

AUTHOR'S QUICK GUIDE

to turning your speech into a
book

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Find Kristen online at UltimateBookCoach.com

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WHO IS THIS CHICK?

Toot My Own Horn Alert!

I am a highly sought-after publishing authority, two time best-selling author and award winning international speaker who has started over 50 publishing companies and published over 160 books and e-books. I'm the founder of the "[I am Published!](#)" Ghost Publishing program, the [Self-Publish On Demand](#) training program, and the "[21 Ways](#)" and [Author's Quick Guide](#) book series.

You can read my full bio and find out what my favorite book series of all time is in the *About the Author* section at the end of this e-book.

Now, you snatched up this e-book to learn how to turn your existing speech into a book, so let's go!

INTRODUCTION: Can a speech *really* be repurposed into a book?

Did you know that each hour you speak directly translates into about 30–45 pages of written text? You can create content for your book quickly just by opening your mouth!

If you're already speaking about any topic and can teach a workshop or speak on a stage for about an hour, you already have plenty of pre-created material that can easily be adapted into a book.

Take this e-book for example. My speaking coach, the amazing [Felicia Slattery](#), asked me to teach a webinar to some of her clients as a bonus to a special program she created for them. The webinar topic was *How to Turn Your Speech into a Book in Less than 7 Days*. As I created the slides for the webinar I thought to myself, "This class would make a great [Author's Quick Guide](#) e-book." That webinar was a speech, and this e-book is a direct result of turning that speech into a book... with a few added bonuses I didn't cover in the webinar.

Read on and discover how to:

- Choose which topic to write about first (if you have more than one speech already prepared)
- Write a book from your PowerPoint slides or your speech bullet points
- Turn your smartphone into a video camera with high quality audio for under \$50
- Use one of three *free* systems you can use to speak your book with nothing but a phone
- Self-edit a transcript so it reads like a professional book
- Find an inexpensive professional editor

By the end of this *Author's Quick Guide*, you'll have all the tools you need to turn your next speech into a book or e-book.

WAIT! Because you rock!

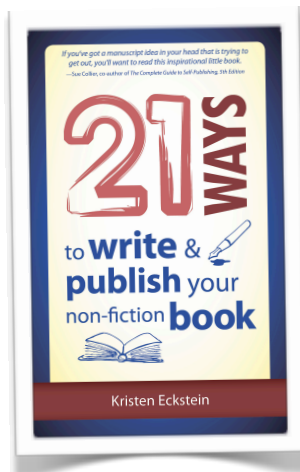
Do you want to write non-fiction?

Do you know your goals for your book?

Now you can take this quick survey to clarify your writing goals, and get a PDF copy of my book, *21 Ways to Write & Publish Your Non-Fiction Book* **FREE!**

This book is a common sense, easy-to-read guide on both writing and publishing your book. Heralded as “brilliant” and “no fluff,” this short read is chock full of how-to steps to get that book out of your head and into print!

[Tap here to take the survey and get your free book today!](#)



JumpstartMyBook.com

P.S.—If you tap the title of my book above, it will take you to Amazon where you can preview the “Look Inside” feature and see the book description. Use the other two links to access the free PDF version.

PART 1: From Slides to Book

PowerPoint may not be of any use for you in a presentation, but it may liberate you in another way, an artistic way.

David Byrne

Whether you speak from PowerPoint slides or not, they're essential for digital platforms like webinars, so you might as well create them to accompany your speech. Once you have them created, it's relatively easy to expand them into a book.

The following chapters will show you exactly how I've taken several of my PowerPoint presentations and turned them into books. Follow along and get your book written in no time!

WHICH ONE?

If you've been speaking for more than a year, you probably have more than one PowerPoint presentation to choose from. If you're like me, you have similar presentations that are tweaked for various audiences, and different lengths of time. Some fit more hands-on workshop settings and others are more motivational in nature. How do you choose which presentation to turn into a book?

I Want to be Known for...

First ask yourself what you want to be known for. A book will bring you instant credibility in your niche, so make sure it's a niche you want to stick around in for a while. Books are timeless, and the first ones you write and get published are the ones people will recognize the most. Believe me, it's hard to re-brand yourself in a new genre if you've already written several books in a completely different niche.

To determine what you want to be known for, pay attention to your conversations. When you're talking with people about what you do and topics you speak about, which ones get your blood pumping? Do you get more excited when you start to talk about a specific subject? Do your arms start to wave around? Do you get a knot of energy in the pit of your stomach that seems like it's almost ready to burst?

If so, *that's* what you should be known for. And note that it may not be something you're already known for or an industry where you have the most experience. Many times we end up working in one niche just because of the pay grade, when our passions lie elsewhere. Find out what you're *most* passionate about, and if you already have a speech prepared on that topic with PowerPoint slides, start there.

Length

The longer the presentation, the bigger the book will naturally be. I don't usually turn presentations shorter than 45 minutes long into books or e-books because it takes more work to add enough content to create something with substance. The whole point of turning your speech into a book is to make it *easy*. Don't reinvent the wheel! Start with your longest presentation, or the longest one for which you're the most passionate, and use the how-to steps in the next chapter to repurpose that presentation into a book.

Workshops

Workshops are usually longer to begin with—anywhere from one hour on up to a full day. If you're conducting workshops, you probably have also created checklists and worksheets for your attendees to use throughout your workshop. These will add significant value to your book and make the writing process much easier as you can use the worksheets as a foundation upon which to generate more content, simply by explaining the process the worksheet takes the reader through to obtain a result—and a detailed description of that result.

Workshop presentations are best turned into a print book with an accompanying e-book. I don't recommend repurposing workshop-based presentations into *only* e-book format as the book will have more value to your audience if your worksheets and checklists are printed inside it.

If you want to publish your workshop-based book only on Kindle, then offer your worksheets and checklists that were already created for your workshop as either a free opt-in on your website so you can grow your email list or turn those items into a product you can sell to your readers in the back of your e-book. For more ideas on how to use related items you've already completed to generate more passive income, see [Author's Quick Guide to Making Money with Your 99-Cent Kindle Book](#).

Keynotes

Keynote-based books are my favorite speech-turned-books to read. They're more motivational in nature, super easy to write, have substance and good core content and can be filled with stories to relate your points to your audience. If you have a keynote speech already prepared, it's probably on a topic you're already passionate about and something you want to be known for, so turning it into a book will be fairly easy.

