

"The Robert Plank Show"



Episode #023

How to Become a Published Author This Week Using Kindle and CreateSpace

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We're going to be talking about how to create a book, a physical, print book that you can hold in your hand and you can give out as a business card. Anyone else can hold in their hand and you can have it done in an hour and have it online and selling and able for purchase this week.

There is a system that actually exists out there that I created, Lance Tamashiro, my business partner also created it's called MakeAProduct.com. I'm going to be telling you all about that today.

Over the last couple of episodes of this podcast and also just in the last few weeks in my internet career personally, I've been thinking a lot about this whole idea of legitimacy and of being someone who doesn't get passed over, who's seen as the expert in a certain subject. In my case, where we sell membership courses, we sell WordPress plugins I'm always just thinking about how do I have that slight edge compared to most of my competitors?

If I just think about it for a second, I look at backup plugin we have or the sales letter plugin we have or the membership course that we have, I just think for a second and I say "Here's this other, maybe even more widely known and more household known little plugin..."

- Do they have a blog or can you think of the name of that product's creator right off the bat?
- Do they have a blog?
- Do they have a podcast?
- Do they have a book?

Most of the time the answer is "no" and that's why a year or two later, that competitor's gone. How can we set something up and do the work once, have that pay off over and over for years to come?

How can we do this once and keep our legitimacy and not have to keep fighting for it the way that all of our competitors do? The big answer to that is a book, especially because not everyone has a book. Why? Because it's tough, because it used to be tough and because a lot of people take a year or longer, if the book even gets completed.

Lots of New Possibilities

What if, in just 1 hour, in just 60 minutes, whatever the time is right now, in just 1 hour from now if you had a book that you could put out there and you have to wait for it to get approved, takes a few hours or a couple of days and then boom, it's online, it's ready to go, that would be pretty darn powerful. I've done all that crazy stuff with books.

I've gone to offline events with a box of my books and just handed them out as business cards. I have put things in my follow-up sequence so that if someone was new to hearing about me and if someone was getting my e-mails for the first time...

You need an opt-in page -- a free gift page. Maybe you've filled some of these out where you go to someone's web site and you go to a web page and there's not really anything to buy quite yet but they're offering a free gift. They say... "Here's this short report", "Here's this software plugin" or "Here's

this video. All I'm asking in return is your e-mail address. That way I can send it to you and we can keep up to date about what's going on."

You might run solo ads, giveaway events, pay per click ads, get affiliates to mail for your offers and you might get hundreds or thousands of your subscribers but some of those subscribers are never going to purchase anything. That's just a fact. Other subscribers, a very tiny amount are going to buy things without much effort at all but then there's that big middle gap. That middle class basically, they might buy from you but they need a little bit more encouragement.

I found that one of the best ways to get people to listen to me, listen to my e-mails is to get them to reply and talk to me and so few people do that. Someone comes to your website, they fill in a free gift page, an opt-in page, this squeeze page and then they get on your list and what usually happens is, people start sending e-mails out or they stop for a few months but even if those e-mails are sent, it's pretty much one way but if you send out e-mails asking about their business, asking about what's going on with them specifically.

If you teach weight loss, you can ask about how things have been for them with weight loss. If you teach option trading, how things have been going with them on the stock market and just getting a response.

I have a lot more fun saying, "I've got a print book. I want to physically send you a copy of this book in the mail so that you can hold it in your hands." Most people won't reply to that just because the way that this numbers game works is that a very few people will actually take you up on anything.

It's encouraging or discouraging in a way because out of all people who buy from you, a huge chunk aren't even going to go through with your training. That's just a fact. A huge chunk of people who opt in to your e-mail list are not going to read your e-mails. That's just a fact but those that do or those that participate, those are your red-hot leads.

If you can get people to reply to you, you can say, "Just reply to me with your physical mailing address and I'll send you a book in the mail, from me, for free" and don't ask them to pay for \$5 shipping, anything like that. Just say "In the cost of making the book, shipping the book, just give me your address" Every now and then I do this, then I have about 200-300 books to send out and I have to go in there and spend an hour or so manually entering them into this site called CreateSpace but if you open your mailbox and you got a book in hand. If something you have is from Robert Plank, you're not just going to throw that away, you're not just going to throw away a book.

Some of you might have my book on your bookshelf. I'm not going to go away, at that point I've got that edge over so many of my competitors. That's what I want for you is, no matter what industry, niche or product that you have, I want you to have a book in order to promote you. This conversation keeps coming up over and over again.

Lance and I had a discussion a few months ago with someone who does search engine optimization, SEO services. He goes into businesses and says, "I can rank you #1 for the term 'Turlock dentist' or 'Modesto divorce lawyer.'" This person ranks businesses highly in the search engines.

What might trip him up? I think the big one is just the lack of knowledge, not really understanding how important this internet thing is. A lot of people, you'd be surprised, don't even get the idea of search engine ranking. They don't even give a second thought when they search something in Google that you have some control over who gets ranking #1 and that if I'm looking for...

