



HOW TO WRITE YOUR FIRST BOOK

12 SUREFIRE HACKS

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www.startyourownbusinessacademy.com

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Conclusion & Other Books By Boomy Tokan

Introduction

I decided to write this book when one of my friends asked me how I had written so many books at my book launch. He told me of his



attempts to write and the difficulties he had faced.

The moment he started speaking I could recognize many of those obstacles and how I had to overcome them to create the books I had written.

After that initial meeting we spoke a few more times and decided to meet and he could ask me any questions he desired.

However, prior to the meeting I got out a sheet of paper and wrote about 10-12 things I thought he needed to know if he were to publish his 1st book.

Those scribbles form the foundation for this small book.

I have not heard from him since and I would like to believe that the next time I meet with him he would have had a book published or I might see his name in neon lights and being interviewed by the equivalent of Oprah Show!

This book is a straightforward, no fluff, actionable guide that can be used to write your first book/s. I give you strategies that I have practiced that work, so you may not need to reinvent the wheel but develop it.

At the time of writing this book Amazon Platforms are still the dominant online publishers and I focus on using them as the vehicle to publish your books.

As I write this, I want to warmly welcome you to this wonderful industry that allows you to creatively express yourself, reach people that you never thought was possible and hopefully make a living too.

I pray that you will use what is clearly presented in this guide and achieve benefits far beyond what I have received.

My one request is that if you gained value from this book – which I know you will, post a review, tell others about it, and write to me as well.

Enjoy!

Your friendly author

Boomy Tokan

Hack 1: Why You Should Write a Book

I want to give you four juicy reasons why you should consider writing a book:

#1 Reaching more people with your solution: Many of you have a solution you are passionate about or wisdom to share about a challenge you had to overcome in your life.

You want to save people from enduring the same hard times like you because you realise it is unnecessary.



How are you going to reach all those people around the globe - writing and publishing a book is one sure way to do this! In an age where individuals have come to rely heavily on data, producing a body of work enables people to access your content easily.

#2 Status symbol: is one reason is when you write a book, it sets you up as the expert. Every single person wants to talk to the expert and whosoever document what he or she

know on paper - data format - that is the person considered as the expert in that arena. As has been said frequently “He/she has written a book you know”.

#3 Positioning is the third reason why you should consider writing a book. In people's mind an author is set above other competitors, other competing candidates in case of a job position; and above people in your industry. In essence you become the “Go To Person”. Why? Because you have written a book

#4 New Opportunities. The fourth reason why you should write a book is because it creates many other opportunities. When you write a book you are likely to be called to give a talk on the subject, invited to a seminar - after all - You are the expert on the subject and people want to hear from the expert. So writing a book opens up the opportunities such as joint ventures for other books, creation of programs with other professionals, invitation to blog on credible platforms etc All of these can virtually increase your footprints.

#5 Financial benefits is another reason why you should consider a book. Writing a

book can help you money. There are many people who have written books has gone one to be best sellers or to sell very well even as self-publishing. So if you are a self-publisher you still have the opportunity to make money. I am sure many of us will be happy to earn:

An extra \$2000 per month,
An extra \$10,000 per month
An extra \$100,000 per month.

Hey! Who knows how good and how well your book will sell. But if you do not put pen to paper; you have no chance of making money from those who buy books.

So for these four reasons, I want to persuade you and I hope I have done that for you to put your pen to paper and write a book. See you in the next lecture.

Action Step

Are you sold on the idea?

Can you think of 3 other reasons why you should write your first book?

Go ahead and write them down See you in the next chapter

Hack 2: The Secret to Writing a Book

After writing so many books, people ask me “Boomy, cut to the chase and just tell us what is the secret to writing books”; and I say to them it’s a three-step process:

- Create it
- Guard it
- Use it



What am I talking about? I am talking about “Time”.

1. **Create a specific time** of the day when you are going to sit down and put pen to paper or fingers to computer otherwise, nothing gets done. You’ve got to set a specific time and I want to suggest that you start with working on your book for 15 minutes every single day seven days a week, or you might even start with 10 minutes every day seven days a week. When you have learnt and acquired this discipline; then you can say okay, I am going to now write for 30 minutes per day or 30 minutes for three days or

whatever else you choose. But you need that discipline first, that is what it means by “Create it”

2. **Guard the time**, the moment you decide that you are going to start writing books or start using your time constructively, something is going to show up to test your resolve. That’s just the way life is, if you are determined to watch a movie nothing shows up to stop you from watching a movie; if you decide that you want to lounge around and play on games; you go on social media for hours - nothing is going to interrupt you.

But once you decide that you are going to do something constructive, aha, I am sure unwanted scenarios show up;

- Friends are going to show up,
- Phone calls are going to show up,
- If you are married, the wife or the husband shows up,
- If you have children; that is the time they need you!

So, you have got to guard that time, you have to let everyone know that unless

it's an emergency I am not going to shift that time. That is what it means by "Guard it."

3. **Use it** - you must sit down and motivate yourself to write. There is something I learned from the New York Times Best Seller, multimillionaire Grant Cardone; he said that - motivation comes from taking action. The more action you take the more result you get; the more motivated you become. This is worth repeating, the more action you take, the more result you get, the more motivated you become.

