



Write Your Book in One Weekend

You Can Be a Published Author Next Month!



As an Author

- You have a new status.
- You are looked upon as an expert.
- You have that distinction for life.
- You'll fulfill a lifelong dream.

A 1982 Survey revealed

- 81% Want to Write a Book
- 3% Start
- Less than 1% Who Finish
Get Published.

We'll help you be in the top 1%!!!





Writing Your Book Opens Doors for You!



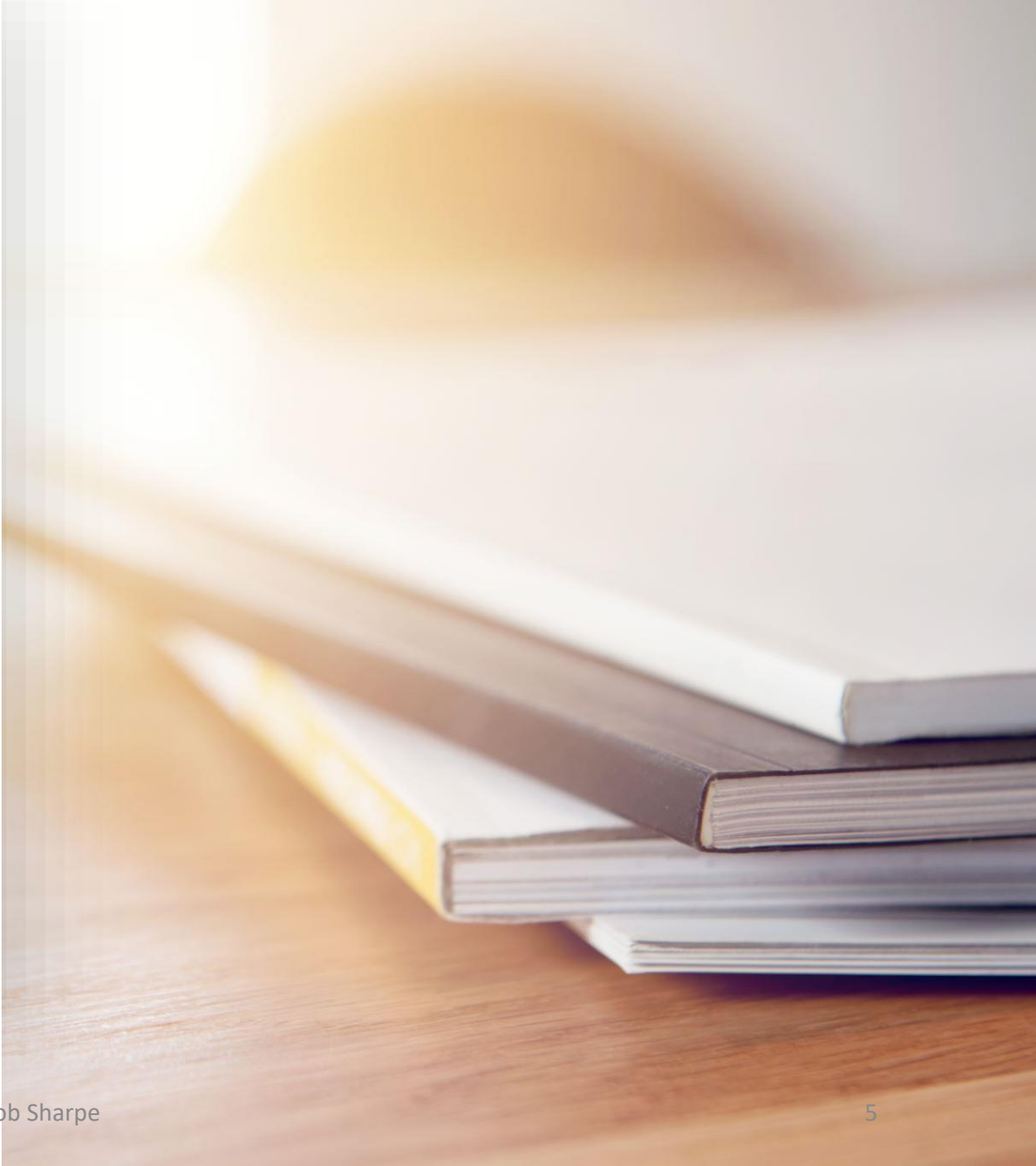
You're the Expert

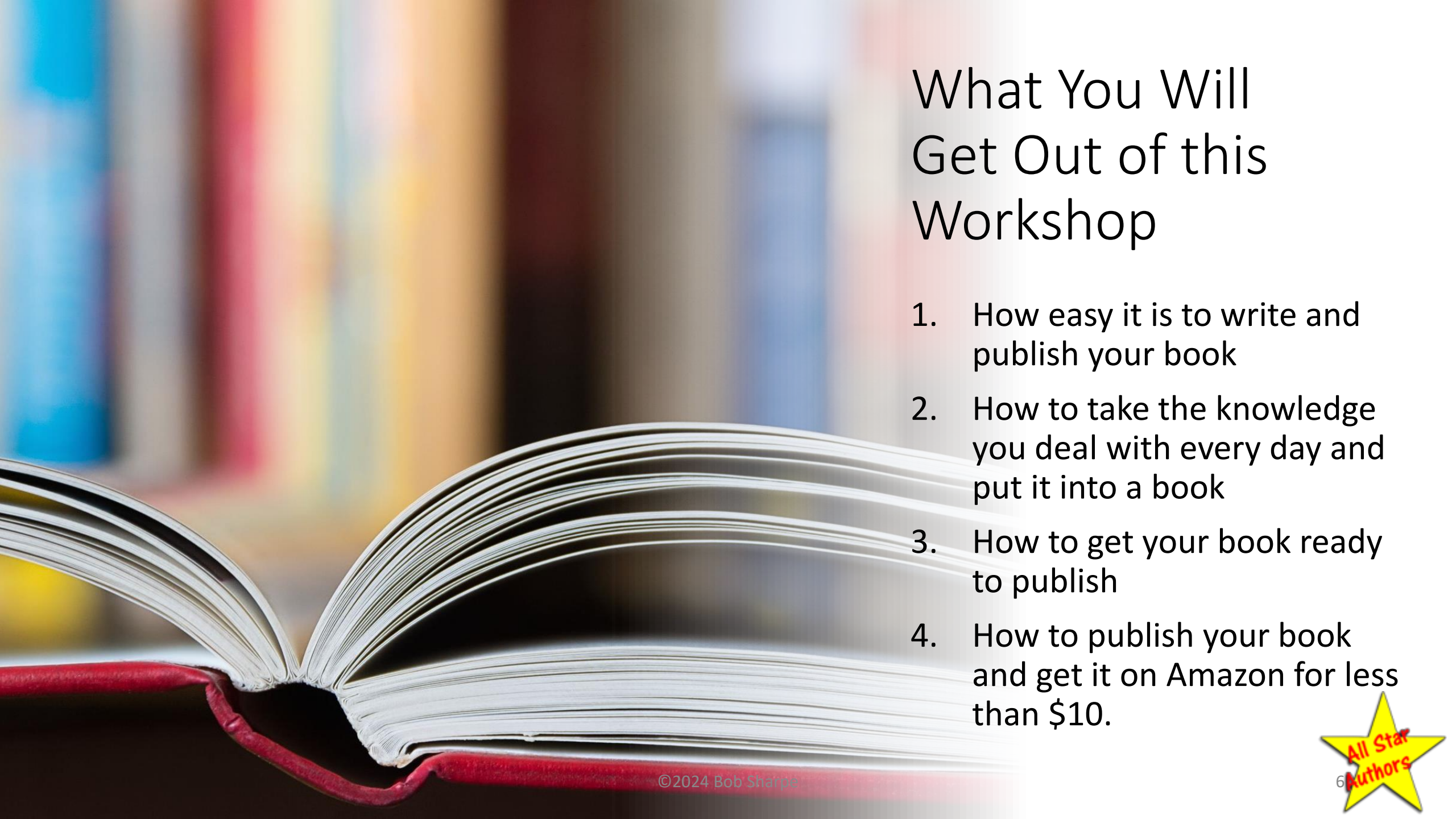
All it takes is to know 20% more than the general public on any subject, and you're regarded as an expert.

It's called *The Slight Edge*.

Why Write a Book

- Makes you the go-to expert in your prospects' minds.
- Shows off your expertise.
- Answers the questions of your prospective clients.
- Gives your prospects confidence in you.
- Gives you a powerful tool to give to your prospects.
- It'll make your parents proud!





What You Will Get Out of this Workshop

1. How easy it is to write and publish your book
2. How to take the knowledge you deal with every day and put it into a book
3. How to get your book ready to publish
4. How to publish your book and get it on Amazon for less than \$10.

