

Visionary  Ignition Switch  
 Fire Up Your Message, Money and Meaning In The World  
with Amy Ahlers and Lissa Rankin, MD



***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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## WELCOME BACK!

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## BREATHE

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## What's your goal?

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Publishing books  
rarely pays the bills.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



5 reasons to self-publish  
a print book.



Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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.

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**6 reasons to conventionally  
publish a print book.**

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**1. You want the prestige.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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



Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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.

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**1. You can launch it FAST.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**3. It's low cost and low risk.**



# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



4. You dream of being  
multi-media.

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**5. You like to be on  
the cutting edge.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## 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.

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



PLATFORM.  
PLATFORM.  
PLATFORM.

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



Don't make your platform an  
afterthought.

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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



Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## What is a book proposal?

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Wisdom Spotlight:

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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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



Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Subscribe to  
PublishersMarketplace.com**

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Buy the latest Writer's Market**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## 2. How big is your platform?



# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Remember, it's not personal.**

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## Lissa's literary agent story

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## 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.

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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



Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Come out with a bang!**

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Wisdom Spotlight:

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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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



Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



Your book advance = the number of paperback books your publisher expects you to sell.  
(\$15,000 advance = 15,000 paperback book sales.)

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Paying out your advance is key.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Don't despair!**  
**Publishing rehab is possible.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Wisdom Spotlight:

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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



# The Disastrous Publishing Mistake Lissa Made That You Should Really Avoid

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



## Lissa's circuitous publishing story



# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Set goals but release  
attachment to outcomes.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Wisdom Spotlight:

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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



**Prove to publishers that your  
platform is now MUCH BIGGER.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



**Grow your social  
media presence.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



**Increase subscribers on your  
newsletter list.**

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



**Gain the support of other people  
with big tribes.**



# Visionary Ignition Switch

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

*with Amy Ahlers and Lissa Rankin, MD*



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



Ramp up sales of your last book.

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Wisdom Spotlight:

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

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## 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!

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## INSPIRED ACTION 2:

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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



**INSPIRED ACTION 4:**  
**Start writing your book proposal!**



Visionary  Ignition Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



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

Visionary **Ignition** Switch  
*Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



## Inspired Action Meditation:

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