I understand that Stephen King will sit at his desk at a specific time of the day, arranges his papers while looking out of a particular window, have his pen on the paper the same way and that tells his brain to start writing and he forces himself to be creative and inspired. If you are waiting for inspiration, you will never write a book. The statement is true for most people! That is what it means by "Use it."

What you need to do is ***create the time, guard the time, use the time.*** Sit there until you write something.

Action Step

What are you waiting for? Go ahead and set a time!

Alright, see you in the next chapter

Hack 3: The Big Myth

In this chapter I want to talk to you about one of the **biggest myths** of book publishing - it is this - **“Write a good book and people will find it”**, - that’s a big myth it doesn’t work,



that is definitely not the way book publishing works.

You can have the best book uploaded to Amazon but if you do not back it up with great promotion, it is not going to sell! It is not going to fly because no one will know about it.

You and I may read a book that is listed in the top ten and we might say “that book is just awful, it sucks, it is riddled with errors, the grammar is incorrect, it looks terrible,”

But if a book, which is of an average standard, is backed with great promotion and publicity, guess what - that’s what people know about, that’s what they are going to purchase from that particular genre because that is what is served to them.

So here is the deal; create a great book, let your book read well, be well edited and look

great. However, the bottom-line is that you have got to back it up with a very strong promotional campaign. When you do that people will find your book and then you will make the sales your book deserves.

Get away from the myth - get to the truth -- which is:

***Create a good book,
Back it up with great publicity;
And then people will find your book;
And discover you.***

Action Steps

How can you ensure you write a great book?

Have you started thinking of how to promote your book?

What are the first steps?

See you in the next chapter.

Hack 4: Four Areas of Opportunities

As a self-publisher you have a variety of options to pursue in your writing and book releasing career. You may be the kind of person who writes and releases one book every 2-3 years or someone who writes a book every 3 months. You may have expertise in one genre or desire to release books in multiple genres.

Therefore, in this chapter I want to open up a topic so that you can start thinking of where you fit and the choices you can make.



- I. **Single Book - Single Genre:** Write one book every two or three years and release it into a single genre. Let's say you are talking about entrepreneurship so you write one book every two years on entrepreneurship or on a part of entrepreneurship. It could be on

personal development or productivity or starting a business but it's a single book in a single genre.

II. **Multi Books in a Single Genre:** You might write a lot of books for a particular genre. For example, if it's parenting, you might write:

- Parenting the teenager
- Parenting the toddler
- Parenting the adults

III. **Single Books in Multi Genres:** This is exploring the opportunity to write single books in multi genres so you might write:

- One book for entrepreneurship
- One book for parenting
- One book for making money online
- One book for gardening

- One book for cooking

You might want to use different titles, but your target is single books in multi genres.

IV. **Multi Books in Multi Genres:** The fourth way is to write multi books in multi genres, so you might write:

- 10 books in entrepreneurship, another
- 10 books in cooking, another
- 10 books in gardening, another
- 10 books in parenting

So those are the kind of opportunities that are open to you. Or you might choose your own combination of any of these four areas that I have looked at but that's pretty much the kind of opportunities that I think are open to you as a self-publisher.

Action Steps

Which of the four opportunities appeal to you?

Why?

When will you get started? Why not today?

All right, I will see you in the next chapter.

Hack 5: The Practical Process - Seven Ways to Write Your First Book

In this chapter I want to outline the 7 practical methods I know you can use to write your first book. All of these have been tried and tested



and I know they work. For those who feel getting someone else to contribute to your books feels like cheating; I can

assure that no matter the method used, you cannot abstain from contributing in the content and somehow hope to get a great book. In other words, no matter the method, your creative input will be imperative.

1. DIY

You can write the whole book yourself, I call this the DIY project. That's what I was talking to you about when I said:

- Create it
- Guard it
- Use it

That's the process you use to completely write a book on your own, so the first way which a lot of people follow and pursue is **you write a book by yourself**.

2. Use the services of a ghostwriter,

In other words, pay someone else to write the book for you. There is nothing wrong with it because you may not have the time to employ the DIY process. Like I mentioned at the start of this chapter, it is going to require you actually to write:

- The titles
- The sub headings
- Some of the questions you want answered under each particular category and chapter

That's the best was to secure a higher quality book. You just don't close your eyes and give some money to a ghostwriter kick back and say "Go just write me a book". It doesn't work that way. When I used the service of a ghostwriter for one of my story books I had to supply the plot!

3. Combine 1 & 2. Meaning employ both of the above methods. That is, work on the book a little bit, write the first two chapters, then get a ghostwriter to write the next two chapters or you write one chapter, the ghostwriter writes another and so on. That's a good way, and I have used that method to actually write a book.

To be honest I have used all three methods. Most of my books are written with the first method, DIY process. Some books I have written the headings and the subheadings and other information and then pass it on to the ghostwriter for completion. I have also written certain chapters myself, and then get the ghostwriter to write other chapters in the same

book. To recap I have highlighted the first three ways to write a book, in practice is:

- Write it yourself
- Get ghostwriter to write it
- Or do a combination of both, you write some of the parts and the ghostwriter writes the other parts of it.

4. Get a co-writer.

By that, I mean you do a JV that's called a joint venture in business. Get someone else who is within your field or subject matter and work with them on creating a book. Look at this way; the bestselling book in the world, Chicken Soup for the Soul, was written by Jack Canfield and Victor Hansen! In place of the ghostwriter discussed in method three you can use somebody that is within your field, a good friend or someone you would like to work with. You may choose to write the first chapter and they write another chapter and

you kind of swap. You also need to reach an agreement on how the work will be done and how the moneys will be shared. It's really a joint venture.

