

Author
to
AUTHORITY

HOW TO TURN
YOUR PODCAST
INTO A BOOK



KIM THOMPSON-PINDER

THE EXTRAORDINARY WORD NINJA &
HOST OF THE AUTHOR TO AUTHORITY PODCAST

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Connect with Kim

www.rtipublishinghouse.com

www.linkedin.com/in/wordninja/kim

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Preface

I looked at the window in my office and seriously considered picking up my laptop and throwing it out, but I knew that my computer guru husband would probably kill me if I did. So instead, I put my head down on my desk and cried in frustration.

It had been six months, and I still had not typed a single word of the book that I had been trying to write. Then, finally, I was ready to give it all up. I was done with it. The loudest voice in my head was telling me that I should quit and that maybe my grade two teacher was right – I was not meant to be a writer.

But...

There was another small yet powerful voice that spoke to my spirit and said, “Kim, don’t quit. I created you to do this; there is a way.” At that moment, hope and an idea started to well up inside of me. The thought came, “Why don’t you write down all the ideas you had been thinking of? Even if you don’t write a book, you will have blog material for the next year,” which is what I did.

Three weeks later, I was mentally, emotionally, and physically tired from writing down ideas that came to me at night, but I had done it. I cannot remember how many pages it was, but there were a lot of them. I organized them into categories, and once I did, I realized my biggest problem – I had three books I wanted to write. Once I had arranged the information, it became clear, and within the next year and a bit, I wrote and published my first three books.

Writing a fantastic book that sees results is challenging but not impossible, especially when you have so much material at your disposal as a podcast host. My goal with this book is to give you the essential information to start your journey to authorship. Consider this a guide that will get you going on the right path.

My hope and prayer are that when you have finished this book, you will start your own. Are you ready? Turn the page, and let's begin.

Introduction – The Big Question is, why?

There is no greater agony than bearing an untold story inside of you.

Maya Angelou

You have probably heard from some ‘guru’ that you need to turn your podcast into a book, but do you know why? Not knowing why you are doing this will lead to wasted time and frustration. You put all this work into creating the book, then what? Crickets – that dreaded noise you hear when you get no results and regret it.

As we start this book, I quickly want to go over WHY you are doing this and a few ideas to get you started on HOW you will use this book before it is even finished. I find the work goes faster when you have an end goal, and you get rewarded along the way.

Big Reason #1

It takes your authority and credibility as a podcast host to the next level. Your perceived value as an entrepreneur, consultant, speaker, or professional dramatically increases when you can put the title Author beside your name.

There is a perception out there that authors are more credible experts than those who are not. It is only a perception, but it is a powerful one that you can use to make prospecting, lead generation, and conversion ratios go through the roof and help you to see results quicker. So why not use it?

Big Reason #2

It is a multipurpose marketing tool you can use in many ways. This includes a lead magnet to build your podcast audience, proof on social media that you are an expert to be worked with, and content galore for social media (as if you do not already have enough with your podcast), plus it can be an additional source of income as podcast listeners are more likely to buy books.

When you put those two reasons together, it becomes a compelling reason to create the book, making it worth the time and effort it will take.

The Common Questions I Get Asked

Every client I have worked with has similar questions that need to be answered to know if they are ready to start their book, and I am sure you do too. Since I am not talking to you in person (right now), let me answer them here.

How Long Is It Going To Take?

It depends on how much time you can devote to it each week. If you can put in five hours a week of uninterrupted work, you could probably have a high-quality book ready in three months. If less, then it could take up to a year. On the other hand, if your goal is to slap something together in a couple of weeks to give yourself the title of author, you are wasting your time. Part of the results of your book is delivering high-value content that speaks directly to your target market, which cannot be done in a few days.

You also want to give yourself time to research while working on the book to ensure you give your audience what they want and time to get excited about it. If you make them part of the process, you will see better results when you launch it.

What Is It Going To Cost?

This is the question that hinders people the most. They either do not want to spend money to get a high-quality book or cannot afford to. If you want the best

book possible and have it become a tool that generates business in the shortest amount of time, you will need to invest money.

I suggest putting aside money to pay for it if you cannot afford it. It is an investment you will not regret once people get their hands on the book.

What are the most important things to spend money on?

- Editing
- Cover Design
- Formatting

How much is it going to cost? I don't know. Each company or freelancer you work with has different fees, and some things depend on the book's length, such as editing and formatting.

There are cheaper routes, but remember, you get what you pay for. The goal is a book that creates leads and converts them, and if they cannot read it because it is not edited or formatted correctly, you will lose all the money you invested in it.

You will want to allow \$3000 - \$7000 to find the right people to work on your book. If you hand the whole process off to a publisher and have them do most of the work, you will be looking at \$10 000 plus. I know it seems like a lot of money, but what if you could make a good percentage of that back before you publish your book? Would it be worth it? Of course, it would.

