

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

**Write Your Book as a Big Business Card
(And Share Your Message with the World!)**

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and

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host. I'm really excited to have Donna Kozik with us today on Your Book as Your Big Business Card.

I'm excited this has been one of those things for me, too. I've been on the fence and it's something I've wanted and longed for and felt like so many of us feel like, there's a book in me. Our topic today is Write Your Book as a Big Business Card and Share Your Message with the World, and our guest speaker today is Donna Kozik.

She has this beautiful, bold personal mission of turning a thousand people into published authors this year and so we're going to see if we can help Donna out here. She's on her way to meeting that goal with her virtual Write a Book in a Weekend events.

Donna is a book writing and marketing strategist and she works with coaches, consultants, real-estate agents and other small business owners. She has an MBA in her pocket and she spent six years learning how to write fast and well as a newspaper editor and six more years as an external communications specialist and speech writer. She's a two time award winning author and former farm girl and lives in San Diego, California.

Welcome, Donna.

Donna: Thank you, Adela. It's definitely my pleasure to be here.

Adela: Yes, this is exciting stuff. I know that loads of folks, me included, feel like there's a book in me and it's something that I want to do and yet there's this push-pull thing, do I have enough to get it started? This idea that you put out as Your Book is Your Business Card, I'd love to just dive in there because it's a compelling thought that your book can be a business card. I never thought of it that way before.

Donna: Yes. The idea came to me. It wasn't from me actually, it was from one of my clients several years ago before my website, MyBigBusinessCard.com was established or anything. He was actually an insurance agent I was working with and I was editing his book for him, working with him on that and he said, "You know, Donna, I'm going to use this book as my big

business card. It was like a little light bulb went off above my head and I'm like, "Yes. That's a great idea."

It's a great concept to think of it that way. It's not the fact that it's got something, even though it can be small, I don't mean to diminish the meaning of a book, because there are so many great things that comes from being a published author, but as a way to say who you are and establish your expertise and do it in such a way that it also builds your credibility because you do have a book, you're an author. I think that all that combined is just a wonderful way to go.

In addition, as we talked about with the topic of our conversation today, it's also a way to share your message with the world. When I started my business and the Write a Book in a Weekend events, I was purely focused on the big business card aspect but what I found is when I'm working with people and my clients, that it is also a way for them to share their message with the world. As conscious entrepreneurs, I think that's really important to us, that we are able to share our message and our philosophies. Of course a book lets do that as well.

Adela: Yes. Just to cover that feeling of it feels like something so big.

Donna: Right, and it's kind of like how can we get our arms around this?

Adela: Yes.

Donna: Yes. It sometimes sounds intimidating and I think it's because we're all kids at heart. If you think about it, if you remember back, if you can, to before you were able to ride a bike. It's like, "Wow, I don't know, man. Two wheels? Going in a straight line not falling down? I don't know if I can do that."

But then, little by little, you learn how. Maybe you take a tumble or two. Maybe you put your foot down, then maybe you're waddling a little bit and then, next thing you know, you're riding a bike. It's a little bit about the same about thinking of becoming an author and I really appreciate that mediation you did to start us off because I think that is key, visualizing it for yourself and visualizing that possibility and really seeing it for yourself so you could, when a kid you could see yourself on that bike.

So right now, I would want you to see yourself as a published author and holding your own book and that is not nonsense. That is vital. I call it a vital step and the vital first step to becoming a published author.

In fact, when I work with people who register for Write a Book in a Weekend that's their first assignment is to tell me what your book is about or what your book idea is about but tell me what your life looks like once your book is done. Do you see yourself signing it at book signings down at Borders or Barnes & Noble? Do you see yourself leading workshops, based on your book? Do you see yourself selling it in the back of a room after you do speaking engagements, things of that nature.

I think that's really important because it can serve as a touchstone throughout the whole process for the times where we might have to dig a little bit deeper as we are writing a book is because it's something that we don't do everyday. Writing, putting these words together in this way, there will be times where we start to question ourselves and our ability to get it done which I'm happy to talk about later on too for people if you're not sure if you're expert enough. It's a question that comes up a lot.

In any case, having that vision serves as that touchstone to get you through those tougher parts and stuff and it will help see you through to completion so you can download into reality that vision and actually hold that book in your hands.

Adela: Yes. Pretty much it feels just like your business when you create your business, that's a transformative experience and it changes who you are and who you become. It feels like becoming an author is that kind of a thing, too.

Donna: You are so right. I like to say that the person who writes the book learns the most from that book. I don't mean it as of facts and figures and things like that that you might be writing about, but you learn to tap into your power and confidence in your subject matter and describing it to other people. Because as you're writing that book, you are setting the tracks in your mind about how you describe what it is you do, what your mission is, how you serve people. By going through that process through writing a book, next time you are at a networking event and somebody asks what is

it you do, it just flows so much easier forward because you described it to yourself through the process of writing the book and you get another added value to doing it and becoming a published author.

Adela: Yes. Actually, that's my next question. I love when my speakers do this. They start answering my question right before I ask it. I was going to ask how having a published book impacts your business. What opportunities does it create?

Donna: Yes. I'm going to start off with that one because I think its really a good method for the ones who are listening now, is that inner confidence and establishing that expertise, not only to the world but for yourself as well because when you write it, you are able to crystallize the messages that you share, but also its like you join some type of club.

Writing a book is no small feat, even though more and more people are doing it every day (and thank you technology for allowing us to do it at a very reasonable investment). But the fact is that not everybody actually pursues that dream so authors get the respect that they deserve.