Every time I've looked for a new lawyer, dentist, or doctor I looked on Google first and more often than not I didn't click past page one. If I couldn't find a legitimate website, legitimate reviews I didn't click over. I've been looking for a new restaurant to go, I go to Google, I'm looking for an address, a picture of the outside, of the inside and so few people know about this so in that person's case, if this person wrote a 20 page book, which I know I just said a couple of scary things there, right?

Writing. "Oh my Gosh, I've got to write stuff. I can't even write a sentence." And then 20 pages? Are you nuts? That's like a college thesis!

Here's the thing. If you were that person and you talked on the phone for 1 hour, which sounds like a lot but maybe 10, 20 minutes a few times and explained what it is that you do and if you're in the right line of work, if you're doing what your passion is then it's hard to shut you up.

If this person's niche was search engine rankings and they had a 20 page book, let's not worry too much yet about what effort it takes to make that book but just if they had a 20 page, 6 inch by 9 inch book, not really like a pocket book but also not a full sized, just like a regular bookstore sized book.

They had a book talking about search engine rankings and about the different things that they do like, if you're in this business, you can do these things like put out articles, YouTube videos, do on-page SEO, optimize your keywords and your meta tags and get backlinks and you can add good reviews, remove bad review and you can get listed on Yelp, Google Places, Facebook Places, yellow pages, different strategies like encouraging your customers to go there and rewarding them for leaving reviews, things like you can built a mailing list by having a landing page or an opt-in page on your own local business website.

A book basically educating people about the possibilities and then the punch line, the pitch at the end of the book and hopefully throughout the book is to hire this guy.

What ends up happening is if he's going out looking for a new business, he can just go into a place with a copy of his book and if they need to get back to him or they're not sure or they just can't meet with him, instead of leaving a business card or a contact information, you leave a book. I don't know if you've heard about these people who talk about "becoming an expert", "becoming an authority", "If you're the person who wrote the book on this subject, you're automatically the author."

A very small number of people who teach "becoming an author", "writing a book", "publishing a book" have a few built-in problems. One is that, these people who teach writing a book they don't really have a product of their own. I look up their book and their last book was published 2 or 3 years ago. Sometimes I can't even find a book that they've put out. Even then the book that they've put out has a very, very low sales ranking on Amazon so I can tell that they don't really sell that many copies or they'll talk about

things like getting your book published in bookstores, then I go to the bookstore and I can't find their book, so I see some amount of hypocrisy.

Here's just the way I see things like book publishing. Let's say pre-2010. It was really competitive, really tough to get your book in bookstores and then post-2010, it's still tough but it's easier than ever to get listed on this site called Amazon.com, which is where most of us get our books anyway. What a lot of people don't know is that Amazon has a site, one of their sub-companies called [CreateSpace.com](https://www.createspace.com) You can go to this site and you can upload a Word document, just like a normal Word processor document and you can have a book that Amazon prints and sells and you can do this for free, and they take a cut.

It really depends on how big your book is, on how much of a cut they take but generally it costs them let's just say for a good sized book, maybe between \$4 to \$8 for a soft cover book between 50 and 400 pages. I think I have a really thin book, like a 30 page book that maybe costs \$2 for them to print and then \$4 or something for them to ship it out the door. Then I have a 400 page book that sells for \$10 but I only make like \$1 per book, which ironically is what you end up getting for the traditional publisher.

Also, going back to a lot of what they tell you about, as far as book publishing is that no matter who you publish with, whether you self-publish or someone else, they always depend on you to do the marketing. Everyone thinks, "I just need to get published. I've got to have a book, I'll be a millionaire and I'll be on the New York Times bestseller list." You probably won't get there and it's not just a free ride.

Many people don't realize that the book being finished and published that's just the beginning, now you have to get your name out there and if you don't have an upsell in the book, if you're not a little bit more strategic about the book, then good luck to you.

All let aside, I'm not trying to claim that I'm some big knowledgeable book publisher. I have 6 books out, all in print and also on the Kindle Store. Amazon, they have a physical place for books called CreateSpace and then they have a digital bookstore called Kindle. Amazon sells a book reader, an actual device. It's like a tablet, an iPad. You can buy it and people can then digitally buy books and read them on their digital reader but what also a lot of people don't know is that there's a sub-company called [Kindle Direct Publishing](https://www.kindle.com).

Once again, you can upload that same Word document that you used for CreateSpace on the Kindle and now, if someone wants to get a physical copy of your book they can and if they want to download a digital copy of your book, they can. There are all kinds of places you could go as far as book publishing but what I want to focus on today is how to get your book done, how to get it finished in an hour. I don't want you to spend a year making a book, I don't want you to spend 6 months making a book, I don't want you to spend 1 month making a book, I want it done this week.

If we just limit ourselves to a very thin, business card book then I think that we can all have a lot of fun there, especially if you're already have something for sale. If you already have a service, if you already have a software product, if you already have a membership site then you could just make a book, not really as an extended sales letter but a book that educates the mass market, educates the newbies to

what they need to know about your weight loss course and the real punch line, the real goodies is the software, it's the system inside your membership site and you just teach everything but that.

