

EFFORTLESS
Author
BLUEPRINT
& CHECKLIST



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www.AuthorYourBrand.com

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First Edition

You are an author.

Therefore, you realize the value of the intellectual property you create-right? With that in mind, I'm honored that your reading this, but to keep things fair and square, please. do not reprint or resell this book. I'm sure you wouldn't want someone to do that with your stuff..right?

You'll get better Karma by sharing one of my blog posts, articles or suggesting a connection via email...heck, pick up the phone and call!

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Effortless Author Checklist and Blueprint

84% of people want to write a book. Less than 1% ever do.

Why?

Is it because creating a book is tedious? Yes. Is it because editing, proofing, design and publishing and dozens of other skill sets become overwhelming, sending authors into a pit of despair and feeling like the proverbial “deer in the headlights”?

Of course.

These and dozens of other personal, technical and organizational hurdles continue to thwart would be authors from realizing the benefits they know a book would afford them.

While this blueprint and checklist will not delve into the psychological barriers to creating your book, we will provide you with a complete blueprint and checklist to reduce your overwhelm (and hopefully boost your morale!)

The blueprint on the next page is not one of your popular “mind maps” that are all the rage. While I sincerely enjoy mind mapping from a visual sense, the automated ones that pop up for internet marketers seem to leave me more confused than satisfied. Simply drawing lines to connect the dots does not simplify the equation in my mind. Therefore, our blueprint for creating your book comes in 3 parts.

Part 1: The foundation. With a contrarian foundation (we encourage you to build and engage your readers BEFORE you write) you’ll not only begin with the end in mind, as coined by Steve Covey, but you’ll build and even sell your book, before it is written.

Part 2: The strategy. Before we outline the step-by-step process, it is important to know WHY something is being done. Moreover, we’ll give you a snippet of how each strategy relates to your overall goal.

Part 3: The tactics. In war, a strategy and goal is steadfast. Tactics change to adapt to the variables in battle. So it is with authors....you’ll lock in your core foundation and strategy. As you begin the process, you may adapt, change, modify, add or even eliminate some of the tactics. Your flexibility will serve you, provided you never waver from your goal.

Let’s get started.

Your Book Blueprint: Foundation

Conventional authors do this:

THINK → EDIT → WRITE → EDIT → PUBLISH → PRAY

Contrarian authors do this:

ENGAGE → PROMOTE → SELL → WRITE → PUBLISH

Your foundational blueprint will be centered around audience engagement and buy in. In the strategy and tactics section, we'll give you the tools and schedule needed to execute this intelligently.

Keep in mind, your foundation is actually a circle and not a straight line. As you engage, sell and create your content, you will continually build a loyal following and develop new ideas. Successful authors rarely have a single book. In fact, many “writer’s block” scenarios occur because people often have too many ideas to share!

As you continue to engage your audience before, during and after you launch your book, use your tribe to flush out new ideas and build a constructive criticism channel. The more you listen, the better you’ll write.

Your Book Blueprint: Strategy

When you ask, engage and INCLUDE your target audience in the conception, creation, writing and even the editing of your book, not only is your workload decreased tremendously, but the end result is your book will be pre-sold to the very people who asked for it.

Your strategy of engagement can come in many forms. Regardless of the tactics you employ, the overall strategy should include the following pillars to support your mission.

Who is your book for?

Most authors want to share their story and their wisdom. That’s fine, but what if nobody cares? A book is read by an individual. Your strategy will be to establish an avatar or target PERSON, not an audience. Make a list of the individual qualities of the person you wish to write this book for. Include their age, race, political affiliation, typical job, and as many details as you can imagine. The clearer you are with whom you are writing for, the better it will be received.

Create a profile for the perfect reader of your book.

Your Reader Profile

Name _____ Age _____ Sex _____

City _____ State _____ Country _____

Occupation _____

Religion _____

Political Affiliation _____

Personality _____

Lifestyle _____

Habits _____

Other books they read _____

Why will they read YOUR book?

Notes

What action to you want them to take?

If a book is dropped on the ground in the woods, does it make a sound? This old adage about a “tree in the forest” is more than philosophy...it requires a good deal of time, energy and resources to create a book. Once that is completed and someone reads it, how will you know? Getting a review may be nice, but is that all you want? Some authors create their book as a cathartic exercise. We call that a journal. As an author, you probably want your readers to take some action.

