

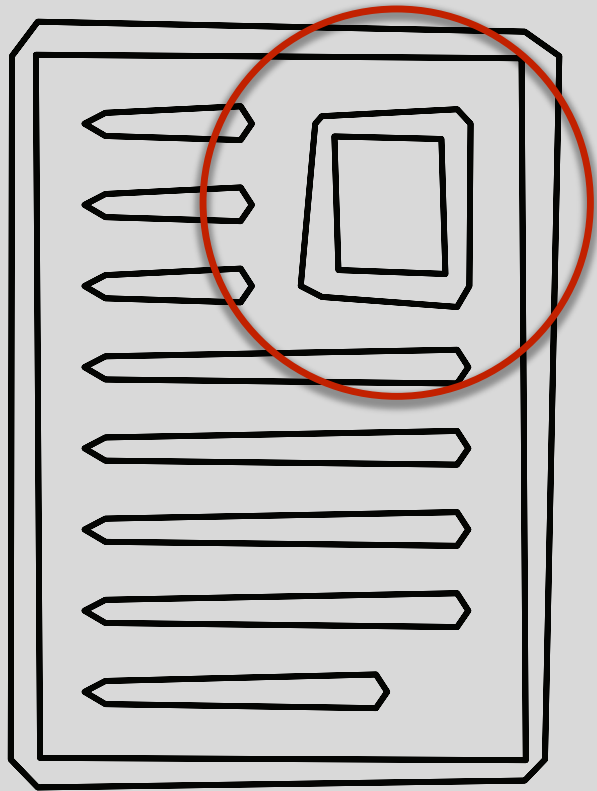
PROFIT FIRST[®]
PROFESSIONALS
AUSTRALIA



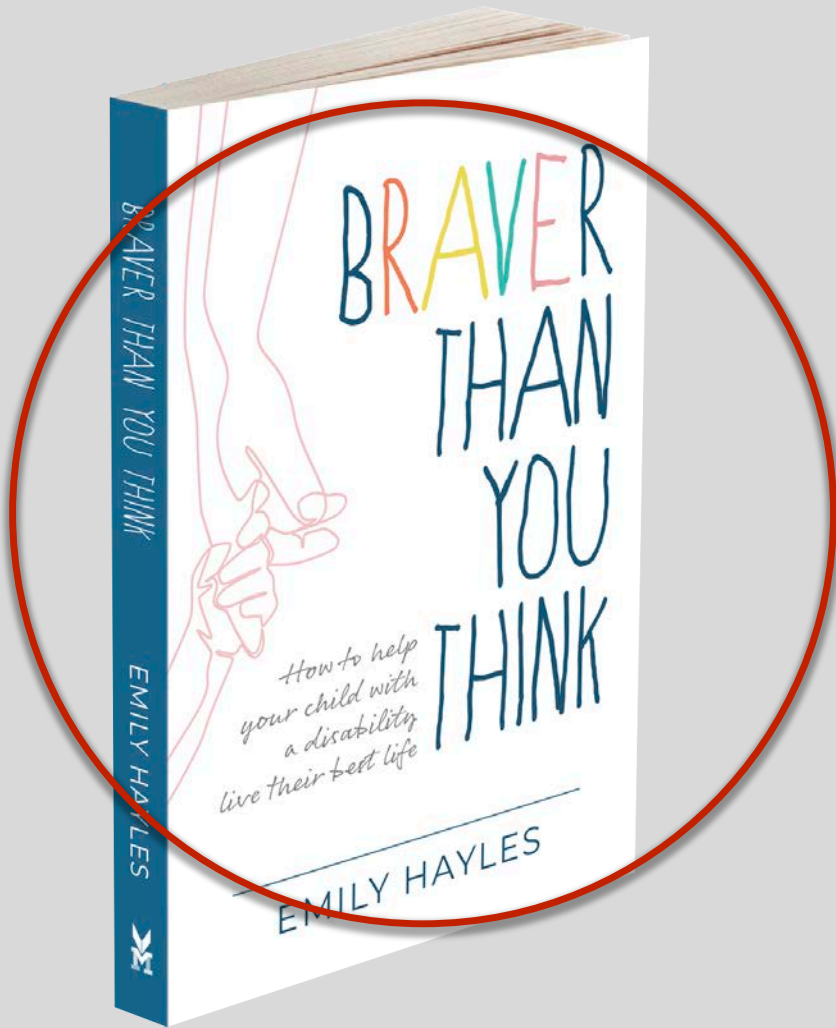
**An
introduction
to self-
publishing
for business**



P U B L I S H
CENTRAL



\$10,000 to \$15,000



\$10,000 to \$15,000

Make sure you have a truly transactional offset account — the giants; the banks offer them but they don't like to use them because people in excess of \$100,000 over their loan in most cases," Mr

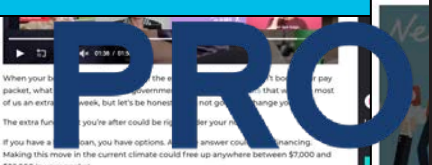
All of your income should go into that offset account first before other expenses



