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DON'T WRITE ...YET

Remember what you said, oh so many moons ago... *"I am going to get that book done this year. But first, I have some other priorities to attend to. I need to put my book on the back burner for a short time..."*

Seriously?

Isn't that what you said LAST year?

"Yes, but this year is different!"

OK… tell yourself how and show yourself why.

Maybe you have a dozen new goals for 2021 and this book thing will take some serious time and thought. Moving that pot to the back burner is understandable. And in one strange way…

Advisable.

Here's why…

Authors who plunge head first into the pool of publishing more often than not drown in a sea of options, challenges and (sadly) WAY too many books! Their message is instantly lost the minute they publish. Their ideas fall as flat at a butcher in India.

Tragic.

What makes MORE sense is to vet and validate your idea. When you take the perspective of a product developer, you can't lose. Just as Hollywood and major manufacturers run professional focus groups before launching a movie or new product, you can and should do the same as a future author.

Even though we are told to "trust our gut" the conversation in our brain to delay is not entirely a bad one as it is designed to protect us from harm (embarrassment over writing a bad book).

Most authors, however, are literally caught between a rock and a hard place. On one hand, they delay indefinitely; praying for some inspiration where their hypnotic words will flow out of their head, onto the page—catapulting them onto the New York Times Best Seller list!

We love to dream…

And on the other hand, if they do muster the courage, hundreds of hours of time, and assemble an editorial, design, launch, and marketing team, their odds of success are actually worse than winning the lottery.

"Hope is not a strategy. But neither is delay."

Before you invest your irreplaceable time and energy into crafting your book and spend months of blood, sweat, and tears on the "hope" that it will be well received, do something unheard of in publishing.

And it's time to ignore BOTH the voices in your head.

ANGEL ON YOUR SHOULDER: *"I've got this really cool idea for a book!"*
DEVIL ON YOUR SHOULDER: *"What if it sucks?"*
ENTREPRENEURIAL AUTHOR: *"Let's test it!"*

It is rare to find an author who takes the time to properly vet and validate their idea.

While these voices may have served you in the past, when it comes to a large scale project like your book, delaying indefinitely or pushing through without the following solution below will land you in the wasteland of anonymity—published or not.

Below is our 5-Point System to not only eliminate the fear of wasting your irreplaceable time AND provide you with the confidence and absolute GUARANTEE that your book will be a success.

Competitive Research

Amazon 3-Star Reviews. This document will take you step-by-step through the exact process our agency has used to position and launch hundreds of #1 Best Sellers. In most cases, the authors idea was valid. They had the experience and insight into what their audience was looking for.

However, in nearly ALL cases, the nuances of how to properly craft their stories so their book became a page-turner was unknown. In 100% of the cases, the authors gleaned valuable insight into making their book more powerful than they expected.

1. Their content, audience, and outreach improved.
2. Select your book category and subcategory on Amazon.
3. Go to the 3-star reviews
4. Open up a spreadsheet and add the necessary columns
5. Copy and paste the comment
6. After each comment categorize it by design, writing, editing, etc.
7. Add another column and summarize the comment to a standard critique

You should be able to complete this task for 10 books in about 10 minutes.

After that, do yourself a huge favor. Treat this like a million dollar product launch and keep the process going for at least 100 books. Unless you have the software and system like our company uses, this will be a 100% manual and tedious process. But, weigh that against the hundreds of thousands of hours of time you will invest in your book content.

Just think of this as insurance. Nobody wants to pay for it, but nobody wants to live without it. After all, what is more valuable than your time?

The data you gather will be priceless and by creating it, you'll be miles ahead of other authors in your space.

There are 4 additional steps required to completely vet and validate your book idea and ensure your readers will become raving fans.

We won't go into the nitty-gritty at this time. There are years of psychological profiling, color analysis, and font selection that all create emotions in people.

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Categories	(All)

Row Labels	Count of Department
Layout	**6.38%**
Pages Repeated	2.13%
Graphics too small	1.06%
Layout of chapters are inconsistent	1.06%
Pages were coming loose	1.06%
Missing pages	1.06%
Printing	**1.06%**
Paper too thin, Ink uneven	1.06%
Writing	**60.64%**
Unoriginal content	9.57%
Easy to read and insightful	7.45%
Sounds like a sales pitch	5.32%
Uninteresting/boring	5.32%
Superficial	5.32%
Preachy, too religious	4.26%
Not relatable to ordinary people	4.26%
Uninteresting (cold and bland)	3.19%
Insufficient information	3.19%
Poorly researched	2.13%
Information already in Podcast	2.13%
Just an article with large fonts	1.06%
Use of Offensive words	1.06%
Preachy, too political	1.06%
Weak finish	1.06%
Solid playbook of suggstions	1.06%
Did not provide practical use for advise	1.06%
Relatable	1.06%
Quick read	1.06%
Editing	**31.91%**
Too wordy	13.83%
Stories were overdone	4.26%
Did not stay true to the purpose of the book	4.26%
Repetitive	3.19%
Facts were anecdotal	2.13%
Too many Acronyms	1.06%
Difficult to follow	1.06%
Facts were one sided	1.06%
Too wordy and unorganized	1.06%
Grand Total	**100.00%**

