

Copywriting Sample

Information Handout Lead Magnet:
How to Publish a Book



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FOR ASPIRING AUTHORS:

ESSENTIAL STEPS TO
PUBLISH A BOOK

BROUGHT TO YOU BY COPYWRITER DINA GIO.
VISIT ME ONLINE AT DINAGIO.COM

WELCOME

Hello, and thanks for choosing to download this invaluable resource. I know you're busy and probably overwhelmed with All The Things.

Like you, I have ideas for books to write, running through my head at all times.

If it's always been your dream to see your name and words in print, hold tight to this vision!

I'm about to give you the exact steps needed to make your book publishing project come to life.

This information was generously gifted to me by someone who worked for many years in the publishing industry, for a major publishing house.

I took detailed notes of all that was told to me. I knew that in this conversation, I was being handed "the golden keys."

Now I'm passing this on to you. Don't drop the keys!

Keep this information in a safe place. When you're ready to run with that book idea, you'll have every detail you need to make it happen!

- *Dina Gio*

COPYWRITER AND WEB CONTENT CREATOR, DINAGIO.COM

ABOUT ME

I empower coaches and entrepreneurs toward success in online business. I've written copy professionally for employers and freelance clients since 1996. I teach how to use content to create profits online.

Visit my website at dinagio.com



HOW TO AUTHOR A BOOK AND GET IT PUBLISHED IN PRINT

From: Dina Gio, Copywriter and Content Strategist

To: Aspiring Author

My emails in case you need to contact me:

dinagio@dinagio.com

dina@wordfeeder.com

My websites, in case you or someone you know needs a copywriting or written content referral:

<http://dinagio.com> (copywriting services website)

<https://wordfeeder.com> (PLR content membership)

STEP 1: COMPILE ALL BOOK TEXT

Plan to create a book for print. Outline your chapters. This is the longest step, but I'm not going into detail here about how to write the book. This handout focuses on the part you need help with: publishing and sending to print!

Get everything written. It doesn't matter if you type in MS Word or start by dictating in Google Docs via your phone. But you do want to transfer your written content from wherever you start it, into a Word document.

Later, you will edit everything to format and print.

STEP 2: SET UP YOUR MANUSCRIPT FOR PRINT.

How to set up your book's text to be print-ready:

1. Enter all text into an MS Word document.
2. Edit and proofread thoroughly.
3. Hire a layout artist to format the text - choose font, spacing, borders, all the print necessities.

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STEP 3: FORMAT AND STYLE YOUR BOOK.

What size do you want the book to be? 5X7 is typical. Try to picture the end user holding your book to read. Your page layout is dependent on the print size you choose. If you lack experience in this area, your best bet is to hire a graphic designer or layout artist.

What to include:

- Cover page with cover art
- Table of contents
- Chapter pages if desired
- Add embellishments, such as images or photos if you want to include those. All images should be high resolution files in order to print. Images from the web are low resolution. These don't show up right in print. You want your book images to be big files – high resolution to show up clearly.
- Page numbers and footers. If you have a website, you may want to include your URL in the footer, so it shows up on every page.

Other pages you'll need in your book:

- Copyright page at the front
- Thanks and credits page
- About the Author page at the back
- Any upsells you might want to offer such as products you've released, ebooks you sell on your website, other books you've written etc.

STEP 4: WORK WITH A PROFESSIONAL EDITOR.

You should ideally pay someone to edit the contents, make recommendations for how to best present the text, and later, proofread.

STEP 5: PROOFREAD IN SEVERAL ROUNDS.

You don't want a single mistake in the final manuscript before it goes to print. Again, hiring a proofreader may be the way to go.

STEP 6: GET THE MANUSCRIPT COPYRIGHTED.

Bring your manuscript to a lawyer who offers this service and pay him/her.

STEP 7: ORDER PRINTED COPIES OF THE BOOK AT A SMALLER PRINT SHOP.

Who will print your book?

Approach a local print shop. So basically you're self-publishing. Get printed, bound copies of your book made. Start with maybe 200 or 300 copies. You will have these in your possession.

This is called the "first edition" of the print. When you sell each book, you are responsible to process and ship the order. You can hire people to do this if you want – but it's on you, not the printer. The printer only prints the book and then you take all the physical books away in boxes to sell or give away.

Later on, after you sell copies of your book, you can approach a bigger publishing house and present your book to them. Tell them what type of success you had. Example: "We made 300 copies and sold them for \$6 per book (or whatever the price) and we think we can do 10K now."

Where can you sell your book right now?

Online:

Amazon, Etsy (I'm also adding, maybe Shopify, Facebook...)
Again, who is in charge of order fulfillment? You are! :)

In person:

Host events, and sell your book there. Example, suppose you network with a local group of business moms. Rent out a conference room and host an event there. Offer your book at the event. Or maybe you're a personal coach, so you're hosting a workshop. Display copies of your book for purchase.

STEP 8: APPROACH PUBLISHERS LIKE HEARST, RANDOM HOUSE... OR SMALLER, NICHE-SPECIFIC PUBLISHERS.

How to approach individuals who may want to sell your book and take a cut of the profits? The man in printing whom I spoke with suggested just taking a copy to a store/shop and presenting to them.

Another idea: hand them a letter pitching the book. Include contact info.

STEP 9: SPEAKING EVENTS

Do you want to go big? My contact mentioned selling the book at speaking engagements such as conventions.

Sell signed copies of your books for \$10 a book or so.

