

Becoming an Author: The "How to" Manual

What are the Most Popular Selling Books?

The number one book that sells (online or in stores) is a book that is geared at solving a problem. If this problem can be solved from a Biblical perspective it is even more powerful (popular).

The following words are words that should be included in your title for increased sales:

“The Secret to...”

“The How-To Guide...”

“The Number One Way to...”

“The Fastest Way to...”

Where Do I Start?

The easiest way to start the process on creating a book about coaching is to answer one or all of the following questions:

What personal life experience piqued your interest in coaching? Or why are you writing a book on coaching? Both of these answers would make a powerful introduction or final chapter to your book.

You could also try:

What is coaching?

What do you think people should know about coaching?

How can coaching help them? How will they see their lives improved?

How can they use these skills in their everyday lives (give examples)?

15 Great Book Ideas

How to:

- Become a Coach
- Become a Christian Coach
- Lose Weight From a Life Coach’s Perspective
- Attain Any Goal You Have Ever Truly Desired
- Discover What You Truly Want Out of Life

- Use the Laws of the Universe to Improve Your Life
- Be Happier Than You Ever Thought Possible
- Create Permanent Change- Drop Those Bad Habits!

Secrets of:

- The Laws of the Universe
- Changing your Life
- Improving Your Life
- Starting Over (Divorce)
- A life Coach
- The Happiest People
- Success

What Type of Books Sell?

Anything can sell if you put the laws of the Universe in action.

However, what is the number way to make money?

Selling something that solves a problem that people face.

It does not have to be a problem faced by everybody, in fact if it is a problem everyone faces you may have too much book competition.

I would write about a problem you have had and how you solved it.

- What illness did you have that you cured yourself from?
- What sadness did you work to overcome?
- What goal did you attain that eludes most people?

Creating Your Book

There is no set length that your book must be.

But I do recommend that you make sure your book contains:

- An Introduction to You and Why You Feel You Are Qualified to Solve This Problem
- An Introduction to the Problem
- A Solution
- Your Personal Life Story

Make sure you include your contact information as 80% of your customers will buy from you again so they need to know where to find you.

When you have completed your book and had a friend double check it for grammatical errors, you are ready to put it into PDF format. If you would like to also password protect your book, you will need to download and use the eBook Creation software that your program comes with located in the eLibrary at www.CoachTrainingAcademy.com/elibrary.html.

Download, open and follow directions to create a password protected document.

I do recommend creating password protected documents as in the case someone posts your book online, no one will be able to read it without the password.

If this does not concern you, then save your document to your computer (somewhere where you will remember it) and visit this link to PDF your book: <http://en.pdf24.org/>

Selling Your Book

Now that you have your book ready to go, let me tell you the easiest way to sell your book: Online.

This way you will have almost no overhead (don't you have a website already?), you will be able to keep all the profits and you will be able to sell your book immediately.

The next step? Just tell people that your book is on your website and provide a Paypal link to anyone who wants to purchase it. You could also try Pay Per Click advertising as well.

If this still sounds to complicated, use the website software we recommend and email us and we can easily and quickly put a Paypal payment link online for you (no cost).

Then when someone buys your book you will be sent an email to your inbox and then you can simply attach your book to an email you send them in response. Easy-peazy!

Another way to sell your book is to have others sell it for you. Details can be found at www.clickbank.com. Basically, every time someone sells your book they receive a portion of the sale price.

Final Tip

When telling people about your book, include the following information:

- How Your Book Will Help Them Improve Their Life
- How Your Life Was Before You Discovered This and How it is Now
- What Other People Who Have Your Book Say About It