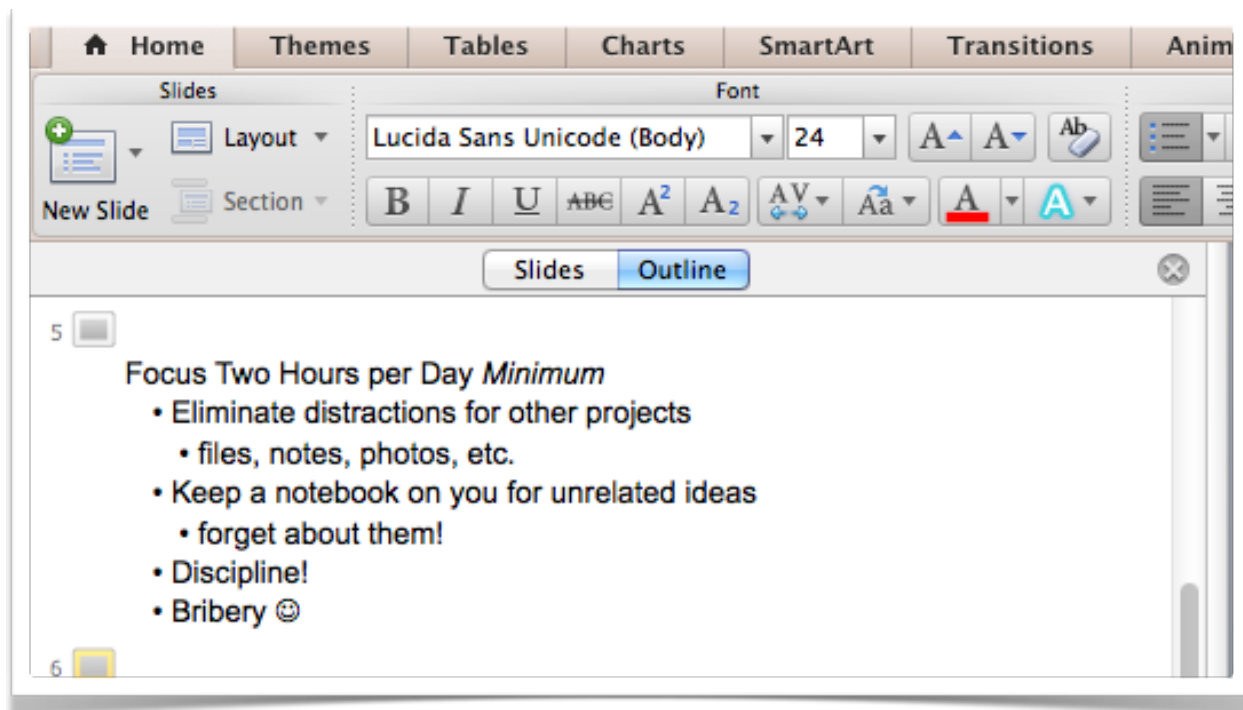
Keynotes also make great e-books and series. You can take each major point of your keynote and turn it into a small e-book like one of these [Author's Quick Guides](#), or you can write one larger book that contains all (or most of) the content in your original keynote. Either way, these speeches are versatile and can be adapted to e-book format, print, or both.

Which One?

The bottom line most important question to ask yourself is, "What do I want to be known for?" In what area do you want to be *the* go-to expert? Whether your original speech is a keynote, workshop, short, or long, your passion should drive what you choose to write. You can always write about other topics later. If your "known for" topic is also your longest speech, you already have a winner.

FROM SLIDE TO MANUSCRIPT

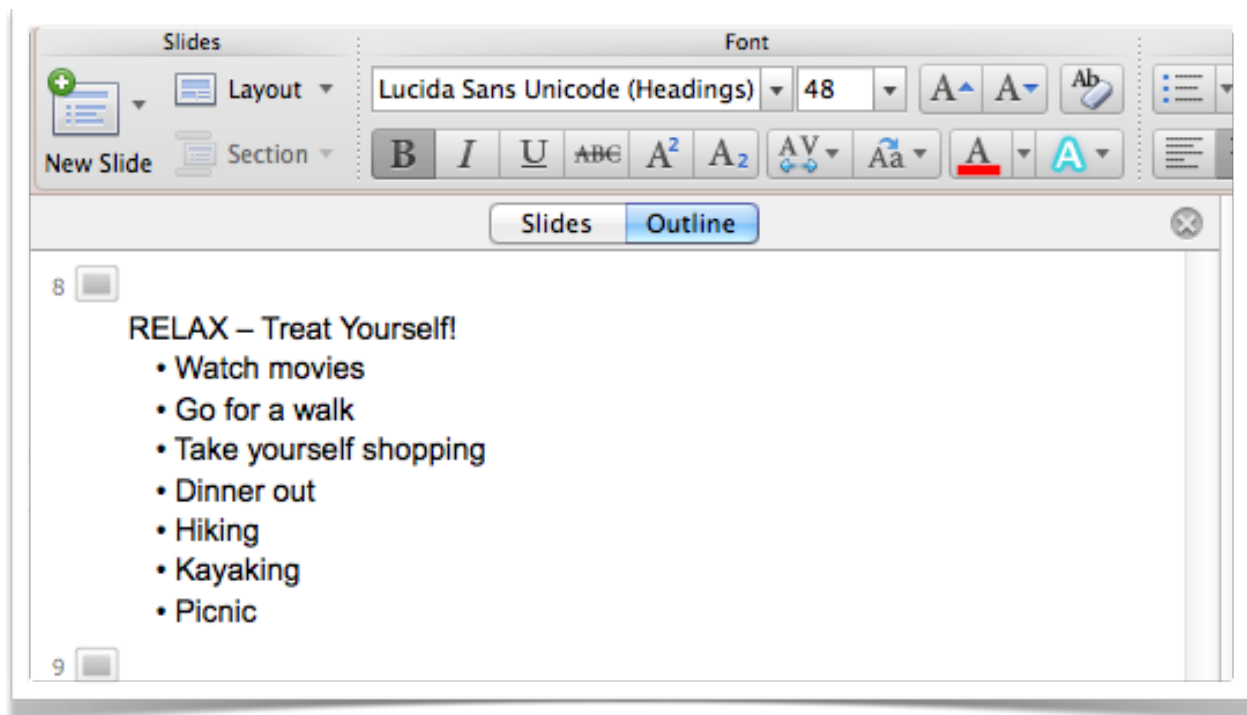
Think of your PowerPoint slides as an outline for your book. Each slide probably has a heading followed by bullet points. Speeches are typically divided into the main points you want to make, then you talk about your personal tips and strategies for each main point. Using PowerPoint makes it easy to create a book outline, as with one click you can view your slides as an outline. Look at that—your book's outline is already done!



Now simply follow these five steps to take your presentation from slide to manuscript:

Step 1: Headings to Chapters

With the outline view in PowerPoint, you can easily see your headings. Hint: They are the only lines without any bullet points. In the following screen shot, you can see the heading of “RELAX—Treat Yourself!” This would make a great chapter title. You may want to tweak some headings to fit the style of a chapter title. Keep it easy—you don’t need to make this hard.



When you look over your PowerPoint, you may discover some concepts you don't want to expand upon in your book, and that's OK! This is your book. There are no rules. No one says you need to write about everything in your PowerPoint. Use your slides as a guide to construct the outline of your book.

Now copy and paste (or re-type) each chapter heading into one continuous word processing document (I use Microsoft Word or Apple Pages, depending on my mood). Now you're ready for the next step!

Step 2: Bullets to Subheadings

Once you've converted your slide headings into chapters, copy and paste each bullet point under those headings into your word processing document under the appropriate chapter title. If you tweaked the title of the chapter and your bullet points no longer fit as well as you'd like, you may still be able to discuss the same topics with minor adjustments. Tweak those bullet points to be more in line with the point you want to make, and continue copying and pasting the remaining points.

For example, in the following slide I would create a chapter entitled, "Online Marketing Tactics," then list each of the bullet points as subheadings with the intent to write detailed descriptions under those.

