

Book Blueprint Bonuses

5 Ideas to Bulk Up Your Book



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Idea #1

Recycle existing content

If you've been in business for a while, you likely have a good deal of content already created – brochures, flyers, blog posts, articles, interviews, case studies and more. You can use this content to bulk up your word count.

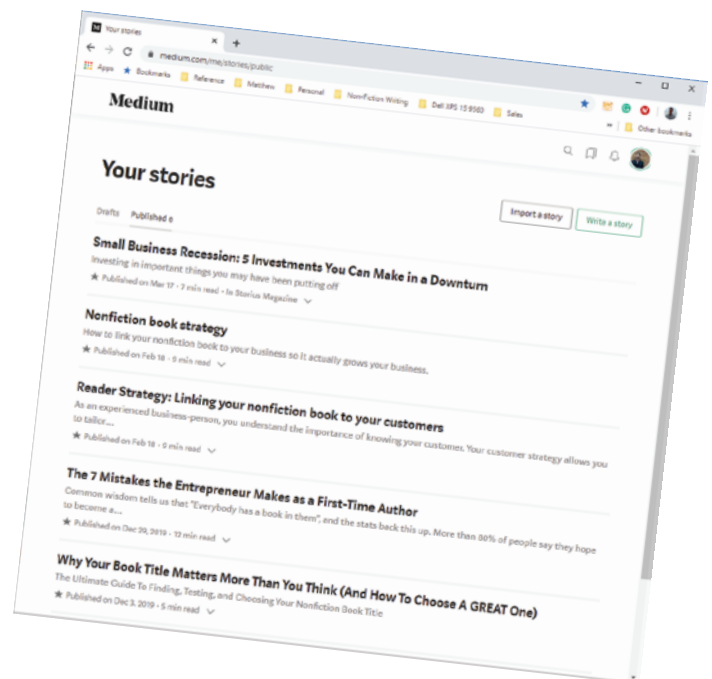
To get started, list all of the content you have available, including:

- Blog posts or articles published in industry journals or websites
- Brochures and related collateral for your products and services
- Client case studies
- Interviews you've done in the media, podcasts, or with other entrepreneurs in your industry (TIP: Request the transcript, or have the audio file transcribed using a service like Rev.com)
- Videos you've recorded (again, get these transcribed so you can easily work with the content)
- Recordings of keynote speeches (again, transcribed)
- Worksheets or templates you give your current clients
- Email sent to clients or your team explaining important concepts in your business
- Process documentation describing how you do what you do

Once you have a list of all of your existing content, look through the points you've listed in your blueprint. For each point, ask yourself, 'What existing content can I use to illustrate this point?'

When you find the right content, copy and paste the relevant paragraphs under that point in your blueprint.

"If you've been in business for a while, you likely have a good deal of content already created. You can use this content to bulk up your book."