For example, I have a book, one of my short ones called "[Setup a Point and Click Website](#)" It's on Amazon. If you search my name, Robert Plank on Amazon.com, you'll find the book. This book it's very short, it's very simple. It talks about how to grab a domain name, web hosting, how to setup a WordPress website and then how to use our [Backup Creator](#) plugin to save a backup and then make a clone, make a copy of the website so the punch line of that book is to go out there and buy Backup Creator.

This book costs \$2.15 to create. If I want to get 100 copies, it costs me \$200 + shipping but they ship it all in the same giant box to me and then I can just hand out copies of this book. That's the first thing I want to get to with the 1-hour book is that you need to think bigger. Most of us have this problem where we just solve one, tiny problem or we just think about "I'm going to write a book about Microsoft Word, about Microsoft Office or about Microsoft Excel, and that's going to be my book"

The problem is that there's already books written about Microsoft Excel, a lot of them are really boring. How are you different, how are you unique, how are you a breath of fresh air, a brand new, unique twist on the subject? Doing that, you need to think bigger. I don't want to call any individual person now but accountants, there are all these different subjects, even in things like accounting and this one particular accountant had an idea for a product about how to run payroll in your small business. It's like is that a problem that needs solving?

Well, possibly but if you can just think a little bit bigger and make your book like a complete guide on how to manage your finances without an accountant or "The 1-Hour Accountant" or "The 3 Hour Accountant" or things like that and that includes a piece on payroll, a piece on petty cash, a piece on bookkeeping, a piece on taxes. That is something that feels more well-rounded and it just feels more complete and then, what you pitch throughout the book is in your course on how you can see it all in action, how you can get all my tools and templates and forms and things like that.

One Hour Book

Talking for a whole hour, sounds really crazy, sounds really scary but what you end up with, I don't have the exact math but if you talk for an hour you end up with about 9,000 or 10,000 words which end up to be about 30 pages for a book. 1 hour is a good length because it doesn't take you all day. It is a short book but if you want to go back and double the size of that book later on, you can go back and just carve out an hour somewhere in your day, speak out another part of the book and now you have a 60 page book.

I don't know about you but I really like the idea of getting something out there, getting paid for it, making it better, getting paid again, making it better, getting paid again as opposed to what I see so many people do where they get an idea, they make it better, make it better, make it better to maybe get paid way down the road or maybe not.

At least this way we can try some things out and if it's a hot seller we can just do more of that. An hour sounds scary until I tell you about our system which, once again is inside the members area of MakeAProduct.com. There's no time to get into all the exact minor details on that but we have the outline and we have a system for figuring out the 7 best chapters in your book.

You think of, if I have 1 hour to talk, I've got 7 chapters. They'll really going to give you about 8 minutes to talk about each subject so if you had 8 minutes, if you're an accountant and if you had 8 minutes to talk about how to run payroll, you would have to hustle just to get that 8 minutes fit in there.

If I'm making a product about how to set up a point and click website and I only have 8 minutes to explain how to get a domain name and webhosting, well I better hurry. If I only have 8 minutes to explain how to set up a WordPress site, then I better hurry. If I only have 8 minutes to explain how to create content for that site, I better hurry.

You're starting to realize that if we put ourselves a little bit under the gun, a little bit under pressure then we just make this book 8 minutes at a time. We need to sit down for exactly 1 hour. We just go, make a chapter, make a chapter, I'm done, we speak it out, get it transcribed later and that is a book that we can come up with in about 1 hour. You have this idea for a book, you say "I don't know if this is something people want or I need to flesh out a few ideas" or "I'm worried that I might leave a few things out of the book"

Well, this is where you come into play, this thing called role modeling. We can also call it spying on our competitors. I'll just go do it with you. You go to Amazon.com, this is the biggest bookstore in the world and we just search, and we try to find maybe the top 3 competitors in our niche. Here's the other thing. If you can't describe your niche, what you do, your book in 30 seconds then you're in trouble.

I teach people how to set up a point and click website. That's my one sentence, I guess elevator speech. People can't even explain to me what it is they do or I say "Can you name me a book that's similar to what it is that you do? If you could tell me that your book is... "Good to Great" meets "Four Hour Work Week"... that's something I can easily understand. If you just say, "This is something that can't even be described" ... then I'm not interested.

Let's just say that we're going to search Amazon and I'm going to type in their front page, "accounting" and then once that comes up, I'm going to limit my search to just books, so the accounting comes up. I see things like "Accounting Made Simple: Accounting Explained in 100 Pages or Less" I'm seeing "Accounting for Dummies", "A Step-by-Step Guide to Understanding and Creating Financial Reports" I'm just going to open up a couple of those in a new tab and we're going to look at a few things.

First of all, we're going to see what is in the table of contents. The good thing about Amazon is that if you click on the cover of each book, you can usually spy in on the table of contents and out of the 3 I just picked, it looks like all 3 of them I click over and get to the table of contents.

We don't want to take a lot of notes, we just want to see what keeps popping up in our face over and over. I'm seeing things like reporting cash flows, managing profit, lenders and investors, financial

reports. Honestly, I don't know what most of the stuff means but that's okay. If this is your niche then you do. I'm seeing, the other book, 12 basic principles, balance sheet, income statement, cash flow statement. I'm seeing on the other book, accounting equation, balance sheet, income statement, statement of retained earnings, cash flow statement, financial ratios...

