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*“If you obey all the rules, you
miss all the fun.”*

- Katherine Hepburn

1

Why Publish?

As a consultant or business owner, you’ve probably read the advice that publishing a book is a great way to demonstrate your expertise and get new clients.

Imagine that! Instead of scrounging around looking for clients, because you are an expert, people start seeking you out and calling you!

It sounds great, but in today’s world, many people with nothing more than an Internet connection have put out a virtual “shingle” and called themselves experts. How can you stand out when everyone and his brother is calling himself an expert? You need to do something bold that really shows you know what you’re talking about and separates you from all the online posers. Once you successfully prove your expertise, you can realize that dream of clients coming to you.

The first step to positioning yourself as an expert in your field is to become a book author. At first blush, writing a book may sound like a Herculean undertaking, but with new tools and techniques, getting published is easier than ever before.

The title of this book is called Publishize for a reason. Our made-up term “publishize” is a combination of two words: publish and publicize. When you take advantage of the power of print publishing and online marketing, you improve awareness of who you are and what you do.

In our company, we have proven time and again that there is no substitute for being a book author. We are what some people term “lifestyle entrepreneurs.” Generally, a lifestyle entrepreneur is someone who starts a business not just to make money, but also to support a particular lifestyle. In our case, my husband and I started our business Logical Expressions to enable us to live the life we wanted to live. For us, that meant leaving the city and “moving to the trees” (as we call it). Our epiphany happened on a mountain vacation in 1994 when we realized that, if we had a modem, we could work with clients anywhere. Two months later we started our business, and in 1996 we realized our dream of moving to a log house in the middle of the forests of northern Idaho.

The good news is that we live in a place we love, but we moved ourselves, our cats, and our business to a tiny town of 7,000 people. When we moved here, the unemployment rate was 12–15% and the wages were pitiful, so we *had* to make our business work online. Our mission to continue living here means we have spent a tremendous amount of time learning about marketing and online business both for ourselves and for our clients. Because we can’t depend on the local economy to support us, we have used writing and online marketing to earn money. Over the years, we have discovered that books have been the best way to make us stand out on a national (and even international) level, even from our location deep in a forest, just to the left of the middle of nowhere. I have written and published eight books (this one is number nine) and have found that doing so has been a great way to expose the world to who we are and what we know.

Although you can take the traditional route to being published by finding an agent, writing a book proposal, and (maybe) getting a book contract, it's a long and time-consuming process with little guarantee that you will end up with a book in your hands. That is why this book is all about publishing a book yourself.

If you've picked up this book, maybe you've read the advice that a book can help position you as an expert. So you may have considered self-publishing a book at some point or another. Maybe you've already read one of the classic self-publishing books out there, like Dan Poynter's *Self-Publishing Manual*. I know how you feel. My edition of Dan's book is actually from 1996. It's a great book, and like countless aspiring publishers before me, I learned a lot by reading it.

Yet, I didn't publish my first book until 2006. Those 10 years of dreaming weren't procrastination; I had a good reason. I didn't have the spare \$10,000 lying around that Dan said I needed to invest in printing my first book.

Most books about self-publishing focus on what I think of as the "old-fashioned" ways to self-publish. In this book, I'd like to encourage you to forget about a lot of the traditional methods of publishing. The fact is that the world has changed.

The "Publishize" approach to self-publishing that I write about in this book differs from the traditional self-publishing methods you find in classic books by Dan Poynter and Tom and Marilyn Ross. Although these books are great, they often don't take into account huge advances in printing technology.

These days a savvy self-publisher can get good distribution with less upfront cost than at any time in the past. Thanks to a company called Lightning Source, you can self-publish a book, avoid the stigma of going through a subsidy (or "vanity") press, and produce and ship books only when they are ordered.

Although many other printers use the same type of short-run digital printing technology to print books only when they

are ordered, no other company has the distribution advantage Lightning Source does. LSI is owned by Ingram, so when you sign up with LSI, you get access to a large distribution network. Getting your book into the Ingram database via LSI makes it available to leading distributors such as Ingram, Baker & Taylor, Barnes & Noble, Amazon.com, and many others. Technically, bookstores and even libraries can get your book. As a publishing business owner, it means you no longer:

- have to carry a huge inventory of books;
- need to have a spare \$10K lying around to do your first print run;
- have to sign up with an expensive distributor and give away up to 60% of your profits on every book sale; or
- have to be at the mercy of big publishing company decisions and timelines.

With our “Publishize” approach to publishing, you can retain complete control of your book and make more money. You have more opportunities for marketing because you don’t have so much cash tied up in inventory.

For example, if you want to create a book that you sell just during speaking engagements, which you do a couple times a year, it’s now financially feasible because you can order a small run of 10 or 100 books at a time, instead of having to pay for and store 5,000 books in your garage.

Plus, when it comes to marketing, you can ignore a lot of the traditional publishing “rules” about reviews, street dates, and so forth. Many old-school marketing ideas are irrelevant when you take advantage of short run, print-on-demand printing technology.

Way back when, it took three months to get a book produced and into distribution channels, so reviewers needed “advance reading copies” or “galleys” to produce a review by the time the book was available on bookstore shelves.

These days media exposure isn't all about targeting journals and magazines that require a 3–6 month lead-time. Blogs, Web sites, social media sites, podcasts, and other online media mean you don't have to wait around to tell the world about your book. Because more people purchase books online than ever before, reviews from real readers at sites like Amazon.com can be just as important as a review from a newspaper editor.

The fact is that if people think your book is interesting, they'll write about it. You may not get on Oprah and your book may not end up in the *New York Times* review of books, but it's easier than ever to self-publish a book that positions you as an expert without having to invest tens of thousands of dollars in production and promotion costs.

With the Publishize approach, you are in charge of your destiny. (Admittedly, that can be a blessing and a curse.) But assuming you produce a good book, you can continue to make money from it for years to come. This book is your first step toward "Publishizing" yourself. So let's get started!

Why Should You (or I) Write a Non-Fiction Book?

After reading the introduction, you might be thinking, "Yay, I'm an expert and self-publishing doesn't sound so hard. I can do this!" But before you get too deep into the notion of self-publishing, first you should step back for a moment and ask yourself one question: why do you want to write a book?

Almost every time I tell people I'm working on another book, they tell me their latest book idea. An often-cited statistic from a survey by the Jenkins Group claims that 81% of people feel they have a book "inside them." And about 75% or 80% of those folks would write some type of non-fiction book. That's a lot of people with something to say.