Develop a Marketing Plan

Online Marketing Tactics

- Website
- Blog
- Pay-per-click ads
- Interviews
- Virtual Book Tour
- Social Media: Facebook, Twitter, LinkedIn, YouTube



Once you have all your headings (chapter titles) and bullets (subheadings) in one document, now it's time to write!

Step 3: Bullet/Subheading Expansion

You've probably spoken on this topic at least once, so the content should be fairly fresh and front-of-mind. The more you speak on a single topic or vary that topic for a different audience, the more ideas and stories will float around in your brain that you can pull from to describe each bullet point. Use the following tactics to expand your bullet points into paragraphs:

- **Explain**—Begin by explaining what that bullet point (subheading) means to you. What point are you trying to make? What common questions do people have about that point? Answer those questions.
- **Examples**—Cite examples. Do you have a client who had a great experience using your strategy? Are there industry statistics you can cite as examples of the points you're trying to make? Do you have personal experience for a specific strategy? An easy way to expand the bullet points on your slides into paragraphs is to include examples to make your point more clear.
- **Stories**—Tell stories! Stories are writing's most powerful elements. Try to stick to unique stories and avoid those that have already been told or have floated around on Facebook for the past year. The more personal your stories can be, the better.

For example, I use the story of my parents' sudden divorce after 35 years of an otherwise "happy" marriage in my keynote speech about integrity. It's extremely personal, and I use it to make a point about being authentic and vulnerable. (Sidenote: See how I just used an example to explain a point?) Write down any stories you're comfortable telling in your speech in front of an audience into your document.

Step 4: Intro and Outro

Steps 1–3 all used material you've already spoken about directly from your slides. Now it's time to tie all that material together into one cohesive unit—a manuscript.

Start by writing a short two- to three-sentence summary of what you talk about in the first chapter. Then lead into that chapter's content with some sort of connecting sentence like a question or description of the number of steps you're about to lead your reader through. For example, in the previous chapter, *Which One?*, I tied my chapter intro into the subheadings that followed with the question, "How do you choose which presentation to turn into a book?" Then I proceeded to give you, the reader, several detailed answers to that question.

Your outro is the final paragraph or section of your chapter and is a short summary of what your reader just learned. It can also contain a connecting sentence to the next chapter, such as, "Now read on to discover how to..." or "The next chapters will show you..." While a connecting sentence isn't mandatory or necessary, sometimes it can help engage the reader's curiosity in exactly what your answer will be to their problem. The more problems you can solve for your reader, the more they'll like your book, and the more they'll recommend your book to their friends and communities.

Step 5: Introduction and Conclusion

I personally prefer to write my introduction before anything else, because I format it as a summary of everything I plan to talk about in the book. As I write, I refer to it often as a sort of synopsis to make sure I don't miss any important points. It's up to you if you want to write your book's introduction first, or save it for your final step. There's no wrong order in which to write a book.

Usually, I save writing the conclusion for the last piece. It helps me finalize my points and give me a feeling of closure as I finish my book(s). Not every book I write has a conclusion, and when I write a series I try to keep them all in the same format. For example, each book in my [21 Ways book series](#) has both an introduction and conclusion. While some of the books in that series have "Parts" and others only have chapters, the formatting is the same. This provides a cohesive reader experience as people who read a series usually buy more than one book in that series.

You're reading this e-book right now and chances are you'll read another e-book in the [Author's Quick Guide](#) series soon, or you already read another one (or all six of the previous e-books in this series). Each e-book in this series divides the main topics I

want to talk about into “Parts,” then each part contains chapters of the main points I want to make about each topic, and each subheading within those chapters expands on what would originally have been the bullet points in my PowerPoint slide if I had one. All of these e-books have an introduction, and instead of a conclusion I’ve put a “Thank-You” page at the end.

However you structure your book, make sure if you have the idea to turn it into a series, it’s a format you can easily replicate. Your audience will know what to expect from you and be more likely to purchase each additional book or e-book in the series that you write. For more detailed instructions on what exactly goes *where* in a non-fiction book, check out Book 5 in this series, [*Author’s Quick Guide to Organizing Your Non-Fiction Book*](#).

PART 2: Speak Your Book

Being an author is always
like being a well-run
dictatorship. It's all one
person speaking.

Junot Diaz

Since you're already speaking, you may feel it's easier to talk than to write from scratch. Speaking your book can be as easy as the formula of record-transcribe-edit. While it's an easy process, there are specific steps you need to take to speak your book proficiently and create a manuscript your readers will devour.

The following chapters will detail various systems you can use to quickly and easily speak your book.

PRESENTATION VIDEO

If you haven't started videoing yourself as you present your speeches, start *now*. Besides being a great way to give yourself feedback on the structure and delivery of your speech, videos of longer speeches like keynotes and workshops can be transcribed into a rough draft manuscript.



There are many types of video equipment you can invest in that range from digital hand-held cameras like the [Flip UltraHD Video Camera](#) (which isn't being manufactured anymore, but it's still a great little camera and you can find it on Amazon via the previous link or eBay) up to super fancy camcorders like the [Canon GL2 MiniDV Digital Camcorder](#). However, most people already have smart phones, and the cameras in the newer iPhones, starting with the iPhone 4s, are just as good as most small hand-held camcorders. The difference will be in the audio quality, so read the second-to-last chapter in this section, *Handling Audio*, for my recommendation on a lapel microphone that will help alleviate this issue.

While I highly recommend a high-end camera and professional video recording for your speaker reel, All you need for the purpose of speaking your book is a clean audio recording. Instead of investing in high end video equipment, first check your phone's camera. I personally use the camera built into my iPhone to video most of my

presentations. If your phone has a decent battery life or you have access to a power outlet to plug it in, it will make a great little video camera.

