

THE DEFINITIVE GUIDE TO PUBLISHING YOUR FIRST BOOK:

For Entrepreneurs, Business Moguls, and CEOs

YOU MADE IT.

You fought your way to the pinnacle of success, and now it's time to reap the fruits of your labor. Years of dreaming, blueprinting, and executing your business plan have culminated in this moment. This is when you get to take a step back from the company you've built and say,

“It's time to write my book.”

Over the course of your career, you've gathered stories, ideas, and raw insights practically begging to be shared in a published book. All you have to do is get that manuscript out of your head and onto the page. So, where do you start?

In this guide, we'll take an in-depth look at the options you have at your disposal, how the process is different for business owners, and the pros & cons you'll encounter on each path to publication. Once armed with this knowledge, you'll be primed to make an informed decision on how to publish a book that helps you achieve business growth.

As a business owner or CEO looking to become a published author, you have to determine:

- The content and tone of your book
- Visual presentation
- Which publishing model is best suited to your business goals
- How to approach a publisher with your book idea
- How to leverage your book to attract new clients and build a personal brand

THE FIRST THING YOU NEED TO KNOW:

As a business owner, you will have the power to select your publisher, instead of soliciting or persuading them to publish you. From a client-provider perspective, you are a client of the publisher and they are the provider. Book publication for business owners is a marketing investment. It helps establish you as the Authority in your field, magnetically attracts new leads to your business, and serves as a platform to land media slots and speaking engagements. You get to choose where you make that investment. As a result, you don't have to pitch yourself to publishers. They have to pitch themselves to you. You're empowered to choose the one that will best serve your marketing, monetary, and missional goals.

Most publishing guides pander to the writers, novelists, and hobbyists who want to see their manuscript topping a bestseller list. Don't be misled by advice meant for traditional authors and novelists. It won't accurately portray the unique process of becoming the author of a business book. You will have a drastically different experience than traditional authors. We're not talking about the difference between “apples and oranges” here, we're talking about the difference between “apples and giraffes.”



PART 1: CONQUERING THE MANUSCRIPT: HOW TO FIND YOUR GHOSTWRITER AND DISCOVER YOUR WRITTEN VOICE

You may have a revolutionary book idea in your head, but feel you lack the editorial expertise to do it justice. Would-be business authors don't usually burst through the doors of a publishing house with a ready-for-press manuscript under their arm. Normally, they just have a jumble of insights, ideas, and stories they hope to capture. If you count yourself in this boat, then you need a publisher who can accommodate that, or you'll have to go through a third party to get your book written.

Enter your ghostwriter.

The ideal ghostwriter will be able to extract and refine your raw ideas into a shining manuscript. The best ghostwriters do so without taking too much time from the demands of running your business. But how do you find the right one, for the right rate?

Option 1: Independent Ghostwriters

There's a bevy of cheap, independent ghostwriters to be found on the internet. Some are aspirational writers who lowball their asking price; some are bona fide professionals with the credentials to back their hard-hitting price. You can take the initiative to dig through their portfolios and pinpoint the writer you think would best capture your voice. But there's one significant drawback to working with an independent ghostwriter: their services begin and end with the manuscript they produce.

From there, you're on your own. Even if they manage to nail your voice on paper, you have to go to more independent sources to handle your book cover, distribution, and marketing efforts, or you may fail to see an ROI on the book. Each component will have its own associated price tag. Generally speaking, this method is time-consuming and lacks cohesion.

Option 2: A Hybrid Publisher-Ghostwriting Team

The advent of hybrid publishing drastically simplified the creation of a book. If you elect to work with a hybrid publisher, they'll do the legwork for you, matching you with one of their own pre-screened, high-caliber ghostwriters. A team of professional editors and project managers will oversee the process, ensuring everything moves swiftly and seamlessly.

You'll have editorial veto power over the content they produce and will sign off on the final copy, well before anything goes to print. This is perhaps the most efficient method for producing a high-quality manuscript. Hybrid publishers also have graphic designers and professional marketers on staff, meaning the design, distribution, and marketing of your book will be carried out by one united team. This synergistic method eliminates the hassle of hiring independent contractors.

