



Jumpstart Publishing Tips for Authors

TYPES OF BOOKS YOU CAN WRITE:

1. Your System – Turning one of your programs, products, trainings, workshops or ? into a book. *(I did that with my Jumpstart Your Business in 90 Days Program that initially sold for \$4,000 years ago... I took the transcripts of the audio and workbook and finessed it into my Jumpstart Your New Business Now book in 2018.)*
2. Your Story/Memoir
3. Compilation Book Chapter – Being in someone else’s book can be just as lucrative and give you even more exposure than you marketing your own solo book depending on who’s running it, etc. *(Ask me about my Jumpstart Your _____ (blank) compilation book series and how you can participate!)*
4. Fiction
5. Children’s book
6. Interview style – taking podcast episodes and turning into a book
7. Blog post style – taking blogs and organizing by pertinent topics
8. Quick book of Tips, How-Tos or Quotes
9. Workbook or Journal
10. Compilation Book as a Host – this can make you big money and get a lot of your clients to become authors too! *(Ask me about how we help hosts find, sell and manage their own compilation books.)*

BOOK DISTRIBUTORS: THE COMBINATION I RECOMMEND

1. **Amazon KDP** for your paperback and ebook, to enjoy a direct relationship with Amazon.
1. **Draft2Digital** to distribute to all the other ebook retailers.
2. **IngramSpark** to distribute your paperback and hardcover book.

BOOK MARKETING & EXPOSURE IDEAS

3. Speak - Have a signature talk around your book concepts/story/tips that you share on other people’s stages
4. Speak – Design your own workshop, 1–3-day event, free webinar or masterclass around the concepts of your book. *(I did that with my Love Yourself Successful book content. Before it was a book, it was a workshop that I gave for a few years.)*
5. Speak – To other people’s high end paid client groups
6. Speak – Share tips from your book in videos for YouTube, Lives on social media, vlogs on your website
7. Speak – On summits that have to do with your book’s topic
8. Paid Advertising – Promote your book with paid ads on FB, Google, Other websites, etc.
9. Paid Advertising – Run ads in related magazines, blogs, email newsletters



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BOOK MARKETING & EXPOSURE IDEAS (CONTINUED)

10. Get Publicity – Get reviews in trade publications, magazines, submit content for print publications
11. Get Publicity – Go after interviews on your local or national TV stations (*I've been on my local news stations a few times, sometimes for my book, other times for compilation books I just wrote a chapter in.*)
12. Amazon Launch – Helps expand the reach of your book, especially when it just comes out. Getting friends and other JVs to share it also expands the reach and adds more credibility and influence.
13. Social Media – Use for the initial launch, ongoing reminders to buy your book and ongoing brand awareness with specifically designed cover images, pinned posts, videos, links and book description in About Info Blurb, etc.
14. Social Media – Start a FB or LI group around the topic of your book to generate interested potential buyers. Give them deals for buying, incentives to share the group, the book, run contests for winners of prizes who do the most.
15. Content Marketing – Pull out blurbs from your book (or delegate that to a VA), then create shorter blog posts with that content with call to action to buy the book. Share those blogs on other websites, LI newsletter feature, your emails, and social posts.
16. Content Marketing – Create a short video around each concept in your book, each chapter or section in some way. Use those for YouTube, vlogs, content for your emails.
17. Marketing - Set up a pre-sale for print and ebooks to build momentum for successful launch.
18. Marketing - Set up an Amazon Author Central account and claim your book.
19. Sales – Create online courses around the concepts of your book or vice versa, create a book with your course content! Charge hundreds or thousands rather than \$16.95.
20. Sales – Create a high-end mastermind or group training around walking through the concepts of your book over the course of a year or 6 months if it's a good fit.
21. Sales – Create a lower end membership program with monthly trainings or Q&A around the book content.
22. Sales – Create an event or workbook or journal as an extension of the content of your book.
23. Sales – Do multiple books, write a series and sell them as a package.
24. Sales – Design a book signing and PR tour either around the country or virtually.
25. Influence & Credibility – Authors are sought after speakers, interview guests on podcasts, and they are usually considered more of an expert on their topic. Position your book well in all the things you do, from live events, display tables, signage, marketing materials, photo shoots, your website, social media and even your Zoom Room background! Always show off your book and remember to bring them with you everywhere you go. You never know who will inquire about it, buy it, book you because of it, boast about it on social for you... you never know.
26. Brand – Build your brand with your book, become the known expert in your topic or rejuvenate a stale brand.
27. Transformation – Sometimes writing your book not only will help others but will help YOU in your own transformation or personal growth.