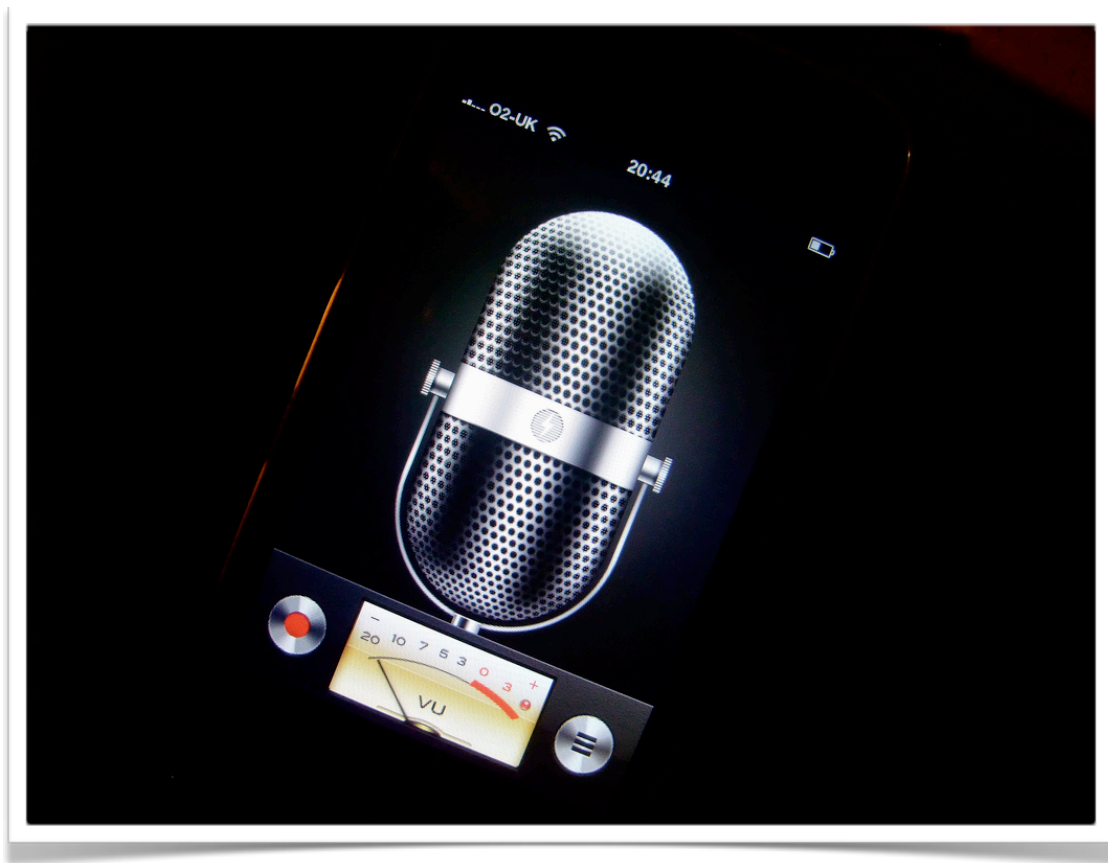
When you use your phone, you'll need to get a small tripod (usually a [table-top tripod](#) is fine) and some sort of camera case or tripod mount your phone can fit into. I've used several tripod mounts—both cases and simple mounts—and my favorite for stability is the [iStabilizer Mount Smartphone Tripod Mount](#). It easily secures your smartphone to the mount, and the mount screws into any universal tripod.

Video photo by [FaceMePLS](#), used with permission.

VOICE MEMO

Most smartphones and iPods come with a voice memo feature. Using this feature makes it easy and convenient to record yourself speaking, whether it's short ideas you get while driving or an entire chapter you record in-between meetings. Simply start the app, tap the record button, then speak. You can use it during a workshop or seminar, or speak from your PowerPoint outline in your office.

Then once you're done, tap the record button again to stop recording, plug your phone into your computer, and download the audio file.



If you don't have a smartphone you can use this same technique with a regular [digital recorder](#). Just make sure whatever recorder you use has a cord to plug into your computer, as it will make retrieving and sending your audio files to a transcriptionist a lot easier.

Voice memo photo by [James Cridland](#), used with permission.

DRAGON POWER

For many speakers aspiring to be authors, speaking comes naturally and writing is a huge chore. If this describes you, [Dragon NaturallySpeaking](#) by Nuance is downloadable software for your computer that can take the chore out of writing. Disclaimer: I have not personally used this software as I prefer to type my books from scratch. That being said, some of my clients for whom speaking comes more naturally than writing have used Dragon with great results.

With Dragon, you can speak your book directly from an inexpensive headset to your word processor. A prolific speaker can write his or her book three times as fast using Dragon instead of typing directly in Microsoft Word or Apple Pages, and that can also alleviate some carpal tunnel symptoms and sore fingers.

Here are the exact easy steps to use Dragon:

1. Get an inexpensive headset and connect it to your computer. I personally love my [Logitech H555 Laptop Headset](#). When shopping for a headset, look for one between \$40–80 for a good quality that will last a while. I've had mine for about three years and love the built-in mute function for those inevitable times I need to clear my throat or take a drink of water.
2. Load the Dragon NaturallySpeaking software on your computer (i.e.: follow the instructions that came with the software).
3. Using the Dragon toolbar and “wake up” the Dragon.
4. Speak into your headset's microphone and watch your words appear on the screen!

While this software is relatively easy to use, there are some issues you should be aware of:

- As with all software, there are minimum hardware requirements to use Dragon. If your computer is more than two years old, make sure it meets the software's minimum requirements before purchasing.
- Dragon NaturallySpeaking will learn your voice the more you use it. It's rough going at first, especially if you have an accent, so be aware that the software will have a learning curve and be patient with it.
- When you first set up Dragon, it will take you through some complex configurations to learn your vocal inflections. Try to read with as few errors as possible so it can learn your natural rhythm and tone.

Nuance, the company that created Dragon, has an excellent tutorial website full of tips and tricks to help you maximize your success with the software at HowToUseDragon.com.

WEBINARS

If you're not already teaching to your target audience with webinars, start! Webinars are an excellent way to partner with your colleagues in a joint venture (JV) and get exposure to more potential clients as their go-to expert. Most webinar systems also record presentations, so once you do a webinar you'll have a video you can use as a product on its own or you can get it transcribed to be the foundation of your book... or both!

Webinar Process

My Kindle book [Turn Your Content into a Book in Only 3 Days](#) was originally a webinar I taught. I got the recording of that webinar transcribed, then heavily edited (see *Part 3: Read, Revise, and Edit—Oh My!*) and restructured it into a short book, which I then uploaded to [Amazon Kindle Direct Publishing](#).

It's super easy to restructure a transcribed webinar into a book or e-book, since most webinars are taught via slides. You can use some of the same techniques from Part 1 in this e-book to edit your webinar transcript and turn your slide headings into chapters, your bullet points into subheadings, and so on. The best part about this method is the core content writing is already done. All you need to do now is clean it up!

Webinar Systems

When you first start teaching via webinar, I recommend you partner with people who service your target audience in other ways and use their webinar systems. This will do two things: Give you a chance to experiment with running several different systems to determine which one you like best, and keep you from having to invest in a system you may not like. Once you get your feet wet learning your way around various webinar systems, you can choose the one that will best fit your needs.

Following are the top systems I've personally used for live and pre-recorded webinars. All three have built-in recording capabilities, which is great for repurposing your webinar into a manuscript.

- **GoToWebinar®**—GoToWebinar is one of the most popular webinar systems. It's interface is easy to learn and allows you to share your screen with the audience so you can demonstrate more than what's on your slides. It also has a built-in chat room and questions panel for audience members to interact with you. [Tap here to get a free trial of GoToWebinar.](#)
- **InstantTeleseminar**—InstantTeleseminar is another professional system that can be used for either voice-only calls or webinar presentations. It's relatively easy to use and you can unmute attendees who want to ask questions so the interactivity level is higher. While it doesn't show exactly what's on your screen (you have to upload your PowerPoint or a PDF of your slides, so it doesn't show effects like

transitions or fades), it's a good system to get started with. [Tap here to get a free trial of InstantTeleseminar.](#)

- **Adobe® Connect**—This system is the Big Kahuna of webinar systems. Not only can you upload slides and record your presentation, it's also a “live” interaction system. An optional feature of Adobe Connect is to activate your webcam on your computer so your audience can actually see you. And it gets even better—if you have a guest they can be seen as well. Of all the webinar systems, Adobe Connect is the most interactive and also the most complicated to learn. While I don't recommend you start out using this system, I do recommend you check it out, as this system has better results for some audiences. [Tap here to get a free trial of Adobe Connect.](#)
- **Google Hangout**—Google Hangouts have become a great interview platform and now even have webinar capabilities where you can share your screen much like you would do on GoToWebinar. While this system is free and connects to your YouTube account so you can instantly upload your video for private or public viewing to your YouTube channel, it's got a few drawbacks. Anyone can “find” a Google Hangout while it's happening and listen in live. While this may be fine with you, if you're selling a product or service at the end of your webinar for which your links aren't yet set up because you planned on pre-recording your webinar and airing it later, you may end up with that one person who will complain that the link doesn't work. And if you're using the system to record your book, you may not want other people to hear your content right away. While Hangouts are great for interviews and live JV webinars, they may not be ideal for your book creation needs.