You see, even looking at the top 3 books, they all pretty much... They're probably very similar if you knew what you were looking at. We can see, whatever an income statement or the cash flow statement is, these are all these that we need to make sure that we include in our accounting book. Let me just do something I'm a little familiar with, WordPress. I search for WordPress books. I see WordPress for Beginners, WordPress To Go, WordPress: The Missing Manual. I'm going to click on each one and I'm going to go to the table of contents for each one. It looks like they're all available.

We don't want to even bother with reading the book because, hopefully we already know about this subject and I don't want to get their ideas in my head and end up ripping them off, I just want to make sure that I'm covering all the stuff that's important. If the top 3 books always cover the same topics, that's something that we definitely should look into. WordPress for Beginners talks about owning your own site, domain names, installing WordPress, cleaning out stuff, updates, settings, appearance, plugins, comments, categories, writing posts.

"WordPress to Go" talks about registering domains, installing WordPress, how to log in, how to add content, a post, images, video, a homepage, search engine optimization. WordPress: The Missing Manual says how to sign up, how to install, creating posts, theme, pages, menus, comments, plugins, video and music and collaborating with authors, traffic and then advanced topics. I know that when I created my book on WordPress, I didn't even think about talking about a domain name or getting a website set up and I soon realized because let's think about this too.

We don't know who's finding our book, how are they finding our book. It might just be someone with a casual passive interest in setting up a website. They might not know about WordPress so you need to make sure they're getting everyone up to speed as fast as possible. I want you to do that and I want you to just look at your top 3 books in your industry. Obviously we're not going to copy, we're not going to rip anybody off, we're going to have our own unique spin and twist on it but we want to see what's already out there so that we could do a little bit better than that.

We do this thing called role modeling and we look at what they all are doing in the table of contents. For a little bit later, we also look at the covers and we try to figure out what do the covers have in common, what do they have, what don't they have? Do they all have similar colors? Do they all have an orange or a blue cover or do they all have giant print or is the picture on the cover like a solid color, 2 colors or a drawing, cartoon or an actual photograph? What do those covers all have in common?

Those are things that are going to be very important to flesh out our 7 chapter. Once again, in [Make a Product](#), we have a really cool, unique way of you basically piling on all this stuff and then drilling out most important things and then structuring each of those chapters so that 8 minutes is no problem for you to speak it out. The other thing too is that talking to nothing, talking to the wall, talking to your

computer is so awkward at first but there's this thing and I keep trying to figure out what to call it but let's just call it the speaking muscle.

Create the Content

If you're out of practice and you're not used to recording audios, podcasts, speaking from stage, doing webinars and things like that, if you're not in good form, if you haven't done it in a month it's going to be awkward at first but you do that on a regular basis, do it a couple of times a month, even for 10, 20 minutes and then it's no problem just talking about what it is you're going to talk about. You get this speaking muscle figured out so that whatever you want to say it, you just say it and then your book is written the same way you talk and you just said it right the first time. Instead of having a go and find the best turner phrase and the most cutesy way of putting things, no, you just speak it out and now you're talking in very simple language.

Here's what you do. You speak out your 1 hour audio, you don't go back, you don't start over, you don't edit, you don't take out the gums, you just talk for 1 hour and then we give you a template on [Make a Product](#) for someone to type up that audio, to transcribe it. You get that and if it needs a little cleaning up then we also give you a template to hire an editor to go and proofread it and make it better. We show you where to go to get cover designs because when you put out a book you need 2 things, the interior, the Word document and the cover. It costs \$5 to get your cover made, we show you where to do that.

Then, now that you're done, you upload your Word document and your cover to Kindle so you have digital copy, the Word document and the cover to CreateSpace so there's the physical copy and once those are approved, you just promote the heck out of it. You send your e-mail subscribers to it, you post it on your fan page, you run ads, you do these things called free promotions. You do everything that you can to get as many eyeballs looking at your book as possible and get as many sales. The idea there is that your book climbs in the rankings, you can leverage that to promote your book more. Many of those people will end up on your list, going to your websites or buying your courses.

I know, whenever I talk about doing things fast or doing things, leveraging that way, speaking out a book, I get a lot of flak, people saying "You have to suffer. You have to spend a year. You have to be careful about every single thing that ends up in your book." Well no, you don't. You just need to say the things that'll solve people's problems. We're not trying to be William Shakespeare here, we're talking about non-fiction, we're not talking about fiction. We're talking about people having this problem, they don't know how to do basic accounting, they don't know how to set up a WordPress blog, they can't lose weight, they don't know how to trade stocks and you make your book talking about that, with the ulterior motive that they will then seek you up because now you know what you're talking about.

When I got started as a programmer, it was hard to find work but as soon as I put out a digital book, I had my own products then people were finding me and I had to start turning people away. It's easy now to get a print book made so if you have that 20 page written document, you might as well get a physical version made. Even with CreateSpace there's an option, an upsell for what's called expanded

distribution for, I think \$25 where technically, bookstore and universities can then order copies of your book. It shows up in this catalogue, it doesn't mean that your book will magically show up in every bookstore but they will be able to order your book, if people request it.