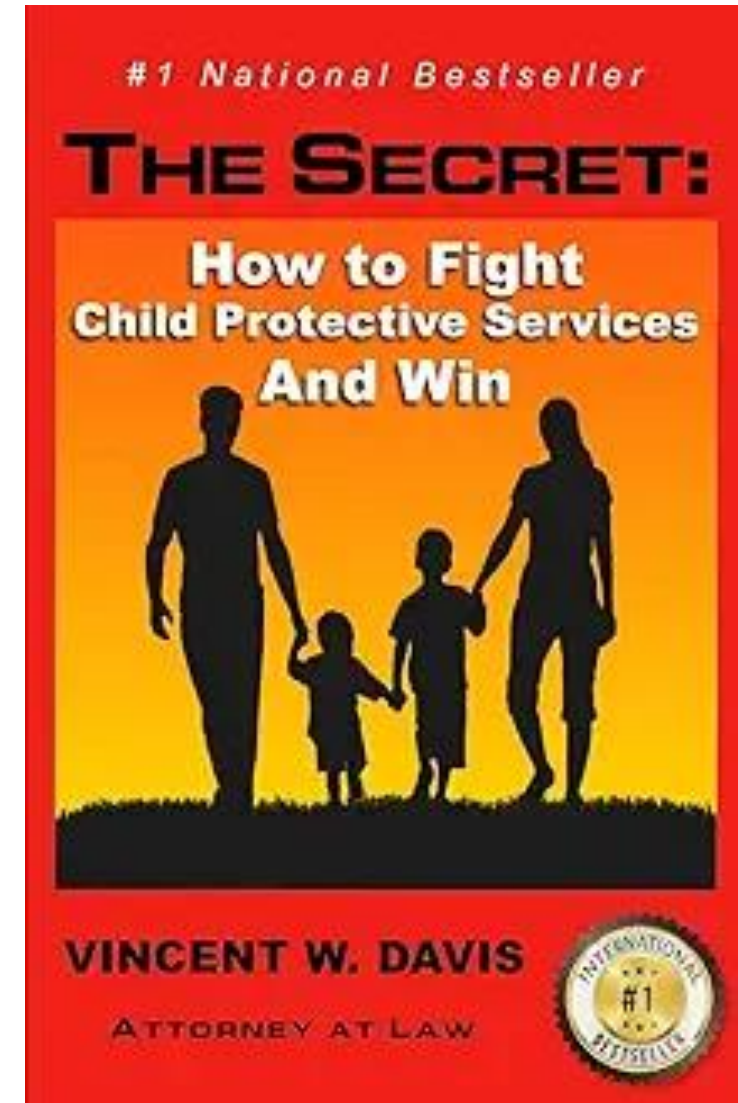
Case History



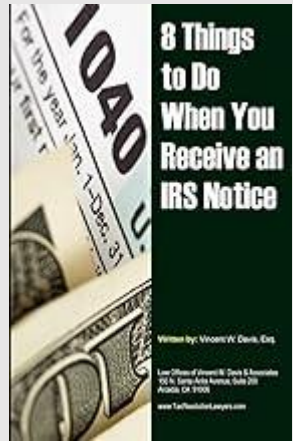
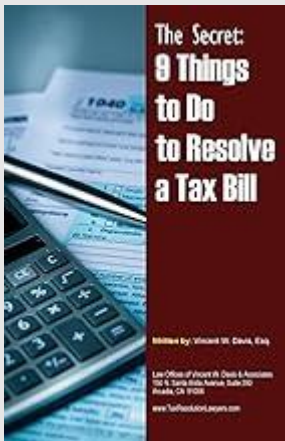
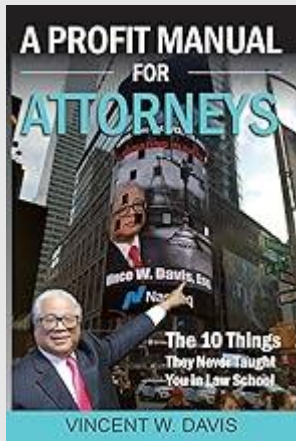
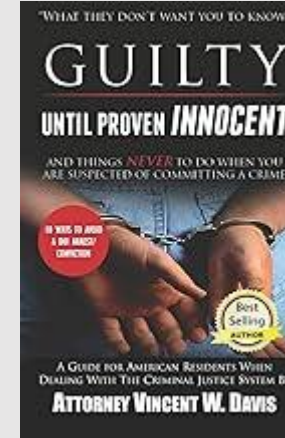
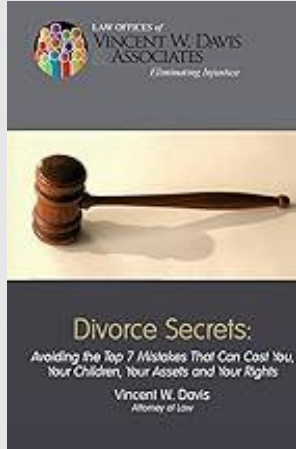
After Writing the Book

- Best Seller
- Invited to Speak at Harvard
- Invited to Speak at NASDAQ
- Invited to Speak at Google
- Invited Talk Show Guest on KABC
- Has Weekly Talk Show on KABC

Attorney Vincent W. Davis
Arcadia, CA



Vince Found a New Passion!



My Story

Wrote the book in 2014

- Posted it on LinkedIn
- Invitations to teach it from many countries
- Established a mission work in the Philippines
- Taught it to 150 pastors in Myanmar (Burma)
- Established feeding ministry for 140 poor children in the Philippines
- Trained hundreds of pastors in the Philippines
- Started 2 new churches in the Philippines
- Hundreds of churches in Nepal, India, Guatemala, El Salvador and a dozen countries in Africa are using it.

A story of Influence, not Profit.

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How Your Church Can Change the World

Evangelism by Multiplication

Bob Sharpe

Great Commission Strategist

All Because I Wrote the Book!



**How Your
Church
Can Change the
World**

Evangelism by Multiplication

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©2024 Bob Sharpe

The Ultimate Guide to Your
Network Marketing Success

HOW TO BE A NETWORK MARKETING MILLIONAIRE



BOB
SHARPE



318 Pages in 3 Weeks

2011-12	Timeline
June 11	Decided to start the book
July 8	Uploaded manuscript and cover
July 14	Received proof copy
July 19	Unveiled at Duarte Chamber of Commerce
July 21	Published book
Feb 7	Became Best Seller

*It's because I wrote the stuff I
already knew very well and
incorporated about 60 pages
of previously created content.*





Publishing Models

- Traditional Publisher
 - They pay you.
 - Very difficult to get accepted
- Vanity Publisher
 - You pay them.
 - \$2,500 to >\$35,000
 - Never met anyone happy
- Guided Self-Publishing
 - You hire a coach or expert to finish your work.
 - <\$500-\$1,000
- DIY Self-Publishing
 - You do it all yourself.
 - \$10 for proof

Disadvantages of a Traditional Publisher

- They only accept well-known public figures and authors
- You can wait for months before giving you their decision.
- If you get accepted, they want control over your title, content and cover design.
- Your royalties (profit) are normally around 5-7%
 - Your \$20 book = \$1.00 to \$1.40 royalty
 - Your \$20 self-published book = \$6.00 to \$8.00 royalty



"To the Author in Search of a Publisher"

Packages Offered by a Vanity Publisher in January, 2024

Premium	Best Seller	Elite	Amplify
\$2,399	\$3,359	\$4,959	\$9,999
Reg. \$2,999	Reg. \$4,199	Reg. \$6,199	Brand New!

- Most people pay more than the advertised prices because of upsells.
- Vanity publishers will always tell you they are not "vanity publishers," they will use the term "partnership publishers" or some other euphemism.

Myth: "We Will Get Your Book into Bookstores."

- Most bookstores are out of business.
- Few people will find your book in a rack with 1,000's of other books.
- Bookstores do not promote your book for you.
- Bookstores will return unsold books for a refund.
- Most people buy books online from Amazon.
- 50% of books sold today are eBooks.

Why Writing a Book Is Easier than Ever Before

It's All About Technology

- Digital Print on Demand
- Google
- AI

And, you're learning The World's Easiest System for Writing Your Book Fast!





From Idea to Finished Book

1. Preliminary Title
2. Copyright / ISBN
3. Outline
4. Write
5. Front & Back Matter
6. Format Pages
7. Proofread and Edit
8. Design Cover
9. Upload to Amazon
10. Proof Copy
11. Pull the Trigger - Publish

How Long Should Your Book Be?

Barnes and Noble research showed that more people will read your book if it is short. The larger the print, the more inviting it looks.

Pages	Words	How Many Will Read	Typed Pages
Up to 80	Up to 18,000	70%	Up to 23
80-100	18,000 to 23,000	40-50%	23-33
100-140	23,000 to 33,000	30%	34-47
140-200	33,000 to 48,000	15%	48-69
Over 200	48,000 and over	Less than 10%	70-up



People Like...

- Short Books
- Short Chapters
- Short Sentences
- Short Words
- Slightly Larger than Normal Type
- A Book they Can Read in an Evening or Two

Because they have short attention spans



Converting Typed Pages to Book Pages

My KJV-Only Testimony

If it's new it isn't new; if it's true it isn't new.

KJV Only as a practice is one thing. KJV Only as a doctrine is something else.

Surveys of churches in the 1970's revealed that in over 30 States the largest church in the State was an Independent Fundamental Baptist church. Their focus was on winning souls, and people were getting saved weekly. These were churches that baptized every Sunday, week after week. I think all of them used the KJV, but it wasn't a doctrine with them. It was a preference and a practice.

