



PUBLISH A BOOK IN JUST 5 DAYS CHALLENGE

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Welcome

Welcome to the “Write and publish your book in 5 days challenge”.

I'm Karen Brown, and I've written and published nearly 100 books on Amazon, some even in a day. So, when I created this challenge, I knew from the start that I wasn't setting you up for failure. It can be done, and at the end of 5 days you will publish your own book, and know how to do it again if you want to.

So how is this possible?

How can you write a book in one day, never mind 5?

Well, here's the thing.

1. I'm an expert on Microsoft Office, so when I want to write a book, I know exactly what to do and don't faff around trying to work it out.
2. The books I publish in a short space of time tend to be planners, journals, notebooks and habit trackers. The secret to these books is that they are simple and use copy and paste A LOT!
3. I have created templates for my books that I re-use. This cuts down on the time it takes to set up a new document from scratch.
4. I'm very clear from the start what I'm going to write and who it is for.
5. I have access to lots of royalty-free and commercial use images.
6. I have a lady that I use to create my premium book images. Her turn around time is 3 days.
7. I have templates on Canva that I use for the covers of my economy books.
8. I actually enjoy doing this!

So, (cue Mission Impossible music) my mission this week is to help you publish your book in just 5 days, and this is how we're going to do it:

Day 1

Today you're going to clarify what you're going to publish on Friday.

Whether it's:

- a book collating 30 of your blog posts
- a simple branded notebook that you can give attendees on one of your courses or workshops,
- a gratitude journal for your clients at Christmas to say thank you for their business
- something else completely

You get to choose. When you've finished day 1 you'll know:

- The title of your book
- The subtitle of your book
- A description of your book
- 7 Keywords associated with your book
- The size of your book
- Approximately how many pages your book will have
- How much you plan on selling your book for

Once you have this information collated, you'll find it immensely useful when you upload your book to Amazon on Friday.

It's also needed for when you create your book cover.

NB: This week is all about getting your book out quickly. On Amazon, you can change/update the content of a book and the book cover, but once it's published you can't change:

- The book title
- The book subtitle
- The book author
- The ISBN
- The book size

This is why you need to be very clear on those areas right from the start.

Day 2

Day 2 is all about book covers.

You only need two things to publish a book: on Amazon:

- The book insert
- A book cover

Today we talk about book covers.

I've made it day 2 simply because, if you want to order a premium book cover for your book, then it will take 3 days for the order to be fulfilled.

As part of your training, I'll be showing you how to create a book cover from scratch on Canva. I'll also show you where you can get images that you can use in your book and for your book cover.

By the end of day 2, you'll have:

- Chosen the image/s for your book
- Either designed your book cover (and have it downloaded as a pdf) or will have ordered a premium book from Fiverr.

Day 3

Day 3 is where you write your book.

As part of the course, you'll get a free book template from me, however, if you'd like a different template, I have a few that I've created. They will be €27 each.

You can choose from a range of notebook, journal and planner styles, or I can create anew one from scratch that will just be yours.

Today, I'll teach you how to build your book. It just takes 3 steps:

- Set up the book size
- Set up your margins and guttering
- Add in your front matter, back matter and the body of your book.

Whether the body of your book is a novel, memoir, journal, planner etc, the process is always the same.

Day 4

Before you think about publishing your book there are three specific things that you need to do first:

- Edit your book
- Proofread your book
- Have beta readers review your book/

With books like notebooks, there's very little to proofread, but with other books there is. It's an essential part of publishing a polished book, however, it isn't something that you can do well yourself. It's something that wherever possible, you should delegate.

You'll also check on your formatting.

Day 5

Day 5 is the day that you upload your book onto Amazon and click the Publish button.

I'll publish a book live and then you'll have access to the video, for when you upload your own book. You'll also have a checklist and a screenshot guide to help you.

My goal is to make self-publishing as painless as possible, so please, please, please ask if something doesn't make sense. I've been doing this so long that sometimes I forget how hard it was in the beginning.

Workbook

I want to be clear from the outset. I've never written a book novel, so I can't go into specifics around that, but all books, whether fiction or non-fictions, print, ebook or comic go through a similar process, and that process starts with an idea.

Your book idea

So, using the space below, write down your idea for your book.

What kind of book will it be?

So what kind of book would you like to publish?

There are at least 10 different types of book that you can publish on Amazon:

- Fiction
- Non-Fiction
- Children's
- Memoirs
- Textbooks
- Workbooks
- Journals
- Planners
- Habit Trackers
- Activity books
- Colouring book
- And so many more

Basically, if it's more than 34 pages long, then you can publish it!

Knowing the type of book you want to publish affects not just who you might want to sell the book to, but also how wide your audience might be. For example, if you want to write a crime thriller then your audience is quite large, whereas if you want to write a textbook for a specific course or subject, then your audience will be much smaller.

My book will be:

Who will buy it?

Now, that you have your idea, let's think about who might buy it.

Self-publishing was known as vanity publishing for a reason. It used to be that some people would write a book, order a few copies to give to their friends and they were happy with that.