Types of Books: Interviews, Bathroom Book, Business Card, Sales Letter

Let's switch gears a little bit and let's figure out what book you want to create, because you see a lot of books out there and the one that's really easy to do but scary is this thing called an interview book.

What I did at one point was, one of my early books I just wanted to make something that was really fast and easy where I didn't have to do a lot of work. What you can do is find 10 experts in your niche, 10 accountants, 10 WordPress geeks, 10 graphic designers, 10 people who work at freelance sites from home, 10 realtors, 10 people who built their business, 10 college dropouts, 10 people and what you do, you just tell them that you want to interview them and put them in a book. You'd be surprised at how many people say that they want to do it.

My book is called "Secret Conversations with Internet Millionaires" Once again, you can go to Amazon.com, search me, Robert Plank and find this book. Out of all of those early couple of books that I created people told me that that one, that interview book was the most of a page turner, the one where they started reading it and just couldn't put it down. Even if it was talking about something they don't really like, in a couple of pages, now it's on some other topics.

I interviewed people about copywriting, people that are running offline events, people about building a list. That's the draw, that you yourself don't have to be an expert in all of these things. In fact you can seek people out, who fill those knowledge gaps that you yourself haven't filled. Honestly, if you want to interview me for a book, just send me an e-mail at robert@robertplank.com. I can't guarantee I'll agree but we all love to get that extra exposure to get our name out there and that's the reason these people did it is because I put their picture on there, put their name on there, put their website on there. At the end of the interview, I asked them where people could find them.

I went in there knowing about the 4 questions I was going to ask. We basically just had a 20 minute conversation talking about what it is that they did. You do the math, 20 minutes times 10 interviewees, that's 3 hours of content, that's a very healthy sized book. That's a good first book to have. The only problem with that is does take a while to get enough yeses, the follow up with people, get them scheduled, show up and record it but I think everyone in any niche should have an interview book just because you can get yourself associated with those other names and when people search the names of those other people who were in your interview book, they will find your book as well.

The other book that I tried is what Lance and I call a "bathroom book." This is those books where there's 70 ways of doing this, 100 ways of doing that. Actually, I wanted to create a book called "100 Time Savers", 100 ways to save time. The idea here was that I'm going to list 100 things, even if they only save you 1 minute per day and you only use 10 of those things out of 100, you save yourself 10 minutes, what does that add up to over the course of a week, a year, your entire life?

What I did there was I sat down and I tried to think of 100 tips on my own, ran out of gas, did a Google search, found a couple more, e-mailed my list, found a few more, sifted through these and just figured out, out of these 100 can I categorize them into 10 categories to make them more bite sized? That was pretty much each chapter, so 10 chapters. If I can think correctly, 100 Time Savers had a section on how to save time before work, how to save time after work, how to save time at the office, how to save time at night, how to save time e-mail wise, how to save time technology wise.

I used a program called [FreeMind](#). It's a free tool where you can just create thought bubbles and then drag and drop and re-arrange them and categorize them. You take 100 things categorized into 10 categories and then boom, now you have 100 tips. Even if you only talked about each tip for half a page, easily now, a 50 page book so that's getting there but does 100 tips help people? That's not a "bestseller" quality book.

We mentioned the interview book, that's okay, not the best, a bathroom book, that's okay but not the best, business card book, we already talked about that one where it just talks about your skills. If you are an SEO consultant, then you can think about what are your top few skills and then write a book about that. Just explain everything it is that you do because it's one thing for someone to know how to do something, quite another to do it.

You might know how to dig a ditch but would you rather dig the ditch, even if you're super strong or super skilled or just pay someone else to dig the ditch? You might know how to build a house but wouldn't it be better just to say "Here you go. Can you build the house for me?" A huge chunk of your buyers, especially if you have your proprietary course or a service, they're going to hire you based on your book or based on your training. They're going to see if you know what it is that you're talking about, if you know, in my case how to increase conversions on a sales letter, how to make membership site and then just hire you to set it up for them.

Types of books, interview book, bathroom book, business card book showing your skills. I don't want to give you 20 types of books. These are the top 4. We just talked about 3, now what's the one you should do? What's the best one? It is basically a disguised sales letter for your product or for your course. This makes it really simple.

If you have a course on webinars, you write a book about webinars. The book basically just talks about, it's the newbie level material but it doesn't reveal any of the exact systems, it gets close, it doesn't give away the exact software, it doesn't show things in video because we can't, we're limited by the book but we give away so much stuff and so many things that other people leave out that we're the best book on that subject. We want a disguised sales letter for your product, for your course. If I have a course about video, I have a book that explains, the best way a book can about this with video or this technique or this camera or this software and we go into as much detail as a book will allow us.

Find Your Hook

This is a good time for us to open up this thing called a hook, which is what a lot of people leave out when they're talking about creating any content or creating a book and if you know this one idea then I guarantee this will change the that you create everything from now on.

You might have heard this term thrown around. This is basically where, if you're talking about WordPress, webinars, real estate, Excel that's boring. You want to focus on, not just what people get, I mean if you've heard about "You should not talk about features, you could talk about benefits", that's almost there but we want to focus on the part that really excites people, the part that gets people to buy your book, to read it. You don't always know what that is.