Then came Peter Ruckman, and everything changed. I am not sure if any State has an Independent Fundamental Baptist Church as their largest church today. The IFB's focus has changed.

I was led to the Lord in 1965 using the RSV I had been given in the Episcopal Church. The pastor I met said he liked the KJV better, but he used the Bible I had with me to get me saved. I went out and bought a KJV as soon as I could.

A couple years later, I bought Living Letters, the first portion of the Living Bible paraphrase. I bought it from an Independent Baptist book store. In those days some of the IFBs I knew used the KJV from the adults, but would have the Living Bible for young Sunday School kids.

I was participating in a mission conference at Parkview Baptist Church in Livonia, Michigan, in 1971 when a guy from Pete Ruckman's school in Pensacola came and started distributing literature attacking the NASB and other versions.

I bought Ruckman's book, A Christian's Guide to Manuscript Evidence. He attacked Tennessee Temple, Bob Jones University, Baptist Bible College and others for not teaching his KJV-Only doctrine, even though they used the KJV in their schools. He implied that the KJV was the only preserved version of the inspired Word of God, and that all the others were perversions of the devil.

The book had very little scholarly content. It was mostly ranting and raving against the people - mostly IFB's - who didn't teach his pet doctrine. One chapter was even entitled, Correcting the Greek Word in the English. Then I read David Otis Fuller's book, Which Bible? Unlike Ruckman's stuff, he had some very clear and convincing arguments for the Majority Text (the Textus Receptus). He showed clearly how the apostates Westcott and Hort promoted corrupted manuscripts to construct their Greek New Testament.

After reading it, I realized that the Majority Text, from which the KJV was translated, was the real text of the Bible. I was ready to welcome a more understandable translation of the Majority Text, and not the critical texts the modern translations were using. I wanted a Bible that people could understand when they read. I love the KJV, but many words have fallen out of use over 400 years, and many other words have changed their meanings. Words like abject, ague, beebes, besom, betimes, prevent, etc. There are hundreds of them. If I gave you a list of all of them, could you define them all? I know your church members couldn't.



We've Got What They Want!

they will attract people to the message. The pictures our lives present must match the words we share. When we talk about Jesus, our lives must illustrate Jesus. Our lives don't tell the story, but our lives will make the story interesting, believable and compelling.

All around us people are living broken lives. Marriages are in turmoil. Their children are in trouble. Suicides are up. People are doing desperate things. Many of our neighbors have no hope. Many others are living humdrum lives with no sense of purpose.

When you go to the bank, that smiling bank teller may be distressed about a broken relationship. Your insurance agent may be distressing over a wayward daughter. Your friendly hairstylist may be worried over financial problems since her husband is out of work. There is hope in Christ. We have the answer. Some of them might open up on the spot if you show them a little love, a kind word and an invitation to church.

Pastor Gil De La Rosa, of New Hope Community Church in El Monte, California told me about a lady who was passing his church one day. When she saw the sign "New Hope Community Church," she stopped and walked into the church office.

When Pastor Gil talked with her, she told him, "I've lost all hope in life. I saw your sign that said 'New Hope.' Can you give me hope?"

Gil pointed her to the God of all Hope. She was not alone. There are multitudes of people like her. They don't know where or how to find answers to the challenges of life.

17

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17

12-point Bookman Old Style font

Single spaced 11-point Calibri font



Anatomy of Your 100-Page Book

- Front Matter: 10 pages
- Text: 90 pages
- Words: 21,000
- Typed Pages: 26-30
- Blank Pages: 5
- Chapters: 10
- Book Pages per chapter: 9
- Typed Pages per chapter: 3

Methods of Writing Your Book

- Typing into Computer
- Using Existing Blog Content
- Voice Recording
- Recorded Interview
- Sermon/Lecture Recording



Sermon or Lecture Page Calculation

Averages

- Average words per minute: 125-150
- Average words per page: 200
- 100 page book
 - 10 pages front matter
 - 6 blank pages
 - 86 pages content

How Much Speaking for One Book

If you speak 125 words per minute

- 2 hours 18 minutes
- 3-4 sermons
- 3 classroom lectures

If you speak 150 words per minute

- 1 hour 45 minutes
- 2-3 sermons
- 2 classroom lectures

If You Get Stuck

We have a team of people who can help you finish your book for a reasonable cost:

1. Proofreading/Editing
2. Formatting Pages
3. Cover Design
4. Setting Up Your Amazon KDP Division Account
5. Uploading Your Book to Amazon



We the People of the United States, in order to form a more perfect Union, insure domestic Tranquillity, provide for the common Defence, promote the Progress of Science and useful Arts, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Article I

Article I Section 8 | Clause 8 – Patent and Copyright Clause of the Constitution. [The Congress shall have power] **“To promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries.”**

Facts About Copyrights:

1. Guaranteed in the US Constitution
2. Nobody can to publish all or part of your book without your permission.
3. You do not have to register your copyright with the government
4. Just place this on the copyright page of your book:

©2024 Your Name



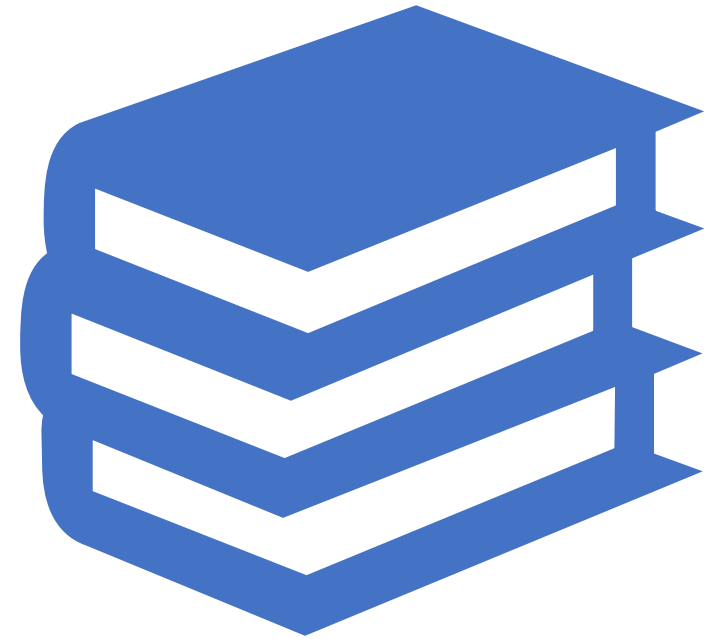


Step 1

**Set Up Your Author's Account
with KDP Amazon**

Set Up Your Account at Amazon KDP

1. www.kdp.amazon.com
2. If you have an Amazon account, use your existing username and password.
3. Click yellow button **Create**
4. Enter your book title (you can change it later)



Create. Manage. Publish.

Publish a new title by clicking Create. Or manage your existing titles from your books below.

UPDATED Create a new title or series.

Reach readers in the format they want. You can now publish an eBook, paperback, hardcover book, or Kindle Vella story. If publishing a series, you can create an Amazon series page and add your books.

+ Create

New to KDP? Learn more about our resources to help you get started:

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Filter by:

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Search



Don't Start a Business Until You Re...

By Bob Sharpe

Kindle eBook

LIVE ▾

Submitted on September 21, 2023

\$6.95 USD

[View on Amazon](#) ▾

ASIN: BOCJL4TT8V

KINDLE EBOOK ACTIONS

Promote and Advertise



Paperback

LIVE ▾

Submitted on September 26, 2023

\$14.95 USD

[View on Amazon](#) ▾

ASIN: BOCJSSV8Z8

PAPERBACK ACTIONS

Order author copies




©2024 Bob Sharpe

+ Create hardcover


Link existing hardcover




Paperback Details

 In Progress...

Paperback Content

 Not Started...

Paperback Rights & Pricing

 Not Started...

Language

Choose your paperback's primary language (the language in which the book was written). [Learn more about languages supported for paperbacks.](#)

English 

Book Title

Enter your title as it appears on the book cover. This field cannot be changed after your book is published. [Learn more about book titles.](#)

Book Title

Subtitle (Optional)


Series

If your book is part of a series, add series details so readers can easily find the titles on a single detail page. (Optional) [Learn more](#)

Add your title to an existing series or create a new one. Linked formats for this title will be automatically added to the series once setup is complete.

[Add series details](#)

Edition Number

You can provide an edition number if this title is a new edition of an existing book. [What counts as a new edition?](#) 



ISBN

- International Standard Book Number
- Options
 - Paid
 - Free
- Select the Free Option from Amazon



Formats for Publishing



PAPERBACK



HARD COVER



KINDLE



AUDIO -
AUDIBLE

Step 2

Create Your Title



Create Your Title

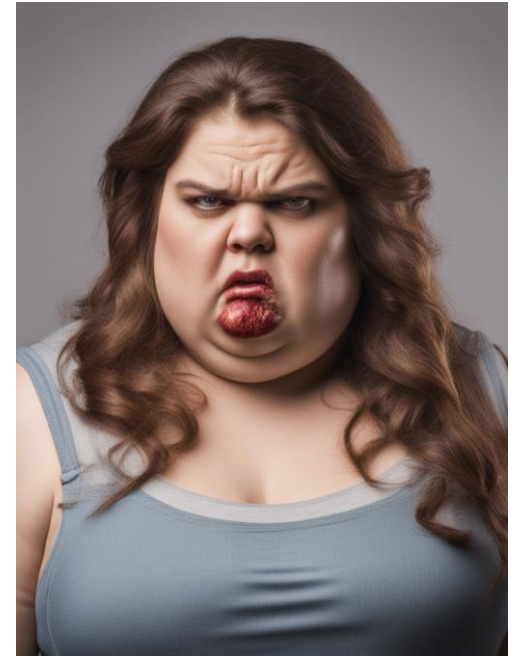
- Your Title Sells Your Book
- Your Title Gets People Interested in Reading Your Book
- Your Title Will Make or Break Your Book



**A Good
Title Is
Like This**

The girl on the right might be a better person than the girl on the left, but who would know?

