ecosystem

###

You are about to invest countless hours, dollars, blood, sweat and tears into content that will outlast your lifetime. Don't shortchange yourself. Investing time and a few dollars now... BEFORE your book is written is guaranteed to save you thousand of hours. More importantly, by asking your audience early, you'll produce a much better product.

If you act boldly and contact large organizations and influencers early and often, you may find yourself selling tens of thousands or even hundreds of thousands of books.

Need help? [Contact us](#)