Interview experts

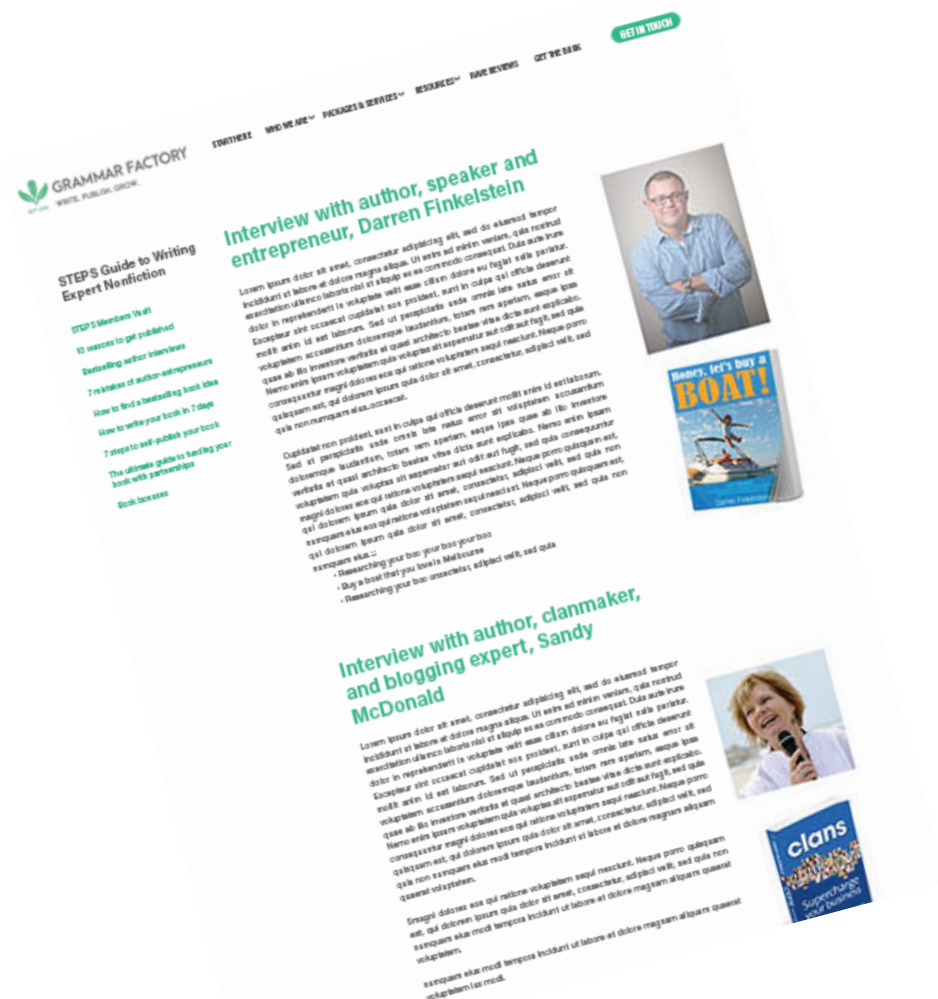
Expert interviews are a great way to establish your credibility, support your points and, you guessed it, add bulk to your book.

Start by listing the different people who might have something to say on your book idea. These may include colleagues, recognised authorities in your industry, other authors in your industry, happy clients and more.

Once you've listed your potential interviewees, revisit your book blueprint. For each of your chapter topics and subtopics, ask yourself:

- "Who has knowledge, stories and advice that will support my point?"
- "Who is a recognised authority who can bolster my credibility in this area?"

Add the name of the interviewee, a short biography and the questions you would like to ask them under the relevant points in your blueprint. Then it's time to call or email them for the interview.



A Warning about Interviews



There is a right way and a wrong way to incorporate interviews into your book and, if you get it wrong, you will:

- Waste the tens of hours spent questioning your contacts and transcribing their responses
- Lose the thousands of words those interviews contributed to your book
- Potentially have to rewrite some new chapters from scratch

Add the name of the interviewee, a short biography and the questions you would like to ask them under the relevant points in your blueprint. Then it's time to call or email them for the interview!

The right way is to think about interviews after you've mapped out your book and chapter structure.

The mistake many of my clients make is getting excited about a general idea for a book – 'it's going to be about coping with change,' 'it's about recruitment,' or 'it's going to be about small business' – and then reaching out to their network for interviews.

What then happens is that they'll prepare a number of general questions based on the general topic and end up with thousands of words in responses.

When it comes to actually writing and structuring their book, however, these interviews don't fit anywhere. How could they? If you've asked them about change in general, how can you fit their interview under any of your five steps to cope with change? If you've asked them about recruitment in general, their interview isn't going to be specific to resumes or interviews. If you've asked them about small business in general, their interview isn't going to fit in the marketing section or the staff management section.

What most people do at this point is randomly sprinkle the interviews throughout the book, or create a brand new chapter where they dump all of the interviews.

This creates a lot of frustration for your reader because (if you take the random sprinkling method) they read the interview and can't figure out why it's relevant, or (if you take the brand new chapter method) they need to search through a lengthy piece of content for the useful information.

Your job as an author is to pick out the most relevant information for your reader and present it in a way that's easy to digest. The best way to do that is to create your high-level blueprint first, and then interview based on this.

But what if I've already done 'general' interviews?