5. License a product

The fifth way to write a book is to find an audio product that has not been written in text, get a license and convert that into a book. That may be a far-out process for some people, but it can work. For example, I used this in the reverse way, I found a book that's been written and I used that book to create a video course on the subject. So, it is really possible that you can do it the other way around as well. Find an audio product and convert it into text by acquiring the license for it and the permission to do so and then voila! you have got your first book.

6. Get many people to submit their stories (content) and publish them in a book!

Do you know that "Chicken Soup For The Soul" is a collection of stories? I also used this

method to publish my book, “**The Turnaround: Extraordinary Stories of How Ordinary People Turned Their Dreams**”. It is a collection of 21 stories/testimonials of how people started their businesses.

You may ask why would someone give you their story for free? Secretly everyone wants their names in print. For these people my book gave them additional publicity.

I have made a long-life friends and business partners from this one book. “Chicken soup” sold 500 million books publishing other people’s stories!

7. Record your content in audio/video and have it transcribed

For some of people it might be easier to stand in front of a camera, record a webinar or speak into a recorder when teaching a subject you know well. When you are done; you can employ the services of someone to transcribe the content. Some even find the voice to text

feature on a device a useful tool to create the body of text required for a book!

So there are the seven ways to write a book:

1. DIY Process write it yourself
2. Use a ghostwriter
3. Use a combination of yourself and a ghostwriter
4. Get a joint venture going with somebody you know and trust.
5. License an audio product and convert it into text.
6. Get others to supply the content for free
7. Record your content in audio/video, then transcribe it to text

Action Steps

Which method appeals to you the most?

What are you going to use?

When do you plan to start? Why not today?

All right, I will see you in the next Chapter.

Hack 6: Five Success Strategies for Working with a Ghostwriter

Since I am persuaded that many people will use the services of a ghostwriter at some point, I want to outline a five-step process, to pursue when you are considering using a ghostwriter. Just for the record, a ghostwriter



is someone who is going to help you to write your book.

Let's take it step by step.

- I. **Step one - Create a Brief.** The first thing you need to do is to make sure you create a brief. Now that brief should cover items such as chapter headings, chapter subheadings and the kind of contents you would like to see in each particular chapter or page or section. As mentioned earlier, do not just tell your ghostwriter to write you a book, make sure you provide the best guidelines and support to get the best from your dollar. If not, you are likely to be disappointed.

Another reason why you should get a brief ready is because once you find a writer you just want to press “go” and start the process, you don’t want to delay anymore.

Finally having a brief spells out your expectations. This prevents arguments further down the line.

II. **Step two - Find the ghostwriter:** One of the ways that I would suggest is to **find one by referral**. If you are part of a:

- Forum,
- Meetup group, which you should join anyway
- Group of budding writers

Referrals are always better than going cold to somebody!

III. **Step three - Use Outsourcing Platforms:** If you fail to get a referral because nobody knows anyone they can send your way then go over to these free websites and find a ghostwriter yourself:

- i. Fiverr <http://fiverr.com>
- ii. Iwriter <http://iwriter.com>

iii. Upwork <http://upwork.com>

IV. **Step four - Test the ghostwriter.** You must ensure you test the quality of his/her work, which means if you are thinking about writing a 200-page book for example, pay them to write an article of about 500 words or 300 words and use that to judge whether they are the kind of person that can deliver. In other words - “Don’t get married without courtship and counseling.” Stage a scenario that requires you to go back to them to make some corrections and see how they respond.

The last thing you want is to spend your time, money and effort and then end up with nothing because the person is too emotional or they don’t really know what they are doing and you have wasted your time.

When you go onto places like Fiverr, here is one good piece of advice. Start with people who can deliver within three days. Never work with people who say they will deliver within seven days or fourteen days. My experience has shown that those types of people who deliver over seven days, tend to cancel

the project on day 6 or those who are to deliver in two weeks cancel on day thirteen. That could be a complete waste of time. You spend two weeks waiting and relying on them and you don't have anything, so I always work with people who can deliver within three days or a day or two days.

- IV. **Step five - Negotiate the fee.** If you are asking me how much you should pay, it really varies. I mean I have written a 50-page book for \$50 or 200 pages for about \$200. Other people would say if you are going to write a book of 200 pages, it is going cost \$1000.

My advice; decide on a budget and find someone that fits that budget.

But I think if you are looking at a 10000-word book you should be looking around between \$100 to \$300, that's my opinion. Because if you consider that 500 words is \$5.00 then you calculate \$5 times 20 ($10000 / 500 = 20$ times) that's \$200.

That makes good financial sense, because you don't want to spend too

much money before you start making sales.

Let's go over the process again:

- I. Create a brief
- II. To find a referral
- III. Go to an outsourcing site like, Upwork, Iwriter or Fiverr.com
- IV. Test the quality of their work
- V. Negotiate the deal before you go ahead

Action Steps

What is the most daunting step for you?

Why?

