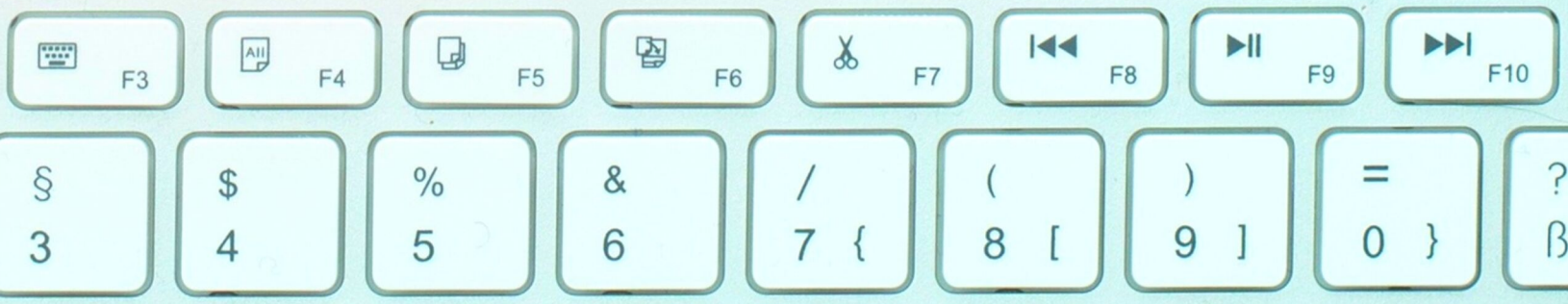


SELF-PUBLISHING MADE SIMPLE

**WRITE AND PUBLISH
YOUR BOOK IN
90 DAYS OR LESS**

**MASTERCLASS WORKBOOK
20 SEPT 2019 | KEELE HALL**



CONGRATULATIONS!

You've made a conscious decision to write and publish your book successfully on Amazon. This is a big step!

This workbook is a supplementary material for the LIVE Self-Publishing Masterclass you attended at Keele Hall.

You can use this workbook to help you plan your steps so you can turn your passion into a #1 best-seller on Amazon.

We will go through some of the exercises during our time together. But you are encouraged to continue to work through this workbook and review it in your own time.

Here's to your book's success!



EMEÉ VIDA ESTACIO
CREATOR, SELF-PUBLISHING MADE SIMPLE

PROGRAMME

10:00 - 10:15	REGISTRATION
10:15 - 10:30	WELCOME
10:30 - 11:30	INTRODUCTION TO SELF-PUBLISHING
11:30 - 11:45	BREAK
11:45 - 1:00	NAIL YOUR TOPIC
1:00 - 2:00	LUNCH + WOODLAND WALKS
2:00 - 3:30	YOUR #1 BEST-SELLER GAME PLAN
3:30 - 3:45	NEXT STEPS
3:45 - 4:00	CLOSING

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SELF-PUBLISHING MADE SIMPLE ROADMAP

PREPARATIONS

- Make a commitment to write your book
- Allocate dedicated time for your book
- Make yourself accountable:

Get a mentor or join a self-publishing community

<https://tinyurl.com/selfpubgroup>

- Clarify your purpose
- Understand your audience
- Do your keyword and market research
- Create your working title

WRITE YOUR BOOK

- Create your book outline
- Set your writing timeline
- Write chapter 1
- Write chapter 2
- Write chapter 3
- Write chapter 4
- Write chapter 5
- Write chapter 6
- _____
- _____
- Find your editor and advance readers
- Write final remarks and preface
- Read and refine your rough draft
- Let your draft go! - give it to your editor and advance readers

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PREPARE TO PUBLISH

- Craft your title and subtitle
- Create your cover
- Write your book description
- List 10 categories
- Add the "extra bits" in your book
 - title page
 - bonus page (if applicable)
 - acknowledgement
 - disclaimer
 - other books (if applicable)
 - about the author
 - request for review
- Prepare the FINAL version to upload

PREPARE TO PUBLISH

Marketing-related tasks

- Create bonus material (lead magnet)
- Create landing page & mailing sequence
- Create buzz on social media
- Schedule press release, interviews, media appearances, blog reviews
- Create a schedule with book promoters



PUBLISH ON AMAZON

- Create account on KDP a.k.a. "Kindle Direct Publishing"
- Add your book ("create new title")
- Upload your manuscript and cover
- HIT THAT PUBLISH BUTTON!**

As soon as your book goes LIVE:

- Schedule FREE promo days
- Ask launch team to download & review
- Add your book in 10 categories
- "Claim your book" on Author Central
- Add an audiobook version (optional)
- Book your book promoters

ON LAUNCH DAY

- Tell everyone that your book is LIVE
 - Share your book's link on social media
 - Follow up with your launch team
 - Check bestseller status once per hour
 - Check in with promo services
 - Share bestseller screenshots
-
- CELEBRATE when you see your book in the bestseller list!**



UNDERSTANDING YOUR PURPOSE

Layer 1 is about you -- what are your personal motivations for writing a book? What will you gain from it? How will it make you feel?

Layer 2 is about your immediate circle -- how will writing a book benefit them? How will it make them feel?

Layer 3 is about your readers -- why do you want people to read your book? How will it help them? How will it make them feel?

Layer 4 is the ripple -- think about how your readers can help others by reading your book. What ripple effect do you want your book to achieve?

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UNDERSTANDING YOUR READERS

Who are your ideal readers?

What do they need?

What are their goals?

What are their fears?

What are their frustrations?

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WORKING TITLE IDEAS

Irresistible results - what will your readers achieve after reading your book?

Gain - what positive benefits will they gain from reading your book?

Eliminate - what issues will they get rid of from reading your book?

Frustrations - what objections do they have that your book can address?

YOUR WORKING TITLE

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BOOK OUTLINE

Chapter 1 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3

Chapter 2 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3



BOOK OUTLINE

Chapter 3 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3

Chapter 4 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3



BOOK OUTLINE

Chapter 5 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3

Chapter 6 (title)

Aim

Keypoint 1

Keypoint 2

Keypoint 3

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BOOK OUTLINE NOTES

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YOUR #1 BEST-SELLER ACTION PLAN

Preparations

Start

Complete

Write your book

Start

Half-way

Complete

Publish and launch

Preparations

Publish (upload)

LAUNCH DAY

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Notes

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SELF-PUBLISHING MADE SIMPLE



Need accountability and support to implement your action plan?

Register for the **SPMS Platinum Programme**

Here's what you'll get:

- 12 weekly 20-minute calls with Emee for guidance and accountability
- One-year access to the Self-Publishing Made Simple online course (value: £997)
- Peer support in the Self-Publishing Made Simple Facebook Community

With this package, we will guide you through the entire process and keep you accountable so you won't feel alone in this journey.

Investment: £1497

Get 50% off with gift code SPMSLIVE

Register here: <https://selfpublishingmadesimple.simplybook.it/>

