30-Day Plan to Create & Launch My Book

WEEK 1: CONCEPT, COVER & MOCK-UP		
Day 1	Decide on the "purpose" of my book (Step 1 in the Book Formula "Idea Checklist").	Expected Completion Date: _____ Actual Completion Date: _____
Day 2	List 10 topics for my book.	Expected Completion Date: _____ Actual Completion Date: _____
Day 3	Develop my book into a "concept."	Expected Completion Date: _____ Actual Completion Date: _____
Day 4	Transform my "concept" into a hook.	Expected Completion Date: _____ Actual Completion Date: _____
Day 5	Narrow down possible book "hooks" into a title.	Expected Completion Date: _____ Actual Completion Date: _____
Day 6	Create my book cover.	Expected Completion Date: _____ Actual Completion Date: _____
Day 7	Upload mock-up book and get the physical version mailed to myself.	Expected Completion Date: _____ Actual Completion Date: _____
WEEK 2: OUTLINE & KEYNOTE		
Day 8	List 10 keywords detailing topics my book MUST cover. (Step 1 in the Book Formula "Outline Checklist").	Expected Completion Date: _____ Actual Completion Date: _____
Day 9	Look up 10 books similar to my idea on Amazon and list 4 total "commonalities." Decide on 4 exclusions for your book, topics I will NOT cover.	Expected Completion Date: _____ Actual Completion Date: _____
Day 10	Write down my reader's starting point, goal, and 10 steps that solve their problem. Delete 3 of those 10 steps to arrive at a total of 7 steps.	Expected Completion Date: _____ Actual Completion Date: _____
Day 11	Re-order my above steps into a more logical or interesting sequence. Re-phrase above 7 milestones into 7 questions.	Expected Completion Date: _____ Actual Completion Date: _____
Day 12	List three keywords for EACH of the 7 questions/steps in my book outline. Choose the ONE most interesting step. This becomes my "keynote speech."	Expected Completion Date: _____ Actual Completion Date: _____
Day 13	Using PowerPoint or Google Slides, create 1-3 slides explaining the problem. Add 1-3 slides explaining principles/concepts required to solve this problem.	Expected Completion Date: _____ Actual Completion Date: _____
Day 14	Add 1-3 slides explaining an easy win plus additional steps. Add 1-3 slides recapping the action to take and where to go next. "Present" (record) presentation using Loom video recorder. Place order with Rev.com to transcribe my presentation.	Expected Completion Date: _____ Actual Completion Date: _____
WEEK 3: EDIT & WEBSITE		
Day 15	Merge Rev transcript back into Blank Book template. Customize title, header, and chapter titles.	Expected Completion Date: _____ Actual Completion Date: _____
Day 16	Run a quick spell check of my book. Quickly "scan" each page for errors or sentences to fix up.	Expected Completion Date: _____ Actual Completion Date: _____
Day 17	Upload new iteration of my book to Lulu. Order proof copy.	Expected Completion Date: _____ Actual Completion Date: _____
Day 18	Register domain name for book website (ExampleBookName.com). Setup book website, clone provided inside Book Formula member's area.	Expected Completion Date: _____ Actual Completion Date: _____
Day 19	Customize book website with title, contact info, and link to order the book.	Expected Completion Date: _____ Actual Completion Date: _____
WEEK 4: PUBLISH & MONETIZE		
Day 22	Upload current iteration of my book to Amazon Kindle Digital. Setup Amazon AuthorCentral page.	Expected Completion Date: _____ Actual Completion Date: _____
Day 23	Upload my book to Amazon Kindle Paperback. Get proof copy sent in the mail.	Expected Completion Date: _____ Actual Completion Date: _____
Day 24	Create a 1-page mailed letter convincing prospects to buy your book.	Expected Completion Date: _____ Actual Completion Date: _____
Day 25	Send your existing book bio to 10 podcasts to get yourself booked as a guest.	Expected Completion Date: _____ Actual Completion Date: _____
Day 26	(The Kindle book should be approved at this point.) Setup Kindle "free" days.	Expected Completion Date: _____ Actual Completion Date: _____

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Template for Your Bio (on Back Cover)

[your name], author of [your book name or website], is a [your unique job title] who helps [specific type of person] [get desired result].

[your name] believes that [insert a statement that is unique to you].

He/she is here to [solve an urgent problem] so that you can [have this even bigger or immediate result].

WWHW (this structure applies everywhere)

- **WHY** is this problem important? (attention-getter)
- **WHAT** alternatives, principles & tools solve this problem? (context & setup)
- **HOW** do I solve this problem? (steps or information)
- **WHAT-IF** I solve this problem, what now? (checklist, assignment, call-to-action)
- **5 stages of awareness:** Most Aware, Product Aware, Solution Aware, Problem Aware, Unaware

Essential Book Tools

- Google Docs (book + PDF)
- Lulu.com (mock-ups)
- Canva.com (graphics + cover)
- KDP.Amazon.com (book)
- LibSyn (host podcast)
- Zoom.us (podcast meeting)
- Logitech ClearChat (headset)
- Samson C01U (microphone)
- Neewer "heavy-duty" arm for microphone
- Logitech C920 (webcam)
- Pasonomi IPX7 (earbuds)
- Calendly.com (meet & record podcast)

We cover all this and more inside Book Formula. Most people die with their book still inside them... or they waste years "playing" with the idea of a book, and never finish! Instead, create your book in manageable "baby steps" so you set yourself up for success.

Every business -- ESPECIALLY yours -- needs a book to stand out from the crowd.

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