I cannot promise you that you will get all of your money back before launching your book (I do not know how much you charge for your products or services, how many customers you can handle at one time, or if you are willing to do the work to get the clientele). Still, if you DO what I suggest at the end of the book, you will at least recover some. Consider the money you put into this as an investment whose ROI includes direct results, such as more customers, and indirect ones, including greatly increased visibility.

What This Book Covers

You will get what you need to cover the 3 P's of turning your podcast into a book – Pick A Theme, Produce The Book, and Publish it. Let's take a quick look at each one.

Pick A Theme

If you want your book to be influential, there are some things you need to decide before you put your fingers on the keyboard. Consider these foundational pieces that will make your book strong, relatable, and help the reader to buy your products and services; they include:

- Who are you writing the book to?
- What type of book are you going to do?
- What outcomes do you want the book to achieve?

I want to encourage you to take the time to do your foundation correctly. I know that you are itching to get to the good part of creating the chapters, but without a strong foundation, you put all that work in for nothing.

Produce The Book

This section includes what episodes to pick, how to turn them into amazing chapters, how to set up your formatting and editing of the book, so the reader reads the whole thing.

Publish The Book

Now that you got it written and edited, we will look at the other things you need, including cover design, formatting (interior layout) for Kindle, PDF, and Paperback books, plus what you will need to upload to Amazon.

Are You Ready?

Putting a book together is not an easy task. There will be times when you wonder why you even started it in the first place. You will get frustrated and want to

quit. You may even receive opposition from others who don't believe that you can do it.

My advice to you is this. Recognize that this is a challenge, and you will grow through this process, but it is one that you can overcome. When it gets too hard, take a step back, give yourself a break, and remind yourself that it is worth the work you are putting into it.

The first time that someone tells you how much your book has made a difference in their lives, it will be worth the cost of making it.

Sometimes, you will need help. I did not have help when I wrote my first three books, I had to do everything the hard way, and many tears of frustration fell during the process.

But you don't have to do it alone. I have helped over 200 consultants, professionals, and speakers to publish their books, and I can help you. Go to www.RTIPublishingHouse.com/podcast-into-book-course and check out **How To Turn Your Podcast Into A Book Course**. You will spend four days with me online, learning how to write, produce and publish your book. By the end of the four days, you have at least your Preface and Introduction written and have all the tools you need to write the rest of the book, edit it, format it, create your covers, and upload it to Amazon.

Plus...

We will have a monthly accountability meeting where you can ask questions and get support and encouragement from me and everyone else doing the course. You will publish your book faster and with less frustration and hassles.

Are you ready to get started? Then let's go! The next page awaits you.

Chapter 1

Pick A Theme

There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.

Philip Kotler

The biggest thing that held me up for six months from writing my first book was what to write about. I could not decide. I had so many ideas floating around in my head that making a decision seemed impossible. Have you felt that way? You want to write a book, but you can't seem to nail the topic? No worries, this book will help you get there.

Let's start with this – you are writing your book to Somebody, not everybody. If you want your book to be effective, you need to create a perfect reader avatar which should also match the perfect target market for your business. The goal is to create a book that your ideal client will get so much value from that they want to work with you.

If you already have a business think about the best client that you have – the one that if your business was full of them, running your business would be like a little piece of heaven.

Today, I got the opportunity to attend my good friend Darrell Any's One Ideal Client Away Challenge. (www.oneidealclientaway.com) I am attending all this week because even though I have a fairly defined target market, I know to reach the next level in my business, I need to niche down more and understand them better so that when I market to them, it will be more effective.

Darrell asked three questions today to start clarifying who it is that I want to work with, and I am going to ask you the same ones to start getting you thinking in the right direction.

1. What do you enjoy about working with them?
2. Why do they enjoy working with you?
3. What are their demographics?

It started to make me see that it was not just about the demographics but the psychographics – that made these clients so special.

When he asked me the first question, here were some of the things I thought of:

- They are heart-centered and purpose-driven.
- They had a strong message that would change the world of their target market.
- They considered me a partner in the process.

Because my business is mostly online, where they live is not a factor, and neither is whether they are male or female. What they do matters but not as much as who they are and the difference they want to make in the world.

Now maybe demographics do matter. If what you do is specific to men or women, then that needs to be taken into consideration.

The essential part is that you determine who you are writing your book to. Have that picture of that person in your mind as you work through the rest of this book.

Now that you have a picture in your mind of who you want to read the book, now you have to figure out what you want to write about. Once you have that figured out, you have laid a foundation for a great book. It is all the stuff you do before typing or writing a word that makes a difference in how well the book turns out.

I know it is tempting to want to jump ahead and excitedly start picking out episodes to use. That is what I would want to do but slow down and get through this part first.

It comes down to one question that will have several answers to sort through.