For example, with our plugin called [Backup Creator](#) people get excited, not just about the backups but about the cloning part of it. In WordPress people get excited, not just about all the things you can do but just that you can click around and make a site from scratch without having to edit code. This is where the spying comes in and this is where, you already having a product comes in because if you know the thing that gets people to just jump out a chair and buy from you then that's what you can focus on and that's why we look at our competitors and try to figure out what it is they talk about. Even if we go back to WordPress, I searched WordPress, looked at my top 3 competitors, I'm going to list out the titles of each one because they didn't have just the title but they had a colon and a subtitle as well.

The first one is called "WordPress for Beginners: A Visual Step-by-Step Guide to Creating Your Own WordPress Site in Record Time, Starting From Zero!". The next one is "WordPress To Go: How to Build a WordPress Website On Your Own Domain, From Scratch, Even If You're a Complete Beginner" and the other one is called "WordPress: The Missing Manual" but you can get what's going on here is that they don't just call the book WordPress, they might say "How to Build a Website, Get Visitors and Make Money" They might say "Customize Your Site to Increase Readership, Automate Social Media and Reach Your Writing Potential", "30 Minutes to a WordPress website, the Ultimate Step-by-Step Guide for Beginners to Create a Website With WordPress in as Little as 30 Minutes"

These best books, these bestsellers aren't just saying WordPress, most of them are focusing on either the ease of use or the speed, or over the control of it being on your own site. Those are all the things that we need to pay attention to, what is the marketing hook that everyone is using because copywriting is not something that's separate.

We don't just make the book and then try to sell it. We should be selling everywhere that we are so when we are titling the book, we're trying to sell copies of the book. When we're writing the book, we should be trying to get people to keep reading the book and we're trying to get them to click on whatever offer we have inside that book and we're trying to sell the book and we want to sex up and make the book fun.

Role Modeling & Promise Creation

It comes down a few things but the biggest thing about a hook is a big promise. If you can think, instead of "I'm going to teach you accounting", what's the big promise? Is the big promise that now you don't have to hire an accountant or that you can figure all this out in 30 minutes or that you can save x amount of dollars on your taxes or that you can manage things with it taking 10 minutes a month, not 10 hours a month but what is the big promise, what is the light at the end of the tunnel? Can it be something that takes on a life of its own and excites people?

"WordPress will..." great, who cares but if you can have a website that's in your name in a few minutes, then that's really cool or even today's call, how to get a 1 hour book created, well that's really cool. That's something where there's the training, there's what you teach and then once people use it, then that's something that's just been created out of thin air. The next part about the hook is point A to point B thinking. What is this book building to? Are we just lecturing people about social media or is the book all about how to get 10,000 followers from scratch? That would be really cool.

Let me actually do a search here. If I search books for "social media" let me just see what comes up. We've got "How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook. We've got "500 Social Media Marketing Tips" that's more of a bathroom book. We've got "How to increase your follower count and gain exposure on Twitter" They're all talking about what it is that we're trying to accomplish in this book, what do you have once you're at the end of this book or even half-way through or even 2 chapters in.

Since we're on Amazon, I'm going over on to [Bestsellers](#) and let's just go to Business & Investing to get the non-fiction stuff. Scrolling through we've got stuff like "The 7 Habits of Highly Effective People", "How to Win Friends and Influence People", "The Art of Public Speaking", "Negotiation Agreement Without Giving In", "Good to Great: Why Some Companies Make the Leap and Others Don't", "Getting Things Done: The Art of Stress-free Productivity", "The 4-hour Workweek: Escape 9-5, Live Anywhere and Join the New Rich."

We see all these books with promises. Yes, some of them might have some cutesy phrases but it's all about that promise, that point A to point B, the idea that's bigger than you. We've got this hook, and it might take a little bit of flesh, you might have to just skim through and look at a couple of these other books and see how they're marketed so you can do a better job than they do. Then, when you're thinking about what goes in the book, once again [Make a Product](#) will help you flesh it all better. It's just something for you to get the gears turning on this call is, do you have a couple of stories that you can throw in? It doesn't even matter what the story is. If it's a story that's directly related to accounting or real estate or if it's like a childhood anecdote or just some quirky fact...

Look at some of these bestseller books where they'll have chapters that start off with some story about "When I was 10 years old, this and this happened, and I totally made this big screw up and I realized, it taught me that lesson" and then transition quickly into whatever this chapter is. That's a really cool way to keep the book moving forward. You're not just talking about all the dram stuff, you're putting some of your heart and soul into it basically.

I know this is going to sound like homework but if you can just read some stuff regularly, I'm not saying read a book a day or a book a week but if you happen to have an iPad or you happen to have a Kindle or did you know that you can even read Kindle books on your computer?

Buy something now and then. Go to [Amazon's Bestseller list](#) and if something jumps out at you, whether it's fiction or non-fiction just have something. Maybe every day read a couple of pages, at the very least but just read stuff regularly just to get that goodness inside of you, just so you can I guess get those good ideas rolling around in your brain so you can taste of what good writing and bad writing is so that you can make these connections and see all these bestsellers have in common is all these different items.

