

THE COPYCLOSET™ PRESENTS ...

HOW TO WRITE YOUR
BESTSELLER



Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

Copyright © 2016. BAAB Writing and Marketing Services LLC. All Rights Reserved. No part of this document may be reproduced or shared without express, written consent from the author.

Contents

HOW TO WRITE YOUR BESTSELLER MASTERCLASS	4
PEN A TOE-CURLING BOOK TITLE	5
MAPPING OUT YOUR BOOK.....	7
TEST YOUR CONTENT WITHOUT GIVING AWAY THE GOODS.....	9
THE NEVER-TALKED-ABOUT MAGNIFICENT BOOK SALES MAGNET	10
IN-YOUR-BACKPOCKET TIPS.....	12
YESSS, YOU DID IT!	14
MEET YOUR MILLION-DOLLAR WORD STYLIST	15

HOW TO WRITE YOUR BESTSELLER MASTERCLASS

A lot of folks teach about writing books, but today, we're going to discuss how to write a BESTSELLING book.

You see, if you're an entrepreneur or any type of writer, it's fair to assume you'd like to write a bestseller. And it's not just an ego thing.

Hitting the Amazon bestseller list or even one of the "big boys" like Wall Street Journal, New York Times, USA Today or Publishers Weekly represents the impact a book is having.

Bestsellers aren't about money and fame, heck writing an Amazon bestseller guarantees neither. They are about making an impact on the community you serve.

So what does it take to write a bestseller? How do you make it onto the Amazon bestseller list? And more than once? In this Masterclass, I'll discuss the key elements to writing a bestseller, including a secret that can have a huge effect on book sales. Now, please know this Masterclass is not about how to buy your way onto the list. It's about how to get there organically.

And now that I've said all that, let's dig into the Masterclass.

PEN A TOE-CURLING BOOK TITLE

Many authors spend so much time on the book contents that they just slap on a title and keep it moving. Now, this is a terrible move because book titles can and do play a significant role in book sales. Therefore, you need to spend a considerable amount of time crafting the right title.

Now, here's how I do it ...

First, I craft a "working" title. A "working" title is a temporary title that keeps your book focused on a particular topic. From there, as I flesh out the book content, I'll add more title options to a list until I have about five possible titles. At this point, you've set nothing in stone. You merely have a list of possible title ideas.

Here's the kicker:

I don't stress over the title options.

I don't share them with my audience right away.

I don't pressure myself to choose ONE the very first day of writing.

Instead, I sit on them. And I keep referring to the titles and I say the titles aloud, all so I can develop a familiarity with one or two options.

At this point, I either ask my audience to vote on the title, or I'll talk to a few close biz besties and ask them to help me choose. However, I never, ever finalize a book title in a bubble – with just my brain alone. Writing book titles is a task where collaboration is super important.

Funny story ...

When I surveyed folks about the title for *Shots Fired*, the debates and conversations got HEATED. It was right around the time Trayvon Martin was killed, and people said I was adding to the violence in our society by choosing a title like *Shots Fired*.

Now, I could've backed away and chose something different, but I didn't. So I actually chose the title most people said was all wrong. Why? Because it felt right to me. I knew where my heart was and it wasn't about pushing violence. It was about making a statement on how words alone can stir emotions.

The title for *F.A.S.T. Money* didn't include that much drama. I came up with the acronym first, so the book title was easy after that.

Ok, so let's break down the full process for crafting toe-curling book titles:

1. Once you get a general idea of what your book will focus on, jot down about 5 "working" titles. These will be off the top of your head – so don't give them too much thought at this point.
2. Narrow down the list by choosing two that feel good to you or survey your audience with your top 2 to 3 choices. Keep those handy; you still don't have a final book title yet.
3. Jot down some subtitle ideas. Subtitles should set the expectation on how the book will benefit the reader. Your subtitle should be short and sweet, but specific about the reason to buy the book. You can test out your titles here: <http://www.aminstitute.com/headline/index.htm>.

But wait, there's more ...

The little-known secret to my bangin' titles is hashtags.

Yes, I keep my titles to lengths that will make great hashtags. Why? Because throughout the entire promotional and marketing phase, I end everything with the book's hashtag. For example, the hashtag for my first book is #shotsfired. For my second book, I used #fastmoney.

Plus, it doesn't hurt that these are pretty popular hashtags.

MAPPING OUT YOUR BOOK

The key to mapping out your book is this:

START WITH THE END FIRST.

Now, I know many first-time authors start on page 1. But this will have you staring at the keyboard for days, even months.

When you start with the end first, you're essentially establishing the goal of your book. Now, notice I didn't say why you're writing the book, I said the "goal."

Here's why:

Your book must have a goal for the **READER** if you want it to be a bestseller. What do you want to empower her to do after reading your book? How will your book change his mindset? How will your book change the reader's life?

Before you write your introduction, your dedication, and even your first chapter, you must establish the goal of your book.

For example, the purpose of *Shots Fired* was to deliver a natural process that would allow my reader to not only write a compelling, relatable sales page but also to feel comfortable with her voice.

Now, before we go any further, I challenge you to take this time to write the goal of your book:

Okay, now that you have a goal, it's time to map out the book content. The easiest way to do this is by basing each of your book chapters on a core story.

Here's what I mean:

Folks love digging behind the scenes and getting the "real talk" on certain topics. And the best way to deliver on this is to write stories that deliver your core message.

For example, in *Shots Fired*, I wrote a story per chapter and wrote the rest of the chapter around that particular story. In Chapter 1, the core story was about a designer who told me I wasn't the right fit for her. This was the perfect story to communicate the importance of knowing your audience.