What problems do your podcast, product, and/or service solve for your target market?

Write down as many as you can think of. Don't leave any out. Take your time to do this. Sleep on it if you have to. Try to come up with several of them.

Once you have them, you are going to sort them. Is there one bigger problem that encompasses other ones? Or are they all separate non-related problems? If the problems fall under one bigger category, that makes the decision easier. The largest problem is the main theme of your book. The problem that you solve makes the reader's life better by alleviating some sort of pain or by bringing something good.

If you have several unrelated problems, you will need to determine which problem has the biggest impact on the reader and will see the most results if you solve it. That will be the main theme of the book.

Picking The Makeup Of The Book

You have a couple of choices when it comes to the makeup of the book. You can take the knowledge that is shared on your podcast by yourself and your guests and write and expand on it as your own.

Or...

You can do the chapters summarizing your guest's knowledge and position them as experts. The second one is easier to do because it is reorganizing their spoken words into writing. Both work, but in my opinion, you want to do the first route if YOU want to be seen as the expert in your niche. I will cover more on how to convert the episode into a well-written chapter in a later chapter.

Format While You Write

One area that trips most people up is how to format or layout the book. This is what the interior of the book looks like while a person is reading it, and it is an essential component of making a book readable.

What most people do not know is that you can do most of the preformatting of your book in Microsoft Word while you write it. By doing this as you go along, you will make the publishing process quicker, and if you choose to use a formatter to make it really shine, they will thank you for making their lives easier and possibly charge you less.

The key to good preformatting is consistency throughout the book. You don't want to be changing the fonts and the sizes. You also need all bullets and paragraph spacing to be the same.

I recommend that you use the styles tab to set up headers and fonts, it makes consistency easy, and you don't have to remember the settings; just select the one you want and type away.

Here are some other suggestions for you:

- You need white space on your page. Do not make paragraphs longer than 5-6 lines. It makes it easier to read, and subconsciously the person thinks that they are getting through the book faster.
- Don't be **BOLDING AND CAPITALIZING WORDS** a lot to emphasize them. If you feel you absolutely need to do it, only do it once per chapter. It becomes visually distracting when used too often and can stop the person from reading the book.
- Use Heading 1 for chapter titles.
- Use Heading 2 for subheadings. Also, use subheadings in your chapters to break them up and give the reader a natural pause. If you don't, they will stop reading to let their brain catch up. Try to have one for every 1.5 pages. Three pages should have two within it.
- Use the same bullet point symbol throughout the book.

- Palatino Linotype is a free font that you can download into Microsoft Word, and it is one that we use to format our books, including this one. It is clean and easy to read.

Take the time to set up your formatting before you start to write the book. I know, I know, another delay before you get to the good part of writing your book, but I can guarantee you after having done so many books that if you format while creating it, the frustration you will save yourself later is worth it.

Before we go onto the next chapter, where I will share with you an easy way to create the outline of your book and then the part you have been waiting for – writing your chapters, I want to encourage you to check out the **How To Turn Your Podcast Into A Book Course**. (www.RTIPublishingHouse.com/podcast-into-book-course) There is only so much that I can teach you in a book, and most people that I have worked with have unique problems that I have to think through to solve.

Can you figure it out yourself? Of course, you can, but it will take the time that is precious to you and will delay getting your book out in the fastest way possible. By taking the course, you get to work with me for three full days and get your questions answered quickly so you can move forward with getting your book done.

Check out what one of my previous students had to say about my book writing course.

“It was an absolutely incredible course because it had so much detail and structure. I would say the course is good for anyone who is anywhere from a beginner all the way to someone who has already written books because there was so much new information and direction in this course that I am greatly inspired to move forward and get started. Through your structure, I now have clarity and feel I can go through any book and get to a successful ending” Benjamin Stone

Why do it alone when you can have someone who has worked on hundreds of books help you?

Chapter 2

You're Almost Ready To Write

In preparing for battle, I have always found that plans are useless, but planning is indispensable.

Dwight D. Eisenhower

George got up from the computer and started pacing around. His mind was going in six different directions at once. He couldn't decide which way to go. He had promised his audience that he would be releasing his book in a few months, but with how slow the writing process was, he would never get it done, let alone published.

He sat down at the computer again, hoping inspiration would strike and he could pump put a chapter from the top of his head. It didn't happen, and now George decided that was it for the day, and maybe he would try again tomorrow. Maybe his "magical writing mojo" would show up then...

George had a very simple problem. He did not have an outline for his book. If you are like me – a creative, then the thought of creating an outline makes you shudder, another delay that is stopping you from letting your creative muse free. Maybe you are the opposite, and you love the structure of making up an outline, and it is the writing part that is giving you concern. Either way, having a strong outline makes the book writing process better.

Let's look at five good reasons why you should have an outline.

