

PASSION² PUBLISHED

BEST SELLING BLUEPRINT



**A Step-by-Step Guide to
Becoming a Best Selling Author**

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#1 BEST SELLING AUTHOR

WELCOME!

I personally commend you for your commitment to creating a book. You probably don't fully appreciate this, but making the simple decision to take ACTION and invest in reading this book already puts you ahead of almost everyone else out there who thinks about writing a book, but never takes the necessary steps to get the job done. This is why less than 1% of people who *want* to write books ever actually *do*.

Bottom line: Way to step up and GET IT DONE.

I'm making the very basic assumption that you know the type of book you'd like to create. If you don't know, try answering the following four questions:

What are you MOST passionate about?

What comes easy for you but is hard for others?

What message do you have a burning desire to share with the world?

What is your end goal for writing a book?

Spend some time thinking about these questions. The answers will lead you to the type of book you should create.

Next, this book will best serve you if it's read sequentially. Don't worry about your royalty structure and best selling strategies if you don't have a book. They don't matter. Create the book first; then move on. Publish the book; then move on. You get the picture.

Don't put the cart in front of the horse or you'll end up like the 99% who never get their book written. Focus on what's right in front of you and what needs to be done NOW.

Building a best selling book is like building a house – the stronger the foundation, the higher the quality of your finished product (and, thus, your sales and royalties). You don't just throw together a house without some research, diagramming and planning of the layout. You want it to stand the test of time. That's where we'll start, and if you're willing to spend some time here, everything else becomes a breeze.

The examples given in this book are for non-fiction books. Those are the books I read...and the ones I've authored. Will these same exact strategies of creating, publishing, monetizing, marketing and promoting apply to fiction books as well?

Absolutely. The top selling books in the Amazon Kindle Store are fiction books. I just wanted to make sure we were clear on what you'll be reading before we get started.

Lastly – you'll see plenty of screenshots throughout the course of this book. Technology changes rapidly and some of the websites may look slightly different than how they look in this book. You've got to deal with it. Sorry, but it's impossible to keep up with all changes on Amazon, CreateSpace, ACX, Author Central, etc. If there is ever a major change on any of the platforms, I will be sure to update the book, but if Amazon decides to cosmetically change the font style on one of their publishing pages, I will probably leave the book as is. I'm sure you understand that 😊

Let's rock and roll.

- Scott

Creator, Passion 2 Published

TABLE OF CONTENTS

WELCOME!	2
1. GETTING STARTED.....	5
Finding the Perfect Niche	5
Crafting a Best Selling Title.....	8
Building Your Book Structure	10
2. CREATE	12
The TWO Methods of Book Creation	13
The BOOK First Creation Process	14
The AUDIO First Creation Process	16
Effective Editing.....	22
Outsourcing a Stunning Book Cover	23
Creating a FINAL Audiobook.....	24
3. PUBLISH	28
Format and Publish Your eBook to Amazon.....	28
Format and Publish Your Print Book to CreateSpace	31
Format and Publish Your Audiobook to ACX.....	34
4. MONETIZE.....	37
Cracking the Best Sellers List.....	37
Video Book Promotion	41
Advanced Social Media Strategies	43
Amazon Author Central.....	45
FINAL THOUGHTS... ..	48

1. GETTING STARTED

This section gives you the essential foundation for creating your best selling book. Many newbie-authors just slap a book together off the top of their head because they “think” it will make a good book. Work smarter! Doing a little research and homework pays BIG dividends in the long run.

Finding the Perfect Niche

There are four basic steps to finding a perfect niche for your book:

1. Do competitive analysis and research

Treat your book like a new business. To do this, you want to see what’s selling well in your niche. What do people like? What do they dislike? What’s the chapter structure? How do the covers look? What catches your eye?

This is more of a conceptual point, but spend a little time browsing on the Amazon Kindle store. You’ll notice patterns. Flash-in-the-pan books may sell well for a few days but they’ll never stay there. Take general notes of what YOU notice about popular books is a good start in your research process. What would you like to replicate from those books? If YOU notice something, chances are others do as well.