That's another reason that it helps to have a book to use as a big business card. It can serve as fodder for if you're looking for information or things to write about in your e-zine and that. I go to my book all the time and just take one concept that I described in my book and expand on it in an article for my e-zine or for my blog. I mention how I can help you if you want to do a group coaching program. It serves as a way to give everybody a type of text book.

I've done this myself and then kind of led a class on it and refer people to the book. There are so many ways that the book can help you out. Those are just a few but it's about making connections and it's about sharing your message.

Adela: Yes. You started a little bit on what it takes, what do you need, what kind of qualities? If I were packing as if I was going on a trip, all the things I need for this trip, if I were about to embark on this adventure of writing a book, what would I need to have in that knapsack?

Donna: Oh, that is a great question, I love the way you phrased that. Well, in that knapsack I would throw in, again, that touchstone about first write down your goal statement. I call it your goal statement. Why you want to write a book and how that is going to fit into your life.

Next I would be thinking about... Actually, Adela, it's important what you put in the knapsack; it's also important what you leave out and what you leave at home. What can happen is this can become so overwhelming to people then they are dragging this 500lb knapsack behind them and wondering why they can't make it to the top of the mountain when they go hiking.

So I think one of the reasons is we want to put everything that we know in that book and that can be overwhelming and then we just drop the whole idea. I like to say that you are not writing 'the' book, you are writing 'a' book, 'a' book.

That's one of the keys to make writing an effective book to serve as your big business card because it doesn't have to be all encompassing and it doesn't have to be a *War and Peace*, and thank goodness, we don't have to write it, we don't have to write *War and Peace* and secondly no one is going to read *War and Peace*.

They want to read something about you, about your essence, about your message, your philosophies, what you do in your business and how you serve others. Really, if you take each of those little components and think of that as the recipe that's going to make up your book, those are just the main things. That's all you need to put in your knapsack.

You can leave all your systems behind, all your stats and things like that. They don't have to go in that first book. It's just some very basic things that people can read about you, get you and then contact you or remember you. That's how a book will help you out.

I also think in that knapsack that you need some, if you're not going with a number of other campers on the journey and stuff like that, something to help keep you motivated. So in addition to that touchstone of knowing how that book is going to fit in your life, I think sometimes having a specific

deadline, a date of when you will be holding that book in hand can be really helpful.

To be honest with you, and this is actually a little bit of an embarrassing story but I did write a book in a weekend for over a year before writing my own big business card and having it. I was just so busy and I didn't have one. It was a friend of mine, we were on an event together, and he was in my mastermind and he leaned across and he whispered and he was like, "Why don't you have your book here? Why doesn't everybody in this room have a copy of your book?" I'm like, "Oh my gosh! He's right".

Well, it just so happened that I was speaking at an event last November and I made a promise to myself that when I went up onto that stage, I was going to be holding a copy of my book. I did it, and I did it within six weeks of starting the book to getting it printed, getting it... It was shipped to the hotel where the event was being held. In any case, I actually wrote it in a weekend because I wanted to show that my system worked and all that but in any case, having that kind of hard deadline is also, I'll end there with that knapsack, I think that is something that can be very important to actually giving you that little extra motivation to get that book done.

Adela: Yes. I think you are right, because otherwise, it could be like me. I'm like, "Oka, at some point this year, I'm doing it." It can just keep going on and on and on and you never actually reach your goal.

Donna: Sometimes you do and sometimes you don't need it but there are some of us that do and I'm one of those people that is like give me a hard deadline. But you know, Adela, even if you got that book done in a year, that is better than not getting it done at all and I think that is the main message I want to leave people.

We were talking to Ruth, prior to the official start of the call, and she's like, "I think that my book idea is a little bit too big for your program and that." If you get 50% of it done in a weekend, then the other 50% done two months after, who's going to know? The fact is that you are going to get your book done and that's the key.

Adela: Yes. You mentioned touchstone as one of those key elements in you knapsack as the reason why you want to write a book. Can you speak a

little bit to that because I can almost feel myself be like, “Oh, it will position me as an expert, it will give me something that I can use when I want speaking engagements.” But I have a feeling you are talking about something much deeper than that

Donna: I really am. I’m talking about that vision and also that passion to help you through those times if you don’t have the ability to talk to me on the phone or something like that where you just have to dig deep and find the reason why you want to write a book. You really want to have that clarified in the beginning, crystal clear, because if it’s like, “Oh yes, this will really help my business, this will be a great marketing tool. I think I should have one.”

There's no passion in that and then you will find excuses to go and play with the dog or kids or go get something to eat in the refrigerator rather than sit down and actually get it done. Also it helps out, I mentioned this a little earlier, to give you the belief that you can see it for yourself. Even if you don’t completely believe it that you will be down at Borders and doing a book signing, by writing it the first time at least it plants the seed and you can at least see it a little bit. That's what is going to help serve you, again, because I want you to see it for yourself and to see it for how it fits in with you particular life because you are your unique self.

Another situation that in my experience happens is that a person can be halfway through their process or even almost done with their manuscript and all of a sudden these doubts start appearing, “Who’s going to listen to my? Why should I be expert enough?”

It's a really interesting phenomenon. I think it's because once we get into the process of actually creating and writing the book we get hooked on it and then there's the part where we see it coming to an end and maybe we're not so sure what the next steps are or something like that. We can slow it down or try to trip ourselves up.

