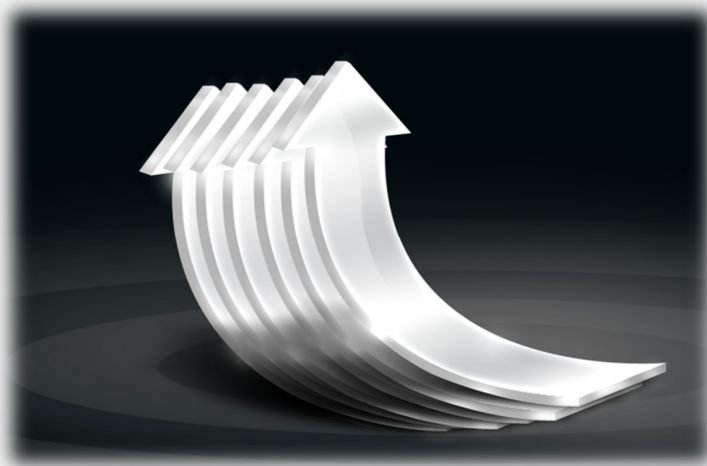


BOOST YOUR EXPERT AUTHORITY

Write a Book & Publish It With CreateSpace



**→ Take Your Business
To the Next Level**



Your Content Marketing Prescription
Karen Cioffi

Boost Your Expert Authority Write a Book and Publish with CreateSpace

*Learn the Simple Steps to Write a Book (an information product) and
Publish It with CreateSpace*

Copyright © 2014 Karen Cioffi
Revised January 2016

The Article Writing Doctor

<http://articlewritingdoctor.com>

Content writing services for home and small businesses

Karen Cioffi Freelance Writer

<http://karencioffifreelancewriter.com>

Professional writing services for individuals

You Can Share This Ebook

The benefits of being able to share an information product with your readers, subscribers, and/or customers are many. You can use it as a gift, as an ethical bribe for your opt-in, or as some other type of free offer.

There are two requirements:

(1) KEEP IT FREE OF COST

(2) KEEP IT INTACT

**You may not alter this ebook in any way.
All credits and promotions must remain as is.**

Although the author has made every reasonable attempt to achieve complete accuracy of the content in this guide, due to the rapidly changing nature of the Internet she cannot make any guarantees. She assumes no responsibility for errors or omissions.

Contents

Introduction (3)

How to Create an Information Product (a book)

1. Introduction (3)
2. Choose a Topic (5)
3. Gather Content (7)
4. Write the Book (9)

Publish the Book With CreateSpace (10)

Resources and Tools (12)

About the Author (15)

This ebook is packed with very useful and doable information!

Introduction

Writing and publishing a physical book is a great marketing tool. It's impressive, right.

Well, guess what? You can do it yourself.

While the process is the same for just about any genre you might choose to write in, it's the information product that is an effective marketing tool. It helps establish you as an expert in your field.

You might be thinking that you can do the same thing with digital books, but physical books have their own special place.

Ask yourself these questions:

- Do you offer in-person presentations or speeches?
- Do you do in-person consulting?
- Do you have in-person meetings with potential clients?
- Are you a member of your local Chamber of Commerce or other business group?
- Do you want to offer a book for bulk purchase to a business or government agency?
- If you're a children's author, do you do school visits?

If you answered *YES* to any of these questions then you should have a physical book.

And, according to an article on LifeHacker.com, reading a physical book helps to retain the information in comparison to reading from an e-reader.

Don't let the thought of writing a book intimidate you.

If you feel intimidated about creating a physical book, don't be. It doesn't have to be a 200 page jammed packed book; it can be a focused and jammed packed 10-20 page information pamphlet. Pamphlets are an excellent way to reach companies and services (even government agencies) that buy in bulk.

An example of this: I wrote for a service that offered companies employee incentive packages and information. The information in a large part was on how to keep employees motivated and happy. With the experience and knowledge I gained in that area, I could write a pamphlet on the topic and contact businesses that might be interested in purchasing it for their managerial employees.

So, the evidence is in, having a physical book or pamphlet is a definite plus for your platform, career, and pocket.

This is a short ebook, but it is full of 'doable right now' information!

Creating your book can be done in a weekend, a week, or a month – it all depends on the content you already have, the length of the book, your research, and your motivation!

You can absolutely do this, so read on!

How to Create an Information Product?

There are four basic steps to creating an information product:

1. Choose a Topic
2. Gather Content
3. Write the Book
4. Publish the Book with CreateSpace

Choose a Topic

Look into evergreen topics, like finances, health, fitness, relationships, writing, sports, and so on.

Evergreen topics are those that have 'staying' power. They're topics that were relevant yesterday, are relevant today, and will be relevant tomorrow.