2. Drill down deep

Understanding how categories and sub-categories work on Amazon is a key aspect to whether your book will sell. In almost ALL scenarios, writing to a specific, tightly defined niche is better than writing to a general audience.

Consider the following:

Let’s say you want to write a book on Real Estate. When you publish your book on Amazon, you are able to select two categories in which your book will be found. If you publish in the *general* category of Real Estate, you will be competing against EVERY book in Real Estate. That’s a tall order, especially when you consider that some of these books probably have major publishers driving massive amounts of traffic to the book.

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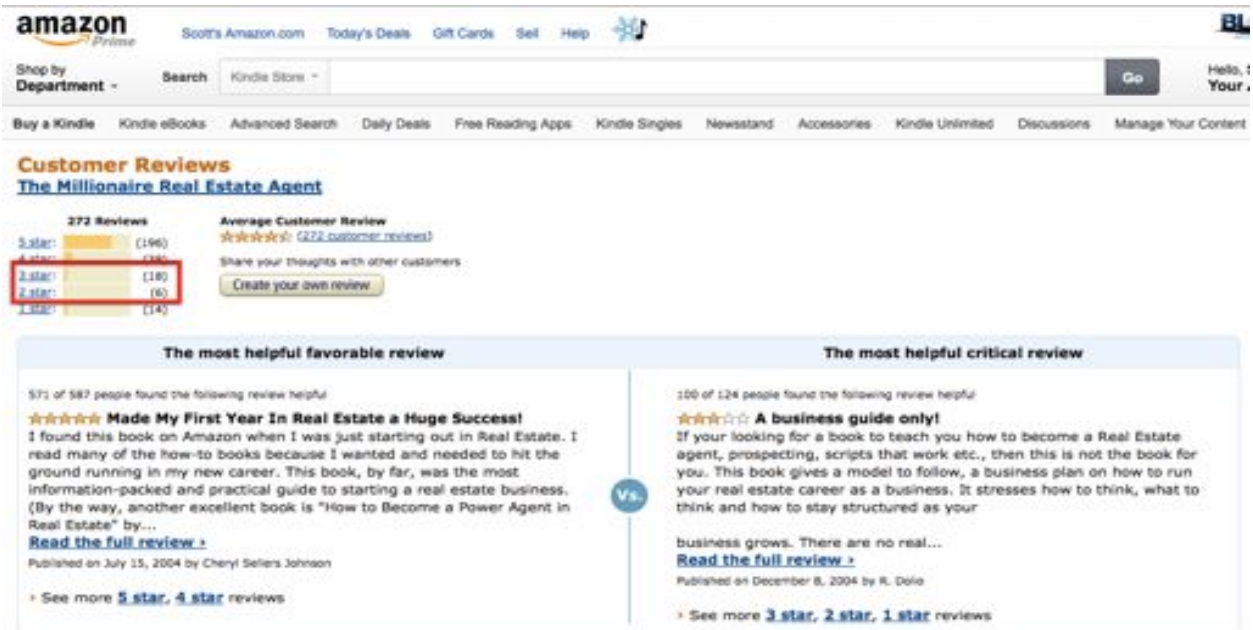
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You're much better writing your book for a highly targeted niche. In this case, consider writing a book specific to the sub-categories of *Buying & Selling Homes*, *Investments*, *Law*, *Mortgages* or *Sales*. You will have much more success doing it this way. **The riches are in the niches.**

3. Analyze reviews from the best sellers in your category (and sub-category)

Reviews are a form of social proof and people are buying more and more off of them. They're IMPORTANT. Other people can sell your book *almost* as well as you can.



The best reviews to analyze are the 2 and 3-star reviews. Don't pay attention to the 1-star reviews where they say the book is garbage (every book gets one of these at some point). In my opinion, no book deserves a 1-star rating, and unfortunately, you'll always have people out there who will rain on other people's parade because they have no parade of their own. I've even heard of competitors hiring people to write 1-star reviews for books so it brings you down and props them up. Not cool at all and it doesn't work.