This would likely involve getting names of a main contact at the event, emailing a letter, setting up a time to talk, and other details.

STEP 10: USING YOUR BOOK AS A GIVING THEME

How to Give to Charity as a Business and Have it Be a Tax Deduction

Your book might have a bigger cause behind it - something you feel passionately about. You could let people know, "A portion of the proceeds from the sale of this book will go to (whatever charitable organization)."

If you register with the IRS as an LLC or Limited Liability Company your accountant can later guide you for how to file on your taxes any charitable donations you make which will then classify as a business deduction.

To make this official, head to your local County Clerk's office and look through their book of registered business names. Choose the category that applies to your business.

How to File Taxes as a Business and Take Payments Online

It's important to set everything up properly in order to take payment for your book. Skip this section if you already sell online and have registered a company name in your county of residence/set up a DBA.

Do you intend to file as LLC or Limited Liability Company? Search online on the IRS website to apply. Fill out the application and submit payment. Or you might be able to work with an attorney who can do this for you.

After you get your DBA registered, go to the bank and open up a DBA (Doing Business As) checking account.

NOTE: Your website domain does not have to be your DBA company name. Your website URL can be anything that you purchase as a domain name.

So you could end up running six websites, all with a different URL, but all of them can fall under your same DBA business name, when filing taxes. That legal business name will be associated with your bank account that you set up for taking payments.

Finally, once your business checking account is active, you can set up a PayPal or Stripe account to take online payments. Set up the PayPal account so that it's linked to your DBA business bank account.

Connect that PayPal account to all online platforms that you may use to sell your book such as Amazon

This is important so you can track payments received for your book!

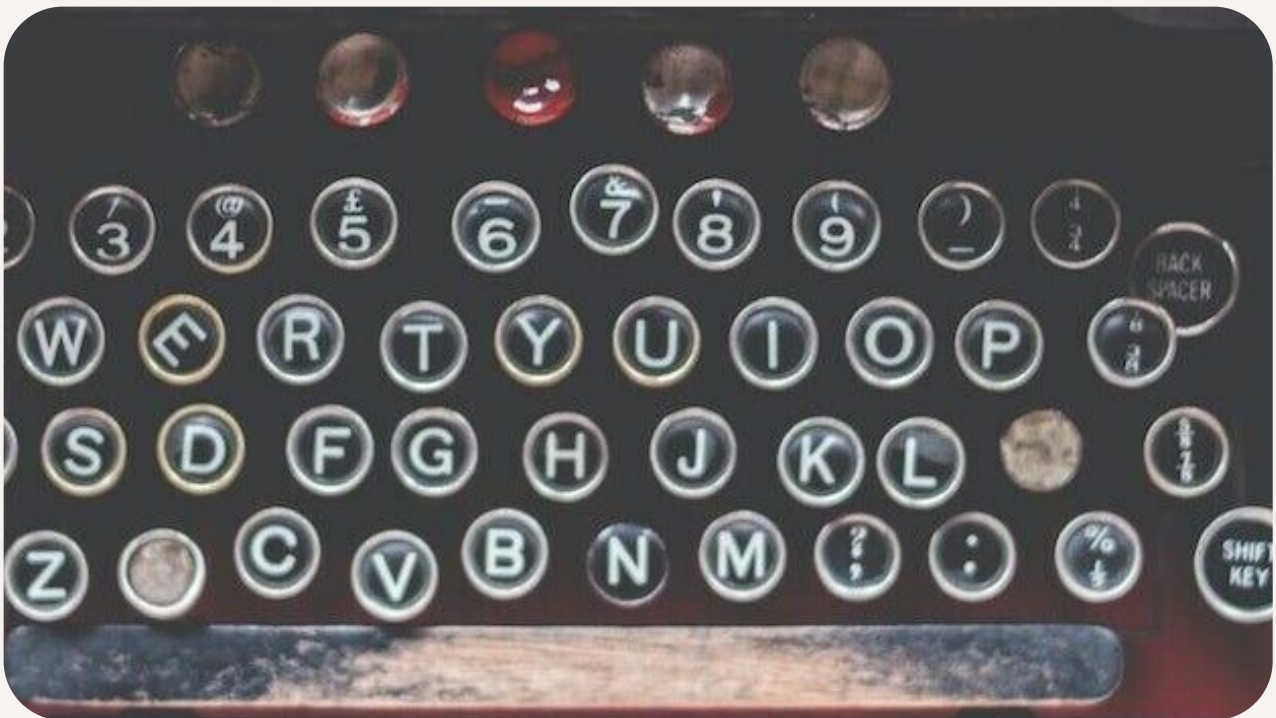
THANK YOU FOR DOWNLOADING THIS HANDOUT.

I hope you found it useful!

As mentioned, this information was given to me by a kind person who worked in printing for a major publishing house.

I was grateful to receive the advice, and I'm happy to pass it along to other writers who may be interested in seeing their name in print one day.

I wish you the very best in your book writing and publishing endeavors!



- *Dina Gio*

COPYWRITER AND WEB CONTENT CREATOR, DINAGIO.COM



WORK WITH DINA



I teach entrepreneurs how to put a content publishing strategy in place so they can enjoy business success and create profits online!

Ready to work on our first project together?

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Ready to Outsource Handout Creation?



Dina Giolitto, Copywriter

Use the power of content to grow your profits... with the help of long-time copywriter, content strategist and web marketing expert, Dina Giolitto.

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