I've seen it time and time again with the most confident people, the most confident people who have done this before and they can trip themselves up so yet another reason to really hold true to your vision of why you want it. If it comes to the point that it's like, “I'm trying, Donna. I've written it out. I've told you my vision and I'm not sure I quite believe it.” Well then I

always take a line from one of my spiritual mentors, of Marion Morrissey. She says, "If you can't believe in yourself, well believe in my belief" because I do have that mission to see a thousand people turn into published authors this year, and I believe you can do it.

Adela, I attract the best people into my world. I love it. I love it. I believe you can do it and I believe you're expert enough, and if you're in my world, I know it. I believe it, I know it for a fact because I have never had a Write a Book in a Weekend registrant turn in crap, to be honest with you. I've never had to send a manuscript back and say, "There's not enough here, you're all wrong. This is never going to stand up."

I give honest opinions, don't think that I don't. I do, but it's never happened to me because I believe that conscious entrepreneurs already have that sense and that knowledge of what it is that they do. It's just a point of bringing it all together in a book. Does that make sense?

Adela: Yes. That makes total sense, but to me that's an energetic thing. It's a resonance thing that if folks are hearing you it's because you're the possibilities in their field and it's totally do-able for them.

Donna: Exactly.

Adela: I totally, totally get that. I see also that touchstone as that fuel that will take you through those moments when you do run into those rough patches

Donna: It will, and also you know what else it does that makes it beautiful, it keeps you on track. What can happen is part of the mind will say, "You know what? Lets write a book about this instead or lets throw in ten chapters of this subject instead." It's like a little gremlin that is trying to get you off track.

You can go back to that goal statement and say, "Well, does that fit in with my goal statement? Does fit in with the book I see myself leading this workshop with?" If the answer is no, leave it out, leave it for the second book, something in that nature. It helps you make clear decisions through the book writing process.

Adela: Yes. I can see where it could really just clarify what's in, what's out. It could really help you fine tune and focus. I know most of the folks here either have a conscious business or they've got a job or they are working on their conscious business on the side. So where do you find the time to write this fabulous book?

Donna: Good point. First of all, for the people who have a J-O-B, as I like to say, first of all, bless you in trying to get something else of the ground at the same time. But secondly, I really believe there's truth to the saying that if you want something done, ask a busy person. When you have a busy life you are more likely to get more done and because you realize the value and the precious amount of time that you have to work on your business, you won't waste time by surfing the net. You get right to business and the writing and things like that, so good for you.

Then for the rest of us who sometimes can sit and watch Grey's Anatomy for several hours rather sometimes than getting done those revenue generating activities for our business, I think it's not so much a matter of finding the time; it's a matter of making the decision. Making the decision that you are going to do this because once you make the decision it will get done. Once you truly make the decision, make the commitment, it will get done and if you think, Adela, that's the way everything operates in our lives. What we decide to do gets done. I think there is great power in that. In fact I think it's probably one of the most powerful concepts in this universe of ours is making the decision.

Adela: Yes. I'll just say my favorite quote over and over again, Gary Zukav, "Choice is the engine of your evolution." I just find that that powers up my life in so many ways and it comes into my mind all the time, especially when I'm at choice points, at these decision points. You realize the power you have just by making a choice and that your choice makes things possible.

Donna: That's right. Then, also just those other elements: making the decision, seeing the value of the book, seeing the practical side of Donna that's coming out a little bit here. It's like, "Okay, great. I've made the decision but I still feel like I should be out there working on my website or blogging or something instead of writing the book."

Again, that kind of comes into what the vision is that you have and you want for yourself and holding onto that idea of being a published author and then also recognizing that practical side of what you can do with that book when you're done with it. How it does just open up the whole world to you, not only making connections but, frankly, making income. Making money, generating revenue through workshops, thorough speaking engagements and things of that nature and I think that can help us put some giddyup into the project and then its just finding the time.

Adela: I wanted to ask about one of the things you've already spoken about. How do you decide what to write about? What if you write quite a bit already and it's a matter of deciding what's a good topic to write about? What do you write about?

Donna: Yes. What to write about, is not for most people, it's not a question of how do I find a topic to write about, it's like which topic should I write about because we have so many things to offer. Here are just some fast ideas on that. When you are writing a book to use as a big business card, a good way to go about it, in fact the easiest way, think about what kind of questions you get from your clients or even your prospects that you're answering all the time. Those answers are good fodder, starter fodder for your book.

Here's one of my favorite secret techniques... Are you ready for this one?

Adela: Yes.

Donna: Alright. You probably answer a lot of questions on email. I know when I was starting out and I was a freelance copywriter and I was doing marketing consulting and I would get questions from people like, "Why should I work with you and why do I need one of those long sales letters?" Things of that nature. I would take 20 to 30 minutes composing an email back to them and telling them, "Here's exactly why," and showing my expertise and my professional opinion and here's a few ways that it works and that.

Well, just go to your sent file and you find a few of those emails and you already have some copy, we call it, the actual words that you can copy and paste and use in your book. Just some concepts to get you started.

And, Adela, that's one of the keys to just getting started. Getting over that blank screen syndrome and just getting started with something.

Another way of deciding what to write about besides answering the questions that your audience gives you is talking about ways that you can help people. A good way to do that is through case studies, whether they have occurred in reality or not. If you just showcase the kind of problems that people come to you with and then your solutions for those problems thorough telling some stories of these case studies, it's a really great way to write a book fast and easy and do it in such a way that you do not have to brag on yourself, like my mom used to say.