HOT TIP: The three top evergreen topics are: Relationships, Money, and Health.

Relationships: This can be the relationship between siblings, mother and daughter, family, romantic, work, or other. The idea is to offer a solution to a relationship problem.

Money: In the money area you can discuss finances, real estate, business, retirement, investments, insurance, or anything that is related to money. As with 'relationships,' you want to state a problem and offer a solution.

Health: As with the two topics already mentioned, choose anything in the health arena. It can be fitness, aging, weight, alternative medicine, or any of the hundreds of illnesses people suffer with. *When writing in the health area, just be sure your information is accurate, include sources, and always include a disclaimer.*

Write for one of these topics and you'll have a ready and willing audience.

This is not to say you can't write about a 'hot' topic or new trend, but if you do, the book may have a limited shelf life, so take this into account. On the flip side, with 'now' topics you may sell enough to warrant the effort.

If you already have your own content in hand, possibly from blogging and article marketing, or information ebooks, then simply use that. Organize it, tweak it, and publish it.

Gather Content

Gathering content can be done through a number of avenues. This is the research part of writing an information book.

With your topic in hand, **find reputable sources of information**. You can go to your local library, local organizations, local experts (possibly in colleges), and/or do online searches.

There are sites and services that help you find experts. Again, just be careful that you are actually dealing with an expert.

You can also gather content through Amazon best sellers. Look at popular books. Read the good and bad reviews; it'll give you some ideas on what to write about. You can also do internet research: search for Tips, Tricks, How To, etc., in the area you're thinking of writing.

Forums are another good place to find content. Pay attention to what the biggest problems are – where is the pain coming from.

As mentioned above, you can also use **your own content**, simply repurpose it.

Another option is using **public domain content**, or you can use **Private Label Rights (PLRs)**.

PLRs is content written by someone else, that you can buy at very low prices.

In a webinar with Keith Dougherty, he mentioned that he created report using PLRs. He bought four articles (around 500 words each) for about \$12.

As a freelance writer myself, I won't mention the service he used, but this is a relatively common practice. [There are even major bloggers who use PLR articles to keep up with the constant need for content.](#)

With PLRs it's important to proof the content before using it, because it's usually written in non-English speaking countries.

Word of caution: you can use public domain and PLR content for a physical book on CreateSpace, but you shouldn't use it for digital books. Digital books are checked for plagiarism and 'rehashed' content. If Kindle spots this, they'll close down your account.

HOT TIP: Creating content that can be marketed to more than one group or market is a great way to create multiple products. With the simple change of the title and tweaking the content, you can target multiple specific markets, which broadens your reach.

An example of this is from the Dougherty webinar - he wrote one book, but used it for multiple groups. His books had something to do with the criminal system. He turned that one book into multiple books, each specific to a state by changing the titles to reflect the state and tweaking the content just a bit.

Basically, this strategy allows you to write one book and repurpose into many other books, with simple tweaking.

NOTE: You don't have to create a 100 page book, an easy-to-do 30 to 40 page book is fine.

Warning: Whether you're writing an ebook or physical book, DO NOT commit plagiarism – do not claim someone else's work as your own.

Write the Book

With your content in hand, open a MS Word document and enter your content. The formatting should be for a standard 6 X 9 book with a minimum page count of 24.

If you intend to write more than one book, you should save the first one as a template. This will save time and effort on the following books.

Now, we'll go over some CreateSpace formatting.

What you'll need:

- Title Page that includes the title, a subtitle if you want, and the author
- Copyright / Disclaimer Page
- TOC (Table of Contents)
- Content Pages – the meat of your book
- Conclusion / CTA Page that might include a “Help Me Out” or ‘Would You Please’ section (asking the reader to post a review on Amazon)
- Author Page

Analyze this ebook to see how these items work.

Chapters and Titles

Use the H1 function for chapter titles, this lets Word know to make it a heading and can find it when you create the TOC. You'll also want to bring the title on the first page of each chapter one-third down the page.

You can also keep it simple with a four chapter book:

- Chapter One should explain why XXXX is important to the reader's business or life.
- Chapter Two should give reasons why the reader needs help in this area.
- Chapter Three should provide 'important' strategies to help the reader overcome his problem.
- Chapter Four should be the conclusion with key points and a call-to-action (CTA).

Each chapter should have a Word page break and be sure to insert a 'footer' for the page numbers.

In his webinar, Dougherty mentioned that CreateSpace likes even paged books, so even if you need to add a blank page, make your book even numbered.

Once you're done with this section, you'll need to turn the Word doc into a PDF.

