

Book Publishing Guide

We can all agree that handing a prospect your BOOK instead of a simple business card or brochure is substantially more impactful!

But why?

There are several reasons why but here are the main ones:

- Builds INSTANT credibility
- Positions you as the go-to expert
- Immediately separates you from your competition
- Gives you the ULTIMATE business card
- Provides you will a warm call follow up reason. Ex., “Did you read my book?”
- Predispositions the prospect to do business with you – especially if they actually read or at least review your book
- It replaces typical promotions items like pens, mugs, hats, golf balls
- You’re building your brand
- You’re building your reputation
- It feels AWESOME to have a printed book that has your name as the author!
- We could go on and on

Step-by-Step Formula

I refuse to overcomplicate this process. Its very simple and we’re going to keep it that way! So here is the easiest, quickest and best way I know how to get a printed book – with your name as the author – in your hands in less than 7 days!

1. Write your book or have it written
2. Create your book cover, have it created for your or use the printer’s book cover service
3. Upload book contents and order proof

Very simple right? Sure there are a couple tiny steps within each one but this is so easy to do it will drive you crazy asking yourself, “Why didn’t I do this before?!”

Let’s go through each step in a tad more detail...

IMPORTANT!

This book is for your own personal use ONLY. You do NOT have the right to sell this to anyone else.

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Step 1 – Write Your Book or Have it Written

The first thing is you need to write your book or have it written. Well since you invested in this package you already have your book!! All you have to do is customize it and you're good to go.

Step 1 – DONE!

Step 2 – Create Your Book Cover

Next you need to create a properly formatted book cover. It's recommended that you have a professional do this for you or use the printer's book cover service. HOWEVER, since you invested in this package you already have your book cover!! It is already properly formatted and ready to go. All you have to do is customize the provided PSD file and you're good to go.

Step 2 – DONE!

Step 3 – Upload Your Book Contents and Order Proof

Next you need to find a reliable, trustworthy book printing service. I'm going to recommend two:

- www.CreateSpace.com
- www.48hrbooks.com

I'm not going to go into all the details about both services. If you would like to learn more about them I would encourage you to visit their sites so you can see for yourself which one is the best fit for you.

I will tell you that I use CreateSpace for 99% of the time. I do this for a few reasons.

1. It's super easy!
2. It's super fast! I get a printed book in my hands within 7 days.
3. They are owned by Amazon so I can choose to have my book listed on Amazon if I want to. NOTE: for this book I do NOT have it listed on Amazon. Personally, I do not care if I sell copies of it. I use it for lead generation only.
4. Books only cost me \$2.15 each. In comparison you would have to order 400 books to get a comparable price from 48hrbooks.com. NOTE: to get this lower price from CreateSpace you do have to invest a measly \$39/year into their "Pro Plan" but its well worth it because you'll order enough copies yourself to get a solid ROI.
5. The quality is super high and they are very reliable!

You only need to upload two files to get your book printed and published with CreateSpace:

- IMPORTANT: You need to convert each file into a PDF. The CreateSpace site has all the details on how to do this properly.

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- The “Marketing-Consultant-Hiring-Guide” file. Be sure to customize this first and then save it to a PDF.
- The “BookCover6X9_BW_50.psd” file. Be sure to customize this first and then save it to a PDF.

To get a clearer picture of how to use CreateSpace or 48hrbooks.com please visit their websites.

Step 3 – DONE!

Some Common Questions

Inevitably there are some common questions you’ll want to know the answers to. While I have personally published over 10 books – 3 of them were Amazon Best-Sellers - I am not an “expert” in the book publishing industry.

If you have specific questions regarding the self-publishing of your book please seek professional assistance.

With that said, here are my answers to a couple questions.

Do I need my own ISBN?

No. Technically you don’t. CreateSpace will provide one for you and you will STILL own all the rights to your book. I believe 48hrbooks.com will print books without an ISBN. If you’re not looking to sell your book in book stores, etc and want to use it for the reason it was written – as a lead generation tool – then I wouldn’t worry about it. ISBN’s cost at least \$99 each and will just slow you do. NOTE: this is just my opinion.

Paperback or Hardback?

Paperback. Easier to handle and WAY cheaper.

Do I have to use the same Fonts that you used?

Of course not! That’s the beauty of this entire deal. There are no rules. Have fun with it! Make it unique. Make it your own. Put your personality into it.

One the other hand, if you want to use the fonts that we used they are listed below.

- 28 Days Later
- Calibri & Cambria
 - I believe if you download the PowerPoint 2007 Viewer and it will install these fonts automatically. I don't believe it is available for Mac's.
- Swiss 921

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- Rockwell Condensed

NOTE: I was going to provide some download links to these fonts as most are free. However, we can NOT be responsible for the downloads that you choose to do. So if you want to use these fonts please do a quick Google search and you'll be good to go. However, as we said before feel free to use any font you want!

Remember, do NOT overcomplicate this!!

Just do it!!!!!!!!!!!!

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Final Thoughts and a “Done-for-You” Solution

If you want us to do everything for you we will. Even though we recommend that you do it yourself because we can do it for you.

Here's how...

PayPal us \$197.00 to drew@laughlinmarketing.com and put in the notes that you would like us to get your book published for you. Be sure to include your phone number. We will call you and explain the process and within 7 days you will have a book – with your name on it! – delivered to your door!!