Instead it's like through the eyes of another and yet you're still showcasing your identity, your expertise as you're doing it and you can actually combine a number of these methods: answer questions, do case studies, talk about your inspiration quotes and things and that kind of gets into your philosophies and things like that.

The keys to getting started writing about what you're passionate about is another thing. I think, when you're selecting a topic, you want to make sure that it's something that you resonate with and that won't run dry on you at least initially. We all know we have to get the wheels greased and get going when you are doing the process and stuff but as you're writing, what I tend to see happen is that things catch fire and you keep going and going and going. I guess I'll end there for right now with some ways to decide what to write about.

Adela: Donna, one of the things that I found a little bit challenging, because I've been blogging for a while and I write articles and so I've been writing shorter things and one of the things that I found really difficult when I first did it was to write a special report which basically was putting together some of my smaller pieces and bringing them all together.

What do you say to folks who, lets say for example, maybe they've got some of these things already? One of the really great things about technology is that we can repurpose a lot of our content or material. So, let's say folks have some of these emails that they've got in their sent box, they've maybe got some case studies on their blogs and they just want to

start pulling things together. How is it that you actually start organizing this content, the material that you've got?

Donna: I have two really good (I hope they're good) thoughts on this. Okay, organizing the content and there was something else...Oh. Okay. I'm going to say the first thing, though, is I forget to say 'closet' to me, Adela, 'closet' and I'll get that second thought. The first one is never get tired of your message.

So many times we think that we have to reinvent the wheel and recreate but one of my favorite professors at Grove City, Dr. Donnelly, he used to say, "Plagiarize yourself". That holds true more than ever because some people struggle. They think that everything has to be new content in their book and it doesn't. You can recycle. Do it the 21st century way, re-cycle some ideas and you'll probably add things and things like that.

It will be a little bit different but it's your message. You created that blog content and those e-zine articles because you had something you wanted to share on that. Well, share it again in your book and because somebody might not read your blog. Even if they do they might want to hear it again.

I was saying now before, sometimes we just have to be reminded of things like that so don't be afraid of being redundant with your blog or with your e-zine. You can still put those things in your book and that is perfectly fine. Don't get tired of your message. Stay on message, stick with it.

Then, the second thing is, I said for you to tell me closet and I'd remember. Again, most of us have things like special reports which, by the way, Adela, your special report might be a very good foundation, actually for your entire book. I had a client do that. She took her special report and pretty much just turned it into her book. It's about website home pages and she added some images and a little bit more information and that's basically all she needed to do because she was so thorough in her special report.

In any case, you might have something really good there however, okay, here comes the closet story. If you have so much stuff and you're not sure, I have this and that and you're trying to put it all together and it's like, "Well, what's going to go in this book?" Well, it's very similar to the way

my closet looks like now. I have clothes from every season in there. In San Diego they're all kind of the same season. There are sometimes we wear long sleeves and jackets and sometimes that we don't so what I would do if I wanted to go and grab that closet as I go back in my bedroom, I would take everything out and I would lay it across the bed and the dressers and probably pile some on the floor. So I'm starting with an empty closet and then what I do is I pick some of those piles, those outfits that I know I'm going to keep because they're some of my favorites.

There's the one that I'm going to wear next week I'm on stage speaking and I really like this because in this outfit I feel good in it and it has some red in it. I feel like I can speak really well in it so that's really definitely going back in the closet. Then there's an outfit that I have for date nights and I've got a lot of compliments on its colour and I feel good in it for those romantic evenings. If I want to feel sexy, I put that outfit on so that ones for sure. Put it back in the closet and then there's the one where I'm feeling kind of blue and if I'm having a day like that there's a comfy outfit that feels good against my skin that I defiantly will put on to make me feel better, that ones going back in the closet.

So probably by the end, say I have seven to ten, maybe 12 outfits that are for sure in that closet, once they're in there. I'm confident that I have everything I need for right now in that closet. There are other clothes and things like that. Maybe they'll go in the closet, maybe they'll go in dresser drawers, maybe they will go to Good Will...not sure, but it's like, "Okay, I feel better now because I know I have these particular outfits in my closet."

It's the same when you're writing your book. What I recommend people do is instead of closing the closet, you have material in your life, written material, emails like you said, and special reports and e-zine articles and everything like that. So go gather it all together on your computer and you probably have some hard copy files as well and then take 90 minutes max, an hour and a half max and go through it very quickly.

You could have a highlighter maybe in your hand. Maybe you want to highlight a few main points or something like that that you just want to know that you might be referring back to. Go through it really quickly just

to give yourself a refresher on these things that you know for sure and then put it away. Put it in a desk drawer.

Put it away and start with a clean sheet of paper and a pencil and write down the five to seven, to ten things that you know for sure. Big items. Big items that are part of your life philosophy, that are part of your business mission. The things that you say to people or your clients that are like, "Wow! I never thought of it that way before. Thank you so much for explaining it in that manner, I really appreciate it."

So, these kinds of concepts, write them down on a piece of paper and this is going to become what I call your power outline and this is going to serve as the basis of your book. Instead of trying to boil down all that information and cutting and pasting it and ending up with a document that's 2,000 pages long, and how do I make this like book size which is actually happening to one of my clients right now, a private client. He is beyond frustrated because he is trying to boil it down. It's easier to start with an outline and build up and add to it.

That's the method that I would recommend for getting started.

Adela: How long should your book be?