Publish the Book with CreateSpace

Create a CreateSpace account, if you don't already have one. Then simply follow the directions and prompts. *Be sure your document is in PDF format.*

You can also get the ISBNs through CreateSpace for free. If you choose this option, the ISBNs are only good on CreateSpace – you can't use if with other book publishers. Be sure to input the ISBNs on your Copyright Page.

Finally, it's advisable to use white paper.

About the cover

CreateSpace offers a number of cover templates to choose from, but you can make whichever you choose your own. Their automated system allows you to change the color, image, text, and more on the templates.

Another option is to hire someone on Fiverr.com. Some of them are great and very reasonable.

And, there you have it. You can have a physical book for usually under \$4 a copy to use for marketing and instruction.

If you want to add pictures

You can add your headshot to the author page and back cover. You can also add a logo or other images you decide on for. CreateSpace does allow you to input images on the interior pages also. If you choose to have them publish in color, the cost per book will be higher. And, including interior images may make formatting a bit more tricky.

But, you can find someone on Fiverr to format and upload your book also.

Back cover content

Along with your interior content, you'll need to create back cover content. Check out similar books from popular authors to see how to construct it.

The back cover content is usually a brief synopsis of the book. It may also contain 'positive' quotes from influential people. Think 'marketing' when creating it.

Creating and publishing a book on CreateSpace can be done. And, it can be done quickly. Get started today and create your book!

Resources

Online Marketing Articles

Read a Physical Book When You Really Need to Remember Something

<http://lifehacker.com/5898644/read-a-physical-book-when-you-really-need-to-remember-something>

(Referenced in content)

How Do You Create an Author Online Platform?

<http://www.karencioffiwritingandmarketing.com/2013/03/how-do-you-create-author-online-platform.html>

Book Promotion: The Foundation

<http://www.karencioffiwritingandmarketing.com/2010/11/book-promotion-foundation.html>

Plan a Virtual Book Tour: The First Steps

<http://www.karencioffiwritingandmarketing.com/2011/08/plan-virtual-book-tour-first-steps.html>

Book Marketing – Better Check Your Amazon Book Categories

<http://www.karencioffiwritingandmarketing.com/2014/07/book-marketing-better-check-your-amazon.html>

The Author Website – Keep it Simple and to the Point

<http://www.karencioffiwritingandmarketing.com/2013/01/the-author-website-keep-it-simple-and.html>

Three Reasons Why You Can't Afford Not to Go To Writers Conferences

<http://www.writersonthemove.com/2014/04/three-reasons-why-you-cant-afford-not.html>

Book Marketing – Increasing Visibility on Amazon

<http://www.writersonthemove.com/2014/03/increasing-visibility-on-amazon.html>

Tools to Help You Get Where You Want to Be

Create Your WordPress Website Today

No code, no technical stuff, no fuss

This 5-day e-class will show you, step-by-step, how to create your own WordPress Website. There's video instruction, one-on-one with the instructor, and lots and lots of information and guidance. Create it in ONE day or take the FIVE days!

Get it started today. **CLICK the link for all the details:**

http://www.wow-womenonwriting.com/classroom/KarenCioffi_CreateYourWebsite.php

Give Your Author / Writer Business a Boost in Just 4 Weeks

Learn the tips, tricks, and strategies to the four core elements of inbound marketing: optimizing your website basics, blogging smart, email marketing, and social media marketing.

It's an interactive and in-depth e-class, and worth every penny.

Check it out today: <http://wow->

[womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php](http://www.womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php)

Blogging Smart Video Workshop

Blog Your Way to Traffic, Authority, and Sales

This workshop will show you exactly how do get results. It's jammed-packed with usable information and it's ONLY \$20 through Working Writers Club.

It's a must for authors and writers. **CLICK the link below for the details:**

<http://www.articlewritingdoctor.com/2015/10/blogging-smart-video-workshop-website-traffic-authority-and-sales/>



About the Author

Karen Cioffi is the Article Writing Doctor as well as an award-winning author, ghostwriter/freelance writer, and online platform / website optimization instructor.

For ‘visibility and authority building’ writing and marketing information, tips, guidance, and updates on instructional webinars, get access to **The Writing World** (<http://thewritingworld.com>). It’s all free.

You can connect with Karen at:

Article Writing Doctor – Blog
<http://articlewritingdoctor.com>

Facebook: <http://www.facebook.com/kcioffiventrice>

Linkedin: <http://www.linkedin.com/in/karencioffiventrice>

Twitter: <http://twitter.com/KarenCV>

GooglePlus: <https://plus.google.com/+KarenCioffiVentrice/about>

Pinterest: <http://pinterest.com/karencioffi/>

Nothing ventured, nothing gained!

“It’s not what you’ve done that matters - it’s what you haven’t done.”

~ *Mark Twain*