If you've already done general interviews, don't stress – you can work with this. Simply go back through your interviews and look for comments that relate to the specific points in your book blueprint. Then copy and paste those comments under the bullet points in the relevant points in your plan. When you flesh out that chapter, you can either include direct quotes from the interview or paraphrase.

The benefits of this method are that you still get the added credibility of including an expert's knowledge, and it's also reader-friendly, as you give your readers the information they need in the relevant part of the book.

Create case studies

One of the ideas for recycling existing content is to put client case studies in your book. But what if you don't have any client case studies?

Then it's time to create some. Client case studies are a powerful way to make a point by sharing real-world experiences. They're also a powerful way to boost your credibility by demonstrating that your method has gotten proven results.

Once again, go through your book blueprint and look at the key points you make in each chapter, particularly your *Why* content. Then think about which of your clients has a great story relating to that point. Ideally you want to find someone who has a good before-and-after story. That way you can use the case study to illustrate both the risks or consequences that someone might experience if they don't follow your advice (this will be the *before* part of your clients' stories), and the benefits they will experience once they do follow your advice (the *after*).

Based on your experience with that client, answer the following questions:

- Where were they before they followed your advice, and what were the negative aspects of this situation?
- What prompted them to change? This is optional, but can work quite well.
- How did they implement your advice? Or, if you helped them with something, what did *you* do in terms of implementing your method?
- What was their experience during implementation? This is optional, however, going through their experience of the change can sometimes be helpful when it comes to difficult or unusual circumstances.
- What benefits have they experienced as a result of taking these actions?

Once you've written the case study, then send it to them so they can make any changes and give you their approval to send their story to print.


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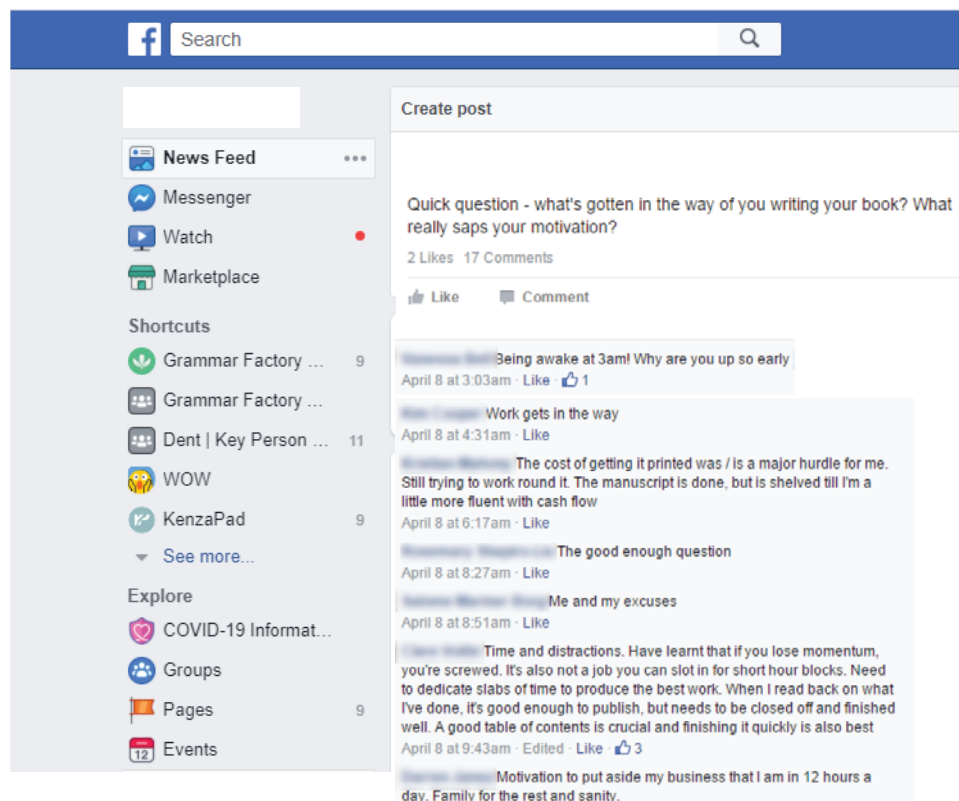
Ask your readers what they want

When you have a clear outline of your book, go to your readers and ask what would make your book more valuable for them – their feedback might surprise you.