**A Bad
Title Is
Like This**



Your Title
Should Be

Interesting

Easy to
Remember

Short
(Usually)

Descriptive

Intriguing

Types of Titles

Captivating

The Four Hour Work Week

Rich Dad Poor Dad

How the Irish Saved Civilization

I Was a Prisoner of the Japanese

From Pearl Harbor to Calvary

Unusual

Bang!

Purple Cow

All Marketers Are Liars

More Types of Titles

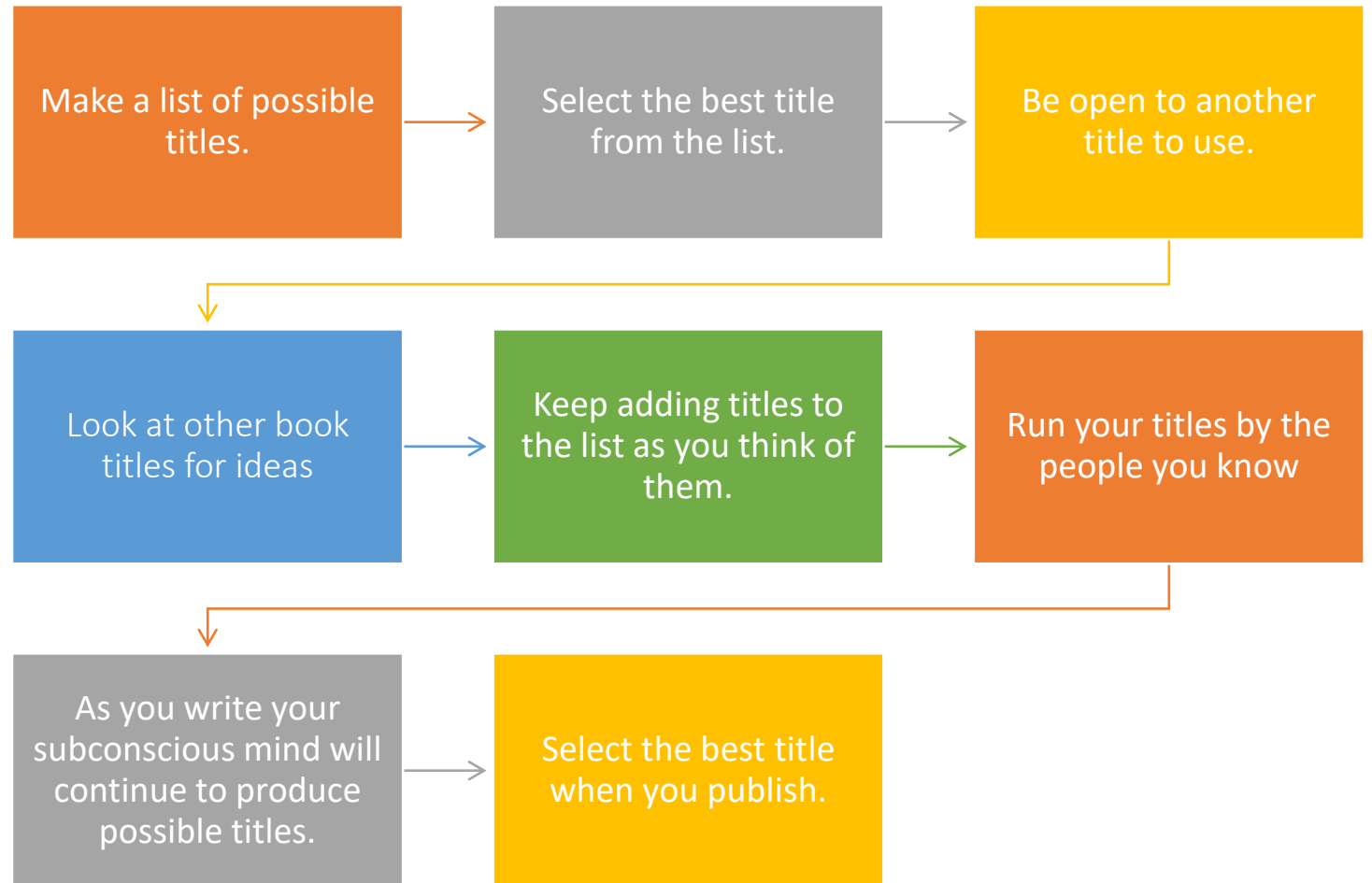
Fun to Remember

- The Attractor Factor

Titles with Numbers

- The 7 Habits of Highly Effective People
- 101 Ways to Say "I Love You"
- The 5 Biggest Mistakes People Make When They _____

Steps to Finding a Good Title



Step 3

Set Up Your Formatting



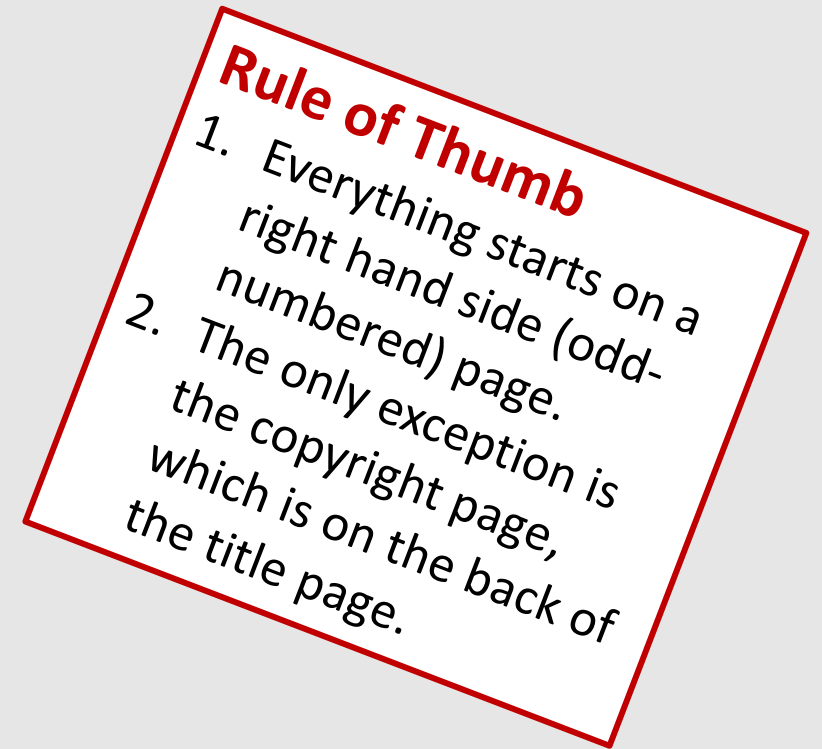


Formatting Your Book

- Create a folder for your book on your computer
- Download the template into your book folder
- www.allstarauthors.com/template
- Open the template. Save as your book title.

Front Matter

1. 2 blank pages (1 sheet front and back)
2. Title Page
3. Copyright page on back of title page
4. Dedication page (optional)
 - Back of Dedication Page blank
5. Acknowledgments Page (optional)
 - Back of Acknowledgments Page blank
6. Table of Contents
 - Back of Table of Contents blank if an even-numbered page
7. Preface (optional)
 - Back of Preface blank if an even-numbered page
8. Introduction (optional)
 - Back of Introduction blank if an even-numbered page