Option 3: Writing Your Manuscript Solo

This option is hardly outlandish. Sometimes you are the person best-suited to capture your voice in print. If you strongly agree, then you can take on the task of writing the manuscript yourself. Bear in mind, there's no limit to the value of a competent editor. You'll need at least one other pair of eyes on the copy, not only to catch errors, but to point out when you're being unclear, or when your wording could use some sprucing up. But remember, balanced with the demands of running a business, writing a 30,000 to 80,000 word book can take upwards of 3 years, if not longer. The average person takes 3.2 years to write their book. If you're content to cool your heels and spend months laboring over a keyboard, this could be the option for you.

“DON'T BE MISLED BY ADVICE MEANT FOR TRADITIONAL AUTHORS AND NOVELISTS. IT WON'T ACCURATELY PORTRAY THE UNIQUE PROCESS OF BECOMING THE AUTHOR OF A BUSINESS BOOK.”



PART 2: JUDGING BY THE COVER: HOW TO NAIL COVER DESIGN, VISUALLY ATTRACT LEADS, AND MATCH THE LOOK AND FEEL OF YOUR BRAND

Assuming you have the content of your book squared away, it's time to turn your attention to design—the way your book looks, feels, and presents before your target audience. Business owners have a lot more to consider than the average author when it comes to crafting an ideal cover. Normally, the chief concern is whether the cover speaks to the content. But for business owners, it's equally essential that the cover speak to their brand image, color scheme, and company mission. Every brand has developed its own presentation and texture, and you want a book that gels well with yours.

Option 1: No-Say Graphic Design by a Traditional Publisher

Working with a traditional publisher, authors usually have little or no input on their book covers. Their contribution begins and ends with the book title. The publisher's graphic design team is given full autonomy from there. Traditional publishers empower their graphic designers to dream up whatever cover will maximize book sales. They have little concern for whether the look and feel of your book will mesh well with your brand. Because traditional publishing isn't set up in a client-provider framework, they are under no obligation to prioritize your satisfaction with the final product.

Don't forget, this option is contingent on you being able to secure a deal with a traditional publishing house. They are extremely selective, and generally demand that you submit your work through a literary agent, who will have to read through your book and judge its merit.

Option 2: Full Autonomy Over Graphic Design with a Hybrid Publisher

Hybrid publishers have an array of world-class graphic designers on staff, ready to jump on a phone call with you and start digging into your ideas for the book cover. You have complete control over the process, and your designated designer will work with you to craft a cover that matches the look of your

brand. This way, if you use the book as a tool to market your business and raise your profile, it will be cohesive with the rest of your campaigns and branding collateral.

Not to mention, the cover creation project will be overseen by the same project managers who oversaw the creation of the manuscript. This helps ensure nothing gets lost in translation as your book moves from editorial to the design phase. Hybrid publishing design teams typically have gold-plated credentials, and are able to create stunning covers that rival those you'd find on the front table of Barnes & Noble™.



Option 3: Independent Graphic Designer or Do-It-Yourself Design

There's a slew of graphic designers on the market looking to build their portfolios and take on freelance work. After reviewing their work, if you find that a particular freelance graphic designer appeals to you, you can reach out. But you will have to put in the legwork of finding them yourself. This will be another service you'll have to pay for after writing a check to your ghostwriter, assuming you used one.

Alternatively, we do live in the 2010s and proficiency in Photoshop isn't unheard of. You are always free to take on the task of designing the cover yourself, or, if you already have a designer on staff, offering them the task.



PART 3: THE MARKETING GAME: USING YOUR BOOK TO BECOME THE AUTHORITY IN YOUR INDUSTRY, INCREASE MEDIA SLOTS, AND BOOK SPEAKING ENGAGEMENTS

Before you start hunting for a publisher, you need to formulate the objectives of your book, from a marketing perspective. What do you hope to accomplish? Are you trying to attract more leads to your sales funnel? Top a bestseller list? Start booking speaking engagements? Create a personal brand? Sell countless copies and collect royalties? All of the above? None of the above? Take some time to sketch out your goals, then carefully choose the publisher who can help you blueprint and achieve them. The right publisher will supply you with the tools you need to use your book as a tool for business growth.