Inserting an evergreen opt-in link inside and outside the pages of your book is critical. Amazon will not send you the email addresses of those who purchased your book, so it will be up to you to engage your readers.

Contrarian authors have engaged their readers BEFORE the book was created, so you already have a seed group of contact information.

What do you want them to do?

(Book review, buy your stuff, share your blog post, etc.) You may want all of this, but focus on a single and clear objective to begin with. Once you have an engaged readership, you can do more give and take as your relationship develops.

How will you measure it?

SEO experts use Google analytics and dozens of other tools to measure how well their ads perform. As an author, book sales are only a single (and very thin) measurement of success. In addition to selling books, the assumption is you have other, higher priced products to sell. Most entrepreneurial authors have courses, workshops, videos or tangible products that their book supports from a messaging perspective. “Expert” authors may be consultants or coaches. Creating these products, coincidentally, is actually easier than creating your book! For details on how to do that, drop us a line and we’ll send you a complimentary book on doing just that.

When you publish your book, include a way for your readers to get more of you. Even if you don’t have a follow up book or products; you will. Create an opt-in page that allows them to join your Facebook group, exchange emails or, if you are very wise, talk to you on the phone.

NOTE: Don’t ever be afraid to publish a phone number, provided it is easily forwarded. When you are just starting out, answering your phone will do more to build trust, credibility and loyalty than any other tool imaginable. After you become wildly successful, forward it to an answering service.

How will you measure your results?

Number of books sold in first year _____ Annually thereafter _____

Number of media mentions _____ Number of media interviews _____

Number of emails acquired _____ Annually thereafter _____

Number of product 1 sold _____ Annually thereafter _____

Number of product 2 sold _____ Annually thereafter _____

Number of product 3 sold _____ Annually thereafter _____

Number of members in FB group _____ Annually thereafter _____

Number of membership registered _____ Annually thereafter _____

Other metrics

Quite often, you may measure your results on something other than numbers. This could be an intangible lift in your energy, personal relationships, self-esteem, etc. Do not discount this area. A well positioned book will do wonders for you as a parent, single person who his dating or for your marriage. Write down some areas where you envision a book supporting you personally, as well as professionally.

With these 3 items set up and committed to (1. Who you are speaking with. 2. Why you are conversing and 3. How you'll measure it) you can move on to the tactics and specific checklist to help you arrange your schedule, outsource what can be delegated and milestones to measure you progress.

I can't emphasize enough how important these 3 items are. If you have not printed this document and actually filled this in, pause and do so immediately. If you don't take the foundation seriously, like most would-be authors, your message, if published at all, will fall short.

Print this.

Fill it in.

Your Book Blueprint: Tactics

The following checklist is adaptable to your lifestyle, personality and resources. You'll notice some items which are online, others that are offline. Some tactics will be 1-to-1 interactions and others will be 1-to-many. True conversations, where there is a dialogue, is always between 2 people. Any time you publish a video, blog post or give a speech, it's a monologue-not a dialogue. You'll still want to do those things, but paying attention and engaging in conversations is the glue that binds your message to your audience.

Successful authors not only engage and communicate with their readers, but they are consistently aware of the touch points and frequency each person gets.

Before you preview, print and physically start using the checklist, keep in mind the following concepts:

1. Leverage. When possible, double or even triple your results of each piece of content you create. When you interview someone, record it. That recording can be transcribed and offered as a pdf. If the stories or message is unique and in alignment, edit it and use it in a blog post, article or your book. Creating unique content should never be a solo endeavor.

Always repurpose your content.

2. Integration. When you simply write a blog post without indexing, syndicating or sharing, it will remain lost and unread. By intelligently integrating your blog post, you will get more views, shares and comments. Content integration means you have a visual or video with your text that is shared on Twitter, Instagram, Facebook, LinkedIn, etc. Intelligent integration means, your tweets are relevant, useful and shared.

Your checklists, while in order, are still circular in nature. Simply setting up a blog has to happen before you post, of course. But blogging consistently and insuring your posts

are indexed, optimized and syndicated will be an ongoing task. Some of these tasks can be automated, while others may require your virtual assistant to help you with.

Many of your online properties are free to set up and use. A few (we highly recommend leadpages, aweber and a few other productivity tools) have nominal fees. The links either take you to a registration and/or affiliate link.