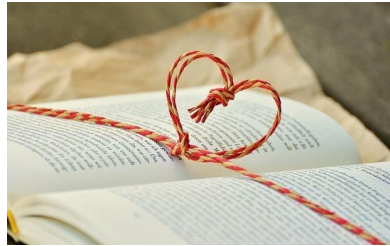
Consider your concerns, find creative solutions; go ahead and take action!

Alright, see you in the next chapter.

Hack 7: What You Can Write About

In this chapter I want to deal with the question “What shall I write about?” People generally ask “Boomy, exactly what shall I write about?”

Let me just explain how the industry works in terms of writing books, as far as I know it. There



are two broad roads towards writing a book, just the same as in starting a business. The two broad roads:

- Write about what you love and what you know; or
- Write within an area that everybody knows makes money

So for example, we in the book arena writing about ever green subjects

- How to make money
- Stories
- Relationships
- Cooking books
- Food

- Travel

Those kinds of things really work and they make money.

On the other hand, you could write about the subject areas that matters to you. If you are into how to raise teenagers; that's the area you should write about since that is what you really love and care about. Since you may be completely engaged in this arena, that's what you should write about.

I have done both and I think it demands more on you as a person to write in an evergreen area that you are not familiar with.

I would suggest that if you are writing a book for the first time by all means, write about what you know and write about what you love. But you can still be equally as successful in writing in the evergreen novels area, because they can work too. So it depends on your level of expertise, your knowledge and your passion and what you want to do within the self-publishing industry,

When you write about a subject you love it is possible to reach thousands of people and you may not need millions of people to actually make money as a self-publisher. So writing about your gardening projects or about plant based food stuff that thousands of other people also are interested in, could be the breakthrough that you have been waiting for.

On the other hand, I am not going to ignore the fact that if you write good stories or write about digital marketing or how to make money online and all the other subjects that people are really attracted to today - you can equally be very successful It's really up to you, but for most people I would suggest start by writing on what you know.

Action Steps

What path have you decided chosen to pursue?

Get started today!

See you in the next chapter!

Hack 8: Publish Your Book in 3 Formats

In this chapter I want to talk to you about the three different places you can start to publish your content on the Amazon platform.

- Kindle Direct Publishing
<http://kdp.amazon.com>
- Createspace
<http://createspace.com>
- ACX <http://ACX.com>



*** You Must Set Up An Amazon Account First ***

Let me explain all three.

- **Kindle Direct Publishing:** is where you publish your digital content, that's the content which goes into a Kindle or used on devices. Anyone can download relevant apps and consume your content on their phone, tablet or computer. It is sometimes referred to as the "Digital Version" and is uploaded on Kindle Direct Publishing. *** You Need

To Use The Right Formatting In So Before You Upload *****You can access the Kindle Format, Createspace Format and “how to Videos” plus videos that shows me taking you through all the three platforms for \$5 click this PayPal link or email me boomytokanauthor@gmail.com for the Templates & Videos*****

- **Createspace.com** is where you can publish your hard copy, so you create a different format, which is generally at the time of writing, a the PDF format. Once created you upload it on <http://createspace.com>; Like the *****Kindle Version - You Need To Use The Right Formatting In So Before You Upload Your Content. ***You can access the Kindle Format, Createspace Format and “how to Videos” plus videos that shows me taking you through all the three platforms for \$5 click this paypal link or email me boomytokanauthor@gmail.com for the Templates & Videos*****

In the format I will provide just paste over what I have done. I am going to give you one for the Kindle and one for the CreateSpace so it's going to make your life easy. Watch the video so you get it!

When you upload your content to the createspace.com it allows you to sell hard copies in different fonts; now there is the normal fonts and large fonts, we will talk about that a little bit later in the book due to the financial relevance.

- **ACX.com - aka Audible:** The third type of content you can publish on the Amazon platform is audio and that is done via <http://ACX.com>. At **ACX.com** you might do three types of deals:
 - (1) You upload your contents to ACX and request a narrator to give you samples of their work and you can decide who to go with. You then

pick a narrator that you think would do your book justice and you could get them to record it and they would get 50% of the income generated from that audio only for 5 years. The narrator records for free.

(2) You upload your contents to ACX and request a narrator to give you samples of their work and you can decide who to go with. You then pick a narrator that you think would do your book justice and you pay them a fee to record your content. After that you keep all the money from the sale.

(3) You upload your own audio content onto acx.com Make sure you adhere to the technical requirements

***** At The Time Of Writing This: You Cannot Feature A Book On The ACX**

Platform Unless It Is Available On Kindle

So, let me go over it again so that we understand, three types of format that you can publish on the Amazon platform,

- The digital content you publish that on Kindle Direct Publishing
- The hard copy you can get that done on createspace.com
- Using the ACX.com, you can publish your content in audio and sold on audible.com

Therefore, when you look at any contents that has the three formats on the Amazon platform it will show you Kindle, hardcopy or audio copy. What I am going to do is to take you through all these three types of platform in the video below.

******You can access the Kindle Format, Createspace Format and “how to Videos” plus videos that shows me taking you through all the three platforms for \$5 click this PayPal link or email me***

boomytokanauthor@gmail.com for the
Templates & Videos***

I will see you in the next chapter where we explore designing a cover for your book!

Action Steps

Format your content

Upload it onto Kindle Direct Publishing

Upload it unto CreateSpace and ACX.

See you in the next chapter

Hack 9: How to Design Your Book Cover

Welcome back, the first thing I want us to do is to consider how to create a book cover that



pops, in other words; how do you create a book cover that really works.