Before *Book Blueprint* went to print, we sent the manuscript to ten people in the target market. While the feedback was positive, there were some suggestions on the book could be made even clearer and more valuable. This ranged from adding summaries to the end of each chapter to sharing examples of mind maps for different book types (which became one of the bonus resources).

You can get feedback from your readers at two stages of the process:

1. **The idea stage.** Speak to your reader when you have an idea for your book – both the broad subject and your preferred book type. Explain the main lesson or message you want to communicate, and ask your target readers what their biggest questions are in that area, what their biggest challenges are, and what would help them make the biggest breakthroughs.
2. **The content stage.** Once you have your high-level blueprint, share your plans for your book with some of your target readers, including the broad chapter topics and the different subtopics within each chapter. After explaining what you'll be covering in each area, ask your readers about their questions and challenges relating to each subtopic, and what would help them make a breakthrough in that specific area.



Idea #5

Share your mistakes

Four days after Jacqui sent the first draft of her book to her editor, she received an email:

"Your book needs quite a bit of work, more than I expected. Is there a good time to call you today?"

She took a deep breath, picked up the phone, and asked for the worst.

"Some of your content's very dry and dull, you're overly verbose and there's quite a bit of repetition. All in all, I don't think you follow your own advice."

As entrepreneurs, it's important to present ourselves to the outside world in a credible light. However, many of us are so concerned with preserving our authority that we don't share the vulnerabilities, obstacles, and mishaps that happen during our journey. The issue with this is that it makes it very hard for readers to connect with us.

By contrast, when we *do* share our challenges and mistakes, these often become the most memorable and most shareable stories in our books.

In Jacqui's case, the sobering feedback from the first round of edits led her to let the book sit for a few months before revisiting it. When she did, she ended up cutting 9,000 words from the original draft, including two entire chapters, and then added back another 7,000 words of brand new content.

The result? She finished with a much better book. She also had a story she could share to help other authors and entrepreneurs prepare for the editing process, to reveal a bit of her personality and connect with her audience, and to reveal that even editors aren't perfect (gasp!)



Evaluating your content



While using all of these ideas are a great way to add depth to your work, and existing content can be a valuable resource when you want to get everything written and published quickly, think carefully about what you choose to put in your book.

When editing client books, we often find that a lot of the case studies, anecdotes and repurposed blog posts simply don't fit.

This is for one of two reasons. Either the content isn't directly related to the main message of the book, or it isn't actually relevant for the author's ideal readers.

When trying to figure out how to choose the content to include in your book, keep the following two questions in mind:

1. Is the content directly related to the main message of your book?

If your content doesn't directly relate to your main message, it won't fit into your book, no matter how hard you try to justify it or blend it in. It doesn't matter how great it makes your business sound, or how persuasively it campaigns for an issue close to your heart, or even if you won an award for it. If it isn't directly related to your main message, it's going to confuse and frustrate your readers as they try to figure out your point, or lose their place once you circle back from your tangent.

However, if you have a piece of content you love but which doesn't fit into your book, don't despair – it could always be used for a blog post, an article, or for your next book.

2. Does my reader really need to know this?

If your content *does* relate to your main message, the next question to ask is whether it is relevant to your reader. There are some things you might think are wildly interesting, but if they aren't relevant to your reader, they shouldn't be in your book.

I may personally love the mechanics of the English language, be interested in learning about its evolution, and passionate about defending its correct use. However, when it comes to writing a bestselling business book, you don't need to know this. In fact, you don't actually need correct spelling and grammar to write a great book because you can easily outsource spelling and grammar to a proofreader. This is why we don't talk about spelling and grammar at all in *Book Blueprint*.

So, consider whether your readers really need to know what you're writing about. This will help you find the right content and write an awesome book.



Let's talk about your book

Writing and publishing can be both exciting and intimidating, but we hold ourselves accountable for making sure our clients feel wholly confident in the quality of their book and its ability to grow their business, but also 100% supported as an author. We'd love to do the same for you too.

Schedule a free publishing consultation now

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