

BIG IDEA TO BESTSELLER

How to Write, Publish, and Launch a Nonfiction Book to Grow Your Business and Make an Impact

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JAKE KELFER is an entrepreneur and keynote speaker. He is the author of three business bestsellers *Elevate Beyond*, *Elevate Your Network*, and *The Elevated Entrepreneur*. He is also the founder of the Professional Basketball Combine which has helped 70+ NBA draft prospects sign their first contracts. He has been featured in *Forbes*, *Sports Illustrated*, *USA Today*, and on *ESPN*. Jake Kelfer is a graduate of the University of Southern California.

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MAIN IDEA

One of the best ways to move your career to the next level is to publish your own business book. Doing this positions you as a thought leader in your field, and provides you with the ultimate differentiator. And fortunately, today there are more tools than ever available to help you gain the credibility and authority of being a published author.



BUSINESS BOOK

The roadmap for going from raw idea to business bestseller has ten steps and is simple to navigate. Having a published business book will provide you with some very worthwhile advantages:


- You will attract more high-ticket clients.
- A business book is a superb lead generation tool.
- You'll get invited to speak at events as an author.
- A book will allow you to raise your rates.
- You can start or grow a coaching business.
- Books can be used to generate social content.
- You can create a course from a book.
- You will be able to leave a legacy.
- Authors impact lots of people.

Write and publish your own business book, based on your life and career experiences and know-how. It's the best way to make more money, get more speaking gigs, boost your credibility, and create more epic life and career experiences.

"Everyone has their own reason for writing a book, but whatever your reason is, it's worth it. You've already lived it. You already talk about it. You might already be making money doing it. It's time to write your book!"

– Jake Kelfer

THE BUSINESS BESTSELLER ROADMAP

1	START WITH A GREAT IDEA		6	CHOOSE TITLE & SUBTITLE
2	MAP OUT AN OUTLINE		7	GET A PROFESSIONAL COVER
3	WRITE YOUR DOGGY DRAFT		8	WORK WITH PRO FORMATTER
4	DO SELECTIVE SELF-EDITING		9	SELF-PUBLISH ON KDP
5	HIRE AN ELITE EDITOR		10	LAUNCH YOUR BOOK

BUSINESS BOOK

Step #1 – Start with a great idea Page 2
 Start your bestseller project on the right foot by finding and validating your big idea first. Once you have your big idea, pick the best format for your book.

Step #2 – Map out an outline Pages 2 - 3
 Outlining your book is a three-phase deal: (1) Develop your strongest point and big ideas. (2) Create talking points for each idea. (3) Organize your ideas into chapters & templates.

Step #3 – Write your doggy draft Page 3
 Your doggy draft is the first draft of your book. It won't be very good. That's okay, it's a starting point. Commit to having your doggy draft finished in thirty days or less.

Step #4 – Do selective self-editing Page 4
 Before you hand your draft over to professional editors, review your work. Do a verbal read through, and then a chapter-by-chapter read through. Ask: Does this make sense?

Step #5 – Hire an elite editor Pages 4 - 5
 An editor's job is to bring your book to life. You'll need content editing and copy editing to get everything print ready. Pick an editor with the right experience and vibes.

Step #6 – Choose your title and subtitle Page 5
 These are marketing decisions, so take advice. Choose a title which will grab interest (your hook), and a subtitle which will speak to your target reader. Be descriptive.

Step #7 – Get a professional cover Page 6
 You need a cover that converts. It needs to be a visual representation and ad for your book. Work with cover designers who know what they're doing.

Step #8 – Work with a pro formatter Page 6
 Book formatters come up with the interior design of your book. Bring into your team a formatter who will help you make your book look professional and world-class.

Step #9 – Self-publish on Amazon KDP Page 7
 Put your book onto Amazon's KDP self-publishing platform. It's where people will look first. It's also the biggest bookstore in the world, so you need to be there.

Step #10 – Launch your book Page 8
 Get your book out there and change the world. Follow the bestseller launch strategy.