Donna: It depends. What I recommend for people who have really embraced this concept of having a book as a big business card, getting it done fast and easy so they can use it as a marketing tool, use it to build credibility and that is to write what I call a short and powerful book. By that I mean a book that's a very powerful message but doesn't have loads of content. We're looking at something, say for a square book it's something that might be 64 pages minimum because that number of pages will allow you to perfect bind the book so it looks like a book and not like a pamphlet and also it's enough pages for you to describe what it is that you want to talk about.

You can add more. I wrote a short and powerful book. I used the square book template that comes with Write a Book in a Weekend and I recommend a minimum page count of 64 and mine's 120. For a 9 by 6 book, which is a typical business size book, I recommend a minimum

page count of 120 for that. You could do 100 but I think 120 kind of serves well.

Here's the thing, Adela. I know people who have a 120 page book, it's a 9 by 6, I know one author who has 12,000 words in that book. I know another author who has 32,000 words in that book. How does that happen? It's all a matter of formatting. The first author who has fewer words, he has a bigger font size. He has more space in between paragraphs. He might have more testimonials or more quotes used in the books that are standing alone on a page and so he's been able to spread out several thousand words through 120 pages.

The other author, the font size is a little smaller. His margins are a little bit less tight, they're less wide. She has more words on a page. For a 9 by 6 book you could have anywhere from 125 words on that page to 250 and that's the magic of book writing and of book formatting. It doesn't matter how many words you have for the most part. Yes, there's a minimum. You probably don't want to go below 7,000 which, for many of us, is like a long article.

Adela: Yes.

Donna: A longer article or a piece or feature article or something but they can be spread out in a number of pages and nobody will look at that book and be like, "Oh. There's nothing in here," because the formatting and all that adds that magic to it. They're focusing on the words and the message and not so much the way it looks and, frankly, I think more white space is better because it is more reader-friendly and it's easier to read, for somebody to finish the book and it welcomes them. Then they can finish the book and then move on and remember you.

Adela: Great. Great information. Oh, more questions coming out so I'm going to go to the next one. Do you need an editor?

Donna: This might surprise you because I have to say... I'm going to say no. I'm going to say no. 80% of the people that I work with and, again, those who I attract to my universe the conscious entrepreneurs, care about their message, they do not need an editor. They just need a proofreader, someone to catch those things that we don't see or that we might not be

sure of. Does the period go inside the quote marks or outside? I can never remember. I'll tell you it goes on the inside but, in any case, it's those kinds of things that a proofreader can catch.

What an editor does is, there are several levels of editing. Oh, I'd say 80% of the people I work with don't need an editor, those who do usually know they do. They're like, "Oh. I write my book on two conversationally when I write." I had one client and it's just the way she writes. She writes going to 'gonna' instead of going to and so she needs an editor to do a little bit more work in changing some of the words around and things like that.

Editors sometimes, too, they will read for a lot of clarity and they might say, "Oh, the concept here, its not really well explained. I don't understand what you are trying to say. You might want to rewrite that." Things like that but, again, I just say that its only four times out of five people do not need an editor. They just need a proofreader.

I used to do editing work. I used to myself. A lot of the times we call on an editor frankly as a way to slow down the process or as a way to get validation that our work is good. If you have a coach, if you have a professional telling you your work is good, go with that. Even if you don't, just go with it and entrust yourself that you're going to put out good stuff because what I've seen happen is editing can really slow down the process.

I'm not saying that if you have to go through the editing process and take six months to a year and stuff, that time is wasted. No, we all know that there's no such thing as the wrong time. Its always the right time and so your book comes out a year later.

What I hate to see happen is that an editor, its sometimes their job to question you and your writing and what can happen is that it can undermine your confidence. Then you get so confused, I don't know what to do and the project just comes to a complete stop. That just breaks my heart because there are so many books out there, good manuscripts out there that are completed or nearly completed but they haven't turned into books because someone got stopped through the editing process.

Adela: Yes. So, I've heard folks say, "Self-publish." I've heard folks say, "No, go with a publisher." How do you decide what is the best way to print and publish a book.

Donna: Yes. This is a great question and its just so interesting because I think what happened is that we misunderstand what self- publishing means. It's come for many people to mistake it as meaning that its low quality or the person couldn't get a traditional publisher so they just did it on their own, so the book cannot be worth anything.

Totally not the case. All self-publishing means is that you're the one who sponsored or upfronted the money to get the book in print. So, either you're doing it or Random House is doing it. Either you're doing it or HarperCollins is doing it. I've just named a couple of the more traditional publishers. They're also known as Big City Publishers or New York City Publishers because so many of them are based in New York City.

It used to be true you had to make this decision right away. You had your manuscript done and it's like, "Ooh, which route am I going to take?" Because, once you've self-published your book, it used to be that a traditional publisher wouldn't want anything to do with it so you are completely on your own and promotion and distribution and all of that stuff.

However, I'm so happy to report that the traditional publishing industry has actually done a 180 and now they want to see books that have a track record. They've already started having a track record of an audience, of an author who can talk about what their message is and stuff and who can explain who they are and what they're all about; who have already started to gather a following so the book has legs.

Then they will pick up that book. You don't have to decide anymore. You can self-publish first, show that the book has an audience and then the traditional publisher would be more likely to pick it up and run with it and help you out in some of the marketing and distribution and give you some added, I have to say, credibility. It will add a bit of credibility.

But, if you're looking to sell your book in the back of room, use it as a big business card and things like that, no need to seek out a traditional publisher because its going to take you, first of all to get one, I equate it to

winning the lottery. It's really tough especially these days because the publishing industry is going through some dire straits in the economy.