Option 1: Independent Marketing Agency or Do-It-Yourself Marketing

If and only if, you have either self-published and distributed your book, or cut a deal with a traditional publisher, you can take the initiative to reach out to an independent marketing agency and outsource the marketing of your book. You will have to ensure that the agency is equipped not only to market the book, but to market your business using the book as leverage. For many, the purpose of writing a book is to get cemented as the Authority in their field. You will want to find an agency with a track record of success in using books to market business leaders as the Authority in their field. This is a small niche, so get hunting.

You can also have your company's marketing team take on the task of marketing your book, but they may not have specific expertise in book marketing and Authority building. And as always, you can simply take it upon yourself to market the book.

Option 2: In-House Marketing with a Hybrid Publisher

Select hybrid publishers, like Advantage|ForbesBooks, Greenleaf Publishing, and Scribe Writing offer in-house marketing, each with their own approach. In the case of Advantage|ForbesBooks, the

marketing team's sole intent is to establish you as the Authority in your field, flesh out your personal brand, and generate more leads for your company. It's not just about marketing your book, it's about using your book to market your business. A team of content writers, digital marketing strategists, web developers, and account managers come together to form a kind of personal army for you. Their job is to build you a website and social media presence that definitively establishes you as the undisputed Authority in your field.

Option 3: Marketing Through a Traditional Publisher

Only the top 6% of authors receive marketing services from their traditional publisher. For that 6% of authors, the publisher's marketing professionals take the reins. This may include press releases, print ads, catalog listings, book review placements, and more. If, however, your nonfiction business title is not among this 6%, you'll have to hire an agency to market your book (as stated above), independent of your publisher—further fragmenting the process.

THE PUBLISHING PROCESS



Step 1: Reach out to the leader in hybrid publishing: This is your moment! Contact Advantage|ForbesBooks to explain the bare bones of your book idea. No manuscript needed, just your brilliant ideas, and your goals as they relate to your business. We will work around your calendar to a schedule a consultation.



Step 2: Consult with a publishing expert: You will be connected to a specialist with an inside-out knowledge of publishing and marketing. They will help you outline your objectives for book publication and explore your business model, seeing if it would truly benefit from the addition of a book.



Step 3: Book your Authority Marketing Blueprint Day (AMBD): To mark the beginning of your journey to authorship, you'll be invited to the Advantage|ForbesBooks offices in Charleston, South Carolina. You will spend the day diving into your business model, book idea, and drafting a blueprint for how the book will be used to drive hyper-growth within your company.



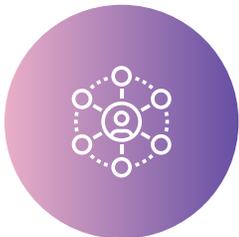
Step 4: Meet your account team: The execution of your book and marketing plan will be diligently overseen by a masterful team, comprised of an Account Manager (your personal advocate), Project Manager (your organizational whiz), Ghostwriter, Editor, Graphic Designer, Marketing Content Writer, Web Developer, and Digital Marketing Strategist.



Step 5: Talk Your Book®: Taking less than 24 hours of your time, this unique step of the process expedites the creation of your manuscript, allowing you to discuss and sharpen your ideas with a professional writer. Together, you'll build the outline for your book and they will return with a polished manuscript, using only 24 hours of your time, but investing hundreds of ours.



Step 6: Design and distribution: Described as the most thrilling part of the process, this is where your book truly materializes and comes to life. You'll work closely with a skilled graphic designer, who will craft a book cover to rival those found on the front tables of major bookstores. You'll choose the terms of distribution, and retain the rights to your creation.



Step 7: Marketing your masterpiece: Your account team will launch and continue to manage your digital marketing presence, overseeing the creation of your personal brand website, social media platforms, and more, using your book as the anchor of your online presence.

HERE'S TO YOU, YOUR SUCCESS, AND YOUR FUTURE BOOK!