These are only a few of the many webinar systems available, and the ones I've personally used the most for JVs with my colleagues. If you're interested in webinars, I encourage you to do some research and start reaching out to your peers to ask what system they use and why they like it. You'll find their honest feedback will help you make a decision that will work well for you, your book project, and your audience.



As with any system that involves a listening audience, knowing who that target audience is can also help with your decision on which system to use. If you want to nail down exactly *who* your audience is and where they hang out (which will help determine what webinar system you use), check out [Author's Quick Guide to Finding Your Target Market](#).

Webinar photo by [Mike Coghlan](#), used with permission.

Backup Recording

Always, *always* have a backup system to record your webinars. You'll especially want a backup system with tricky webinar programs like the recording settings on GoToWebinar. There are a couple systems you can use as backups, and my favorite for webinars due to the video nature of them is screen casting.

There are two mainstream professional screen casting programs I recommend: [Camtasia Studio®](#) by TechSmith® (PC) and [ScreenFlow](#) by Telestream (Mac). While Camtasia does come in a Mac version, it's clunky on a good day. Both these programs work pretty much the same way and come with tutorials. They record your screen and your audio as you speak, so you'll have a clean sounding video recording of your webinar.

Even if you just need a backup system and you don't plan to turn your webinar into a video product, you can't go wrong with screen cast software. It's saved my webinar recordings on more than one occasion!

[Tap here to get a free trial of ScreenFlow for Mac.](#)

[Tap here to get a free trial of Camtasia for PC.](#)

Bonus Product Creation Tips

Speaking of creating a video product, another cool feature to screen cast software is you can easily edit your video and enhance them, so if you want to take your transcribed webinar one step further, turn it into a short course and sell it as a digital product on your website.

For example, in my complete [Self-Publish On Demand](#) course (hint: grab that course for 90% off with coupon code "publishmenow" as a thank-you for investing in this e-book!), I used Camtasia to zoom into specific areas and circle, underline, and point large red arrows at parts of the screen as I walk the viewer through a process. It makes it easier on the viewer to follow along, so I highly recommend this screen casting software if you want to re-purpose your webinar into more than just a book.

You can also take your existing video as-is, especially if you taught a webinar with PowerPoint slides and no screen-sharing, and turn it into a complete course. My exclusive book marketing course, [Market My Book! How to Create a 4-Month Marketing Plan in Less than One Hour](#), was created this way.

I used the webinar recording as the core content for the product and edited the transcription into a workbook where I inserted value-adds like brainstorming sections, goal setting systems, and deadline setting and tracking areas. Then I asked a joint-venture partner if I could use her holiday and observances calendar as a bonus to my course. The complete course now sells on my website for only \$27 and creates a continuous stream of residual income. And it all started with a webinar!

TELESEMINARS

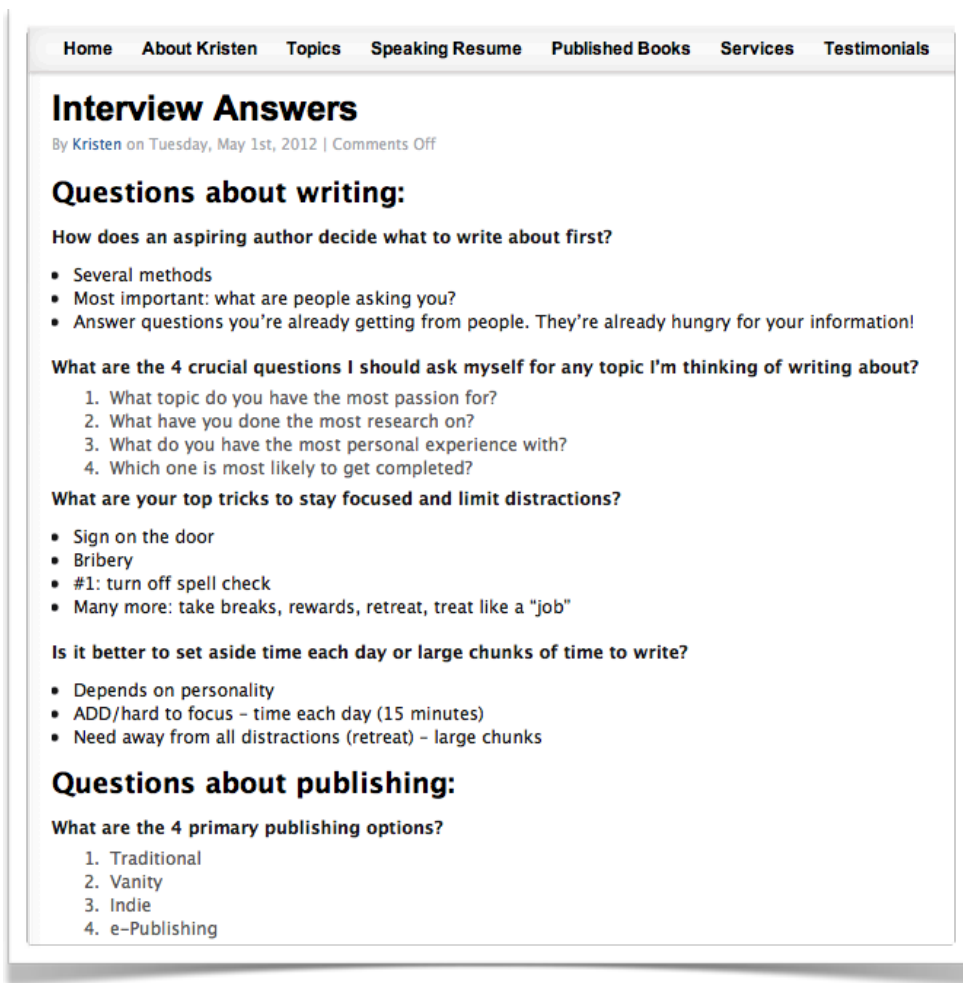
Teleseminars are another excellent way to build your credibility as an expert *and* quickly create content for your book. There are two primary ways to conduct a teleseminar—both of which can translate into a good-sized rough manuscript.

Interviews

Teleseminars that are interviews of you answering popular questions for a specific audience can create quality content for your book. Start by writing a series of questions you'd want to be asked by an interviewer and your answers to those questions. Keep in mind that you'll speak a lot "off the cuff" during your interview, so these written notes are just a guideline. Interviews tend to rabbit trail, which makes them interesting and will both create additional content for your book as well as possible additional editing work for you later as you work your rabbit trails into your cohesive manuscript.

