

HOW TO:

WRITE A BOOK

YOU KNOW

will sell

BY TIM GRAHL

Predictable.

That's my favorite word when it comes to building an author platform. And that's the word I want for your book sales: *predictable*.

Writing a book is hard work. Getting it from manuscript to launch date can be even harder. And the scariest thing about the whole process is wondering whether, when you finally do launch your book, anyone will even buy it.

The Three Amigos of Book Writing

I've been involved in dozens of book launches, and I've learned that there are three kinds of book projects:

1. The Write and Hope Project

This is where the author writes their book hoping it will find an audience. There's no real plan in place, except to publish the book and hope something good happens.

2. The Write and Pay Project

This is where the author writes a book, then pays a lot of money to ensure that it sells. They hire publicists, pay for placements and print and online ads, etc. This is an expensive process, and getting more expensive every day.

3. The Write and Know Project

This is where the author knows from the first word penned on a new project that their book will sell. This is an author who has already built a direct connection to their audience.

I want you to be that third kind of author—the kind who works knowing they've already got an audience.

The Right Platform = Predictable Sales

My friend Josh Kaufman wrote a book called *The Personal MBA*, and here's the interesting thing about it: It was released in 2010, and never hit any of the major best-

seller lists. Yet it continues to sell month after month. In fact, so far it's sold more than 150,000 copies worldwide. Then, in 2013, Josh released his second book, *The First 20 Hours*. It immediately jumped to the top of all its Amazon categories, selling more than 40,000 copies in the first six months.

Now Josh is working on his next book project. And he's feeling confident while working on it, because *he's already directly connected* to his readers and fans. He knows they will buy the book when it's released.

This same approach works for all authors, across all genres, both fiction and nonfiction.

Because it's not all about having a huge launch, and hoping you sell enough in one week to suddenly have a best-seller and a huge following. It's about creating an author platform, built on connections with your readers, so you can confidently write and launch new books, knowing your audience is already there.

I've created a free webinar on this subject, in which I

walk you step-by-step through exactly how these kinds of author platforms are built.

This webinar offers crucial information, including:

- Case studies of two authors, showing how they built platforms that predictably sell every book they release
- The three tools every author can use to build their platform, no matter what their level of technical expertise is
- How any author—in any category, at any level of fame—can build a platform that will launch an instant bestseller

[Go here to watch the webinar](#), and get the specs on how to do this for your own author platform!

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