But secondly, it takes so long once you're accepted. It takes so long. It takes like 18 to 24 months or longer and even as conscious entrepreneurs, we don't have that kind of time. We don't have that kind of patience. We want to get this thing done so you can self-publish yourself and then, once you have built up a following, if you want to seek out a traditional publisher and go that route, you're much more likely to have success. In fact, if you have heard of the book *Rich Dad Poor Dad*, *What Color is my Parachute* and *The One Minute Manager*, all those books are self-published. They were self-published first and then picked up by a traditional publisher.

Adela: Oh, wow! Oh, that's great!

Donna: Those are just three of thousands that have gone that route.

Adela: So, how much does it cost to publish your own book?

Donna: How much does it cost?

Adela: How much does it cost to get that hard cover or soft cover or whatever?

Donna: What if I told you, Adela, that you could get a copy of your book. Let's say you're thinking about the 9 x 6. Say you're thinking about... how many pages are you thinking?

Adela: Probably like 120.

Donna: Oh, okay, 120 pages. Alright, very good. Okay. Its going to cost you \$5 for printing and then say \$3 for shipping and you'll have delivered to you a perfect bound book. It looks great, it looks professional, glossy cover and you can take that down to Borders or Barnes & Noble and hold it up to those books and it's the same type of quality. Would that make you happy?

Adela: Oh, I'm jumping up and down inside right now. That's all? Do they sell as a book?

Donna: That's it. Actually I know. I love what I do.

Adela: This is insane! My God! Why have I been waiting?

Donna: I know. I love what I do. See, it used to be that only rich people and academics could get published because there were those cost barriers to publishing. You had to burn plates and have a minimum press run of 2,000 books to make it at all effective and things like that. But now with print on demand technology, you can print a book at a time or publish a book at a time and for about \$5 a copy plus shipping and handling to get it to you or to get it to Amazon or the direction its going in or to get it to a customer.

Also, don't think, "Oh, okay, \$5. That's good." So you price your book at \$10. You're making, whether you have the shipping cost or the customer does, you might make a few bucks on it which is great. You don't have to operate at a loss but, even if you did, even if you gave that book away remember it's that value. It's like having that workshop and having that selling back of the room or having teleseminars or info products and stuff and your book there as a bonus. It's like a loss leader kind of thing we call in business.

Adela: Yes.

Donna: The thing is that it doesn't even have to be. You could even make a little money on it but then think of the thousands of dollars of income that you can make after it's in hand. Then you can say that you're a published author and that's the real key.

Adela: That is the real key. Going into that, I was wondering, you see those books that have reviews by Jack Canfield and Wayne Dyer. Do you need those big name endorsements or...what kind of endorsements do you need to help with your book?

Donna: Yes. Right. You named two of the leaders among us conscious entrepreneurs and stuff and things that we look to. It's tougher and tougher to get an endorsement from Jack Canfield. Why do people want those endorsements? First of all let's just think of it that way. Why do they seek them out? It's to add creditability to their book and they're probably also thinking it will help sell more books. Will it? Wont it? I don't

know, but also selling more books isn't the goal. Getting more people into your business and as clients is the goal.

So, I don't think it is necessary, frankly. I think that you can publish your own book without any huge testimonials or endorsements for the book itself but maybe having some testimonials for your work in the book because the goal is always to get that reader to contact you for more information. Now, I'm not going to turn down a testimonial or an endorsement from Jack Canfield. Are you kidding me? However, is it needed? I don't think so.

Adela: You don't need them.

Donna: It is more important to have that published book and then to move on with things and thinking about your business and marketing yourself and online and things like that. It's moving on and just using that book and taking it to the next step and going to the next level with your business.

Adela: Yes. I think it's important to remember the purpose of your book in this.

Donna: Exactly.

Adela: Its actually, you're using it for your business as a big business card.

Donna: That's right.

Adela: Yes. Absolutely.

Donna: And selling the book, like I said, you can make a few bucks on it and stuff but you have to sell zillions of books. Way better, you still have to sell zillions of books to make a profit from those books or for his publishing house to make a profit from his books and he is not making most of his profits from those books. He is making a profit from his programs. Jack Canfield, the same thing.

Adela: Yes. So that book is kind of like an entryway to access all of those other opportunities.

Donna: It's something that's working for you 24/7 and, like I was talking earlier, it's where you cross that invisible boundary. It puts you in that class of experts. When you're a published author, if you think about leaders in the

industry, we've talked about a couple of other, Marianne Williamson and others. Those leaders, they are published authors, but they're also out there. You can be a published author and you can be out there speaking your message as well.

Adela: Yes. So, I wanted to ask your opinion on this thing. Lots of us, I know I have, have participated in book launches and I was wondering, what are some of the best ways that you can leverage your time in getting your book into the hands of folks who need it?

Donna: So, about like promoting your book, you mean?

Adela: Yes, like getting the word out about your book. I know that book launches, those big book launches where everybody gives a bonus. I know that that's one way that some folks have done it but I was just wondering if you could share with us some of the ways that you know of getting your book out there into the hands of folks who need it.

Donna: It's interesting. I resisted this for so long, however I've had so many people who take part in Write a Book in a Weekend ask me and say, "Could you please do a Promote your Book in a Weekend?" I want to know what comes next and how do I do it and I'm like, "Okay. Even I've got to get realistic that writing a book can be a sprint and that is something that you can get done in a weekend, but promoting it is a marathon." However, I did do a class in Launch your Book in a Weekend because it all starts with that launch and how you're getting started and I don't think its going to surprise you, Adela that it all comes down as strategy.