If your book itself talks about like a year before and after or your journey or starts off, even if each chapter had some huge action events or something emotional or some story with a punch line, that's a great way to just get each section of your book started off.

There's this copywriter named Joe Sugarman who has a book called "Triggers" and it's just 30 stories. The book is just about these emotional triggers that get people to buy and participate, things like exclusivity or things like takeaway selling, commitment and consistency and each chapter just starts off with "Here's a story about how when I was getting [inaudible 00:46:09]" or "When I was on a plane and the plane was delayed" a he'd tell us a quick story and then transition it into "Here's a lesson I was trying to teach" and then goes onto the next story.

If you can work in some a story or some list... If I said "While we're making a WordPress site, you make a WordPress site by doing this and this, that now becomes your own system or your own technology, your own phrases and words there." I know we're talking a lot about this idea of a hook but it comes down to Abraham Lincoln who said, "If I had 7 hours to chop down a tree, I'd spend 4 hours sharpening my axe."

If you look at someone who makes \$1,000 a month and someone else who makes \$100,000 a month, what's the big difference? Is there really much of a difference? If a person makes \$100,000 are they 100 times smarter? Do they put in 100 times the work or the efforts? Have they sacrificed 100 times as much or have they put in 100 the hours? Usually not. Usually, it's just that the person more money is making smarter choices. You could easily be someone who only makes \$1,000 a month and puts in 100-hour weeks just doing things that don't help.

What I want you to do is put a little bit of thought into what you're all about. What things are you passionate about and what things do you see happening over and over again?

That way you're solving real problems and not just lecturing, not just being the encyclopedia, not just making things up. If you're actually someone who sets up websites, if you're actually someone who flips houses for a living, whether you know it or not, if you do it on any regular basis you, yourself have a system. Isn't it true that other people are doing it the wrong way or slightly the wrong way, and there is a better way? Even if it's a little bit faster, better, easier, simpler, whatever that is.

We think about this hook and what this book's going to be about, what's leading to and that tells us what's going to be in it and even more importantly, what we're leaving out. We don't want to have a book about everything because we'll lose the hook. If we have a book about everything there is possibly to know, about making a website and you could about WordPress, Joomla, doing it by hand, getting it hosted by blogger.com then now, who's it really going to appeal to?

On the other hand, we're talking about set up a point and click website with WordPress in 30 minutes. Now, that's something that's exciting, it's simple but we know exactly who's going to want it, and then people buy from us they'll know if they want it or not as well, they get the book. Most people who get that book will be a perfect fit for whatever coaching, services or course that we have to sell inside that book. Now you know what the book's all about. It's just a matter of filling it up with content.

In [Make a Product](#) we show you how to speak out 1 hour audio and have a thin, little book. The other thing too is that many of you already have content created. I'm going to go back a very good friend, Lance Tamashiro who has a book out there called "Income Machine". Lance and I have a product called Income Machine. We showed you how to get up your whole web presence figured out, including your blog's part of it. There's your blog, sales letter, opt-in page, follow up sequence, membership site, traffic, just the whole making money system.

We have a site called [Income Machine](#). We also wanted to make a book about that so it's the book version of it, where it's not as detailed and it goes into more strategic, big picture stuff, more newbie stuff. Someone might just be thinking about making an online business or just thinking about making a website and we want to give them all the high level overview stuff in that book and then, if they like that, they join our course to get the videos, tools, templates, plugins, software, checklist, all that good stuff.

The other thing too is that Lance is like most people, where he doesn't like to write. I just said "Alright, I'll be your book editor. I'll put together a book for you" but I didn't want him to just write book because it would sound like something I had written, it wouldn't sound the way Lance thinks and talks and speaks. The other thing too about that is that Lance and I wanted to have books to make it easier for us to get speaking gigs so that we could hand out our book at events, open up all these new doors and opportunities just by having some words on a page.

We structured what the book is going to be about, what it was going to lead to. I just looked at basically the pool of content that Lance already had. Some of us have more content than others but if you've ever posted on a message board then go back and look at the advice you've given. If you've ever posted on a blog, then go back and look at those blog posts. If you ever sent e-mails to your list, go and look at that. That took Lance's e-mails, blog posts... He also has a podcast called the Lance Tamashiro Show and we grabbed the transcript from that.

Like me, he runs webinars on a regular basis and we'll do these webinars where we'll start off and we'll get people in a mindset or we'll solve people's problems in the first 20 minutes or so and in the next 20 minutes or so we will demonstrate something and then in the final 20 minutes we'll offer a product for sale. That first 20 minutes or so is all good stuff for a book because it's all general stuff that solves

people's problems. Look at some of those. Then I think he dictated maybe a chapter or two for the beginning so he knew what was going to be in the book.

I just took this tool called [FreeMind](#). What I did, I said "Our course called Income Machine has these 8 modules. Starts off with a website domain name, goes to an opt-in page, follow up sequence, blog, membership site, sales letter, traffic... I figured that out and then tried to match, as best I could that chapter, that section with something he'd spoke in on a podcast or at an offline event that we recorded or on a webinar and just pieced it all together. At least I had the pieces in place.