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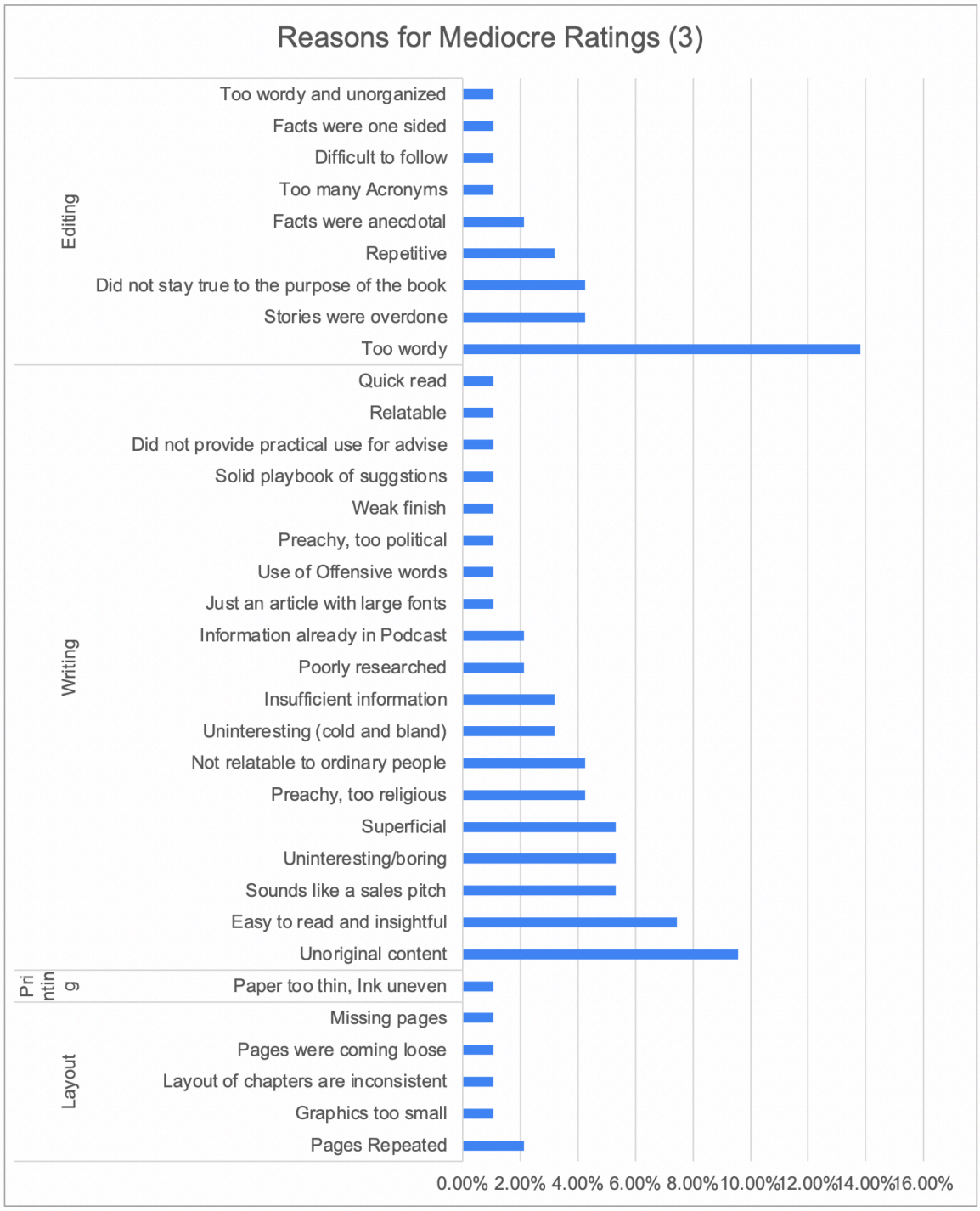

Reader Profile

Create a laser-focused reader avatar. Groups of people don't read books. Individuals do. Outline a very specific profile on who your reader is. Occupation, values, gender, age, psycho-graphics, lifestyle, etc. The more detailed you are the better.

> If you want to create a exceptionally detailed reader profile, outline and become ultra clear on your book goals, go to https://dougcrowe.com/roadmap and use our complimentary assessment.

Design

Create dozens of book covers. People do judge a book by its cover. With unlimited choices of fonts, colors, images and words, selecting the proper cover can be overwhelming. Look at competing books and study their designs. For a summary of the psychology of book covers, visit my blog at dougcrowe.com.

Content

Flush out your theme and a table of contents. Is your book idea a story? If so, don't get caught up in telling your life story without making a point. Too many authors think their story is unique (it isn't) and that people care about them (they don't). Your story only matters to the reader if they can derive a clear benefit. In the case of a fiction author, it's entertainment. If it's non-fiction, you'll be solving a problem or serving a specific need. (For example, "How do I make more friends?" *How to Win Friends & Influence People* would certainly catch your attention)

Focus Group

Test your cover, title, and table of contents. Once you have a theme, table of contents, book covers and your research, it's time to ask your readers for their input. While polling Facebook friends is a fair place to start, your pool of feedback will be tainted. Use surveymonkey.com or ask administrators of other social media groups for help to compile a fresh pool of potential readers who don't know you and likely be more honest in their feedback.

When Tim Ferris, author of *The 4-Hour Workweek* tested his book, he ran ads on Google. Nothing beats confirmation of an idea like a reader pulling out their credit card.

(NOTE: 1. He refunded them all as his book was not ready. 2. His original title was *Drug Dealing for Fun & Profit*)

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Conclusion

There are dozens of tactical details and a specific set of resources to complete a thorough job on the remaining 4 steps. The process has been well refined by our company over the years.

For the time being, however, simply taking that first step on the competitive research available on Amazon will give you the confidence to know:

- There is an audience for your message… you've got proof.
- People still demand value & quality… you've read their testimony.
- You will know what your audience truly wants… you understand their needs.

If this all seems like a bit too much left-brain data mining and you simply want it all done for you, we are here to help.

Go to https://dougcrowe.link/call and let's have a conversation.