

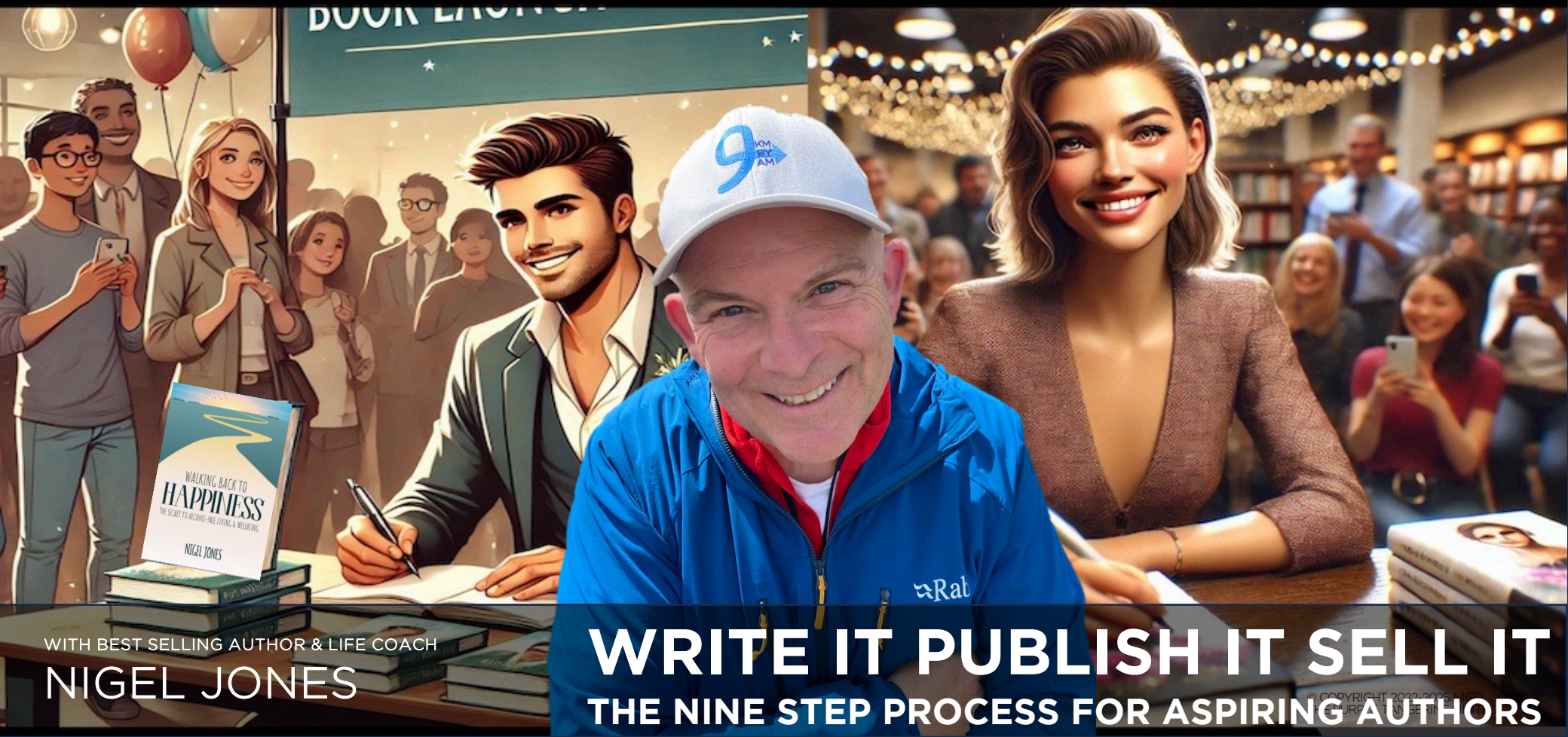


# FROM BLANK PAGE TO BEST SELLER



BOOK COACHING

YOUR STORY MATTERS - START WRITING IT TODAY



WITH BEST SELLING AUTHOR & LIFE COACH  
**NIGEL JONES**

**WRITE IT PUBLISH IT SELL IT**  
**THE NINE STEP PROCESS FOR ASPIRING AUTHORS**

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NIGEL JONES



# NIGEL JONES

BEST SELLING AUTHOR & BOOK COACH



## WRITE IT. PUBLISH IT. SELL IT. THE NINE STEP PROCESS FOR ASPIRING AUTHORS

Welcome to your free guide - a practical introduction to the nine-step process I use to help aspiring authors go from idea to published book.

If you've ever dreamed of writing a book but didn't know where to start - or how to finish - this is for you.

Based on my book coaching programme, this guide breaks down the exact process I use to coach writers who want to create a book that not only gets published, but gets noticed.