The virtual book tour that you mentioned, book signings, press releases, groups on Facebook and all of that. Those are all tactics and what you want to think is how do you select the best tactic? Well, that's by having a strategy in place and so when it comes to that point and promoting your book and using it, I actually have identified what I call three different launch strategies.

The first is what I call the celebrity book launch and that's where a virtual book tour would probably come into play well. I will tell you, though, organizing one of those takes some time, just so you know. It takes some time, it takes some connection. If you're even thinking about doing one of

those for your book and your book is just a twinkle in your eye, start making connections right now with the people that you would want to promote you and to do one of these virtual book launches for.

Instead of a book launch, is where your book is, instead of a big business card, it's almost like a 8 x 10 glossy. It's something that's going to get you on TV shows, its going to help you sell more books, things of that nature. So that might be a type of book launch that you want to do but there's also the big business card launch which is my forte and that is using that book to get clients.

Does a virtual book tour help you do that? Maybe. But, maybe it would be better to have a teleseminar where you offer your book as a free...I actually do this. We offer a signed copy of your book as an incentive for people to sign up for a little \$97 three day teleseminar series with you, a teleseminar class.

Adela: Oh, nice.

Donna: You could actually make several thousand dollars of your profit from doing something like that and then it more than covers the cost of your books. You make a nice little profit and then all those people who joined up for that teleseminar series are now prospects and you can sell them into your next level program.

Adela: That's sweet. I like that.

Donna: Yes.

Adela: I love this work.

Donna: Yes. This is why it's a lot less work and it's a way to make them pass and get more people who know, who've heard your voice, they've read your book now and they might be more likely to work with you. So that's the type of activity I would suggest for a big business card launch and I have a final launch that I talk about and this actually came from a friend of mine. She was like, "I'm really nervous about the marketing part."

She actually has a fulltime job, this is like a passion of hers but yet she's not able to work on it fulltime but she goes, "You know, I went through the

process of writing this book and I feel that I should honor that process in some way.” We call that the Honor the Author within Launch. The way you do that is primarily centers around having a website.

Even though I say that any of those tactics are probably up to you, take what you want, leave the rest. I do say that a website is vital and your first step to launching your book.

Adela: Awesome. That makes total sense and each of those different types of launches is just a different level of energy and engagement and amount of work.

Donna: It is a different strategy.

Adela: Yes, a different strategy.

Donna: And then again, it goes back to your vision, “What do I want for myself and for my business and for my book?”

Adela: Yes. Depending on where people are in their business, there may be some folks here who have loads of connections. One of my buddies, actually someone who is on the telesummit yesterday, Wendy Y Bailey, is launching her book and those amazon launches with a gazillion, like the 75 bonuses.

For me, I'm not interested in doing those. It's not very fresh, they've been overdone and she's doing something different. She's doing kind of like a blog tour with her book. I was like, “Oh that's cool.” So like an interview and a blog tour where you write a blog post, a guest blog post and I think that one of the things that we have to remember, too, is that you can get creative with how you get the word out about your book. A lot of it can be like your style. Its great to have these strategies already in place, you've got to read them, that's fantastic, but I think also that people can even tap into what their message is and who their market is and bear those things in mind when they're looking how to get the word out about their book.

Donna: Absolutely. You are dead on. You are right on about this and also about what their message is and who they are. A virtual book launch, which I agree, I think people have become rather cynical about those and they don't read the information anyway so that might not be a good fit for you.

But I actually, during my Launch your Book class I had a little contest. I said send in your most creative ideas for promoting your book and I gave a free coaching sessions to the top two winners; so the person who sent in the most ideas, so quantity and then the person who sent in the best idea.

The winner of the person who sent in the best idea, I love this, is that he put in his book, what he did is he told people, readers of the book, find the words Minnesota Vikings, which was his favorite team, his home team and send me an email with what page and what line the words Minnesota Vikings are on in my book and you're going to win a free 20 minute coaching session with me. Isn't that clever?

Adela: That is so clever. That gets them to consume the book, to get into the book.

Donna: Another one of the ideas was the high temperature in Minneapolis is the price of my book today, so it was like 7 degrees in Minneapolis was the high for some January day, his book would be \$7. He was going to go to local radio stations or something of that nature and when they announced the temperature and then say: "Oh by the way..." you know, take out a little sponsor ad or something like that, "you can now buy this book for \$7, go to this website or something like that." Again, very clever and you're right on it. Be creative, be yourself, think beyond the normal borders of what you see other people do and be different. Be different and that's going to get your attention right there.

Adela: Yes. I think that that's probably the juiciest way to go.

Donna: Yes. Because it will be something that you enjoy doing because its part of you verses something you think you have to do because we all know how that goes, how hard it is.

Adela: Absolutely. I think too that that's going to align you with the kinds of people that are going to be a better fit for your work, your business and your programs.

Donna: Right. Yes, exactly. Attract your ideal clients.

Adela: Yes. You are going to be attracting a different kind of people if you're doing things that are like you. So Donna, I want you to talk a little bit

about your offer. I know that it's coming up soon, your Write a Book in a Weekend and I remember that when I saw the list of people who have taken your course and written their books, I was like, "Oh, my goodness!" Its just such an extraordinary roster of students that have attended your... they're wonderful people... all of them.

Donna: I know. I actually have pictures of some of them on the website. What's the link that you have to the website?

