



PUBLISHERS' EMPIRE

Create, Package, and Monetize Your Writing

Full Curriculum

ONLINE COMMUNITY
AND TRAINING PLATFORM



publishersempire.com



SECTION 1

Create

Publishing

- 1 Publishing 101
- 2 Book Length and Expectations
- 3 Publishing Timeline
- 4 Book Market Research

The Book Marketing Canvas

- 1 Intro
- 2 Admin
- 3 Target Audience
- 4 Early Adopters
- 5 Problem
- 6 Solution
- 7 Sales Channels
- 8 Metrics
- 9 Unique Value Proposition
- 10 Pricing

Outlining and Wire Framing

- 1 Brainstorming
- 2 The Notecard Technique
- 3 Using Evernote
- 4 Using Trello

Writing

- 1 Measuring the Book Writing Process
- 2 Overcoming Procrastination
- 3 Writing Habit
- 4 Book Dictation

Parts of a Book

- 1 Terminology
- 2 Front Matter
- 3 Body
- 4 Back Matter

Editing

- 1 Intro to Editing
- 2 Types of Manuscript Editing
- 3 Editing Timeline
- 4 The Self-Edit Framework
- 5 How to Hire a Professional Editor



SECTION 2

Package



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Create, Package, and Monetize Your Writing

Book Design

- 1 Intro to Book Design
- 2 Intro to Cover Design
- 3 Intro to Interior Layout and Design

Formatting

- 1 Intro to Formatting
- 2 Intro to Amazon KDP
- 3 Intro to Createspace
- 4 Formatting Software

Formatting Your Book in Word

- 1 Chapters and Pages
- 2 Front Matter Layout
- 3 Setting up Word Styles
- 4 Fonts
- 5 Section Breaks
- 6 Trim Size and Margin
- 7 Headers, Footers, and Page Numbers
- 8 Bullet Points
- 9 Images
- 10 Drop Caps
- 11 Bleed
- 12 Converting and Saving Part I
- 13 Converting and Saving Part II

Uploading and Final Formatting

- 1 Uploading to Amazon KDP
- 2 Uploading to Createspace
- 3 Calculating Spine Width
- 4 ISBN Barcode Generation



SECTION 3

Monetize

The Bestseller Book Seller Launch Sequence

- 1 Working Document
- 2 Identify Key Players
- 3 Set Your Launch Date
- 4 Determine Your Goals
- 5 Centralize all Materials for Your Book
- 6 Create and Early Notification List
- 7 Create and Ambassador Group
- 8 Create Your Influencers List
- 9 Identify Alternative Marketing Channels
- 10 Build your High-Converting Book Sales Page
- 11 Get Your Book Ready for Distribution
- 12 Notify Ambassadors and Influencers
- 13 Final Prep and Pre-Launch Marketing
- 14 Launch

Marketing

- 1 How to Create a High-Converting Sales Page
- 2 How to Find Influences in Your Niche
- 3 How to Start an Ambassador Group
- 4 Content Upgrades
- 5 Promotional Tactics on a Budget
- 6 Paid Advertising

Advanced Sales

- 1 Book Pricing Techniques
- 2 The Automated Book Sales Funnel
- 3 Book Bonuses
- 4 Sponsorships
- 5 Tiered Book Packages
- 6 Upsells
- 7 Affiliate Sales
- 8 Cross Promotion

Advanced Book Launch Strategies

- 1 The Gift-Launch (aka "The 7 Day Startup" Launch)
- 2 The Discount Re-Launch
- 3 The List-Builder Launch (aka "The Danny Iny" Launch)
- 4 The Book Bonus Blowout Launch (aka "The Jeff Goins" Launch)
- 5 The Crowdfunded Launch (aka "The Seth Godin Icarus Deception Launch")
- 6 The Blitzkrieg Launch (aka "The 4-Hour Workweek Launch")
- 7 The Upsell Launch (aka "The Jeff Walker" Launch)



SECTION 4

Advanced

Advanced Marketing and Sales

- 1 ISBN 101
- 2 Advanced Strategies for Building Your Early Notification List
- 3 Book Publishing Contracts 101
- 4 Book Sponsorship 101
- 5 How to Start Your Own Publishing Company
- 6 The Publishers' Empire Publishing Strategy
- 7 How to Build Your Author's Website and Platform
- 8 Where You Should Send Readers: Amazon vs. Gumroad vs. Website
- 9 How to Turn Your Book into an eCourse

Tools and Software

- 1 The Complete Guide to Key Software for Publishing
- 2 Advanced Email Marketing with ConvertKit
- 3 Advanced Marketing and Outreach with Contactually.com
- 4 Lead Generation with Gumroad and Leadpages.net
- 5 Developing Your Book Project Management Board with Trello

Case Studies

- 1 Case Study: How to Improve the Design of Your Book Sales Page
- 2 Case Study: Ryan Shauer's Launch of "Big Travel, Small Budget"
- 3 Case Study: Anatomy of a Book Launch with Jane Rodgers
- 4 Case Study: How to Market and Launch a Fiction Book
- 5 Case Study: How Bruce Brodeen Generated Over \$30,000 From His Book

Launch

- 1 Expert Interviews
- 2 How to Grow Your Author Platform with Tim Paige of Leadpages
- 3 How to Use Discount Deal Sites to Boost Rankings and Sales with Mark Messick
- 4 How to Cold Email Any Agent, Publisher, or VIP with John Corcoran
- 5 How to Create a Book Video Trailer that Sells Your Book with Chris Johnson

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