



Writing & Publishing Blueprint Unleash Your Rising with Christine Gail

Big vision Target audience & strategy	Timeline	URL book title.com & name.com	Public declaration	Foundation of book	Outline chapters	Consistent writing	Build following	Book cover design	Support other Authors
/	/	GoDaddy	/	/	/	/	1-3 weeks	/	write reviews interviews etc

PUBLISHING TIMELINE GENERAL

Author Bio & Pics	Endorsement asks	Editing	Interior layout	ISBN# LOC#	Book funnel	Upload book on Amzn	Pre-launch from Website &/or Kindle launch	PRINT book	Ingrams Global Dist.	Book Launch Strategy
see resource	see resource	see Editing instructions 4-8wks	See layout instructions (print&eBook) 2-4wks	NY Publisher (Hybrid) 1 wk	/	see Amzn Best Seller Formula	see instructions	see resource	1 wk	see instructions 90+ days out

Additional items to plan:

Grow following, Amazon reviews, copyright, global distribution, press release, feature in magazines, media hooks, interviews, foreign language rights.

Speakers: Speaker 1 sheet, video reel, testimonials, speaker contracts

Available Unleash Your Rising Resources:

Writing formulas, Introduction formula, Professional Editors, Book cover & interior designers, NY Publishing imprint, Amazon Best Seller formula, USA Today, Wall Street Journal, & NY Times Best Seller formulas, professional book printers, global distribution, press release, foreign language rights, 3-step Media program, From Book to Stage program, How to Grow Your Following, How to Create Your Online Program, Book Launch strategy, Business-Behind-the-Book Coaching, Author Community to support Best Seller launch & reviews. **Contact: Christine Gail** christine@unleashyourrising.com

21 Helpful Tips to Consider When Publishing and Promoting Your Book Unleash Your Rising with Christine Gail

According to the Publishing Marketing Association (PMA), only 2% of Authors sell more than 2,000 copies of their book. Why are the other 98% of Authors not experiencing any real success with their books? How can you avoid these mistakes, end up in the 2% success category and achieve great sales with your book?

The following is a list of 21 helpful tips to consider when publishing and promoting your book. These pointers can help position you to be successful in promoting your book to impact the world in a positive way!

- 1. Write Your Book to Have Mass Appeal:** In order for your book to be successful, you must ensure that there are at least 50-100 million people interested worldwide in your book's focus.
- 2. Secure the URL's for Your Name and Book Title:** No matter what, you must own the domain name for your book title, and your first and last name dot com. If you cannot get your book title as your domain, change the title to make that title a dot com. (GoDaddy.com)
- 3. Do Not Include Your Name in Your Publishing Company:** Choose a unique name for your self-publishing company to avoid the dead giveaway that your book is self-published. You want to make a publishing imprint with no relationship to you.
- 4. Select a Publisher With Low Printing Costs:** Some publishers do not allow you to retain ownership of your completed book. They may expect you to pay outrageous print costs. Your print costs per book can range between \$4-\$12 per book depending on length, hardcover/softcover, b&w or color interior, how many books per order, and whether you are using print-on-demand or a professional printer.

5. Work with an Expert to Select Your Book Title: Unless you are an expert at book titles, always pay a professional to help you come up with your book title. A good title makes all the difference in the world and a professional will help you make your title appealing.

6. Avoid Including Your Own Photo On The Front Cover: Unless you are famous, under no circumstances should you place your image on the front cover of your book. This is a dead giveaway that your book is self-published. Your book is not about you, it is about your reader. Place a photo of yourself on the lower corner of the back paperback cover or on the inside flap of your hardcover.

7. Hire an Expert to Create your Cover Design: We are taught not to judge a person by the way they look. In publishing this is primarily how books are judged. Creating your own cover design is possibly the single greatest error an author can make. Hire an experienced graphic designer with experience in book covers for your cover to make that stunning first impression.

8. Include Your Website URL on your book cover: Other than the book title, the most important information on your book cover is your domain name. Your domain attracts buyers to your site so you can promote your products and services to them for life.

9. Only allow a famous person or a person who will purchase a high volume of your books to write a foreword for your book. Write one book, cobranding it with different companies with their individual forewords. Next, sell a large volume of these co-branded books to the company whose CEO foreword is in your book.

10. Hire a Professional Editor for content & copy editing and a Proofreader: Studies suggest that today's books average at least 20 errors. After your book has been copy edited, content-edited, type-set, and ready to go to press, hire a professional proofreader. The proofreader will read your book through cover-to-cover.