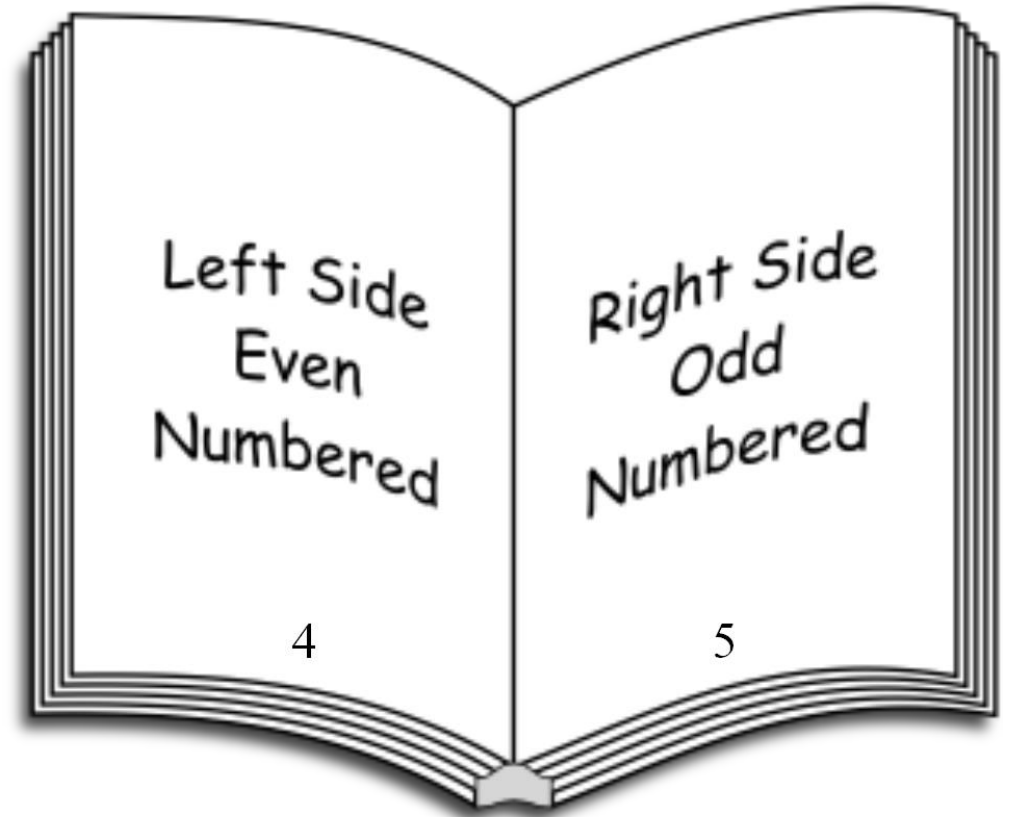


Formatting Your Book

- Add your title to the title page.
- Add your copyright information and ISBN to the copyright page.
- Don't do anything to the Table of Contents yet.
- Type in your dedication and acknowledgments page.
 - Delete those pages if you don't want to use them.
- Type your Chapter title for Chapter 1 (Use Heading 1 Style)

Chapters

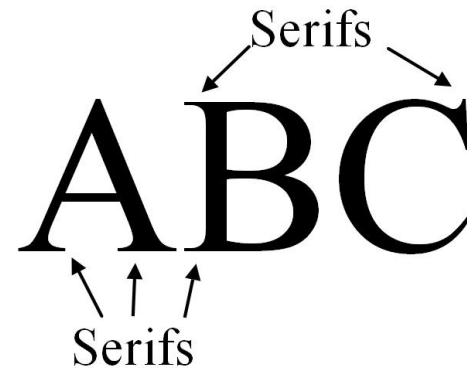
- Each chapter starts on the right-hand side of the book.
- The last page of a chapter is blank if necessary so that the next chapter starts on the right-hand side.
- The Chapter Title is Heading 1 Style
- No other text in the entire book is Heading 1, except for Preface, Introduction, Appendix if your book has them.



Fonts

Types of Fonts

- **Decorative** – for titles and headlines
- **Sans Serif** – Do not use
 - Arial
 - Calibri (Microsoft Word default)
- **Serif** - Use
 - Times Roman
 - Bookman Old Style



Times New Roman is a Serif Font.
It has serifs.



Arial is called a Sans Serif Font
because it does not have serifs.

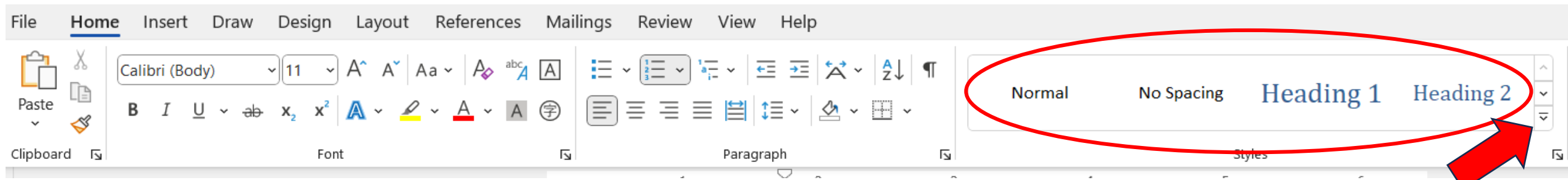




Don't Do Like a Typewriter

- Don't use two spaces between sentences.
 - With a typewriter you did this. Next sentence. You also underlined words that should be in italics.
 - After a colon: you still use two spaces.
- Don't add an extra line between paragraphs.



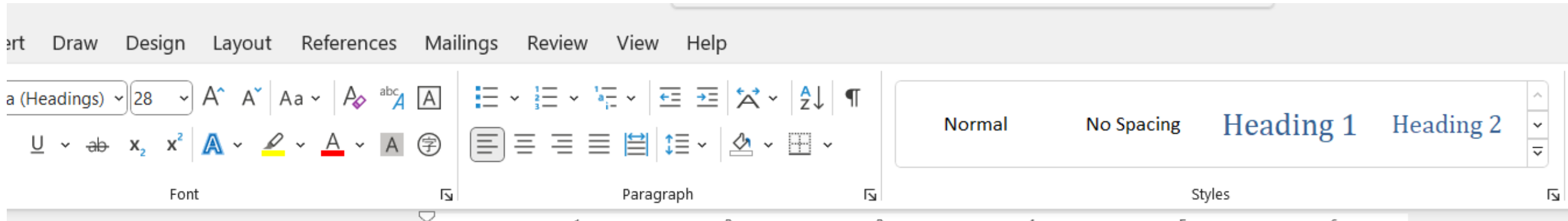


Click for
more styles

Styles

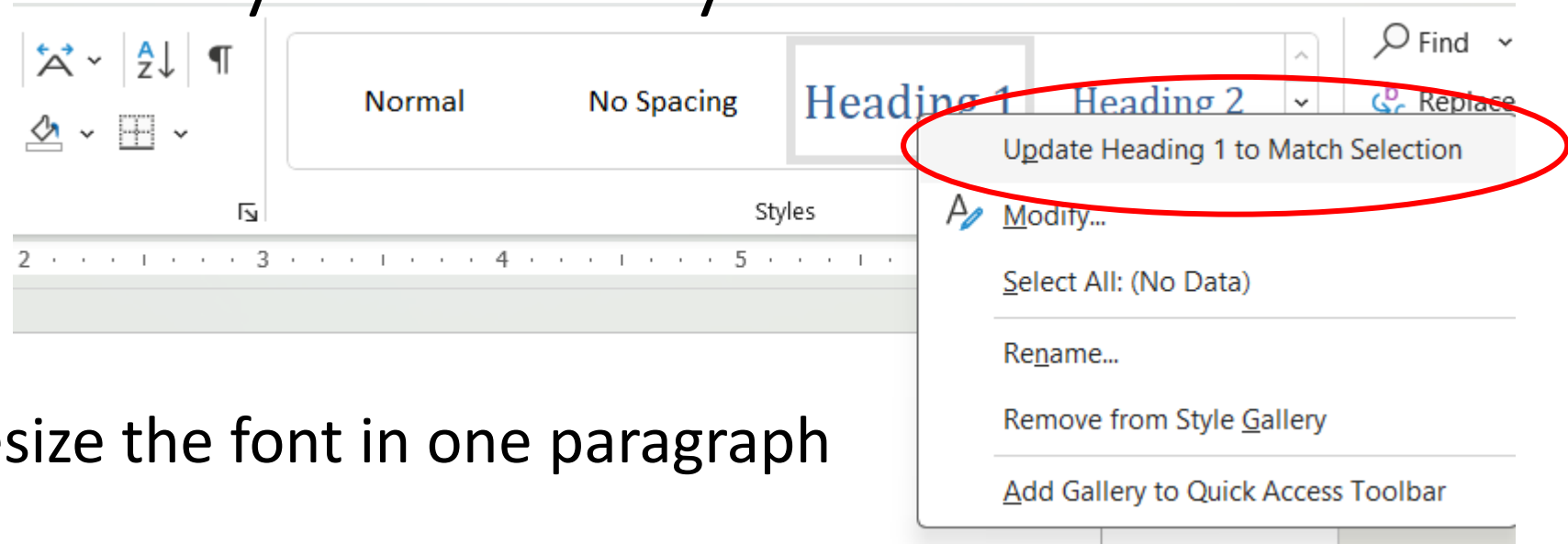
- Title – for Book Title on Title Page only
 - You can change the size and font style
- Heading 1 - Chapter Titles
- Heading 2 – Chapter Sections
- First Line – First Paragraph of Chapter (not indented)
- Normal – The rest of the Chapter (first line indented)

Chapter Titles



- Use Heading 1 Style from Word
 - Only Use Heading 1 for Chapter Titles
 - Do Not Use Heading 1 for anything else
- The TOC generator will generate automatically using Heading 1

To Change a Style Globally



- Change or resize the font in one paragraph or heading
- Keep the entire paragraph or heading highlighted
- Right click on the style you have highlighted
- Click Update Heading...

Where to Use What

Where to Use What

Bold	<i>Italic</i>	<u>Underline*</u>
Chapter Titles Subchapters Headers	Emphasis Book titles Words being defined Foreign words	Web site addresses Email addresses

*Underlining is optional.