The simple method that I have used over the years to create book covers that

work is:

1. I would go over to the genre that I want to publish in and I would look at the top selling maybe 20 or 10 books
2. I would endeavor to create something that looks similar but that is better; something that looks similar but is different enough, not to cause the buyer to go “uh that looks too weird”. But make them go “wow that looks so great! I want to buy that book” or “let me go further and read about that book”.

The reason is; if your cover looks too weird and too different from what's selling, it may work against you, unless of course you stumble upon a creative idea that you are absolutely sure is going to work in the mind of your ideal customer. Otherwise, go over to the top selling 10 books and do something very similar, but also in a lot of sense, different or better than what is out there. If you do that, you are more likely to generate a cover that really works.

The second thing I want you to be aware of is that there are two major ways you can create a book cover depending on your creative/tech skills or lack of it.

- DIY - For those who are creative and techie: You can go over to canva.com <http://canva.com>, purchase an image and then put your own text on that image and get the dimensions right and you would be able to create a book cover yourself.

- Hire A Designer - The other way to do this is to hire a book cover designer. Now I have done both, I have used <http://canva.com> or a similar platform to create book covers but I have also used a designer to create my book covers. I prefer using a designer to create my book cover because this saves me time and creative space. All I need to do is to monitor the designer as opposed to trying to create something that I am not really good at. All right, so how do you do this? You can use designers from these two sites

- Fiverr <http://fiverr.com>
- Upwork <http://upwork.com>

On Fiverr you may pay anything from \$5 or \$50 and on Upwork you may pay up \$10 to \$200, and sometimes they might even charge more, it just really

depends. I have had amazing designs done for \$5 and some not-so-good ones for a lot more money. The key is to supply the designer with the best brief possible and hope for the best.

Also, if you are going the Fiverr.com route; get 2-3 people to make designs for you and then choose the best one!

But whatever you do, make sure that the designer that you have chosen has great looking designs and also has great attitude.

The third point concerning designing books, is that; if you are going for hard copies, create the book cover for the hard copy first. I am going to tell you why. The book cover for the hard copy means that you have to create the front part of the book, a spine maybe, depending on the length of the book and then the back design.

But here is the deal, if you create the book cover for the hard copy first, it means you could use the front of that design as the book cover for the Kindle, because the Kindle cover is just flat, okay it's just two dimensions. But the book cover for the hard copy has the front, the spine and the back cover. So, to save yourself money and time; create the hard copy first and then a Kindle copy, then the acx.com cover design.

So let's go over this again, if you want to design your book cover you can do it yourself on <http://canva.com> or use a designer on <http://fiverr.com> or <http://upwork.com> and also if you are going to do a hard copy then create the hard copy design first and use the front cover of your hard copy to create the cover for your Kindle copy.

If you want to see me cruise these platforms:

*****You can access the Kindle Format, Createspace Format and "how to Videos" plus videos that shows me taking you through all the three platforms for \$5 click this PayPal link or email me**

boomytokanauthor@gmail.com for the
*Templates & Videos****

Action Steps

What have you decided?

Alright, see you in the next chapter.

Hack 10: How to Sell the First Copies of Your Book

I am sure you are interested in this particular chapter because this is about making money.



Once you are in the process of writing or have finished your book, sooner or later you will be considering

how you can generate on your first few sales.

I remember a time when I was on Amazon and I had about four or five books and I was making about \$1500 upwards of that every single month from just a few of the formats that I had out at the time. Now things have changed and you can do a lot more than that or, you may do less, it just depends on how you apply yourself in the promotion avenue, so we will look at that later on.

Sales would not occur simply because you have your book on Amazon and a few friends and your Granny know about it! Amazon relies

on helping people sell their books through organic methods. They want books to naturally rise to positions that can create incredible sales. So, in this chapter we will explore how to get these organic mediums to work for you.

Verified reviews

The first thing you need to do, and what I have discovered actually makes the whole making money process work is that you have got to **get a lot of verified reviews (reviews from those who paid to acquire the book)**. Amazon calls this verified reviews meaning that there are people who have purchased your books and then reviewed it. So the first thing you want to do is try and get family and friends or get on to the Amazon website. Get them to purchase it and review! Get your enemies to do the same too!

Move up the category

When you get a lot of purchased verified reviews, what happens then is that you move up in your category. That's the second thing

that needs to happen. To sell more books you have got **to move up in your category** because there are millions of books and sometimes thousands of books in every category, and the only way you are going to sell more books is to move up in your category.

If you are at the bottom of your category or near the bottom of your category, you are probably selling one book every two months or one book every three months, and you don't want to do that. You want to sell hundreds of books per month or whatever you can do, maybe 500 books per month or 1000 books per month, I don't know but you have got to move up in your category.

DIY Sales

The third thing that you need to do is to **start selling books from your website**. Create a page on your website where you can sell your own books. In fact, I am thinking of a new strategy now, which is to increase the price on Amazon and then sell it for less on my own

website, because I want to sell more from my website. Because if I sell from my website it means I get your data, I have got your name, your address and then I can sell you more books as I write more books.

Amazon will never give you the names of the people who buy your books, so you have to find a way, I will teach you another way wherein you can get their email at least.