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ADDITIONAL WAYS TO MAKE MONEY WITH BOOKS

1. **Maximize your book DESIGN** – What you put inside the book can help increase income and most authors don't think about this part. Add sales pages in the back, links to other books, programs, events and even position yourself as a speaker they can hire (and more – ask me!)
2. **Host your own compilation book** – You bring in clients as authors under your branded book, something that flows with what you do with clients, your brand, your purpose, etc. Opportunity to earn is \$20,000 - \$40,000 ++ (Ask me about this, I have done for you opportunities where I help with the manuscript, author coaching, publishing and launching and you just have to get the authors to buy.)
3. **Start your own publishing company** – If you plan to do multiple books, it's cheaper to do them yourself. (Ask me how I got started doing this on the side and how I can help you too.) If you do decide to help others, you can do that too. I now have paid author trainings, free webinars, publishing and launching services and all kinds of add-on depending on what someone needs. Other publishers also add on publicity, done for you marketing and marketing materials design, ads, book signing tour and more.
4. **Finally, don't forget to actually put a comprehensive sales page ON YOUR WEBSITE** so you can sell books anytime online yourself (You make more money selling them yourself rather than selling only via Amazon.)

INTERESTED IN MORE?

1. **Let's jump on a one-on-one call to see what's possible for YOU and your book! Signup here: www.AskKat.biz**
2. Listen to my 1-hour free webinar training all about books and publishing and where to start here: <https://jumpstartpublishing.net/freemc-jsybook/>
3. Attend my next **Jumpstart Your Marketing Workshop**, August 17, 2023, for 3 hours, Noon-3 pm PDT for \$197. Info at www.JumpstartEvents.net
4. Attend my next **Jumpstart Your Biz In-Person Mastermind Retreat in Charlotte, NC** Oct 16-18, 2023, for \$997 where we'll discuss your book, speaking, your business, marketing, website and more! Info at www.JumpstartEvents.net
5. Know you're **READY** to start planning and brainstorming around your book itself, the marketing of your book, publishing or launching... then sign up today for a discounted **Jumpstart Your Biz/Book Planning Session w/ Kat for "NEXT STEPS"**, 90 min 1on1 for just \$350 (reg \$1,500).

Book this here now:

<https://jumpstartyourbiznow.thrivecart.com/coaching-1time-90min-1on1-350/>



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MORE ABOUT ME: KATRINA SAWA

Katrina Sawa is the CEO and Founder of JumpstartYourBizNow.com. She is lovingly known as The JumpStart Your Biz Coach because she kicks her clients into high gear making more money doing what they love and fast. She is the creator of the JumpStart Your Marketing & Sales System, 10x International Best-Selling author with 16 books including, *Love Yourself Successful*, *Jumpstart Your New Business Now* and the *Jumpstart Your _____ (blank) Series*.



Katrina is also the CEO of Jumpstart Publishing where she helps entrepreneurs publish books that generate more clients and revenue, and she's the Founder of the International Speaker Network, a free, educational, networking group with thousands of members.

Katrina has a no-nonsense approach to showing entrepreneurs how to develop consistently profitable businesses implementing proven marketing and business strategies. She's been featured on the Oprah and Friends XMRadioNetwork, ABC, TheCW, and the LA Tribune. Katrina was awarded the National Collaborator of the Year Award by the Public Speakers Association and a 2-time Nominee for the Wise Woman Award by the National Association of Women Business Owners. She speaks to groups of all sizes, holds live training events annually and lives in Northern California with her husband Jason and stepdaughter Riley. Get free trainings online at www.JumpstartYourBizNow.com/freetrainings and www.JumpstartPublishing.net.



"I loved how you walked myself and my co-authors through the process of publishing our compilation book – The Secret Sauce of Downsizing. You had patience for those new to publishing and quick responses and ideas for those on how to take people from our chapters to our websites for more info and to get on our lists.

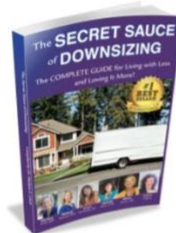
Your process through the Amazon Book launch was also so well organized and thought out, I can't believe we became International Best-Selling Authors!

Your project management skills and timeline organization helped us tremendously make sure we dotted all the i's and crossed all the t's. Thank you!"

Dr. Marlena E. Uhrik

Certified Home Stager, Redesign Expert, Realtor & Multi-Best-Selling Author, eXP Realty & Amazing-Staging.com

More great ideas can be found in my book, "**The Secret Sauce of Downsizing**" just by clicking on the button **Grab Your Copy Now** on Amazon.



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"I am on my way to a 6+ figure business and this would not have been possible without Live Big Mastermind and Katrina Sawa!"

"When I joined Live Big Mastermind with Katrina Sawa I knew that I would have the support I needed to put the systems in place to be successful! In the time that I have been in LBMM I have created a steady stream of 1-on-1 clients, speaking opportunities, written 1 book myself and been a co-author in 3 others AND created an online course. I relied on Katrina's clear instructions each step of the way to create a foundation for success. I've been able to hire 2 VA's to delegate the things I don't want to do to be able to do all things I love to do! I am on my way to a 6+ figure business and this would not have been possible without LBMM."

- Michele Mariscal, PhD www.Energym.org



Jumpstart Your _____ Book Launch Tues, Dec 11TH
 26 Inspiring Entrepreneurs Share Stories & Strategies on How to Jumpstart Many Areas of Your Life, Health & Business in this ONE Book!

Plus, FREE Gifts Inside!

