

Rory's Book Principles



1. A Book Is A Tool To Showcase Your Expertise And Grow Your Business.

Where is your book leading your reader? What next step should a reader take after reading your book? How can you prepare the reader to work with you at a higher level through your book? These are the questions that must be answered BEFORE you start writing your book or else people will read your book and never take the next steps to work with you. A book should be designed to make your business money by encouraging readers to work with you.

2. A Book Shouldn't Take Years To Write.

Every day that passes where you can't utilize your book as an asset in your business is a day that you can't get back. It's a day you can't be helping others through your message or your strategies. In some cases, lives depend on what you have to say, so don't think that you should spend years getting every single thing 100% perfect before releasing your book. Do your best at the moment and get your book out to the world, you can always make a second edition.

3. A Book Must Have A Compelling Story To Create An Emotional Connection.

Many business owners who write books want to skip their personal story and make it all about "the reader" or "the process," but that is a mistake. Without building an emotional connection with your audience FIRST, they have no reason to care about what you are sharing with them, why it matters, or why they should trust you. Make sure you share your story (the good and the bad) related to the topic of your book.

4. Your Book Must Be 99% Error-free.

Perfection with a book is not possible, but near perfection is with a few rounds of good editing. Editing matters because reviewers will rip apart your book if they find too many mistakes no matter how good the content. If you want the best chance at getting good reviews and you want to be seen as someone who is a serious business person, make sure to get your book professionally edited.

5. Your Book Interior Design Must Be Presented Professionally On The Page.

Printed books have been around for hundreds of years. There are certain expectations readers have of what a book should be, how it should be laid out, what fonts are easiest to read, what font sizes work best, what color paper is used, etc. If you stray too far from these norms, you risk your readers not being happy. So make sure you know the standards and ensure your book is presented professionally, both in print and digitally.

6. Your Book Cover Must Capture Attention Immediately And Be Easy To Read.

They say don't judge a book by its cover, but that's exactly what everyone does. Your cover **MUST** capture attention immediately. It has to look professional, be easy to read, and stand out from your competition if you want a chance at getting noticed.

7. You Must Be A #1 Bestselling Author To Leverage The Credibility Of Your Book In Your Business.

Twenty years ago or more, just being an author was enough to have credibility in the eyes of the world at large. To some degree, that's still true, but nowhere near as much. Being a #1 bestselling author is much rarer and is the key to setting yourself apart from your competition. It's a title you have for the rest of your life, and it's how you set yourself apart from your competition.

8. Your Book Must Have At Least 100 Reviews To Be Seen As Viable And Reputable.

This is not a golden rule but it helps make you stick out from your competition. If you and another consultant are down to the wire for a contract and research is being done on both of you, those extra reviews could be the tipping point that gets you the deal. Plus, reviews are great to share in all aspects of your marketing, from on your website to ads you run. So the more you have to choose from, the better.

9. A Book In And Of Itself Is Not Designed To Make You Money.

The money is not in the book. I repeat. The money is NOT in the book. As a business owner, you make your money from a book as a byproduct of the book. This means it brings you credibility and positioning you otherwise wouldn't have. It means it makes closing deals significantly easier when utilized properly. It means you upsell people into your other products and services.

10. Your Book Must Lead A Reader Somewhere You Can Capture Their Name And Email.

If someone buys your book on Amazon or in a bookstore, they are not your customer. They are their customer. You don't get the customer's contact information. To ensure you capture some of those readers, make sure you offer your reader additional content of value they can only get by entering their name and email address. That way, you can continue to market to them and offer them your other products and services. The money is in the follow-up

11. A Funnel Is Part Of A Holistic Marketing And Branding Approach.

A sales funnel is designed to get clients in the door, but it's what you do with them after that makes all the difference. Make sure you are treating your clients right, giving them the attention they deserve, emailing them regularly, and providing great products and services that actually get results. That's really what makes funnels work in the long run.

12. Your Book Is The Foundation Of Getting Clients For Free.

When done correctly, you can acquire clients with no marketing costs. Your book is what makes that a possibility when built around a strong book sales funnel and advertising campaign designed so that for every dollar you spend, you get that dollar (or more) back. This means anything someone who goes through that funnel purchases from you in the future you have no marketing costs, just profits.