Book Launch

The fourth thing I would suggest and which I have also tried is to **do a book launch**. A book launch is where you call your friends, enemies and everyone else that can bring a friend to come down to a particular place, you showcase your book, talk to them about a few chapters from your book and then at the end get them to buy the books. Recently I did a book launch, which was really good because I had about ten book, that I was launching, and I packaged them together and sold all ten books for £100 a pack. It was the first time of doing a book launch and I was quite satisfied

with the results that I got. So, doing a book launch is another way of making money.

Repurpose Your Content

The fifth way of making money is to **repurpose your content**. By repurposing your content, I mean:

You write a book,

- You turn it into a video course,
- You turn that video course into an audio product,
- Then you do an audio product do a hard copy of that particular content.
- You can also get your book translated into another language on <http://www.babelcube.com> .

So you have gone from:

Writing a book,
Digital content,
To hard copy,
To audio copy,

To video course

To translations

Repurposing your content will help you to make money.

Webinars

Finally, people use this all the time, I am yet to use this but the idea is to **conduct a webinar**. Teach something from that book and then at the end of it, get them to come and buy your book on the website, or get them to go buy on Amazon or get them to go buy the audio copy. But that's one way to actually make more money from your book.

Andy Harrington's Idea

Andy Harrington used a strategy which I liked. He would tell you to come over to his site, buy his book and pay only postage, which is like £5 or something, then just before you log off he would ask you to buy the audio for like \$10.00; and that's what I did; I mean I was about to go off his site, and he said hey you want to buy the audio?

I'm like "yeah, I want to buy the CD copies, yeah, yeah." I buy the CDs and he sold the CDs for about £10 as well. So, in all I paid him £15 to acquire both the hard copy and the audio copy;

That's a very good way of actually making money with your books.

But I am sure there are thousands of other ways, but those are the ways I know of, most I have used and I know that they all work. Let's get on there and make more money with our books.

Action Steps

What strategy grabs you the most?

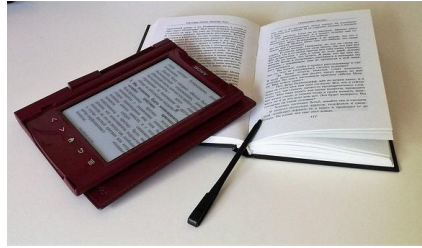
Create a plan of action today!

See you in the next chapter

Hack 11: Online Promotions

In this chapter we are going to be looking at how to promote your books and some of the methods that I am

going to mention will also be geared towards making money too. After reading this chapter,



my desire is that you select the path you want to pursue; take action and do so rigorously.

One thing for sure is that, having a good promotion campaign will definitely, absolutely and radically create momentum for your book sales. If you are not promoting your books you are not going to make any sales!. I have tried that, I have tried just sticking my books on Amazon and hoping someone will find it, but that doesn't really work. What worked was - Promotion; Promotion and more Promotion. When I promote my books then I make the sales; when I am not promoting my books, I

didn't make the sales. So, you have to be consistently promoting your book.

Let's go straight into it: (The first two are strategies I mentioned earlier but are so critical that I have chosen to repeat them again)

- I. **Verified Reviews:** Like I said in the earlier chapter, you have got to have as many verified purchase reviews as possible if you are using the Amazon platform. Which means that people who buy your books or buy any format of your books, whether audio, hard copy or even digital copy in the Kindle version will review that particular format. So, the more reviews you have the higher up in the category you go and the more books you sell.

- II. **Your own Website:** The second strategy is what I mentioned earlier in the previous chapter - having your own website and promoting your books from this personal space. One advantage of doing this is that you start generating a

list of people who are buying your books; knowing that - whoever has the list is the King!

If you are selling five, six or seven types of books about one subject; if one person is interested in that genre, you have the opportunity to sell all your books to that person. Hang on a minute before you say, will one person buy seven of the same types of book about one particular subject? Someone interested in Starting a business may buy 10-20 books on that topic. One millionaire professed to have read over 300 books about the stock market before he started making money! So the answer is yes.

There was a study carried out in one of the universities in the US. They asked the students to simulate the idea of creating a new Bible Version. Then they were given a marketing question to answer - "Who would you sell these new Bible versions to? Many students said to "young people", others said to "adults"

some even suggested to “all Church goers.”

It was later discovered that those who already own different versions of the Bible were the most likely candidates for a new version of the Bible - which means that once people buy a particular subject, they seem not to get enough of it and just want more of that subject. Especially in business; they learn one thing from one author, another tip from another person. This goes a long way to compound what is already known. So yeah, people who buy books on small business will continue buying ten, fifteen, seventeen books on small businesses, that’s just the way it goes. Don’t worry about that.

- III. **Amazon Marketing Services:** Amazon actually has their own platform, very similar to Google PayPerClick or to Facebook ads, they call it the Amazon Marketing Services and I have used it. Although, I have not gotten great results

from it. I am not going to say it doesn't really work because it moved my books up, within its category. Maybe I didn't use it long enough but I intend to revisit the platform and study a little bit more round it; then use it again. I think there has got to be something there!

If you log on to your Amazon page or just type in Amazon Marketing Services then you can go on there and have a look about how the campaign works. It's good, but like I said it might take a little bit of study and more of a long-term approach to it to make it work; but it is one of the ways you can use to promote your books, for sure.