The assumption is you are starting from scratch. If you already have some of these items in place-great! Put a check mark next to those immediately. Science has proven we get a small endorphin rush from checking things off of lists!

Step 1: SET UP

| Digital Property or Tool | Assigned to | Date | Investment | Completed |
|--|-------------|------|----------------|-----------|
| Website URL | | | \$12/one time | |
| Website Hosting | | | \$9-\$49/mo. | |
| Linkedin Profile (Sign up) | | | Free | |
| Linkedin Profile (Business guide) | | | Free | |
| Twitter | | | Free | |
| Podcasting | | | Free | |
| G+ Profile (Getting started guide) | | | Free | |
| Youtube Channel (Beginners guide) | | | Free | |
| Instagram Account | | | Free | |
| Pinterest Account | | | Free | |
| Leadpages Account | | | \$40-\$67/mo. | |
| Aweber Account | | | \$20/mo. | |
| Webinar Ignition (webinar tool) | | | \$97+/one time | |
| Authority Spy (research tool) | | | \$27+/one time | |
| Evernote (organize your files) | | | Free | |
| Scrivener (author's tool) | | | \$45/ one time | |
| Simple Video Press (Vlog) | | | \$29/one time | |
| Meetup (Offline networking) | | | Free | |

NOTE: There are literally THOUSANDS of options on all of the links listed above. The checklist listed is enough to get you started and build a successful book and brand. For advanced materials such as converting your book to Kindle, automating your tweets, syndicating your blog posts and publishing press released in over 1,000 national media outlets, drop us a line and we'll help you filter through to the good stuff.

Now that you are situated, you'll have a few tutorials to go through. You'll want to outsource much of this work, otherwise, you could spend 2-3 years learning wordpress, SEO, design, copywriting, editing and about 731 other skills!

If you are an entrepreneur, the bulk of your precious time should be used on ONLY the things you cannot hire out. Below is the 1-2-3 on getting started.

Get started in this order:

GoDaddy is easy. Go there and register your domain name. If you can still acquire your personal name, start with that. Your next option is your company name. After that, you'll probably want to register your book name, if you have the title already.

HOSTING. Once you've acquired your unique URL or domain name, you'll have to host your website. You can walk through this with a company like GoDaddy, but it is usually much faster and cheaper to outsource this. Hosting involves domain forwarding, files and a bunch of other techie things that can easily divert you from business.

G+ Google has several pages you should claim including your name, map and personal page. Click on the following tutorial for further assistance.

Youtube. It doesn't matter if you have a face for TV or radio, you'll need a Youtube channel to assist you in marketing. Claim your channel name. We'll go through setting up the artwork later.

Podcasting. In addition to claiming your TV channel, many marketers develop strong followings by podcasting. Setting this account up is free, however, you'll want to invest in a good quality microphone and hire an editor to sweeten your program to make it sound professional.

Linkedin. You'll need two pages here. Set up your personal and business profile. Linkedin is a robust and no-nonsense site (Rarely will you see cat videos here). There are professionals who are paid several thousand dollars to edit and optimize these. The good ones are worth it.

Twitter. Many people don't understand or even really use twitter for marketing. However, journalists do. Set up your account so you can start building relationships with influential people who DO have followings.

Email. There are hundreds of email services available. The free ones, like you get with Gmail are great for personal use. However, as a marketer and entrepreneurial author,

you'll need an autoresponder series and a system that can integrate with your web properties. Get Response, Mail Chimp and Aweber are the top three reasonable ones available. We prefer Aweber for the simple fact that they are available on the phone.

Leadpages. Once you've set up your email, you'll want to create a landing page or "opt in" form to capture leads. Leadpages is the absolute best system to do this. With proven templates and excellent metrics, this will save you thousands of dollars in coding and building systems.

Simple Video Press. Once you start blogging and creating video, you'll need a way to upload, manage and syndicate it. We like SVP because of its simplicity. For syndicating your blog, go to www.onlywire.com. You'll establish 40 OTHER online properties there where your blog will be automatically syndicated. But don't set those 40 properties up yourself. That can take hours. Hire someone on www.fiverr.com to do it for you.

Pinterest, Instagram, Authority Spy and the other tools mentioned can be added at any time. For now, it's time to build your web properties and make them look great!

After this, we'll get to your book!!!