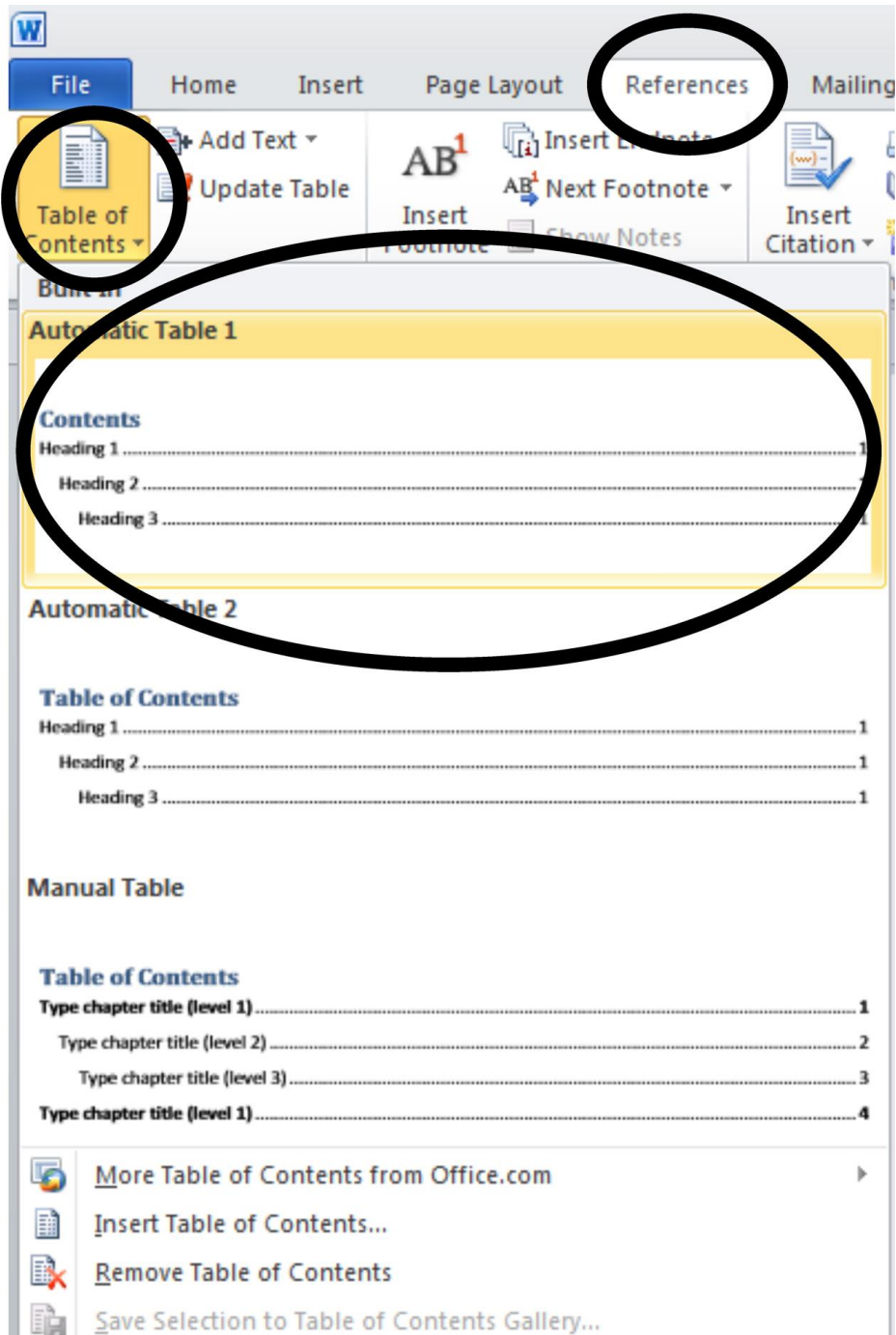


Table of Contents

This will insert the TOC

Right click or double click on the TOC to update



What You Will Format

Pages

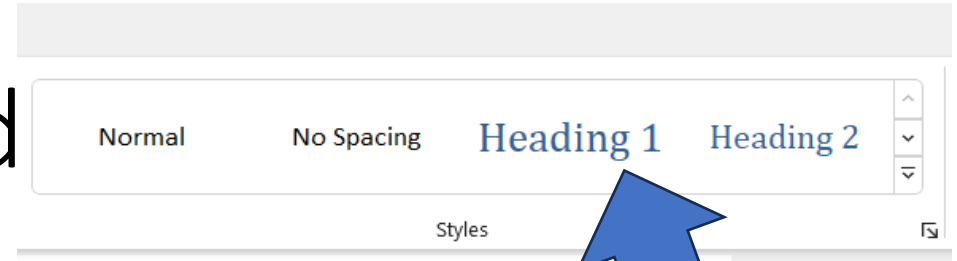
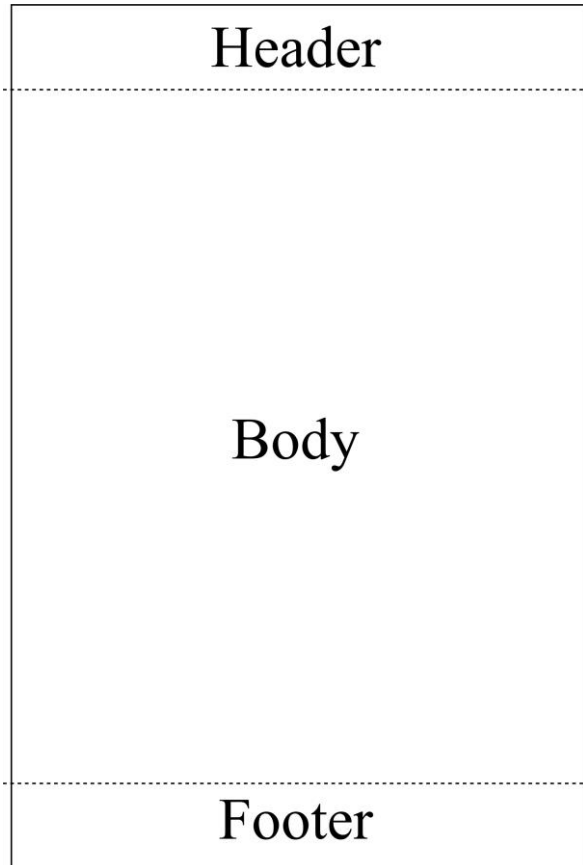
- Page headers
- Page numbers

Chapters

- New section
- Chapter Titles
- Chapter Parts

Table of Contents

Anatomy of a Page in Word



Header (pick 2 – 1 for each page)

Don't confuse the page *header* with the type style *headings*.