1. It helps to eliminate writer's block because you don't have to figure out what to write about next; you only have to check your outline and move on from there.
2. You write faster because you already know what you are going to write about.
3. Your writing will be clearer, and you will take fewer rabbit trails which will make editing faster.
4. You can see what is missing easier.
5. You can get feedback on your book from your target market before you even start.

Your outline should be a framework or guideline for how the content will be delivered. If you are more logical/analytical, you will want it more structured, and if you are more creative, then you will want to highlight the main parts of each chapter.

Creating Your Outline

Most books that my company RTI Publishing creates follow this general outline. It is not a hard and fast rule, and for some clients, we need to change it, but for most, this works well.

Preface (2-3 Word Doc Pages)

- Share a story from your life that relates to the main theme of the book. Try to find one that has a pivotal moment and does not resolve it. Leave it as a cliff-hanger and encourage the reader to join on a journey to discover the rest.

Introduction Chapter (5-10 Word Doc Pages)

- Share a brief overview of what brought you to either this point in your life, hosting your podcast or where you are in business

- Give an overview of the book and what the reader can expect to get from the book, including the main themes.

- Who the book is for or not for and why they should read it.

Chapters 1 – 8 (5-10 Word Doc Pages Each)

- Each chapter will focus on a specific problem, need or desire the reader is facing going into detail about what the problem is and then providing 3-5 solutions for it. Some of your chapters should include stories from your life, other people's stories, or case studies from your clients.

Concluding Chapter (5-10 Word Doc Pages)

- Give a general summary of the book and its themes.

- If there were things you wanted to put into the book that did not fit anywhere else, you put them in the last chapter

- A Next Steps section where you outline a course of action to take from here

- Strong call-to-action for the reader to take action and connect with you.

If you are a creative person, you will want to put the problem the reader is facing, any stories you want to tell, and the solutions in point form for quick reference. The order does not really matter as long as when you are writing the chapter, you cover everything that needs to be covered.

If you are an analytical person, you are going to want to make it more structured. I suggest still using bullet points, or otherwise, you start to write the book. Make a bullet point, then all the things you want to cover in bullet points below it.

For example:

1. Reasons why you should write a book?
 - a. You gain higher authority
 - b. Earn extra income
 - c. Etc

Whatever way you want to do your outline is fine. Maybe you will want to do something in between. The quintessential thing is to create an outline in a way that works for you.

Here are some things that should be included in each chapter outline:

- What episode(s) are you going to be pulling reference material from
- The main theme or problem that the chapter addresses
- Some examples of what the problem looks like or how it plays out in the readers' life
- Any appropriate quotes that you can use
- Any stories or case studies
- The solution to the problem the reader faces

Chapter Writing

Now the moment you have been waiting for. How to write a chapter. This is where your podcast episodes come into play. I suggest getting them transcribed, as that makes the material easier and quicker to work with.

Your chapter has three main parts:

- Introduction
- Body
- Conclusion

Let's take a closer look at each one.

Your introduction is the hook that gets the reader interested in reading the whole chapter. Personally, I like starting them with a great quote, preferably someone famous. When you use quotes from other people, there is an inferred authority that is granted to you.

Next, you want to introduce the problem that the reader is facing. You can do that in a couple of different ways. You can start talking about it, or you can tell a

story about it. It can be your story or a story of someone you know with enough details changed that they would not know that you are writing about them, or you can make a story up as I did at the beginning of this chapter.

You can also try different openings to give it some variety to keep it interesting, like – a bold statement or an interesting fact.

In the body of the chapter, you want to delve deeper into the problem that they are facing. When you can show that you understand the reader almost better than they do, it creates a powerful connection, and they feel understood.

Then you are going to solve their problem by giving them practical steps that they can use to do it. Please do not hold “the good stuff” back and use it as bait to get them to buy your products and your services. Be generous with your knowledge, and show them that you know what you are doing.

When you hold back, hoping they will buy something from you, you come across as a sleazy used car salesman reeking of commission breath. If you want to be seen as the authority, give the good stuff.

So, you are probably thinking, “If I give everything away, then they won’t buy from me.” Yes, they will. Most people are not self-motivated enough to apply it to their life or situation. They want someone to help them through, answer their questions and keep them from the pitfalls.

To make the body of your chapter interesting, use a combination of the following:

- Facts
- Figures
- Statistics
- Humour
- Illustrations
- Case Studies
- Quotes

- References to specific podcast episodes.

Speaking of that, don't forget to check out my Author To Authority Podcast, which helps you to position yourself as the Authority in your niche and then use a book to amplify your results.

Once you have done that, you want to write a strong conclusion tying it all together. If you have a giveaway, the conclusion is a great place to mention it.

You can position the chapter as if the knowledge is yours, or you can share it as coming from the experts that you had on your show. To make sure you get lots of added value in this book, I am including a section from my Author to Authority book called 10 Writing Faux Pas To Avoid.

