

Module 3 - Vision Your Book, Score the Book Deal & Bring Your Book to Life:

How To Choose What To Write, Get The Right Agent, Score A Killer Book Deal, & Decide How To Publish

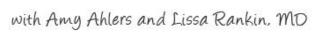


with Amy Ahlers and Lissa Rankin, MD

WELCOME BACK!

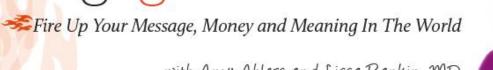


BREATHE





How to Choose Between
Self-Publishing a Print Book,
Self-Publishing an eBook or Program
or a Conventional Publisher.



What's your goal?



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Publishing books rarely pays the bills.



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Allow your book to FEED your business vs. BE your business



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5 reasons to self-publish a print book.



1. You don't have a big platform and you have no interest in building one.

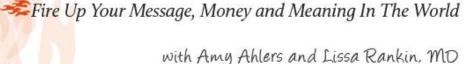


2. You don't want publishers controlling what you write.



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3. You already have a big platform of clients you know will buy your book and you don't want to hand the majority of the profits over to a third party.





4. You tried to get your book conventionally published but didn't score a book deal.

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5. You don't want to wait a year.



6 reasons to conventionally publish a print book.



1. You want the prestige.



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2. You want your book on every book store shelf.



3. You dream of hitting the New York Times bestseller's list.



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4. You want someone else to ensure that it's professionally edited, graphically designed, and printed without having to hire people or do it yourself.



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5. You want money up front (an advance) and don't want to invest in the cost of self-publishing.



6. You want your message heard by the greatest number of people.





6 reasons to turn your book into an eBook or online eCourse.



1. You can launch it FAST.



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2. You can potentially bring in more income more quickly than the advance you would get for the same material.



3. It's low cost and low risk.



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4. You dream of being multi-media.



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5. You like to be on the cutting edge.



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6. You're curious about whether there's a market for the topic you want to write about.



Wisdom Spotlight:

Anyone who wants to can publish a book these days. Get clear on your goals so you can choose the right way to publish yours.



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How to Score a Non-Fiction Book
Deal With a Conventional Publisher
So You Can Get Your Message Out in
the World.



PLATFORM.
PLATFORM.
PLATFORM.



Don't make your platform an afterthought.



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Give a TEDx talk that gets lots of views. Or produce a viral YouTube video.



If your book is a non-fiction advice book – like self help – write the proposal before you write the book.



What is a book proposal?



The one page that can make the difference between no book deals and three book deals: The HOOK PAGE



Wisdom Spotlight:

Build your platform as you write your book proposal. Don't wait until you've already written the book.





How to Get a Literary Agent Once Your Book Proposal is Ready.

🏂 Fire Up Your Message, Money and Meaning In The World



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Once your book proposal is ready, you'll ideally want a literary agent.



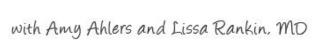
Even if a publisher approaches you directly or you get a deal yourself, we highly recommend having an agent.



To get a literary agent, you'll need a query letter and, ideally, a completed book proposal.



The best way to get a literary agent is to get a referral from someone who has an agent.

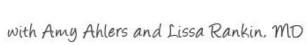




If you don't know authors with agents, meet them!



If you don't know anyone with a literary agent, you can access databases of agents who are actively seeking new clients.





Subscribe to PublishersMarketplace.com



Buy the latest Writer's Market

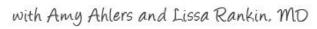


Whether an agent accepts a new client depends on several factors.



1. How awesome is your query letter and book proposal?

(pssst...make sure you don't have typos⁽²⁾)





2. How big is your platform?



3. How talented are you in other areas, not just writing?



4. How aligned is your book with what that agent typically represents?

🏂 Fire Up Your Message, Money and Meaning In The World

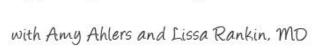


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5. Does the agent have the bandwidth to represent any more clients?



Remember, it's not personal.



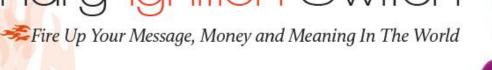


Lissa's literary agent story



Wisdom Spotlight:

Network with other authors and get referrals to literary agents. If you have no access to other authors, you can blind query literary agents.



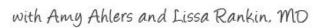
The One Thing Lissa's Literary Agent Challenged Her to Do That Changed Everything for Her Publishing Career.

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Pick the one thing you could spend the rest of your life talking about and write that book.





Don't let your Big Fat Lies and Gremlins get in the way.

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You've spent your whole life studying to teach your own unique wisdom.





Come out with a bang!



Wisdom Spotlight:

Do your best to have your first book be in line with your core message and what you LOVE to talk about.



The Formula Publishers Use to Determine How Big Your Advance Will Be – and Why You MUST Understand This



The book sales numbers of your first book *really matter* if you dream of conventionally publishing many books.



A good way to guess how many books you'll sell.





Make sure the number of books your publisher intends to sell is cool with you.

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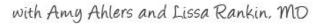


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Your book advance = the number of paperback books your publisher expects you to sell.

(\$15,000 advance = 15,000 paperback book sales.)

Paying out your advance is key.





So... getting a small advance can be PERFECT.





Don't despair! Publishing rehab is possible.



Wisdom Spotlight:

Understand what your book advance *means*. Make the right choice for fabulous YOU!



The Disastrous Publishing Mistake Lissa Made That You Should Really Avoid



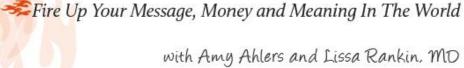
Don't agree to a publishing deal just because someone offers you one.



Lissa's circuitous publishing story

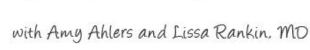


Stand for the book you're meant to write. Don't give in to fear.





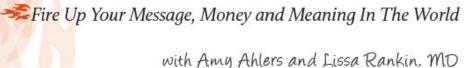
Set goals but release attachment to outcomes.





Wisdom Spotlight:

Don't let other people pressure you into writing a book that isn't 100% aligned with your passion and truth.





What You Can Do to Revive Your Career if Your First (or Last) Book Wasn't a Blockbuster (Publishing Rehab in a Nutshell)



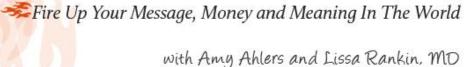
Prove to publishers that your platform is now MUCH BIGGER.

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Grow your social media presence.





Increase subscribers on your newsletter list.



Gain the support of other people with big tribes.

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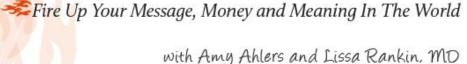


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Write a super hot, timely, topical book that has never been written before.



Ramp up sales of your last book.





Self-publish your next book and prove that you can seriously sell books.



Wisdom Spotlight:

If previous books didn't sell well, revive your publishing career by being proactive about publishing rehab.



INSPIRED ACTION 1:

Do you dream of writing a book? Figure out one message you could spend the rest of your life talking about and start writing that first chapter now!



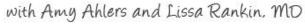
INSPIRED ACTION 2:

Decide whether you'd prefer to selfpublish a print book, self-publish an eBook or eCourse or seek a conventional publisher.





INSPIRED ACTION 3: Review Modules 1 & 2 and take action to build your platform NOW!





INSPIRED ACTION 4: Start writing your book proposal!





INSPIRED ACTION 5: Write your hook page to get the juices flowing!



Inspired Action Meditation:

What have you received today that feels inspired? What gives you a full body yes, what feels delicious?