

Writing a Book for Credibility as a Speaker

Dr. Richard K. Nongard

First: Have any book is far better than having no book. I have always gotten speaking gigs and better pay, simply because I have had books.

Even though technology lowers the bar for publishing entry, it is still impressive that you wrote a book. It makes you an expert and gives you credibility. Most people can write a 2000-word essay. But a 40,000 book? Most who have this as a goal never finish and have nothing to say.

- 1.) Books don't make you a lot of money from publishing
- 2.) Books do not get sold just because it is on Amazon

How to Write Book – The 14 page method

- 1.) Title and subtitle – This is the brand and the thesis
- 2.) Table of Contents – 12-14 topics related to the brand and thesis.
- 3.) Next 12 pages – 15 questions somebody would ask about each sub-topic

Now, dictate your answers. Or type them. Then you are done! Now you need editing

Editing

Publishing choices

- 1.) Traditional Publisher
- 2.) Print-on-Demand Self-Publishing

Graphic designer for the cover

Typesetter

KDP.amazon.com (Print-on-demand)

Absolutely PAY a professional (not fivver) to get your graphics.

Getting blurbs and press for the book, gets you contacts for training later.

In your book include stories of public leaders – only take a positive approach – and then hit them up for blurbs.

Another way to write a book:

The essay approach – write 15 essays 2000 words each.

Other ideas: <https://prowritingaid.com/art/387/Six-Tried-and-Tested-Methods-for-Writing-a-Novel.aspx>

Now you must promote the book:

- 1.) Blogs
- 2.) Podcasts
- 3.) Book tables
- 4.) Conferences sell books