10 Writing Faux Pas To Avoid

How do you write well? Before we get to my personal “ten rules of thumb” that I always follow, I want to share the concept of weak writing. Did you know that your writing can be grammatically correct and ineffectual at the same time?

If you want your writing to have an impact, it must be strong, clear, and impactful. You must take a stand for what you believe in. You cannot be wishy-washy if you want someone to pay you well for your services. Here are my ten rules of thumb for effective writing:

1. Really, Obviously, Literally, Totally

These words are the bane of my existence, and the more I see them, the weaker the writing appears to me. You use them for emphasis and to stress the importance of your point in the eyes of the reader. They are evidence of weak language skills. Instead, find a word that better describes the message you want to convey.

For example. Instead of saying, “It was really rough,” why not use the word brutal, fierce, or vicious? I have a list of ninety words and alternatives that is available as one of the free tools I am offering with this book. You can find this list at the back of the book.

2. Strong Verbs and Adjectives

To be an authority, you must have a powerful message that changes lives. To do that, you must use dynamic words that inspire the reader to act. Take the words “try” and “wish,” for example. Do they convey achievement or mediocrity? When I think of the word “try,” I always hear Yoda from Star Wars in my head,

“Do or do not. There is no try!”

3. Be Concise, But Descriptive

You never want your vocabulary to be boring but also not too flowery. Concise language is the ideal balance between the two. It is okay to have the occasional sentence that has too many adjectives in it, but it should not be used as your main style of writing.

Let me show you what I mean.

The fake linoleum-wood paneling on the far wall gave the contemporary décor a cozy feel, and the carefully handmade rugs took the chill off the perfectly polished wooden floors.

Here is how I would re-write it:

The ~~fake linoleum~~ wood paneling ~~on the far wall~~, gave the contemporary décor a cozy feel, and the ~~carefully~~ handmade rugs took the chill ~~off of from~~ ~~perfectly polished~~ the wooden floors.

4. One Big Block Of Text

Whether it is in an email, social media, or a blog post, a huge block of text is hard to read and makes the reader want to stop. Look at this paragraph and see how far you get before you get distracted.

“Once I knew, it made complete sense. The subconscious is all power within me, is everywhere present within me, and knows everything within me. It has no substance but runs everything. It creates and runs my entire genetic program and my cells and tissues’ biochemical systems without error. I’m not even sure of most of what it does. It processes my food, takes nutrients into my body, takes them where they’re needed, and builds them into my biochemical body architecture. It repairs and replaces parts that are worn out,

builds a brain to coordinate everything that goes on in my body, beats my heart when I'm sleeping, and makes it unnecessary for me to have to pay attention to any of the millions of details of the physical complexity that is my body. I am so thankful and grateful to this wonderful machine called my body that runs so perfectly. and I can do what I want to in this life."

A good rule of thumb is three to six lines of text and then make a paragraph break. Consider the width of the columns, especially when writing articles or blog posts. The smaller the writing area is, the less you can say in that space before breaking it up.

5. Sentence Length Variety

One way to keep the reader engaged is by varying the length of the sentences you use. Write some short ones. Then create longer ones that draw the person in, give them more detail, and leave them wanting more.

Run-on sentences also create confusion and cause the potential client to stop reading and think about what is wrong with the sentence, and you have lost them. If everything looks the same, it is easy to get bored and stop reading.

6. Starting Sentences With And or But

While, in some eyes, this is considered grammatically correct, I do not see it that way. To me, it is lazy, weak writing that can easily be fixed by removing the period and adding a comma if necessary. How your writing looks is as important as what you say.

7. Repeated Words and Sentence Structure

Growing up, the average person learns a pattern of speech and writing that includes certain words (vocabulary), and once reaching adulthood, it is likely they have not learned many more (unless you are a word nerd or avid reader like myself).

When you write, you stay with what you know and use the same word repeatedly, making the writing weak and boring. One way to spice it up is by

changing the words that you use. You will see this more when you write longer text, like blog posts.

Here is how you fight habitual language. When you finish a writing session, take a break for a few minutes. Then come back and reread it, looking for the recurring words and replacing them with others.

8. Always Double-check Your Work

Anything that you want your prospect to see needs to be double-checked before sending. It is easy for mistakes to creep in, and you might not even notice them when writing. Even after writing over a hundred books, I still make mistakes! (Mostly because I am not the greatest typist, and my brain is going faster than my fingers can type.) Here are some of the common mistakes I make:

- I leave out words.
- I type you instead of your
- Instead of the negative, I put the positive in contractions. I will write can when I mean can't.
- String/stringer instead of strong/stronger

Even though I am aware of these habits and am working on fixing them, I ALWAYS go back through my work before sending it out to be edited.