Here are some ideas for types of questions you can have your interviewer ask and how they can apply to your book:

- **How did you get started?**—This question creates good introductory content for your book, and also content for your About the Author at the end. It's the chance for you to tell your story, some of your background and history, and how you became the expert you are today. This is the time to connect with your audience, be personal, vulnerable, and showcase your accomplishments.
- **Expertise questions**—These questions should make up the bulk of your interview. If your audience asks you the same question more than three times, write it down and put it in your interview. Include stories, examples, and tips. For example, one of my core content expertise questions is, "What are the four primary publishing options for authors today?" My answer not only details those four options, but I include examples of authors I know and my clients who have gotten specific results with each option. I can easily speak for an hour on this question alone, which could become one Kindle book or a major section of a larger print book. For a bigger book, answer at least twelve to fifteen of these questions in detail and spread the questions out in two or three different interviews. Each question you answer can later become its own chapter in your book.
- **Action steps**—At the end of your interview, give your listeners a few specific steps they can take to put into action the content you just taught them in your expertise questions. This content will translate to the conclusion of your book. If you include a couple action steps for each of your expertise questions, you can make them chapter summaries or checklists at the end of each chapter.



Bonus tip: Include these questions and answers on a hidden page on your website (a page that isn't linked to by any other page on your website) like the screen shot of mine above, and use it for quick reference for any interview. Always get the recordings of your interviews, as even if you cover some of the same questions in more than one. You'll probably use different examples and stories so you can use each interview to expand that portion of text in your book.

Instructional

The other primary style of teleseminar is an instructional audio teaching. Much like a webinar, you can follow along with your PowerPoint slides or simply an outline of what you're going to teach. Start with a short introduction to yourself, highlighting your credentials and expertise, then launch into teaching the core content.

What you teach depends greatly on who your audience is and what you want to be known for. You can use some of the same expertise questions from your interviews or you can choose one of those questions and go in-depth on the "how-to" behind what you're teaching.



Instructional teleseminars are hugely successful to audiences because they sign up for your teleseminar to *learn* from you. If all you give are statistics and examples and then a sales pitch, they won't feel they've gotten any "meat." No meat also makes for a poorly written book. Give them some solid how-to steps and when you use the recording as a foundation for your book, go even more in-depth on each step. For your book you can also include screen shots and pictures of your process, which add value to any book format.

Telephone photo by [Plenty.R.](#), used with permission.

Recording Systems

Teleseminars can be conducted with some webinar systems like InstantTeleseminar, over Skype using the [Pamela](#) recording software, with radio systems like [BlogTalkRadio](#) with their built-in recording ability, or to make it extremely easy and inexpensive, use a free conference calling service and your phone. A conference line is just plain handy to have on hand—for interviews or even client meetings. With a free conference line you get a call-in number and your own dedicated access code. Only people who have that access code can get access to your conference room, so it can stay private between

you and your interviewer. While the specific bridge line you choose depends greatly on your own personal preferences, here are three I recommend:

- **[FreeConferenceCall.com](#)**—This is the system I use the most. It allows up to 1,000 people to listen in, should you choose to use it for an instructional teleseminar. You can opt to not record, or enter a code to start the recording. The main thing to remember with using this system is that you need to use your own personal administrative access code when you sign on in order to get access to the recording features.
- **[FreeConferenceCalling.com](#)**—Like FreeConferenceCall.com, this system also allows for up to 1,000 listeners and records your call for free. It has a six-hour maximum record time, which I don't recommend you use as you'll want to take a break in-between recording sessions.
- **[FreeConferencePro.com](#)**—While this service only allows up to 200 participants, it has another feature that is useful for interviews or instructional teleseminars you may want to present live—a customized welcome greeting. This adds an element of professionalism for your live calls. Like the others, it also records for free, so it's a great solution for both interview and instructional style teleseminars.

Each of these services also have paid upgrade options, none of which will be required for your use of the system to speak your book.

Bonus Tip

Use your recordings for more than just your book! Break them up into quick tips and use screen cast software to pair the audios with images or slides for lead-generating YouTube videos. For even more platform-building reach, start your own [podcast](#) with a series of your interviews or instructional recordings. For a step-by-step guide on how to set up and create your own podcast, check out my friend Kelly McCausey's [Smart Podcasting Skills](#) program at [KristenRecommends.com/smartpodcasting](#).

HANDLING AUDIO

If you stand more than three feet away from a video camera or the camera on your phone, the audio can get too soft, distorted, or choppy. To fix this issue you either need to stand close to your recording device or make a small investment in a microphone. There are several types of microphones you can invest in, depending on your needs and what recording system you're using.



Microphone photo by [Eschipul](#), used with permission.

Lapel Microphone

After much research, I chose to get the [Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone](#) to use with my iPhone and iPad. That's a lot of fancy language for a tiny little mic that clips to your shirt. I like this microphone because it has a 25-foot cord, good sound quality, and doesn't pick up much in the way of wind, which is great for recording video outdoors.

My only issues with it are the wind screen continuously falls off, so keeping track of it can be a minor issue, and it takes watch batteries with no indicator that the battery is getting low. Always make sure you turn the microphone off or the battery will drain, and

you won't know it's drained until you try to record again and play back your video only to discover there's no audio.

When I use this mic, I test record first to make sure the battery is still good. If I'm recording for long periods of time, I'll record myself in chunks and re-test periodically to make sure the battery works. Unfortunately there's no way around this issue, but for the price of under \$25, it's totally worth it.

In order to make this microphone work with your iPhone, you need an adapter. The only adapter I've seen that works (and I've tried a few) is the [iPhone 1/8 inch microphone adapter](#) from kV Connection. So you know you're getting the right adapter, this one's specs are 3.5mm, 4 conductor, TRRS Male to 3.5mm microphone input jack. Simply plug the adapter all the way into your phone's headset jack, then plug the end of your lapel microphone into the end of the adapter and you're all set.

Together this lapel mic and adapter are around \$50, which is a small investment for good, clean audio indoors or outside.

Go Blue

For the highest professional recording quality for the investment, get a Blue Yeti (standard or pro) Condenser Mic. After many hours of research for podcast recording equipment, I invested in the [Blue Yeti Pro Condenser Microphone](#), a [boom stand](#), a [radius shock mount](#), a [pop filter](#), and [Coby headphones](#). If you plan to do a lot of recording for your book, podcast, or interviews, I highly suggest you save up and make the investment in this professional equipment. For this entire setup, I invested around \$400. Compared to the cost of the professional studio equipment this takes the place of, that's mere pennies on the dollar for similar sound quality results.

If you choose to repurpose your recordings into trainings or podcasts, using this equipment will make listening to your audios easier on your audience's ears, so they'll listen more and hang around you longer. This equipment will also save your transcriptionist time, and you time and money in the editing process.

There is a slight learning curve, especially with the Blue Yeti Pro and its various settings, so set aside at least 30 minutes to play around before you start recording so you can adjust the settings to create a recording you'll like.

Your Phone

For teleseminars, you'll dial in via phone, so make sure you use a phone with clear connections. Land lines are always best, followed by VOIP (voice over IP), and last cell phones. If all you have is a cell phone, that's fine, just make sure you're in a place with good reception during your call. The more broken the call is, the harder it will be for your transcriptionist to fill in the gaps (see the next chapter) and the more work will be created for you later.