So here are the steps to mapping out the core parts of your book:

1. Develop the goal of the book.
2. Determine how many steps you'll need for the reader to achieve that goal.
3. Plan your book, so it's ONE step included in each chapter.
4. Write ONE core story to deliver the nuts and bolts of that chapter and build elements around the story to back it up.

Once you get the chapters outlined, you'll also need to include:

1. Dedication
2. Acknowledgments (optional)
3. How to Use this Book (or similar section)
4. Author Bio (nice to have)

PLUS, in *Shots Fired*, I included the names of some of my biz besties so the book would also become a reference for my readers. #BOOM

TEST YOUR CONTENT WITHOUT GIVING AWAY THE GOODS

Now that you have a few working book titles, a general outline of the book and a few stories written, it's time to test the copy.

Before we dig into this topic, I have a quick confession ...

When I wrote *Shots Fired*, I actually did this step BEFORE crafting the stories. How? I used stories I'd already told in Facebook groups that attracted a ton of engagement as the basis of each of my chapters.

However, if you haven't already been posting a lot in Facebook Groups, go ahead and craft your core stories first and post them. Now, you're not posting the full chapter, just the story summary to gauge interest.

For example, one of the most popular stories I used in *Shots Fired* was the one about when I took my BMW in for service. I posted that one in a few groups and raked in over 100 likes and a ton of comments. The high level of engagement told me the BMW story was intriguing and belonged in my book because it connected with my audience.

So what happens if you share a story and engagement is low? Well, either you're telling the story to the wrong people – which is why I suggest posting it in a few different groups. Alternatively, you might need to tweak the story, so it's more engaging.

Now, if you LOVE Instagram, go ahead and test the story there. The point is to get the story in front of the folks you want to buy your book. And don't forget to add your hashtag. 😊

THE NEVER-TALKED-ABOUT MAGNIFICENT BOOK SALES MAGNET

So, we've all heard the incredible tips and tricks for hitting the coveted bestseller list. Heck, I just hit you with a few secrets of my own.

But real talk ...

It all comes down to THIS:

Showing folks you have the personality and writing skill to keep them reading until the past page.

And how do you do this?

Glad you asked.

You WRITE with personality.

You see, we're not celebrities who are sitting on Steve Harvey's couch or getting booked for top radio stations to talk all about our new books. That means, social media is your platform. But you've gotta use it write.

I see so many authors, post "my book's here," but prior to that, I had no idea they were writing a book or even knew they knew how to write one. Before you can hit the Amazon bestseller list, you need to have folks dying and waiting for the release of your book. And they'll only do that if they believe your book is worth reading.

Sure, you'll have a few fans and family members rallying because you wrote your first book, but can you repeat that kind of momentum for the second, third and fourth books? You can, but you have to show folks you're knowledgeable about the topic and can entertain them with your words.

Here's the skinny on the step-by-step process:

1. **Post on Facebook or your social media platform of choice at least 3 times a day for the 30 to 60 days leading up to your book release.** You're not promoting the book in all of these posts, you're dropping nuggets, testing your stories and sharing the behind-the-scenes craziness of writing a book. Every post is a compelling story or slick sentence that gives people a peek inside your personality.
2. **Show up on live stream and reach out to podcasters about your availability for interviews.** Again, the point of this is to show your personality and your expertise about the topic you chose to write about. Do this while you're writing the book.
3. **Guest blog for The Huffington Post or other high-profile sites.** These blogs should showcase your ability to write with personality and emotion. They don't even have to necessarily be about the book, but they must show off your writing skills. For example, I wrote ["An Open Letter to My White Biz Besties"](#) to promote my book. It was an edgy, conversation starter that got folks talking about me. PERFECTO!

Now, obviously this is NOT a full-blown book marketing strategy, but it's a great start.

IN-YOUR-BACKPOCKET TIPS

To close this thang out, I'm dropping in a list of frequently asked questions on book writing. Enjoy!

1. How long did it take you to write each of your books?

I wrote *Shots Fired* in a total of 18 hours spread across a few weekends. Writing my first book was difficult, but recycling content really helped to speed up the process.

I wrote *F.A.S.T. Money* in about 15 hours. I wrote a chapter a week during the 4-week Facebook ads course I was teaching at the time.

2. How long should a book be?

Long enough to deliver the message and take the reader to a place where she feels empowered to take action. This can be 60 pages, 100 pages or even 40 pages.

3. How did you publish your books?

I published my paperback through [CreateSpace](#) and used Amazon to distribute both the paperback and Kindle versions. Because I'm a writer, I'd probably never write a book that's not available in hard copy.

You see, I'm a word nerd who loves flipping actual pages and many of my readers are too.

4. Who designed your book covers?

I hired professional designers for both books. The first was done by Hammad Abdullah and [Audria Richmond](#) did the second one. I also outsourced the layout to [Dallas Hodge](#).

5. Should I hire a proofreader?

YESSSSSSS! I'm a fantastic writer and I always have two rounds of proofreaders. Hiring a proofreader isn't about your writing skills, it's about having someone read and critique your emotional thoughts and rephrase anything that may be confusing for the reader.

YESSS, YOU DID IT!

Now, it's up to you to take action.

Go use this information right now, BOSS!

Now, if you want more tips on how to **SELL** your book:

1. Check out “Slay Your Sales Page” inside the **Vivacious Vids + Webinars** section of The CopyCloset for an incredibly easy book sales page template.
2. Say what's up to me on [Facebook](#) or [Instagram](#) so I can put a gorgeous face with your name.
3. Give yourself a high five #BOOM. You just learned a skill that's going to put more money in your bank account. Yay!

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).” Her

recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).