I just did a quick pass and made sure that it all fit together or maybe if he mentioned something in passing in chapter 2 that was going to be covered in chapter 10, I'd say "We'll get more into that on chapter 10" but I just pieced together and assembled this book. I think that's a much better way of getting about it, assembling a book as opposed to saying "I've got 100 pages left. I got 90 pages left. I got 80 pages left." If you can just do me a favor right now and just throw this idea of perfectionism out the window. You're not going to have that solid gold book with 400 pages, let's just get you to have a 20, 30 page book just for now.

Book version 1, get something on a page, get something on a cover. Who ever said that longer is better? Here's the thing. We're talking about book on WordPress. Let's say I put 2 books in front of you. One book is 30 pages long, one page is 300 pages long. Which is better? You don't know, you don't have enough information. You might look it and say "One's real thin, one's real thick and heavy. I have to go with the thick and heavy."

What if I then told you that books have the same information? Exact same thing. It's just that one has filler and one doesn't. Now, this pamphlet, this small book is better and the 300 page one just means more work for you reading it and you might not even finish reading it. Let's just say that a 30 page book is \$10 and the 300 page book is \$100. Now, which is better or what if it was vice-versa? Now you don't know. That's what we're going for is more of who cares how long it is, who cares how much the book costs, it's all about what it is that you get.

This last part, in content wise is a bonus and it's, if you can then look at your book and figure out... If you're having trouble getting it from point A to point B or moving them along, it's where is the breakthrough? If you can make the breakthrough within the first 10 or 20 pages of your book it's even better. What we want to do is make ourselves look different. Let's just go back to WordPress.

If I'm a newbie and I hear about WordPress, "Well, why the heck is WordPress so great?" Maybe in that first chapter, sure I can talk about maybe in general how to make website. First of all, we'll introduce the idea of a website knowing that we're then going to introduce WordPress and then introduce how to set it up but if we talk about a website, then we can, in passing disqualify the alternatives. If you can figure out how to do this casually and seamlessly in your books, in your sales letters, you're doing great.

If we can figure out what are the 4 possibilities. You're number 4 but the other 3 are the bad alternatives. In WordPress, we can list out... We use this thing call WWHW. What we're doing is we're going to list in 1, 2, 3, 4 terms. We're going to list, first of all... What happens if they don't have any

solution? What happens if they use the solution that's too simple? What happens if they use the solution that's too complex? What happens if they use your solution? We're talking about WordPress.

What happens if they don't have a website? Well, they're missing out on this, this and this. What happens if they just try to code a website, if they try to get a site hosted with someone else? Well, now someone else owns your company, now you don't have your own domain name, you don't have your own presence, that's a problem.

What if they get too complex and they try to code their own site or hire a web developer? It'll cost all this money, it'll take all this time but now, my answer is WordPress. We handle these objections and maybe even called ourselves out a tiny bit and disarm people by saying "I know you're thinking about not having a site", "I know you're thinking about having someone else make a site", "I know you're thinking about coding it by hand but now, here's my answer"

I think that's the biggest takeaway of today's call, is if you can set things up in the beginning of your book by saying "Here's what happens if there's no solution, here's for the too simple solution, here's the too complex solution and now, here's me" It's like Goldilocks. This doesn't work, this one's too hot, this one's too cold, now here's mine.

You figure out the hook, figure out where the content fits together, you get that cover made and you look at what are the other covers look like, the colors, how it's arranged.

In [Make A Product](#), we give you a template on you just give this same information to someone, to make the cover for you and then now, you have your content, now you have your cover, upload it to Kindle, upload it to CreateSpace and then you just promote the book. Amazon Kindle will allow you to list your book free for 5 days every 90 days so you can get people to get the book for free which increases your ranking, then they can review the book and then when the book goes back to paid, now you have a sales ranking, now you have reviews.

You can order, through CreateSpace, a big stack of your books or give them away one at time and they'll ship it right there. You can give out free copies of your book as some reward for a contest or a bonus for buying. You just promote it repeatedly. Mail to your list, top pin it on your blog, put it on your fan page and then, something I've been doing is updating it yearly. I'll put out the 2013 edition of 100 Time Savers, the 2014 edition, the 2015 edition, just updating it every year and just changing a couple of things and now, it's a brand new book.

I don't know about you but I can't stand it when I find someone and I see their book, and it was published in 2012 or 2010. I'm thinking, "That's years ago. That's probably not going to be up to date" Now, you just make a couple of adjustments and now you're putting out the 2015 edition of your book.

A lot of stuff today. That was How To Become A Published Author This Week Using Kindle and CreateSpace. You speak it out in an hour, get it transcribed, get it edited, put it out there with the cover and then if you have anything else you want to add to it, the great thing about Kindle and CreateSpace, other than you don't have to wait a year to get published.

You can get published this week is that if you go back and run spellcheck or change a few things around you just update the most recent copy of it, whether that's a new cover or new things on the interior of the book and now you have a brand new, digital book that'll update on everyone who has the book and anyone new who buys the physical book will get your latest and greatest updated version.

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