There's nothing wrong with writing and publish a book that you want to share with just a few friends, however, if you're writing a book that you want to sell, then you really need to be clear that that's what you want to do.

Once you know you're writing a book that you want to sell, then you need to create a book that people will want to buy!

Who would want to buy my book?

What will they get from it?

Entertainment, education, inspiration, motivation? There are many reasons why people buy books. So why should someone buy yours?

What is your goal for the book?

Clarifying your goal for your book will determine what actions you need to achieve that goal.

If you want to write a book to make money, then you'll need to write a book that a lot of people will buy. This means that you will have to think as much about how you will market and sell your book as what you're going to write.

Your goal may be to be in the bestsellers lists, in which case how you launch your book will be important. It may even mean that you need to approach a publisher and promote your book.

Alternatively, if you want to raise your profile among your peers, then the fact that you've actually written a book, and can bring copies of it to your events may be sufficient.

Once you know what your goal is, you'll know whether seeking an agent and publishing house for your book is what you need or whether self-publishing is a better option.

How will you write your book?

There are a number of ways to write a book. You might want to use a word processing application like Google docs or Microsoft Word. There's also a programme specifically created for writers called Scrivener.

Alternatively, some writers record their manuscript and then get someone to transcribe it for them.

I will write my book by...

Who will write your book?

Most books are written by the author, however, some books are written by ghost-writers. These are people who will write your book for you, for a fee obviously, and then you publish the book under your own name. It's your idea, just someone else does the hard work.

This is perfect for people who have loads of ideas, but aren't great at telling the story.

If you choose to go the route, make sure that you're going to make more money from the book than the ghost-writer did!

Who will write your book?

Who will proofread and edit your book?

Trust me, as good as you are at proofreading other peoples books, when it comes to your own, this is one area where you need to get help.

You can use friends if that is their skill, or websites like Upwork where freelancers with the skill to proof-read and edit our book are available. You just have to post a job and choose who you work with.

Who will proof read your book?

Who will edit your book?

Wil it be print, ebook or both?

Whilst many people still read print books, an increasing number of people prefer to read via some sort of device, however, it really does depend on the book.

Many of the books I've published wouldn't be suitable for ebook, however, my first books were only available as ebooks.

These days companies like Amazon have made it as easy as possible to publish your book, and with a couple of tweaks, your print book could be available as an ebook too.

My book will be:

- Print ☐
- Ebook ☐
- Both ☐

Will your book be available as an audiobook?

When I buy a book, it's usually an ebook to read on my tablet, and an increasing number of times, those books are also available as an audiobook.

Audiobooks are great for audio learners and those who find reading for a long time difficult.

Will you also create an audiobook?

Y/N

What size will your book be?

One of the things that I do for my clients is create a basic template that will get them started, however, books come in all shapes and sizes, so before we start I need to know what size books they are considering.

Some of my own books come in different sizes, and that is something to consider, especially if you're planning on publishing notebooks for example.

Amazon's default size is 6 x9 in (15.24 x22.86cm) however, most paperback books are 5.5 x 8.5 in (13.94 x 21.59 cm).

This is a screenshot of your book size option on Amazon:

Trim Size [X]

Most Popular Standard Trim Sizes:

5 x 8 in 12.7 x 20.32 cm	5.25 x 8 in 13.34 x 20.32 cm	5.5 x 8.5 in 13.97 x 21.59 cm	6 x 9 in 15.24 x 22.86 cm
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More Standard Trim Sizes: [Compare all standard sizes](#)

5.06 x 7.81 in 12.85 x 19.84 cm	6.14 x 9.21 in 15.6 x 23.39 cm	6.69 x 9.61 in 16.99 x 24.4 cm	7 x 10 in 17.78 x 25.4 cm
7.44 x 9.69 in 18.9 x 24.61 cm	7.5 x 9.25 in 19.05 x 23.5 cm	8 x 10 in 20.32 x 25.4 cm	8.5 x 11 in 21.59 x 27.94 cm

Non Standard Trim Sizes:
These sizes have limited distribution options. [How is my book affected?](#)

8.27 x 11.69 in 21 x 29.7 cm	8.25 x 6 in 20.96 x 15.24 cm	8.25 x 8.25 in 20.96 x 20.96 cm	8.5 x 8.5 in 21.59 x 21.59 cm
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Self Define Trim Size:
Set up your book with your own trim size.

in [Unit Selector] Width: [Input] Height: [Input] [Select]

My book size will be: _____

Will your book be in colour?

If you're writing a story book, then chances are your book is just black ink printed on white paper, however, books like textbooks include pictures and they are best printed in colour.

The downside of this is the cost.

When I looked at printing a coloured journal, the costs of printing it via the "print on demand" route made it nonviable. However, if you have the funds, then getting a printer to publish your book may be better.

My book will be:

What sort of binding are you thinking of?

If you're publishing a book of fiction, then you'll probably consider both paperback and hardback covers for your book, whereas textbooks tend to be hardback.

Alternatively, when it comes to journals and planners, you may want to consider softback or spiral-bound for your book.