- Book Title
- Author's Name or Chapter Title

Body

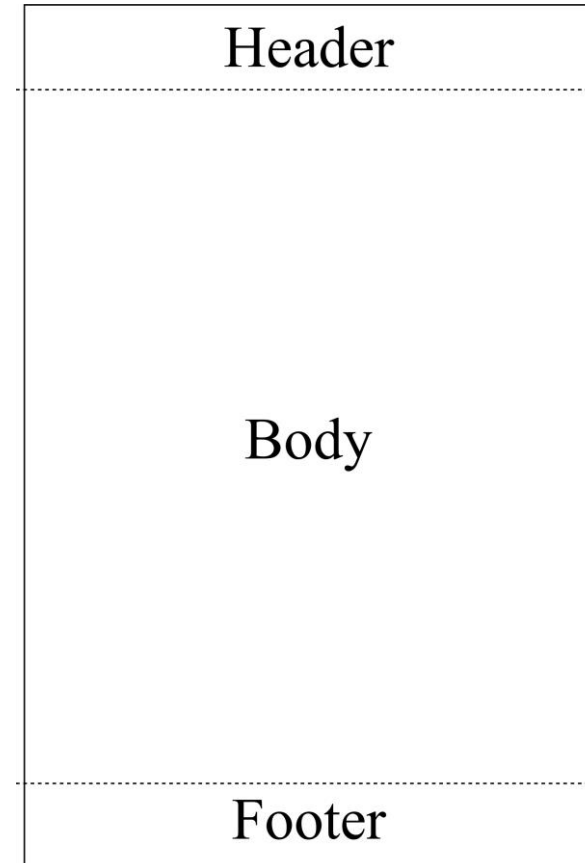
- Your text

Footer

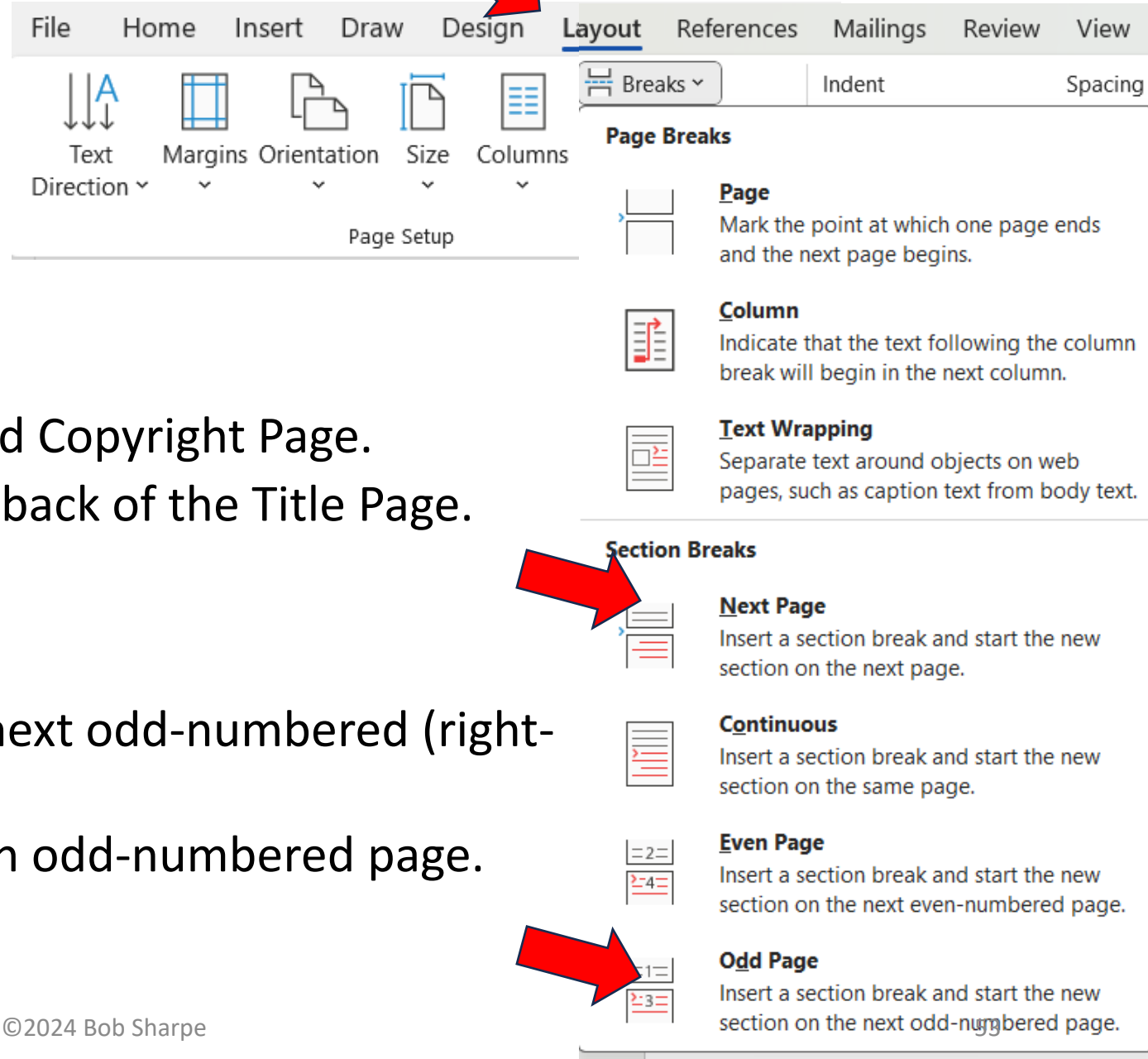
- Page number
- Could put a phone number or website

Sections in Word

- **Each section can have its own header and/or footer**
- **When you enter text in the header or footer, it will populate one or more sections**
- **The text in the body flows from page to page**



Page/Section Breaks



The screenshot shows the Microsoft Word ribbon with the **Layout** tab selected. The **Page Setup** group is visible, containing icons for Text Direction, Margins, Orientation, Size, and Columns. The **Breaks** dropdown menu is open, showing options for Page Breaks and Section Breaks. A red arrow points to the **Layout** tab, and another red arrow points to the **Next Page** section break option.

Page Breaks

- Page**: Mark the point at which one page ends and the next page begins.
- Column**: Indicate that the text following the column break will begin in the next column.
- Text Wrapping**: Separate text around objects on web pages, such as caption text from body text.

Section Breaks

- Next Page**: Insert a section break and start the new section on the next page.
- Continuous**: Insert a section break and start the new section on the same page.
- Even Page**: Insert a section break and start the new section on the next even-numbered page.
- Odd Page**: Insert a section break and start the new section on the next odd-numbered page.

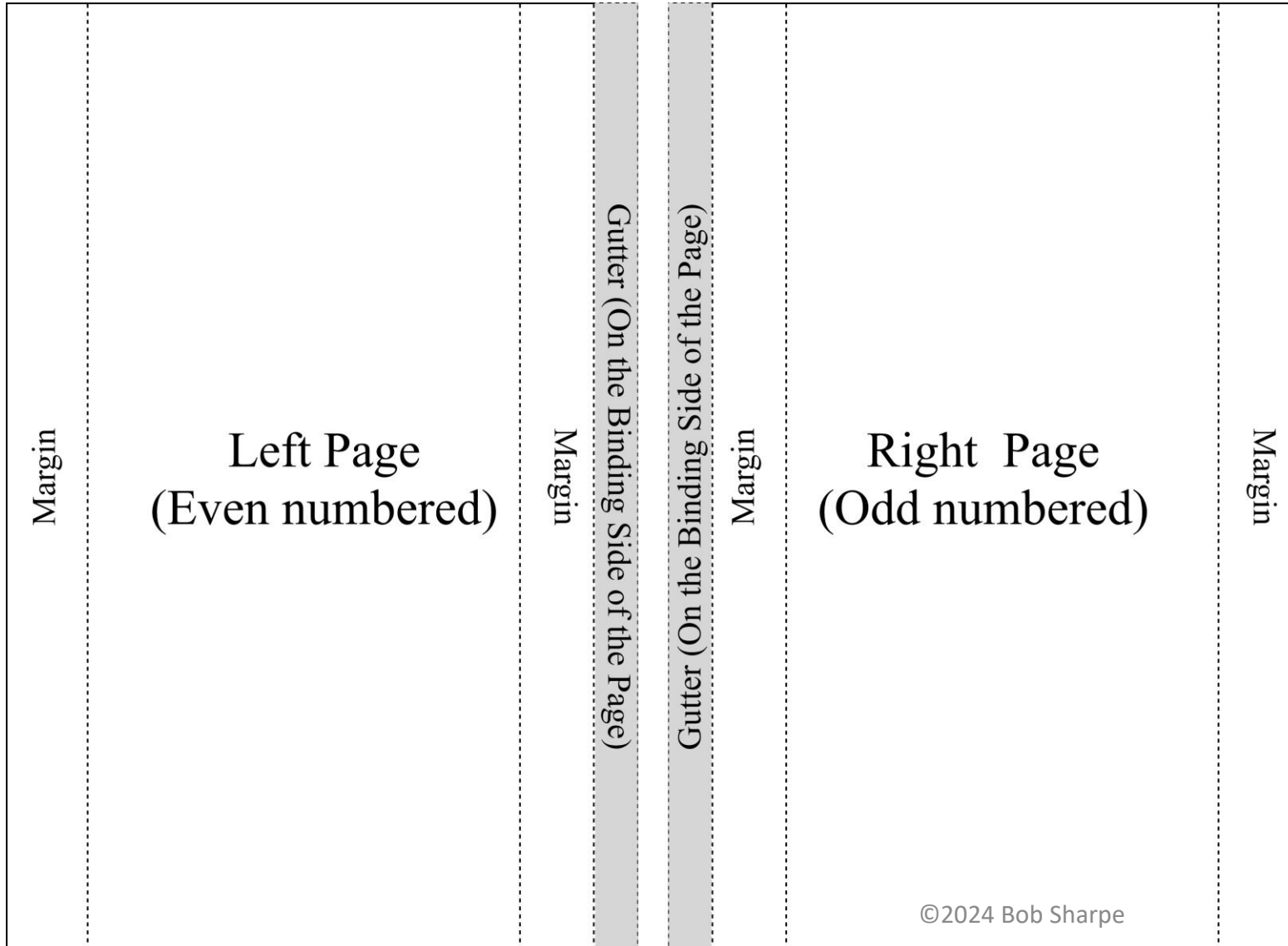
- **Next Page**

- Use only between Title Page and Copyright Page.
- Puts the Copyright Page on the back of the Title Page.

- **Odd Page**

- Use at the end of each chapter.
- Starts the next chapter on the next odd-numbered (right-hand side) page.
- Every chapter should start on an odd-numbered page.

Gutters and Margins



1. The gutter is an extra margin added to the standard margin on the inside edge of the page – next to the binding.
2. Makes the text appear centered on the page.
3. Pages look off center in Word. That's OK.



Writing Your Book

1. Take out your worksheet
2. Each FAQ Is a Chapter
3. Each SAQ Is a Chapter
4. Common Misconceptions Is a Chapter
5. A Warning Could Be a Chapter.
6. What People Should Look for Is a Chapter





Chapter Outline Format

1. FAQ – Chapter title as a question or a statement
 1. Be consistent throughout the book.
2. Story – How you helped a client
3. Answer – Answer the FAQ
4. Application – How to use it
5. Hook to Next Chapter



Write for Understanding - 1

1. **Informal** – Write the way you talk.
2. **Simple** – Write for 8th Grade-level readers.
3. **Understandable** – Use the familiar to explain the unfamiliar.
 - Stories
 - Metaphors
4. Do not use industry jargon except when necessary.
5. If you have to use industry jargon, always give the definition...
 - in a footnote on the page
 - Or in parenthesis after the word
 - Also In a glossary at the end of the book If you have 5 or more words

When to Use Industry Jargon

When you are writing to industry professionals

When your reader will need to know the jargon.