Writing a book isn't just about pouring your thoughts onto the page. It's about crafting a message that resonates, creating a product that feels professional and knowing how to market it to the readers who need it most.

In this guide, you'll get a clear overview of how to:

- Shape a compelling idea using proven storytelling frameworks
- Write with your target reader in mind from the very first sentence
- Navigate editing, layout, and testimonials with confidence
- Self-publish like a pro on Amazon KDP
- Record your own audiobook in a studio
- Market your book year-round to keep it relevant and selling

Whether you're starting with a rough idea or already knee-deep in a manuscript, these nine steps will help you move forward with clarity, purpose, and momentum.

**Your Story Matters. Start Writing It Today.**

If you'd like to go deeper, get tailored feedback, or need hands-on support with your book, I offer one-to-one coaching designed to guide you every step of the way.

Learn more and book a session at [9kmb9am.com/coaching/book-coaching](https://9kmb9am.com/coaching/book-coaching)



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### BELIEF

#### 1. MINDSET

### CREATE

#### 2. IDEA

#### 3. GOAL SETTING

#### 4. CONTENT OUTLINE

#### 5. ROUGH DRAFT

#### 6. EDITING

#### 7. DESIGN

### NURTURE

#### 8. PUBLISH

#### 9. MARKET & MONETISE

# WRITE IT | PUBLISH IT | SELL IT

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COACHING  
CHALLENGE YOURSELF

**BEST SELLER**

**NURTURE**

PUBLISH | MARKET & MONETISE

**CREATE**

IDEA | GOAL | OUTLINE | DRAFT | EDIT | DESIGN

**BELIEF**

MINDSET

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## WRITE IT. PUBLISH IT. SELL IT. THE NINE STEP PROCESS FOR ASPIRING AUTHORS

### PART 1 - THE RIGHT MINDSET

- Understanding the impact of books: how they change lives of both readers and authors.
- Identify and squash any limiting beliefs about writing a book. Overcome common myths: 'I need an agent', 'It will take years to write', 'I'm waiting for perfect time.'
- Make 'I am an Author' your new identity - say it to yourself 100 times a day. What you think becomes your reality!

### PART 2 - FINDING & CHOOSING YOUR BOOK IDEA

- Where Are You - No Idea, Too Many Ideas, One Idea?
- Mind Map all your possible ideas for a book. 'Your Broken Record Conversations', 'What's Your Special Sauce', 'What Pain Have You Been Through That Others Can Learn From?', 'Your Hobbies / Passions', 'Your Occupation', 'Everyone Says You Should Write A Book About That.'
- Choose The Best Idea. Then ask yourself questions like: Which idea can I finish fastest?; Which idea are you most passionate about?

### PART 3 - GOAL SETTING

- The 'Goal Setting To the Now Method'. Work back from your 5-year goal to your today goal.
- Most people overestimate what they can achieve in a year and underestimate what they can achieve in ten years!

### PART 4 - CONTENT OUTLINE

- Avoiding the common trap: Writing without a clear structure!
- Take 'The One-Day Book Outline Challenge'. Creating a structured book outline using the Mind Map method to get clarity.
- Grouping ideas into sections and chapters.

### PART 5 - ROUGH DRAFT

- Understanding storytelling frameworks: The Hero's Journey; The Epiphany Bridge; and many more.
- Writing with your target reader in mind.
- The 30-day Rough Draft Challenge.
- Strategies to stay motivated and accountable.

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### PART 6 - EDITING & POLISHING YOUR BOOK

- The self-editing process: Reading Aloud; Cutting Fluff; Enhancing Clarity.
- Types of editing: First Read; Developmental; Copy; Final Proof Read.
- Using AI.

### PART 7 - DESIGN

- Formatting and layout for a professional look.
- Getting feedback. How to use beta readers effectively.
- Creating a compelling book cover: Title in the upper third; Visually appealing design; Clear messaging; Back cover reviews.
- ISBN and Copyright.

### PART 8 - PUBLISHING

- How to set up your book on Amazon Kindle Direct Publishing (KDP).
- ALL formats - Kindle eBook, Paperback, Hardcover.
- Targeting Bookshops: Ingram Spark & Other Platforms.
- Writing an engaging book description that converts readers. Keywords & More
- Audiobook. Recording your own audiobook vs. hiring a narrator.
- Publishing and audiobook. Uploading to ACX (Amazon's audiobook platform).
- Tips for creating high-quality audio that sells.

### PART 9 - MARKET & MONETISE

- Understanding why marketing is crucial: "If you build it, they won't come."
- Creating a launch plan: Building Your Launch Team; A Launch Event.
- Getting early reviews and testimonials.
- Using PR & Media: Getting featured on podcasts, local news, and blogs; Crafting a compelling news angle for your book; Amazon Ads.
- Monetising Your Book.
- Growing Your Brand.

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### GET IN TOUCH

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