

Chapter 4: The Problem with Writing Is the Writing

(Page 44)

Would you like a bonus? There is one more thing that is not present in TED Talks but absolutely should be present in your chapters content. That is, “what’s next?”

You see, while a book is an amazing way to engage readers, it is a one-sided conversation. They are reading your words, but you have no way to communicate with them. I direct all our authors to provide additional content and next steps for readers to drive them from your book to your website and your email list, so you can begin actively communicating with them.

So, consider at the end of every chapter how you can create an additional resource, cheat sheet, video, tip sheet, or the like, that will add value to the readers’ experience and connect them to you with joy to get your next thing. Don’t finish a chapter without next steps.

Oh, by the way, former US Ambassador Delano Lewis is now an international bestseller, featured by our public relations (PR) team on six different TV shows and is currently speaking on stages and universities across America.

That’s called closing the loop. To see what Delano Lewis had to say about the process, go to <https://go.bestsellerpublishing.org/delano>. That’s your next step.

(cont’d, Chapter 5)

Chapter 5: Rocket Man (or Woman) Book Launch Success

(Page 51)

Perhaps you've already written a book and have been discouraged with the results it received. Follow this process and watch your book lift off! To learn whether or not your book would qualify for BSP's book launch process, go to <http://go.bestsellerpublishing.org/get-started>