TRANSCRIPTION

A transcription is how your recorded book gets from an audio file to a rough draft manuscript in a word processing program like Microsoft Word. Transcriptionists listen to your audio and use special equipment to pause your audio and type out what you say—word-for-word—by hand. Some transcriptionists also edit as they transcribe, which is the kind you want to look for to handle your book transcription.

Transcriptionists can be found everywhere, from a random Google search to freelancer websites to your coach's recommendation. My personal recommendation is [The Small Business Transcriptionist](#), who I've used for the past few years with great results. Here are a few things to consider when you look for a transcriptionist:

- **Website**—First and foremost, does the transcriptionist you're thinking of using have a website? On that website do they outline how the process works with some FAQs (frequently asked questions)? Is it easy to contact them? The more professional the website, the more professional your final transcription will probably be, and for a book transcription professional is essential.
- **Book style**—Some transcriptionists will transcribe straight from the audio, mistakes and all, and interview-style transcriptions will have your name, the interviewer's name, and so-on back and forth throughout the entire transcription. Make sure the transcriptionist you choose has experience transcribing audios with the intent that they will eventually become formatted into a book. If you're getting a webinar transcribed, provide your slides to your transcriptionist so she can insert the chapter titles and headings in the appropriate places for you. If you're transcribing an interview-style audio, ask your transcriptionist to make each question the interviewer asks a heading or sub-heading, and not to transcribe it like a typical interview. This will save you a lot of time from having to delete the names in the transcript later.
- **Testimonials**—Who has the transcriptionist done work for before and what are they saying about the service? When you hire anyone to do work for you, ask for references or contact people directly who provided testimonials on the transcriptionist company's website.
- **Speed**—While you may be anxious to get your book done, fast is not always best. Most verbatim transcriptionists take about 24 hours to transcribe an audio. For a good, cleaned up transcription, expect a turnaround time of around five business days.

When you begin working with a transcriptionist, provide the proper spellings of any names or places you talk about in your audio or video file. Especially with audio-only files where there's no PowerPoint with proper spellings present, sometimes glitches in the audio can cause misspellings in the final transcription. Save yourself and your editor headache later by being upfront with your transcriptionist about complicated spellings.

PART 3: Read, Revise, and Edit—Oh My!

You might not write well
every day, but you can
always edit a bad page.
You can't edit a blank page.

Jodi Picoult

Any time you're going from audio to book, your readers' brains can get confused. The brain interprets a transcribed audio, differently than it translates words written from scratch. This is why this final part is so essential.

The point of taking your speech and creating a book is to make credibility building quick and easy for you. As the above quote states, you can't edit a blank page. Having a transcription as the foundation of your book's content gives you something to edit into that final book format, and it can happen a lot faster than writing from scratch.

Whether you write from scratch from your PDF or transcribe a video or audio, the steps outlined in the following chapters are absolutely crucial to the success of your book.

READ AND REVISE

Once you've expanded your bullet points and subheadings into paragraphs or gotten your transcription back and tied your chapters together with intros and outros, it's time to read and revise your rough draft manuscript.

Start at the top and read it aloud. Reading your manuscript out loud will make it easier to find places that need work and concepts that may need further explanation. Here are some tips to keep in mind as you read and revise:

- **Embed/check links**—Kindle books are great for embedding links to resources, articles on your blog, and even your other products and services. You'll notice I do this a lot in my own Kindle books. Anywhere you mention a resource, select the text and use the hyperlink menu in your word processing program of choice to copy and paste the link to that resource's website. And if you want to make some extra passive income using embedded links, check out another Book 2 in this series, [Author's Quick Guide to Making Money with Your 99-Cent Kindle Book](#). If your book is going to be in print, type out the links instead of embedding them in the text. Remember, it's impossible to tap a piece of paper with your finger and open a link on the computer. You can also cloak these links to keep them short and sweet in your printed manuscript (refer to the above mentioned e-book for a detailed how-to manual on this link cloaking process as well). Before you publish your book or e-book, double-check all your links to make sure the websites are working.
- **Stumbles = Work on it**—If you have to re-read a sentence, if you stumble around it, or if you have to pause to process what you meant to say, that's a clear indication you need to work on that section of text. Re-word, edit, and then re-read that section out loud again before moving on.
- **Eliminate ALL CAPS and ugly underlines**—Nothing screams, "My book is self-published and I'm an amateur" more than overly used ALL CAPS and underlined text. All caps text means you're literally *screaming* at your reader. If you want to add emphasis to a word or phrase, use *italics* or **bold**, or even ***both*** for more dramatic emphasis. Remember, the more words and phrases you emphasize, the less of an emphasis those words will actually have to your reader, so use them sparingly.
- **Find and replace double spaces**—Old-school typewriters used to mandate double-spacing after sentences to allow enough space before the next sentence started. Now with computer technology, those double spaces make it look like you're trying to take up more space to increase your page count. If you tend to double-space after sentences by habit, use your word processing program's "Find and Replace" feature, search for two spaces in a row, and replace them with one single space. This will replace all double spaces in your manuscript with one click.
- **Dashes**—Use "em dashes" (i.e.: —) to replace commas or for dramatic pauses in sentences. If you use em dashes to set apart a portion of a sentence in the middle

of that sentence, use two em dashes, not one comma and one em dash. For example, this is wrong: *Kelly's heart was beating so fast, like a snare drum—she felt it was going to burst.* This sentence is grammatically correct: *Kelly's heart was beating so fast—like a snare drum—she felt it was going to burst.* Use “en dashes” (i.e. dashes longer than a hyphen, yet shorter than an em dash: –) to replace the word “to” such as between a range of dates or numbers. For example, 1975–1979. Keep hyphens as hyphens. These special dashes can be found in your word processing program, usually under the “Insert” or “Edit” menus as symbols or characters.

- **Spelling**—Your transcriptionist may spell some names and places wrong. If you find some places you mention several times are always spelled the same way, and they're spelled wrong, you can use the Find and Replace feature again to replace all misspellings with one click. Your eyes will eventually get used to some misspellings as you read, which is why reading out loud and hiring a professional editor (see the next chapter, *Professional Editing*) are necessary for books created from transcriptions. Remember commonly misspelled words even your transcriptionist may miss, like there, they're, and their, then and than, it's and its, etc. If you're unsure which variation of a word to use, leave it for your editor to fix.

If you feel your revised manuscript is good enough to go on to a professional editor or even publish directly to Kindle after one round of your own revisions, go ahead. You may be a prolific writer and editor yourself, or your book may be a short guide like one of my [Author's Quick Guides](#) that doesn't need much editing. However, I always recommend that you hire a professional editor or at least have another set of eyes review your manuscript for a credibility-boosting book. Read on for tips on what kind of editor to hire and where you can get free editing help.