- IV. **Facebook page:** If you have a Facebook page that you have created for the purpose of promoting your books, the next step is to generate lots of likes, and engagement. The more engaged you are with your audience the more books you can sell to them.

- V. **Facebook Ads:** I have used Facebook Ads to sell books and particularly my hard copies. This is really strange but I noticed that when I was using Facebook Ads and it was working. I was selling about 200 books per month making about \$700 per month on just hard copies. Facebook Ads does work; master it and use it to promote and to sell your books.
- VI. **YouTUBE channel:** YouTube, you can work in two ways:
- **Video:** You can put out snippets of your book, so if you are teaching somebody how to fly a plane (you know I would like to fly a plane by the way), you might include a YouTube video on some kind of basic instructions on how to fly a plane; then at the end you would say, hey, hey guys get onto my book or log on to my website and you can download my book for £XXX or Dollars.

- Youtube Ad: The second way is to create an ad specifically for that “How to fly journal” and then get people to click a particular link to drive traffic to your website or an Amazon page.

These are the two ways I have used Youtube

- To give out information,
- To advertise your particular book.

YouTube Ads are sometimes very reasonable in price costing 10p or 5p even 1p per click,!

- VII. The other way is to use **Guest Posting** within the genre that you are writing for. If you are writing a “Learn to fly a plane” book, you might want to guest post on certain airplanes or aerodynamic websites that can promote your book at the end of the blog. If you are an unknown writer and you are going to be guest on a particular blog, once you

write your blog then the blogger who owns the site will put the address of where readers can get your book.

Those are some of the ways to promote your books I know that work. .

Action Steps

Add more value to the plan you created in the previous chapter

Alright, see you in the next chapter

Hack 12: Offline Promotions

In this chapter we will continue talking about how to promote our books and how to sell



more books. The next arena that I would want us to consider is using workshops and seminars to

promote your book.

Workshops and Seminars, let's say you wrote a book for how to parent a toddler, you go to schools or the nurseries where toddlers parents are, and you speak to them saying, "hey, I have a free workshop in the local area, it's going to take about an hour or two and I am going to share with you some of the tips that I have learned over the years."

Parents come along to that meeting, you talk to them; you give them maybe seven or eight tips on how to parent a toddler, then at the end you've got your books for sale and then they can buy your books to learn another 20

Tips. That's one way of actually spreading the word.

It wouldn't matter whether you speak to a small audience or big audience because your name would get out there as the expert. You can promote these events on your Facebook page, on your YouTube page or on Eventbrite <http://eventbrite.com> or wherever else you think your niche will be.

Webinars. Actually, you can do webinars now, you can do YouTube Live, you can do Facebook Live, and when you do those, you redirect people to a particular link, a particular page, or your website for them to go to enjoy your book by purchasing it, okay. The major difference in using a webinar platform like anymeeting.com and FB/YouTube live is that, with the webinar platform you will have access to the attendees' details but with the others you don't.

Book Launch at a Bookshop. I have not done this, but I have seen really big authors doing it. It just means that it can be done. So, find a local bookshop; visit them regularly,

persuade them to stock your book, and enquire if they may entertain the prospect of a book launch. Such may enhance the profile of both parties.

Staging your own Book Launch. Now book launch works particularly well if you have connections with influencers living in different parts of the country. Like I said in the previous chapter, I did a book launch recently and it was a success. I plan to stage others in different parts of the country.

I am also planning a bigger book launch when I write my next book, I will let you know about that. But book launches work, they get your friends talking about you, they get family members talking about you, they get their friends talking about you. Talks about you and your books supercharges your book promoting.

Persuading A School/College To Use Your Book as one of the recommended books or to stock your book in their library. If you are close to a particular school or college and you

think the book you have written relates to those students, then you would want to approach the lecturer for that particular course and try and persuade them to include your book as one of the recommended books.

Finally, **Going To Libraries**, you could go to your library and try and get them to stock your books. That could be a good way of selling more books and getting your name out there.

I am sure there are thousands of ways of selling books; these are just some of them. My advice is to pick the ones you are going to action. Believe me you have got to action it as much as possible to get your name out there as quick and as effectively as possible so that people will start knowing about you.

See you in the next chapter where we discuss going with a book publisher!

Hack 13: "I Want a Publishing Deal"

Approaching a Publisher: Now I have got to be upfront with you and say I have not approached a publisher so far; therefore, you



can say what do you know? However, I have spoken to credible people who have approached

publishers and I know people who have had their books published by a publisher. Research suggests it is critical to do a few things before you approach a publisher.

- I. **You need to have sold some copies yourself:** Before you go to a publisher, if you have sold 1000 copies or even 500 copies, it put you in a better position to negotiate a deal. This makes sense, right? In other words, selling books yourself gives you a leg up to approach a publisher.

- II. **The larger your online profile, the more attractive you become to a publisher.** If you have a Facebook page

for example that has a million likes, you have an active, engaging platform - you are a suitable candidate for a publishing deal. If you are just sending out your book without making any sales, no online platform; you might occasionally get signed to a publishing deal but unlikely.

- III. **Write a book proposal.** A good proposal will include:
- Your bio
 - Your competitive title
 - Your target market
 - Sample chapter
 - Your own marketing plan

Unlike how it was years ago; don't just send your manuscript begging to be signed! Send a book proposal instead, call to find out the name of somebody you can talk to and then send your proposal.