Adela: It's consciousbusinesstribe.com/writeabook.

Donna: It's consciousbusinesstribe.com/writeabook.

Adela: It's consciousbusinesstribe.com/writeabook.

Donna: So you can see, I see the pictures there of some of the people who are helping me fulfill my mission of turning a thousand people into published authors this year. I also have to say my staff surprised me and on my birthday they actually created collages and framed photos of some of my authors holding their book and, oh my gosh! It looks so awesome and I'm so happy to hang them here on my wall and look at them every day and have so many books on my shelf of fame, as I call it, the people that have actually published their books under my watch.

But the idea of Write a Book in a Weekend actually came about from a Facebook group. I started a group on facebook called the Write a Book in a Weekend club and I had a member ask me, "Well, Donna, I'm ready to write my book this weekend. What do I do?"

I thought, "What would I have her do?" So I came to this idea of having a virtual online seminar so no travel was necessary and you create your own writer or author environment in your house, of if you wanted to get away for the weekend and do it there. Get this book done in two days, find out how to get it published with say for five bucks or so, like I was telling you about, then move on with life because that's the way I am. That's the way I roll.

I want to get something done and then move on and I created Write a Book in a Weekend. My next one is June 5th and 6th but I also have two more this year, I have one in September and one in November and then

later on this month we are going to be marking our calendar for 2011. I'll probably be looking to have six or so next year, maybe four. I might be cutting back a little bit.

Adela: I'm just struck by all the happy faces with people with their books in front of them.

Donna: I know. It is something. If you're listening and you're thinking, "I just don't know if I can do this stuff," and you can see people just like you pictured there holding their book and they felt the same way you did. "Don't know if I can do this." My favorite is on email after somebody, her name is Andrea, sent me a photo of her holding her book and she's like, "Well, that wasn't so hard." Once we know how to ride that bike it's not hard at all.

Adela: So when you do this on the weekend, I'm just curious, is it three days? Is it two days?

Donna: Well, when you register you immediately start receiving information to help get you organized because, once you get started right away, prior to the weekend, although I have to say, I've had people join as late as Saturday morning of the weekend and they still get their book done. They come in and they have adrenaline, I think, on their side, so in any case, and they give the decision to.

Any case, as soon as you register, you start getting some information from me about how to get organized and then it really starts to ramp up about ten days, seven to ten days prior to the weekend. A little bit more information, some PowerPoint videos, presentations, a copy of my book, an e-version copy of my book so you can get some ideas for structure and things like that.

Then we have what I call an author orientation or on your mark call on a Wednesday night prior to the weekend and that's where I go over some housekeeping and answer questions, calm people down a little bit, and things like that, get them ready to rock and roll.

I deliver the templates that I use. I have both a square book and a 9x6 book template that you can just write right into and then you don't have to worry about formatting too much when you're done. It's already in book

format so you can actually take that template, that document, the word document, upload it to a website that I tell you about and then have your book in hand a few days later for less than \$20.

I deliver these materials, we have one call Wednesday night and we have a kickoff call on Saturday morning. It's like it's a start of the race. I do the firing gun and I say, "GO!" You're off and writing and that's really the intent of the weekend, to have that accountability and that support so you get writing done.

Then a couple later coaching calls on Saturday and one on Sunday afternoon and then Sunday we have our Published to Profits call where I talk all about the ISBN, how do you get on Amazon, what about a cover designer, how do I do distribution, everything of that nature. I answer all those questions and then actually a week later I add an alumni call for those kind of things that come up after the weekend and you're putting some bows and ties on your project. Then I'll answer the questions that come later, but that's about one week later

Adela: Awesome, let me give that link again. consciousbusinesstribe.com/writeabook. It's also on the speaker page, you can just click that link and I, of course, will send it in the follow up email.

Donna, we've got two questions here, can we answer them? I know we are over time.

Donna: Fine by me.

Adela: Yes, here we go. Alicia: Can you write a book before you have a business? Can you write about how you healed?

Donna: Yes. I think that is actually a great question, Alicia. It's actually a great way to kind of start the foundation of your business and what you're all about. Just as I was saying that the person who writes the book learns the most from that book, it's the same for you. You can provide a structure for yourself and the business you're going to create by writing about your story. No matter if it's a case study book or quote book or an answer questions that you answered on email book, any of those, I still

want to incorporate parts of your story because that's what makes the book different and unique and I say absolutely yes.

Adela: Wonderful. And the next question is from Celeste in Barbados: What type of sales should you have with a self published book before approaching a publisher for further publishing?

Donna: Excellent. What type of sales should you have from a published book? I would say something between, starting as low as \$10,000 and probably going up towards \$20,000 showing sales, I think. But, its not even exactly sales that you're looking for, (was it) Celeste, it's not sales that you're looking for so much as even the distribution. If you could say I've spoken in front of this many people and the person who sponsored the speech bought my book in bulk and gave away these many copies and stuff so it doesn't have to be direct sales but maybe on the low side, like around \$5,000 you're really starting to get some good momentum going but I would probably aim for about \$10 to \$15.

Adela: Okay, wonderful. Well, Donna, it's been wonderful to have you here. Thank you so much for staying here the extra time and answering questions and really giving away extraordinary content. It was wonderful having you at the Conscious Business Telesummit.

Donna: It's absolutely been my pleasure. Thank you so much, Adela, for asking me.

Adela: Thank you Donna and thank you everyone on the call for being here and we'll see you on Monday. Thank you. Thanks Donna. Bye-bye.