Web Properties

1. Install a theme on Wordpress. Observe other websites you like and then put their domain into www.whatwpthemesthat.com to see if it is available to purchase. Most are easy to buy and easy to install. Once downloaded as a zip folder, you can upload to your Wordpress (WP) site with a single click.
2. Hire a designer to modify your theme. You'll find great talent on www.odesk.com or www.onlinejobs.ph. Once your theme is installed and your content is uploaded, you'll want your designer to also create a set of banners for you. You'll need dozens of them, so find someone you enjoy working with. Big plus if they can also do book covers ;). The minimal amount of graphics you'll need created are:
 - Header for website
 - Header for G+ page
 - Header for Youtube channel
 - Header for LinkedIn Page
 - Header for Facebook Page
 - Header for Twitter
 - Square image for Facebook buttons
 - Avatar for Wordpress
 - Square image for Podcasting listing

Once you've installed your banners on all of your properties, you'll need to set up a manner to capture leads and start engaging your audience. The bulk of your book

creation involves this section below. Your interaction will be vital in positioning your content, gaining feedback and acquiring case studies and stories.

Communication

1. Start a facebook group (not a page). Invite people, start discussions and offer ideas. Ask questions. The more questions you ask, the better.
2. Set up your auto-responder series. Draft a series of emails that is conversational, story-based and relevant to your audience. Load these into aweber.
3. Set up Leadpages. After you set up your auto responder, you'll need a clean, compelling manner to build your list. Don't waste time hiring a coder. Leadpages is, by far, the best use of your resources.
4. Start blogging. Your blog should be personal and familiar. The more authentic you are, the more likely your audience will converse. Install your opt-in form from Leadpages.
5. Install sharing buttons & encourage commentary. The best way to start a conversation is to ask a question. The best way to build a dynamic conversation is to ask difficult or controversial questions.
6. Post your book ideas. Once you have some ideas from your community, share them to all. Drill down in your questions and ask how a particular topic relates to them.
7. Learn Kickstarter. We've got a great upcoming program (launching in 2015) on how to use crowdfunding to raise money and readers for your book. Study this website and check out my blog on how my friend, Gary Goldstein, raised over \$25,000 from an untapped audience for his book.
8. Compile notes. After you and your community have flushed out the concept for your book, do a competitive analysis. Search on Amazon for similar topics. Buy and READ those books!
9. 3 Star Reviews. My good friend, Robert Coorey taught me the best place to find untapped markets for ideas is the 3 star reviews on Amazon. Once you have a particular topic or category, search all the 3 star reviews and see what was missing from the book they read.
10. Interview experts. There are two types of authors; the expert and the expert interviewer. Regardless of your experience, contact other experts in your category and interview them for your book. You can make the interview a separate product for later use and when you include their name and commentary in the book, you'll likely get an endorsement.
11. Interview ghostwriters and editors. Even if you are a good writer, everyone needs an editor. We've hired hundreds of journalists, writers and editors and the prices and quality are vast. Get samples and give test assignments like editing or writing a blog post.
12. Sign up with Createspace. You'll have a book soon, and publishing on Amazon has never been easier. Follow the tutorial and set up your account and build a page at author central, also.

13. Review other books. As you build your audience, you'll want to get reviews of your upcoming book. The best way to receive is to give first. Read the books you are reviewing and if you want to garner some extra SEO and "love" from the author, consider doing a video review.
14. Meet up. Nothing beats a face to face meeting. Online may appear easier nowadays, but attend at least one networking meeting per week. Better yet, start your own.
15. Google hangouts. Google's "self love" has never been stronger. When they purchased Youtube, videos consistently ranked higher in the search engines than words. When they launched the live streaming feature of the hangout, it has proven to also perform as well. Interview experts, share some good stuff. You get extra points if you can add some professional quality and not ONLY use the web cam. Get a good microphone and proper lighting.
16. Start your podcast. Same as the hangout. Once you commit to this, you should be consistent. Listeners and search engines alike reward consistency. A weekly show is pretty common. You can strip the audio from your video and use it, but be sure to add bumper music and breaks for that broadcast feel. Check out our other Kindle book "7 Secrets of Broadcast Excellence".

As we stated, you may use some or all of these outlets. If your audience is younger, you'll want to be posting interesting photos on instagram. If your book is highly visual, a Pinterest account will also serve you well.

What about the book?

After you've interviewed enough of your audience, you'll have a great idea on what THEY want to read. Now it's time to create your first book.