- IV. **Ensure you have a promotion strategy that will sustain the book**

sales. Well you say “hang on a minute that’s what the publisher is supposed to do, - sell my book for me. I am supposed to just sit in my house and they go out to sell my book and send me the cheque”. Well it doesn’t work like that anymore. They want to know that you are actively selling your book yourself and they can come alongside you and ensure that you reach markets that are unreachable independently. Today the emphasis is based on partnership and joint venture with the publisher.

So, these four things are really important:

- Make sure you sell copies of your book yourself,
- Make sure you have a good online profile,
- Write an excellent book proposal; and
- Have a strong marketing strategy that you know works.

Alright, see you in the final chapter.

Conclusion:

You have done terrifically well to have landed on the final page of this short book.

You would notice that though it is a short book it is stuffed with practical, applicable tips.



Now is your chance to go from Couch to Self-Publisher if you are planning your first book or supercharge your efforts if you are promoting an existing body of work.

The actions you take from here will make the difference whether you succeed as an independent publisher or not.

It may also remain an idea in your head until you feel guilty in another 24 months.

I really hope you utilize the information laid out in this book because I know it works.

If you have any questions or need further help you can contact me at:

boomytokanauthor at gmail.com or UK
number +44 7932 39 4620

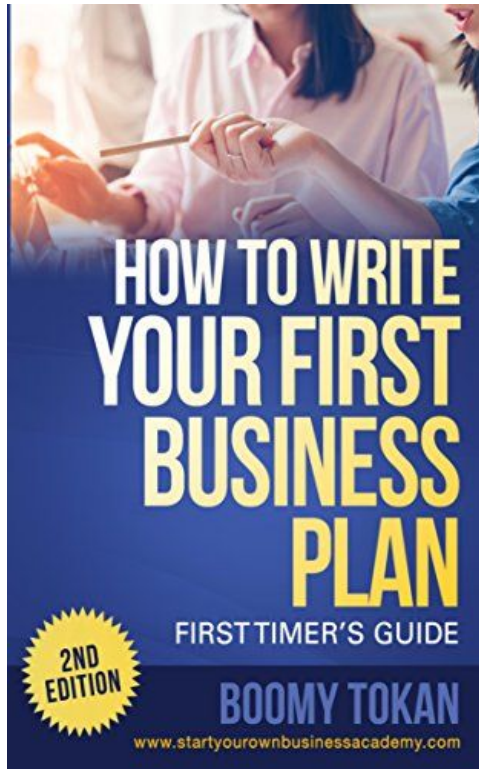
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Your friendly author,

Boomy Tokan

Other Books By Boomy Token

How To Write Your First Business Plan: With Outline and Templates Book

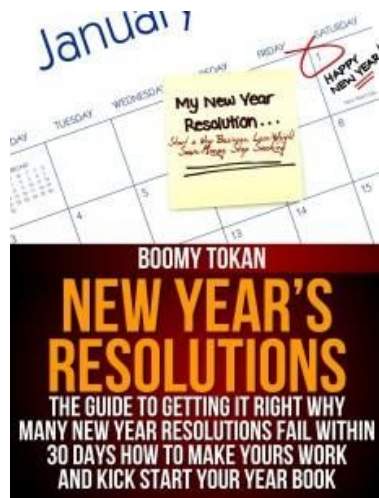


(Includes USA-friendly content, plus the principles taught in this book are transferable to any country.) Whenever the words "Business Plan" are

mentioned, most people freeze! What follows are the words "I don't know how to write one."

In reality it need not be this way. That is why I have taken the lid off and written in plain English what needs to be considered and included within a business plan. This book has been written to help those who are writing plans for the first time or for those who write business plans infrequently. (Even seasoned business plan writers will learn one or two things, I promise!) Finally, I have included my personal email for those who need further assistance. This service will be offered FREE for now.

New Year's Resolutions: The Guide to Getting It Right Why Many New Year Resolutions Fail Within 30 Days How To Make Yours Work and Kick Start Your Year Book. (The Right Guide)



As the year unfolds, many people like you will be making resolutions they want to achieve over the next 12 months or for the coming years. Most may never succeed without the right techniques. Let this book cut down your learning time by teaching you a few principles that will ensure your New Year's Resolutions succeed!

*Book Title: Business Funding Secrets:
How To Get Small Business Loans,
Crowd Funding, Loans From Peer To
Peer Lending, Government Grants and
Personal Funding Ideas; Book*



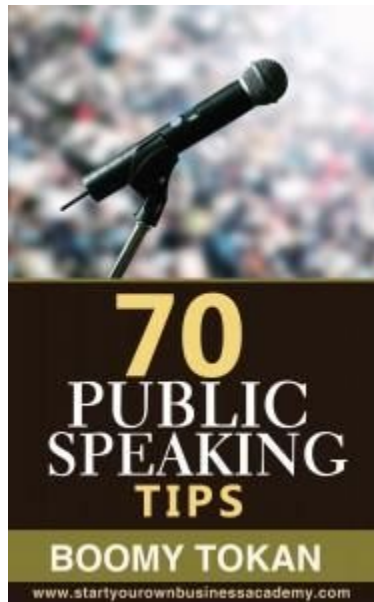
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If you are having a tough time raising the money you want for your business this book is for you too.

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forever

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Notes

All Scriptural *Versions* used are stated