Amazon only do paperback book, so if you want an alternative, then check out some of the other publishing options e.g. Lulu.com does print on demand too.

My book binding will be:

Making your own book covers

You can make your own book covers in Canva very simply in 5 steps

1. Calculate your book cover size using the KDP Calculator.
2. Create a new design in Canva using those dimensions.
3. Create your spine using the rectangle element.
4. Add in the images for your front and back cover
5. Add in the text for your front cover, back cover and spine
6. Check that you have left room for the barcode on the back cover
7. Download your book cover as a pdf print file.

It's that simple to create your own book covers on Canva,

However, if you want a professional look and feel for your book, then I recommend getting someone else to do this.

Who will create your book cover?

Having tried it myself, I can honestly say, trying to do your own book covers is a big mistake.

Unless you're a graphic designer, then this is another job where you'll need to find someone to do the job for you. If you have a family member who can do this, then great. Otherwise, use a website like fiverr or upwork to find someone.

How much you want to spend is up to you, but it's one of those things where you get what you pay for, and you have to remember that people actually do judge books by their cover!

The person I use is on Fiverr: <https://www.fiverr.com/rebecacovers>. Choose the cheaper of the two options, and then the standard option. She now charges around \$20.

She will need to know:

Your book title	
Your books subtitle	
The author	
The book size	
The number of pages the book is NB This is needed to calculate the spine size.	
Any images that you'd like her to use The image needs to be either royalty free e.g. unsplash.com, or you have a license to use the image for commercial use e.g. depositphotos.com.	

Who will print it?

Unless you own your own printing company, someone else will have to do that and your options are varied.

You can choose to get a printing firm to print your book and deliver it to you for distribution. Many companies have a minimum order level, so you may end up having to spend quite a lot of money. In addition, once you have the books in your hand, you have to get them into the hands of your readers.

Alternatively, companies like Lulu and Amazon do “print-on-demand” books, i.e. they only print the book when someone has bought a copy. This reduces your financial risk, but the books cost you a little more.

You don’t have to limit yourself to one publisher. They each have their own markets and distribution systems. The reason I choose Amazon is because:

1. They are the world’s biggest book shop
2. When you use them, they provide a free ISBN
3. They’ve made it so easy
4. When you compare prices, they are cheaper so you make more money.
5. My book will be:

I will use:

How will you distribute your book?

Imagine your book is really successful and you have loads of people who want to buy your book, how will you get it into their hands? I've bought books on places like Kickstarter, where the person setting up the project is more successful than they thought and suddenly have so many orders that they need to find a distributor to actually get their product out there.

The nice thing about uploading your book onto a platform like Amazon, is that when someone buys a book there, they do the delivering!

Saying that, I've bought author copies of my book from Amazon and taken them to local book shops and sold them at my own stand at events.

I've also used some of my economy books like business cards and take them to networking events.

I plan on distributing my book by:

How do you plan on selling/marketing/launching your book?

In order for your book to sell, people need to know it exists, so how do you plan on promoting it?

This is what publishing houses are really good at. They have the contacts, connections and experience to get your book known and on the shelves.

The downside is that you have much less control when it comes to your book and you don't get so much in royalties for your book.

Some options include:

- A book launch
- A press release
- Social media
- Telling your friends
- Setting up an email list with freebies and then counting down to when the book is live.

When Marie Forleo launched her book *It's all figureoutable*, she was raising awareness of her book 6 months before hand. There were weekly email updates, a free course to support the book and then she did a world book tour. Not surprisingly,:

1. She had a publisher
2. She had a large following and email list
3. Loads of people had pre-ordered her book before it was released.
4. She hit the no.1 spot in the best sellers lists as soon as the book was released

Watching her was a masterclass in book launches. But most of us don't have that following (yet), so take some time to think about how you're going to get the word out about your book.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Next steps

I hope that you have found this 5 day challenge useful

If you'd like to continue your journey into self-publishing then I have a couple of options to help you:

My Master Self-Publishing club.

This is a monthly, pay as you go website, where you'll get access to my 3 T's:

- Training
- Templates
- Toolkits.

With training, you'll get access to my Master Self-Publishing course, my book formatting course and monthly live training.

You'll also get access to all my notebook templates initially plus new templates are added each month.

Visit

My Master Self-Publishing Professional platform

My Master Self-Publishing Pro website has a series of training courses teaching you how to build a wide range of book from scratch.

You won't get any templates here but you won't need them.

MSP Pro is about empowering you to publish your own range of books.

1:1 Coaching/Training/Mentoring

Book a series of 4 one to one calls and I'll help you get clear on the book you want to publish, help you to outline it and then hold your hand when it's ready to publish.

My Publishing package

For those of you who want a done for you option, then my publishing option includes:

- 7 x 1:1 coaching/mentoring calls
- Formatting of your book for print and/or Kindle
- Holding your hand as you upload your book onto Amazon, Lulu or IngramSpark.
- Up to 3 ISBN's

Book a 1:1 call with me via bit.ly/coffee-with-Karen and let's have a chat about where you go from here.