9. Tell Stories That Connect With The Reader

Stories are an integral part of every culture. A good story can create a relationship and convey your message, sometimes stronger than explaining it. You will notice that even in this short book, I told you stories about myself. Why? I want you to get to know me and see that I am a real person like you who has struggles and victories.

10. Be Direct

You should always write to the reader, not an imaginary group of people called we/us. When you are writing something that might be considered thought-

provoking or controversial, you soften it by making it about a crowd of people. Don't do that. A person who is willing to pay you for your help likes directness.

They want you to "tell them like it is" and then show them how to fix it. They are busy and do not have the time to figure it out. Be bold but never rude; be strong but not overwhelming; and direct but not insensitive. This creates attractive writing.

Now we tie everything together in the next two chapters to get your book edited, formatted, proofread, and your covers done and uploaded to Amazon. Give yourself a pat on the back. You deserve it. You are taking your first steps into becoming an Author and more of an Authority in your niche.

Chapter 3

Editing, Proofing, and Formatting Your Book

The difference between something good and something great is attention to detail.
Charles R Swindoll

What is going to make your book stand out? It is the attention to all the little details. Most people think the hardest part of the process is writing, and so for some, it may be, but the hardest part for me came after I had written it and now had to get it ready to be published.

This is where the details matter. You can have the best content in the world, but if it is not edited properly, if there are typos all over the place, and visually it is hard to read, the reader will put the book down in the first chapter and never pick it back up again. Subconsciously, it will affect how they see you as the authority in your niche. If you want to make the best impression, do not skimp out on this chapter, it could mean the difference between getting a new client or not.

Before you edit your book, I recommend that you get some people who are in your target market to read it and give you feedback. I know that may seem counterintuitive but hear me out. You do not want to edit your book several times. First, if you are paying someone to do it, it gets costly. Second, it can create confusion as you work from a couple of copies of the manuscript going back and forth. Once you start editing, you should not be making any content changes, just editing ones. This will make the publishing process faster with fewer mistakes.

Feedback is an important step in the process. You want to make sure that your book is going provide value, and having other eyes on it will give you that. It can be hard. Your book is like your child, and you don't want to put it out there and have others tell you it is no good.

If you want the best book possible, you have to emotionally untie yourself from it. You need to look at it as a marketing tool, and your self-worth is not based on what people think of it.

Have 2-3 people who you trust as potential clients read it. Ask them what impacted them the most. What parts of the book seemed unclear to them, and what other general feedback do they have?

When they give it to you, read it without judging yourself and make improvements to the areas they suggest. You will have a stronger book to present to your prospects. Now you are ready for the next step...

Editing Your Book

There are three areas that I recommend that you spend the money to have it done excellently – editing, formatting, and cover design. If I only could give you two, then it would be editing and cover design because you can learn how to format. It is a tremendous amount of eye-straining work, but it can be done.

It is hard to self-edit your book. You are too close to it. I have written over 150 books, and I do not edit my own work. The reason is simple when you read what you have written, and your mind knows what it expects to see, so that is what it sees. You can have glaring mistakes that you pass by because your brain sees what it wants to see, not what is there.

If you cannot afford an editor, here are some ways that you edit/self-edit your book.

When I was doing my first books, I did not have the money for an editor, but my best friend was an English major at University, and she was happy to help me. I

did give her some money as a thank-you for her time and took her out to our favorite place for lunch.

When I started RTI Publishing, she was the first person I hired, and she has been a part of my personal editing team ever since. Go through your list of family members and friends. Is there someone you know who has the skills to help you out and will do it inexpensively?

Second, there are tools that you can use that will help. They are not perfect and will not fix things like awkwardly worded sentences (Yes, you will have some. I still occasionally will write one even after all these years), but they will correct the major grammar and spelling mistakes. The one I like best is Grammarly.com. It has a free version that will do basic things, but if you are going to use it to edit your book, pay for it. You can always downgrade after the book is done.

Even if you are using Grammarly, you will still want to go through it yourself and check for these things. Give yourself a couple of days where you do not look at the book, so you will see it with fresher eyes and will catch more errors. The three big ones are:

1. Spelling (make sure that words are spelled consistently the same throughout the book)
2. Capitalization (many things that people capitalize shouldn't be and things that should be aren't)
3. Numbers (up to 100 numbers like twenty-one and five should be written out as words)

You also want to make sure that you properly credit your sources and that you accurately quote things. You do not want to receive a letter from a lawyer because you used something wrongly. If you are directly quoting the guests on your podcast, you should also have them sign a waiver that gives you the right to use the knowledge that they shared on your show in any way that you see fit.

Proofing

Once you have the book edited, it is time to proof it for typos and small mistakes. You can pay professional proofers to read your book but to be honest; you probably have a group of friends and family that love to read and would catch all the typos for you for free.