11. Decide in advance if you want to go the Traditional Route or explore Hybrid Publishing:

Traditional Publishers take approximately 95% of your profits because they are taking on the financial risk to get your book edited, designed, and printed. With a traditional publisher you make approximately \$1 per book. They may change your title, cover, and content of your book. It can take at least a year to find a traditional publisher then approximately an additional 1-2 years to actually publish your book. Be aware that some publishers have it written in their contracts that you must purchase 1000+ books at their price point. Some offer an advance that is be paid back to them out of your profits. Read the small print.

With Hybrid Publishers, you are working with a professional editing team, design team and have more say in the process of your book. You make an investment up front for a program that generates a professionally edited, professionally designed book. With most hybrid publishing programs, you retain 100% of the rights of your book, have 100% final say on the title, cover, and content of your book, and you retain 100% of the profits of your book. Most Hybrid publishing systems have access to professional printers and global distribution.

NOTE: The Unleash Your Rising Book Program allows you to choose how you want to publish. Christine Gail has a partnership with a Hybrid Publisher out of NY for Authors who choose that route.

12. For Publicity, Ask Your Tribe to Promote It and be Willing to Promote Your Book Yourself: Few people can do a better job publicizing your book than you can. If you have a strong tribe, ask them to promote your book as well. Most authors may not have the big money required to spend on publicists. There are tools available to learn how to promote your own book and gain media attention.

13. Work with Major Distributors: It is important to land a book deal with a major distributor so that you can get your books in bookstores worldwide. Distributors can get your book in stores worldwide to maximize your credibility.

14. Don't Just Focus on Bookstore Sales: Bookstores are not the most lucrative way to sell your book because there are simply too many other books competing and the profit margin is small. Find multiple point-of-purchase locations and on-line platforms outside bookstores to sell your books.

15. Find Ways to Sell Your Books in High Volume: It takes the same amount of time to create an invoice for one book as it does for 10,000 books. Focus on selling books in volumes of 10,000 at a time. There are many high volume opportunities just waiting to be created.

16. Follow Up on Opportunities: The “Rule of 7” states that it can take up to 7 bits of communication between seller and buyer before a sale transpires. When you send out a review copy, follow up with the prospects frequently to sell books, gain media attention, land speaking engagements, and secure new coaching clients.

17. Sell From Your Own Web Site: You lose 30-60% of the profits through commissions with each outside outlet sale. Sign and ship your own books. This way you can keep all of the profits and develop a relationship with your readers through email.

18. Don't Hoard Your Books: Too many authors never give out review copies, and as a result their sales suffer. Send your book to buyers worldwide who have the ability to buy in volume. This is the best way to sell hundreds of thousands of copies of your book.

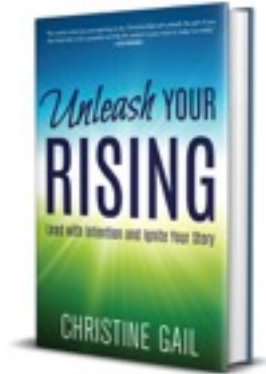
19. Leverage Your Credibility As an Author: Once published you can diversify into speaking, coaching, and consulting. Use your book as a credibility piece to attract more clients. Your book is not only a way to impact 1,000's of people world-wide. It is also a lead-generation tool for speaking, coaching, and consulting.

20. Don't Give Up: A successful book is five percent writing and 95% promotion. It is better to author one book that sells 250,000 copies, than have 12 books that only sell 250 copies each. When you sell large quantities of your book you will attract the attention of major publishers. If you decide to sell to a publisher, you are now in the driver's seat and can negotiate a much higher advance.

21. Learn from the Best: Study people who are successful and learn from their successes and failures. Hire a Publishing Coach to save time and money. Tell everyone you come in contact with about your book. Highlight your book on your business cards, website, Facebook page and the autosignature of your email. The Authors who are willing to promote their books every day for years to come have the most success with their books!



Christine Gail is a Professional Keynote Speaker, Story Breakthrough Leadership Strategist, and a Book Writing/Book Publishing Coach. The program has published over 1200 books and outlines the process from A to Z.



The Unleash Your Rising Book program supports Authors through each phase of vision, structuring, writing, editing, design, publishing, best seller launch, and the business-behind-the-book. Included is direct access to Christine, writing formulas, professional editors, designers, distribution, access to a NY Publisher, and a community of Authors on a similar journey who help support the launch phase.

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