The following checklist assumes the following items are completed, up and running and you are consistently engaging your audience on the mediums they frequent.

BONUS IDEA!

Many authors are coached to simply "talk" their book out. record your thoughts and ideas, then transcribe and edit...Whammo! You have a book in a weekend.

The only problem is, this book is likely to stink.

It's always better to be interviewed than to perform a monologue. A professional interviewer or journalist has been trained to ask the questions your audience wants to know. Most authors gloss over details that are quite necessary for a book to have flavor and a compelling story.

Don't write and don't talk it out....get a professional to interview you.

Now that you've got the basics, it's time to create your content. Before you start hiring your team and espousing the virtues of your wisdom, please be sure to build the basics of your platform (website, LinkedIn, Facebook, Aweber, Leadpages) first.

If you write first without an established brand, you'll begin with a disadvantage. Check the boxes, hire a designer and Word Press professional to get you started. Once you have the foundation established, it'll be time to position your book and create your draft.

One last item...

Competition

After you've set up your web properties, you'll begin to engage your audience with questions, comments, podcasting and many questions about their needs, fears and desires. In addition, ask them what books they like and why.

- What's been said already by someone else?
- What did they leave out?
- Why did they enjoy that book? (read reviews)
- How did it impact them?
- What action did they take?

The more you take a deep dive into your competition, the better you can position yourself within your category. If you are in the self-help space, be unique. Claim a narrow niche. It makes no sense to repeat what Tony Robbins has already stated.

Your story and your perspective will be your differentiator. Unless you're writing about a new invention, chances are, what you are saying has already been said.

Make a list of other experts in your field, their websites, books and USP (unique selling proposition). Then, be sure to answer the following questions:

Name _____

Website _____

Book Title _____

Other Product _____

Their USP _____

How Are You Better or Different _____

Name _____

Website _____

Book Title _____

Other Product _____

Their USP _____

How Are You Better or Different _____

Name _____

Website _____

Book Title _____

Other Product _____

Their USP _____

How Are You Better or Different _____

Name _____

Website _____

Book Title _____

Other Product _____

Their USP _____

How Are You Better or Different _____

Blog consistently. Engage your audience. Ask questions and organize their needs, wants and criticisms in a folder. Now, let's position, craft and start building your first draft. Use the checklist on the next page, step by step, to create your book's content. (But USE your audience's input, feedback and ideas, of course!)

| Task or Item | Assigned to | Collaborator | Target Date | Done |
|----------------------------------|-------------|--------------|-------------|------|
| Compile Notes, Stories & Ideas | | | | |
| Interview Case Studies | | | | |
| Create Book Outline | | | | |
| Interview/Hire Ghost Writer | | | | |
| Interview/Hire Editor | | | | |
| Interview/Hire Cover Designer | | | | |
| Interview/Hire Interior Designer | | | | |
| Interview/Hire Proofer | | | | |
| Interview/Hire Journalist | | | | |
| Record Interview w/Journalist | | | | |
| Transcribe Interviews | | | | |
| Send Transcripts to Writer | | | | |
| Review Intro & Chap. 1 | | | | |
| Send Sample to Editor | | | | |
| Review Edited Sample | | | | |
| Send Notes to Writer | | | | |
| Revise Sample | | | | |
| Complete Writing & Editing | | | | |
| Send to Proofer | | | | |
| Send to Interior Designer | | | | |
| Create Kindle Version | | | | |
| Create Covers (Kindle, Print) | | | | |
| Upload files to Kindle, Amazon | | | | |
| Upload images to Leadpages | | | | |
| Create Book Website | | | | |
| Launch | | | | |
| Campaign | | | | |

That's it.

Your blueprint and checklist, as you can tell, is neither bare bones, nor is it 100% complete. Professional authors, entrepreneurs and marketers can spend years and thousands of dollars to delve into the world of digital and print book publishing.

We have an entire suite of free and paid resources for you available at our website and Facebook group. Please stop by, visit and join in the discussion.

Website: www.AuthorYourBrand.com

Facebook: www.Facebook.com/groups/authoryourbrand

Linkedin: www.linkedin.com/in/thedougcrowe

Twitter: www.Twitter.com/authoryourbrand

Oh, and if you want to ask me a question directly, I'm accessible by phone, email or appointment. I often open up my calendar for complimentary consultations!

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