When you give them your book, make it clear that, at this point, you are not looking for feedback on the content of the book, just the typos. If you start getting feedback at this point, you will go into analysis paralysis trying to make the book perfect, and it will never get done. You are better off getting the book published, getting feedback, then doing a second edition while you are getting results from using it.

Also, when getting friends and family to proof it, remember that they are not English majors, and so as you incorporate the changes they suggest if you do not agree with it or you know that what they suggested is wrong, do not do it.

Formatting

If you have done the preformatting mentioned earlier in the book, this part of the process will be easier. I do recommend that if you have the money, get someone else to do it, especially if you do not have an eye for small details. If you are going to do it yourself, here is what you need to do.

Kindle Book

The fastest and easiest way to do your Kindle book is to use the software called Kindle Create provided by Kindle Direct Publishing (KDP). It is not hard to learn, they have video instructions, and it will produce a Kindle copy that will pass review the first time.

Print Book

This is the hardest one because KDP is very picky about formatting and cover design, and if you do not pass the review, your book will not be published. I will try to give you as much help here as I can in this chapter, but this is something

that is hard to teach in a book. It is much better when I can show it to you. If this is an area where you feel that you will need someone to show you what to do, I recommend taking my **How To Turn Your Podcast Into A Book Course**, and you can check it out at www.RTIPublishingHouse.com/podcast-into-book-course

When formatting your print book, consistency and following what KDP wants is the key. I recommend, at this point, creating your KDP account. They have many help files and tools that will give you the exact dimensions of what they are looking for. You will format your book in Word and then convert it to a PDF for uploading to KDP.

You can create your print book in Kindle Create, but I do not recommend it. Once it is published and you get the feedback, you are going to need to make changes to the book, and you won't be able to make those changes in Kindle Create. You have to start over again. It is faster to make the changes to your Word doc and save it as PDF for the print book and re-upload the document and do the Kindle Book again.

Some things to take care of when formatting that will cause you to not pass the review.

- Margins – KDP has a whole help section on setting them to the size of your book.
- Fonts not embedded in the file
- All images must be 300 dpi (dots per square inch)

If you want to make your print book esthetically pleasing, make the beginning of the chapters different and use Drop Caps on the first word. (You can easily do this in Word.) You can use this book as an example.

Once you have formatted your book, let it sit for a day or two, and then go back and review it. Check for inconsistencies, extra lines; the text starts at the top of the page and, subheadings are not at the bottom of the page, and the text starts on the next page. If you see this, move it to the next page.

Wow, you are almost there. I wanted to let you know about a service that RTI Publishing offers. If you have read this far and you are thinking to yourself that you will never be able to do it or you don't have the time to, then you are not alone. We have a complete **Done For You Package** where we do 95% of the work for you. If you are interested in finding out more about it, you can email me @ info@rtipublishinghouse.com or fill in the form to book a 1-hour consultation at www.RTIPublishingHouse.com.

In the last chapter, we tie it all together, and I will show you how to create the front matter and covers for your books, plus what you will need to upload it to Amazon and get it to pass review the first time through.

Chapter 4

The Finishing Steps

You can't judge a book by its cover.

George Eliot

Connie logged into her KDP account, excited to see how many sales of her first book she had. When the number was zero, she was so disappointed. She had been telling people about the book and doing her best to get it out there. When she talked to them about it, they were excited. Why did no one buy it?

She decided to talk to one of her clients about it. Larry was someone she could trust, and she knew that he would be honest with her. When she talked to him about it, at first, he was hesitant to tell her because he didn't want to hurt her feelings, but finally, she compelled him to tell her.

"Connie, the content in the book is great and super helpful, but the cover of your book is horrible; it looks like you did it yourself, and you are not a graphic designer. If you change it to something that looks amazing, I am sure that people will buy it. Contrary to popular opinion, in today's world, people do judge a book by its cover."

That wasn't what Connie wanted to hear. She had skimmed out on the cover because she didn't have the money for it. She did it herself, and it showed. Connie decided to save up, got the cover professionally done, and the next time she went into her reports, guess what? She had made some sales. She also noticed that she had one perfect five-star review. She knew that she had made the right decision to redo the cover.

When it comes to getting a person to buy your book, the cover is a huge determining factor. When people are book shopping either online or in person, they look at the cover first, and if it doesn't catch their eye, they move on to the next one. Admit, you have done it. We all have. That is why having an eye-catching pleasing cover is essential.

The best way to do it is to pay someone to create it for you. It does not have to be expensive either. You can get a quality cover done for under \$1000. Whether you do it yourself or have someone do it for you, here are some things to look for.

1. For non-fiction books, the design needs to be clean and uncluttered. You want the most important features to stand out. Remember, especially on Amazon, that it is only thumbnail size, so it needs to be readable even when it is small.
2. Unless you are already famous, do not put your picture on the front. No one cares. Use graphics and colors that speak to your target market.
3. Have "White Space" where you can see the background color.
4. If you know someone famous, put a quote from them on the front cover
5. Colors like green and orange do not tend to sell well. Use them sparingly

Get two to three covers done, and then have your audience vote on it and then use the cover that they want. The goal is to get them to buy and read your book. It is not about what you want, but what they want.