When you look at the 2 and 3-star reviews, you are again looking for patterns, both strengths and weaknesses. Are there consistent comments about something that is wrong with the book? Don't do that! Are there overwhelming comments about parts of a book that people liked? Do that!

This isn't rocket science but it is a necessary part of the research process. Use what people are talking about to your advantage! Do this right and it can be your secret weapon because you'll be creating the best book based on what your target audience WANTS.

Speaking of target audience...

4. Identify your ideal reader avatar

Have writer's block? Chances are, you're trying to write the ultimate book that will never be criticized and will be perfect for everyone who reads it. This was my biggest personal

stumbling block, and one thing I learned is that perfectionism KILLS books ([see video in the Resource Bank](#)).

To combat perfectionism, create your ideal reader avatar. Who is the absolute BEST person to be reading your book? Write to them. What do they like? What do they do? How do they think? Where do they hang out? What problems are you solving for them?

Conversely, it's also useful to think of who should NOT read your book. Just thinking of this type of person will alleviate tension during the creative and research process. You need to know who you'll repel to know who you'll attract.

When you're crystal clear on who you're writing TO and what you're writing ON, you've not only found your perfect niche, you've got a winning book formula.

Crafting a Best Selling Title

Your title and sub-title are one of the first things people will notice when deciding whether to buy your book. Crafting the catchy, perfect title, as well as making it KEYWORD FRIENDLY, is a game changer for marketing your book.

Your title often isn't as important as sub-title. The sub-title usually is the descriptive part that tells the reader exactly what the book is about. Titles are normally nouns; sub-titles are typically verbs.

Examples:

Helping X (type of person) do Y (solve a specific problem)

"Helping Entrepreneurs Spread their Message and Create Passive Revenue Streams."

The X (System or Formula) for Y (type of person)

"The Amazing Fat Burning Formula for Busy People Who Hate to Workout."

How to do X (specific thing) for/with Y (a simple, easy change)

"How to Invest in Profitable Real Estate for Less Than the Cost of One Mortgage Payment."

Want the best title possible? Ethically "steal" the titles from the best sellers in your sub-category. Here's your super-secret ninja strategy:



In His Own Words

I remember playing sports growing up and my dad telling me, "Don't be afraid to take the last shot. Somebody has to - it may as well be YOU."

But I didn't usually do it. I lacked belief in myself and shrunk from the spotlight. It seemed easier to blend in than to have that heavy weight on my shoulders.

This was long before the #1 best selling books, videos, international sales and media appearances. How did it happen? The answer isn't sexy.

I just started waking up, deciding to take the shot. Somebody had to and it may as well be me.

My greatest hope is that, whatever shot you've been waiting to take; you step up and pull the trigger. Maybe it's a book; maybe it's a business. But you'll never feel more alive than in that moment, that pursuit, that courage.

- Scott

Scott Welle is a #1 international best-selling author, speaker, peak performance consultant and Founder of *Outperform The Norm*, a leading program that trains people to improve performance, increase confidence and raise their personal standard of excellence.

He has authored 8 best selling books that have been read by hundreds-of-thousands of people around the globe, serves on the Executive Certification Board for NESTA, the Board of Directors for the Health Fitness Specialist at Minnesota School of Business – Globe University and the Board of Directors for the Minnesota Distance Runners Association.

Scott is best known for his work with high achievers. Whether in business, athletics or life, Scott's no-nonsense approach is endearing for those driven to excel and willing to do what it takes to reach the next level. Because of these success stories, he is considered a foremost authority on peak performance.

Scott practices what he preaches regarding health and human potential – completing five Ironman triathlons and 25 marathons and ultramarathons. He is close with his brother, Jason. Together, they “plod” at least one marathon a year, laughing the whole way.

For free resources on motivation and high achievement, visit **ScottWelle.com**.