FREE EDITING

No matter what, your credibility-boosting book needs edited. I don't care how good of a writer you are. The more credibility you want to gain from your book (i.e.: the more you want to use your book to bring you business and increase your profits), the more professional it needs to appear. That being said, the editing process doesn't need to break the bank. Here are three places to find free (or next-to-nothing) editors and descriptions of two types of professional editors you may consider hiring:

Free Amateur/Semi-Pro Editors

You might be surprised to discover that people you already know have editing experience or are just willing to help you because they support your book writing dream. Three of these types of people are:

- **Friends and family**—While friends and family shouldn't be the *only* sets of eyes that see your manuscript prior to publishing, their objective feedback can still be essential. If you have a friend or family member whom you know will give you honest feedback, let them review and edit your manuscript. One of my first books was edited by my grandmother, a retired English teacher. Friends and family are often willing to help you achieve your dream, so go ahead and ask them for help.
- **College interns**—A little-tapped resource, universities are full of students wanting real-world experience. Call your local college and ask to speak to an English professor or the Dean of the college. You can get a Junior or Senior English major to review your manuscript for next to nothing. Some will even do it as an unpaid internship purely for the real-world experience.
- **Your old teacher**—Many people I know have stayed in touch with their former high school teachers and college professors. If you have relationships with teachers who taught English at your old school, college, or even your kids' current teachers, ask one of them if they would like to proofread your book.

Keep in mind these creative methods to finding free or low-cost editors should not be substituted 100% for professional editors who make it their life's work to polish manuscripts. This is why if your book isn't a quick lead-generating e-book or pocket guide, but a credibility book, you should still seek out a pro to give your manuscript that final once-over.

PROFESSIONAL EDITING

Professional *book* editors are experienced in knowing what's grammatically correct for books (which is different than a school term paper or magazine article) and are well worth the investment, especially for larger books.

Having worked with several authors in this manner, I personally think any book created from a transcription is in desperate need of a professional editor. If you really want your book to stand out from the pack of your competition, invest in an experienced [Chicago Manual of Style](#) (CMS) book editor.

Here are the two primary styles of editing:

- **Copy-editing**—Basic copy-editing covers spelling, grammar, punctuation, consistency, and fact-checking. For most books, this is the only type of editing needed. If your speech-to-book is based off your PowerPoint and written by hand as explained in Part 1, copy-editing is probably all you will need. Copy editors range in price from \$2.50–5.00 per page for the first pass of editing and are an inexpensive option to avoid embarrassing errors and glaring typos.
- **Developmental Content Editing**—A good developmental editor can range between seven and twelve cents-per-word, and are worth their weight in gold! They will do everything the copy-editor will do, and add to that a consistency in the overall tone of the manuscript like your tense and voice, and polish your sentence structure to read clean and clear. Developmental editors are the best choice for a manuscript created from audio or video transcriptions, as these foundations for your book often start out messy and disorganized.



No matter which style of editing you choose, make sure the editor you choose to work with has experience in *book* editing, which is different from any other form of editing, and fits your budget.

You can find good, professional editors at several places:

- **Freelance websites**—There are many websites that offer freelancers-for-hire, including well-established ones like [Elance.com](https://www.elance.com) and [Guru.com](https://www.guru.com). Stay away from sites like Fiverr.com for editing, as you'll end up having to pay to get your manuscript re-edited by a real professional. When it comes to certain publishing industry professions, compromising on quality to save some money will directly impact your potential sales and the overall reach of your message.
- **Colleges**—Instead of looking for a college student, ask professors in the English department if any of them offer editing services. Many professors edit books as freelancers on the side to their jobs, especially off-season and on holiday breaks.
- **Edit911.com**—The staff at Edit911 are all PhDs and professionals in various industries. They have a huge staff of editors, so they can match one who is in your niche. Their rates are reasonable and priced by-the-word, and they only offer developmental-style editing.
- **The Ultimate Book Coach**—My team of publishing professionals at *The Ultimate Book Coach* and Imagine Studios, LLC include professional copy and developmental editors. Our rates are \$3.25 per page for copy-editing and custom quoted for developmental editing, depending on how much work needs done on

the manuscript. [Tap here to contact our team about this service today](#) or email support@ultimatebookcoach.com.

Editing photo by [Unhindered by Talent](#), used with permission.

GHOSTWRITER OR EDITOR?

In some extreme cases, especially if your rough manuscript is based off audio or video transcripts, you may require the use of a ghostwriter. A ghostwriter is more in-depth than a developmental editor, and by no means replaces an editor. A ghostwriter will fill gaps for you, create transitional intro and outro paragraphs, and literally re-write your transcript using the existing base of information to create one cohesive, easy-to-read, flowing book.

How do you determine if you need a ghostwriter?

More Money than Time

If you have more money than time, a ghostwriter is definitely something to consider. Ghostwriters make it almost effortless to format massive amounts of content and are especially great at combining several transcripts into one cohesive manuscript—faster than you can often write from scratch or edit it yourself. And as you already know, writing a book can take time and a lot of work! A skilled professional ghostwriter can cost anywhere from \$5,000–\$35,000. If money is not as big of an issue as having the time to run your business and nurture your customers, a ghostwriter can be the best choice for you.

Some ghostwriters will actually interview you, handle the transcription process, *and* fill in all the gaps and combine your transcript into a completed ready-to-edit (or publish) manuscript. The more work the ghostwriter is hired to do, the higher the price tag. The more information you can give your ghostwriter to work with, the lower your investment will be.

More Time than Money

If, however, you find yourself with more time on your hands than money in your bank account, then hiring a good professional editor may be a better option for you.

If you're considering a ghostwriter simply to cut corners with getting your book written and not out of necessity, think again about the potential costs involved. No matter if you choose a ghostwriter or editor, you should still take the time to review the manuscript and make sure everything is written the way you want before publishing it.

THANK YOU!

I hope you've enjoyed this, the seventh e-book in the [Author's Quick Guide to...](#) Kindle series and you're armed with more answers to help spread your message to the world!

With the quick links below you'll be able to rate this book, Tweet, and brag about it on Facebook. Please take a moment to do that. I'd be very grateful and it will help others who are confused about how to turn their speeches into books get the answers they seek.

I'd also appreciate it very much if you could leave a short review of the book on Amazon via the link below. It will help me improve this and future books and help other authors like yourself decide if the *Author's Quick Guide* Kindle books are right for them.

Many thanks and have a wonderful writing journey!

Kristen

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- And much more!

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ABOUT THE AUTHOR

It's been proven that entrepreneurs who become published authors get more speaking engagements, are seen as more credible, and can charge more for their services. This is why Kristen Eckstein has chosen to follow her passion in the world of books and publishing.

Having started over 50 publishing companies, Kristen is the [Ultimate Book Coach](#). She's a multi-book best-selling author, award-winning international speaker, regular contributor for leading industry websites like [The Future of Ink](#), founder of the "21 Ways" pocket guidebook series and the exclusive independent publishing program, "[I am Published](#)," which is the best-selling of its kind.

She's worked on books authored by celebrities Guy Kawasaki, Dr. Daisy Sutherland, Carrie Wilkerson, and Paul Evans and shared the stage with experts like Kim Garst, Stephanie Frank, and Bob Burg.

Introduced to books as entertainment and education since birth, Kristen read her first Nancy Drew book when she was six years old and began her professional publishing journey in 2003 when she served as Marketing Director for a vanity publishing company with a traditional arm. Later she and her husband co-founded Imagine! Studios LLC, an art and media production company. In-between worldwide travel to speak at business events about writing, publishing, and book marketing, Kristen works full-time to help

entrepreneurs start their own publishing companies and create books that bring them business.

Check out all of Kristen's books at [KristenOnAmazon.com](https://www.amazon.com/KristenOnAmazon) and her website full of additional resources at [UltimateBookCoach.com](https://www.UltimateBookCoach.com)!