The Front Matter Of Your Book

This is a weird place to put this section because it is in the last chapter of the book, but it didn't fit anywhere else, and to be honest, it is one of the last things you work on before sending it to formatting. Here is what it needs to include.

Legal Disclaimer

You need to let people know that your book is copyrighted (which it is when you publish it) and that they cannot use it without your express permission.

There are a few different ways to word it. If you are not sure, then check out what I did at the beginning of this book and use that as a template.

ISBN

This is a standardized numbering system used throughout the world to identify your book. If you plan on only selling it on Amazon, you can get one for free when you upload your book. If you plan on selling it in other places, then you will need to get a universal one. If you live in the US, Google - Bowker ISBN, and it will come up. You will need to purchase them. They usually have a better deal if you buy five or ten at a time. The extra ones will be held until you need them. Each format of your book Kindle, paperback, hardback, and audiobook, will need an individual number.

If you live in Canada, you are fortunate. You can get a free one through the Canadian government. Just Google – Canadian ISBN. You will need to create an account and get it approved, which sometimes can take a bit, so do it a few weeks before you need it; you do not want it to delay the release of your book. Once your account is approved, you can go in and assign the numbers.

Once you have your ISBN number, they should go on the page with your legal disclaimer.

Table of Contents

One of the things I love about Microsoft Word is if you have used Headings and Subheadings throughout your book, generating a Table of Contents is easy. Go to the help section of Microsoft word and type in Table of Contents to get the correct instructions for your version of the software.

Acknowledgments

This is a page where you thank all the people who either helped worked on your book or had an impact on your life that contributed to the book. Try not to make it more than two pages long.

Dedication

While a book does not need to have a dedication, for me, it is a nice way to remember the people in your life who matter the most. Dedications are usually on a page by themselves and are one to two paragraphs at the most.

Preface

This needs to go near the beginning of your book, especially if you are publishing on Amazon. When people go on Amazon to buy a book, they can download a sample that includes 10% of your book. You want something in that first 10% that is going to grab attention and make them want to read your book. The Preface can do that.

Uploading To Amazon

This is the final step, and you are published. Like formatting, it is better that I show you how; it is hard to describe in a book, but I will give you a checklist of things you need to have ready before you upload.

- Create your KDP account and fill in the tax information. They will not let you publish your book unless the tax information is filled out.
- Properly formatted interior and covers for each version you are uploading
- ISBN information where you can access it.
- For your Kindle book, you will need to decide if you want to activate DRM (Digital Rights Management) and KDP Select. If you are not sure what they are or if you should use them, read about them more in the KDP help files, so you have the most current information.
- For your print book, you will need to decide whether you want white or cream-colored paper and if you want your cover to be matte or glossy.
- The price for each version of your book.
- What categories do you want your book in?
- The keywords for the book (you can put up to seven).

What Now?

Is your brain spinning? Mine did for the first three books I wrote. So many things to do and keep track of. So let's bring it back to the first steps. Don't think about everything you have to do. You will get overwhelmed and never even start. Go back to the beginning of this book and start by answering the initial questions and building the foundation that your book will be built upon. From there, you can follow through each chapter and do what you need to do next.

If you already feel like this is too much for you, I have two options that will help. First is my **How To Turn A Podcast Into A Book Course**.

(www.RTIPublishingHouse.com/podcast-into-book-course)

You will spend three days with me, and I will guide you through all of the beginning steps to get you started. You will come out of the course with your outline written and possibly even the first two chapters.

After that completing the rest of the book will not take much time because you will have a system in place for doing. I also will be doing monthly Zoom calls each month where you can come in and ask questions and get any problems dealt with. Let me be the guide that helps you get it done faster than you thought possible.

As a thank you for reading the book, you can use code **PodfestGlobal23** at the checkout and get **\$300 off the cost of the course**.

If this book made you realize that you don't want to do it yourself or that you can't, then email me at info@rtipublishinghouse.com, and we can book a free One Hour Book Discovery Call and I will answer any questions that you have and share; with you the Done-For-You Options.

In closing, I want to thank you for reading this book. I hope that you got a lot of value from it and it at least answered some of the questions you had about turning your podcast into a book. I consider it an honor that you took the time to read it all the way through.

As I end, I want to leave you with two of my favorite quotes by Jim Rohn to help encourage you on your journey:

Success is nothing more than a few simple disciplines practiced every day.

If you are not willing to risk the unusual, you will have to settle for the ordinary.

To Your Success,



Kim Thompson-Pinder

The Extraordinary Word Ninja