- Normally when they will be encountering the jargon when transacting business with you.

Your Tone

You are giving valuable information.

You are not advertising.

You are demonstrating your ability to meet their needs.

You are leaving them hungry for more.



Documenting Facts and Sources

1. Document facts when necessary to be credible.
 - Google makes it easy
2. If you can't find the source to document, say, "I've heard it said that..." Use this sparingly.
 - You can use this if you are quoting someone you don't want to endorse in your writing. You could write, "Someone once said..."

How AI Can Help You

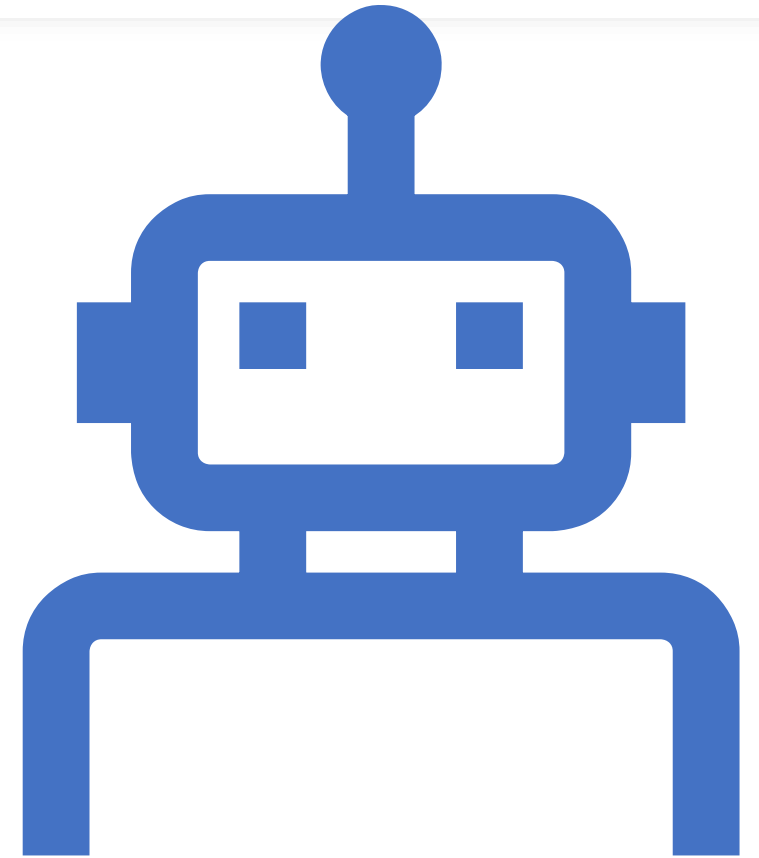
What AI Can Do

- Research
- Outline your FAQ chapters
- Create unique illustrations
- Create cover design elements

Do Not Use AI for

- Writing the content of your book. It should be your style and stories.

When AI advances to where it can clone you, you won't be necessary!

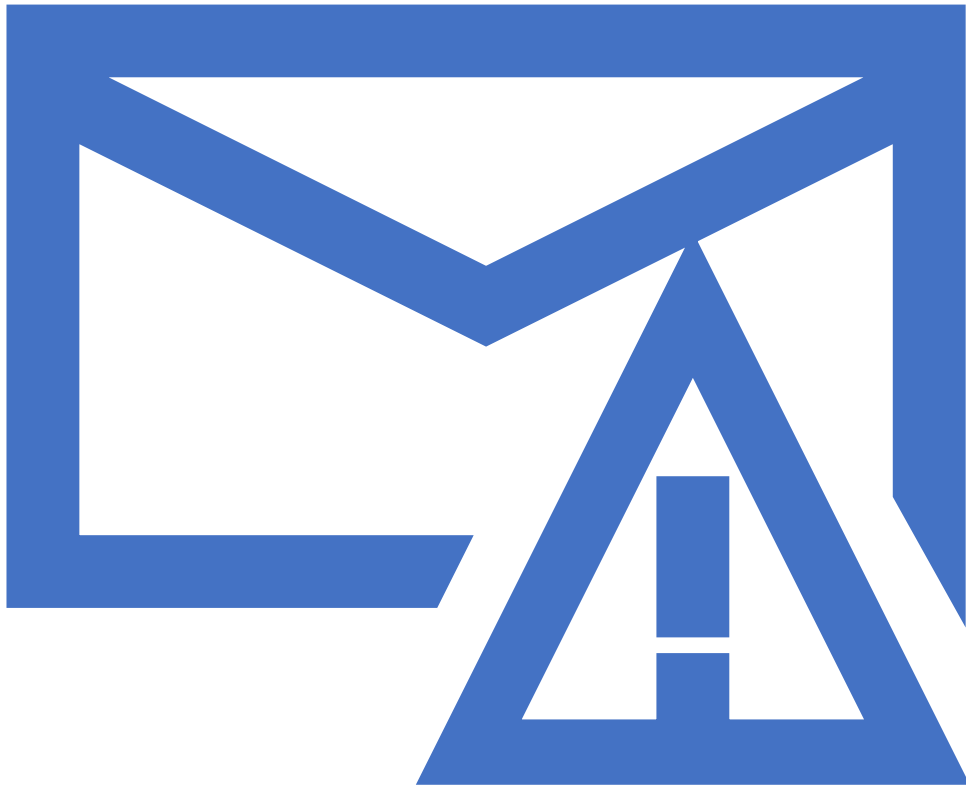


A blue ballpoint pen with a silver tip is positioned diagonally across the top left of the page. Below it, a bar chart with several blue bars is visible on a white background with horizontal lines. The entire image is partially obscured by a white, torn-paper-like border on the right side.

Exercise

1. Write down the most common or most important FAQ you get in your business.
2. Write a list of elements you would use to answer the question, This is your outline for the first part of the chapter.
3. Write a true or fictional story to illustrate how the answer applies.
 1. If it is true, change the names and details to protect privacy.
 2. If it is fictional, be honest about it. "This is a typical scenario..."
4. If there is a warning involved, you could write it here.
5. Do this for each chapter. Then fill in the details.

Example: Common Misconceptions



Common Misconceptions About Network Marketing

1. You have to bug all your friends about your business.
2. It is an illegal Ponzi scheme.
3. Almost everybody fails.
4. Only the desperate do it.

Example: Warning

Watch Out for Your Dangerous Investment Opportunities

If it sounds too good to be true, it probably is.

Beware of get rich quick schemes.

Anything that promises high return has high risk.

Don't commit to high return investments with money you can't afford to lose.

Check the credentials of the person/company selling the investments.



Example: What to Look For

General principles

- List the things a person should look for when looking for the products/services you provide.
- Assume they will look for options on Google.
- Be helpful even if they don't choose you. You are communicating that you are interested in their needs.
- Subtly stack the odds in your favor by slightly emphasizing your strong points without mentioning your business.
- Be genuinely helpful. People will respect you for it, and it will gain business for you in the long run.



Example: What Should People Look For

- You are giving unbiased advice
- When you are considering an attorney these are things you should look for:
 - How many years has he been in business in his current location?
 - How much experience had he had in helping people in your situation?
 - What is his track record?
 - What are his reviews on Yelp or other review sites?



The 3 Big Features – You Pick 2



QUALITY



SERVICE



PRICE

Your writing should emphasize your 2 strong suits.



SAQ – Shoulda Ask Questions

- What questions should your prospects be asking about your product or service – but they don't?
- They might overlook the importance of these questions.
- They might forget to ask.
- They might be too embarrassed to ask.

Dedication Page

Dedicated to

My father, Russell A. Sharpe

who owned a promotional products business in Dearborn, Michigan

My mother, Mary Sharpe,

who owned a gift shop in Dearborn, Michigan

My grandfather, John T. Sharpe,

who owned an advertising novelty business in Detroit, Michigan

My great grandfather, John K. Sharpe,

who owned a match factory in England and a grocery store in Michigan

My great-great grandfather, Joseph N. Sharpe,

who owned a grocery store in Lincoln, England

My great-great-great grandfather, Pren Sharpe,

who was a ship broker in Lincoln, England during the War of 1812.

I've got their genes.

Typing Your Book

- Begin typing your first chapter.
 - Use Heading 1 for chapter title
 - Use First Paragraph style for first paragraph
 - Use Normal style for the body of your chapter
 - Use Heading 2 style for subheadings within the chapter
- At the end of each chapter:
 - Layout > Breaks > Odd Page
- Repeat for each chapter



How to Use Your Book

- Always Keep Some in Your Car
- Power Business Card for Prospects
- Door Prize at Networking Events
- Use it in Your Advertising
- Post a Picture of it on Your Social Media Accounts
- Press Release

Go for More in '24!

1. Write Your Book this Month!
2. Publish Your Book Next Month!
3. Use Your Book to Build Your Influence and your Business for the Rest of Your Life!

**All Star
Authors**