

Welcome to the Write Publish Market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided — that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20-year veteran of the book publishing industry. On the Write Publish Market podcast, in addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of writing, publishing, and marketing a book that will help your business grow in ways you might not even have dreamed up yet.

Welcome to today's episode, author-entrepreneurs. Today, we are talking about the role of your book in your business. You obviously have a plan in your business for what your goals are, what your vision is, and what your mission is. You need to do something similar for your book: figure out how the book fits into that overall business plan. Because the book should not be a standalone tool, it should be part of your business ecosystem. So you need to figure out what the purpose of the book is within that larger ecosystem. I urge you to do that well before you start writing, so that you are clear along the way. As you set your goals for the book, you should think about them in terms of how they fit, and how that book fits into the larger picture of your entire business and your business ecosystem. That's going to determine what you do with that book: how you distribute it, how you use it moving forward. If your plan involves just using the book for a couple of months around launch, that's a lot of effort for such a small piece of time. You'll want to do something more long term, more big picture. Pull back and take the bird's-eye view and figure out how the book is going to be used. A lot of times, it's used as a top of funnel tool, to create warm leads for your larger signature program or offer. For example, you might want to distribute it on your own website to bundle it with other offers. I see clients do this all the time. They test the water to see what works the best and how they can move people through their funnel.

The book, for example, is let's say \$11.99, \$12.99, \$14.99, \$9.99 — somewhere between that \$10 and \$20 price point. That's a good introductory price point for someone who maybe doesn't know you yet, and is just learning about you and who you are and what you can teach them. Your ultimate goal, of course, is not for them to read the book and go away. Your goal is for them to read the book and become a member of your signature group program, a one-on-one client, or something like that, where they're then converting thousands of dollars versus \$10 to \$20. But in the middle there, what can you do in the middle? A lot of author-entrepreneurs have figured out to bundle their book with something else at a lower price point — maybe it's a \$37 training or masterclass or webinar, or maybe it's a \$97 mini course. If you think about it like that, just mathematically you're taking a \$10 to \$20 sale and turning it into, if you've got a \$40 webinar, a \$50 or \$60 sale. If you've got \$100 mini course, you're talking about \$110 or \$120 versus \$10 or \$20.

The book is making money for you that way. It's converting better and stronger, but it's also giving you the opportunity to see what pairs well with the book. Maybe you have an idea in your mind what products are going to work well paired with the book, but maybe you're wrong. Maybe you need to experiment with it. Maybe you start with a \$97 mini course, and it doesn't really convert well. So you switch it to a different course. If that converts better, great. Or maybe

you try a \$40 or \$50 masterclass. That doesn't convert but a different masterclass does. You can experiment limitlessly here — limited only by the number of products and programs you have to bundle with the book. This of course involves you selling the book on your own website and dealing with distribution and shipping and all of that versus sending people who find the book to Amazon or BarnesAndNoble.com or wherever else you're going to send them to buy the book. You want them to stay within your ecosystem because remember, as we've talked about, one of the rubs of Barnes and Noble, Amazon, and all of those distributors is that are doing the work for you sure, but they're not sharing any customer information with you. So those people may or may not make their way back to you. But if you're selling the book directly on your site, they're never leaving you. That is the position that you want to be in. So top of funnel is obviously the most common way that business owners use a book.

Other ways to use it is maybe as a textbook for your course, or a manual for your signature program. Maybe you are an established speaker, and you're looking for something to use at speaking events. Maybe you're not trying to distribute it off of your website and sell it that way. Maybe your goal is simply back-of-the-room sales at a conference. That works great for people who are established speakers. Conference and event attendees love to learn more. If they have listened to a speaker and engaged with that person, like what that person has to say, they love to then take it to the next level and buy that person's book. You see this at conferences and events all the time. It's a great strategy that works well for established speakers. That might not work for someone who's just getting started speaking. So, again, you need to figure out how the book fits into your business ecosystem. What is the role you want that book to play?

I get that there's a level of "I've just always wanted to write a book." I hear that all the time. "Jodi, I've just I've always wanted to write a book since I was a little kid. I always knew one day I would write a book." Fulfilling that creative outlet is absolutely fantastic. I was one of those kids that always knew they would grow up and write books. Fantastic — an absolute worthwhile mission and endeavor. However, you need to think bigger when it comes to the book. And more importantly than fulfilling a creative outlet for you, you need to figure out what the book is going to do in your business. If you don't do that, the book will not succeed for you, no matter what goals you set out, monetarily as a top-of-funnel tool, or no matter what you set out as the book's purpose, it will not fulfill that purpose if you have not thought strategically about how it fits into your business, in a larger sense/a larger capacity.

I urge you to do that before you start writing before you even come up with a table of contents. Really think about how that book fits in and how you can make it work — how you can test it and make it work for your business as a whole, not just as that one item the book. That is what I have for you today. Please take some time to think about that — and then get started writing. Until next time!

Thanks for listening to this episode of the Write Publish Market podcast. I know just how busy entrepreneurs' schedules are. I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you enjoyed this episode, take a quick screenshot

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