PROPERTY INVEST

4 Mar Property Investment Strategy

Posted at 01:00h in Finance, Kevin Turner, Kevin's Update, Latest Strategy
Channels by Kevin Turner • 0 Comments

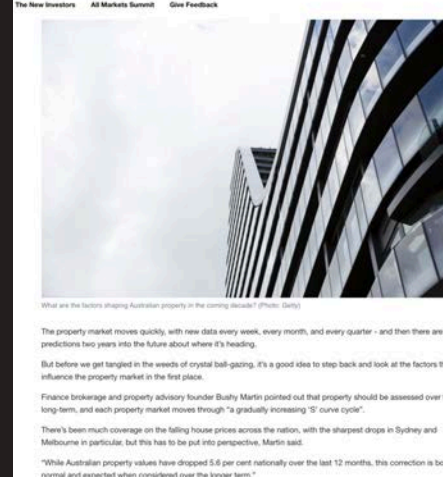


Over the years, Bushy has

THE FREEDOM FORMULA

LIVE MORE, WORK LESS AND LEAVE A LEGACY WITH PROPERTY

BUSHY MARTIN



recent federal election.



great news is Bushy shares our sentiment that the property market is strong, as long as you buy the right property in the right location. We're a Property Advisory of course!



CITY OF SYDNEY  WHAT'S  ON

FEATURING: Pauline Nguyen, co

DATE: Tuesday 1 August

TIME: 7pm – 9pm

VENUE: The Lord Dudley Hotel

We are absolutely thrilled to host

Pauline is one of Australia's most
work and determination.

She is a writer, spiritual entrepreneur

Podcast: [Play in new window](#) | [Download](#)

QS 98: Become Fearless, Stand Unshakable with Special Guest
Part 2

SPIRITUAL ENTREPRENEURSHIP

Published on March 14, 2019 | in News

Pauline Nguyen is one of Australia's most successful businesswoman and owner of acclaimed

Pauline has succeeded in the male dominated business where it remains one of the most successful her brother Luke worked 100 hour week. The enviable success they reached a point where they admitted that they did not want to live like it.

THE WAY OF
THE SPIRITUAL
ENTREPRENEUR

The 7 Secrets to Becoming Fearless, Stress Free and Unshakable in Business and in Life



PAULINE NGUYEN

▼ Marketing ▼ Money ▼ Productivity ▼ Technology

SEARCH

FIRST[®] ONALS

driven life

an award winning author, international speaker and spiritual

AUSTRALIA | ueline Nguyen

It make my heart sing allows me to come home with endless

g person with interesting stories to tell if
things. I travel at least twice a year to
before without husband and children.
place. Growth and variety are big on my
exploring unfamiliar territory and

PROFESSIONAL DEVELOPMENT

A five-step approach to developing your intuitive muscle

CRAIGH WILSON / Monday, July 22, 2019



Author, mentor and keynote speaker Craigh Wilson. Source: Sarah Jayne Gibson.

Business today requires you to process greater amounts of information than ever before. Being able to make clear, fast and accurate decisions on-demand has never been more important. Developing your intuitive muscle is your key to making even better decisions to grow and scale your business.

Intuition is connecting and listening to your inner self, your body and your experiences more than ever before. It's an inner knowing – a feeling in your heart and gut that something feels right or wrong. You just know it deep within you. As you develop your intuition, you can hear and feel your intuition speaking and guiding you. Softly at first, and then becoming louder as your most trusted friend and confidant.

Follow this simple five-step process to help you grow your business by using your intuition to make even better decisions.

© Provided by some time out your energy, to make better. Trusting your connection with

It will be

Taking time self confidence

The five

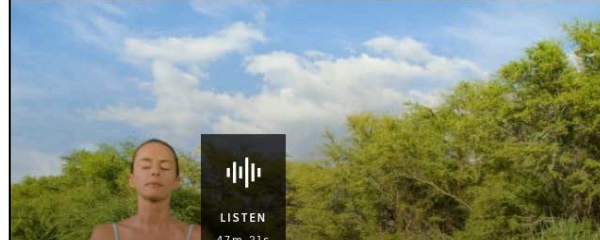
Is there a intuitive relationship Because we

Imagine if a intuition and your? For relate

INTUITIVE

how to access and use your birth-given intuition

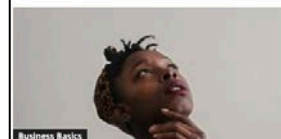
CRAIGH WILSON



2 POSTS 0 COMMENTS

<http://www.craighwilson.com>

Craigh Wilson is the International Best Selling Author of 'Intuitive'. He is a thought leader, mentor and speaker, empowering people, business owners and leaders to trust their intuition in life health and business globally. Craigh is a regular media contributor on Talk Back Radio Lifestyle ZUE Sydney, JAW Melbourne and 4BC Brisbane with David Prior.



How to maximise and leverage your business intuition

Craigh Wilson - December 5, 2017



The power of intuition in the workplace

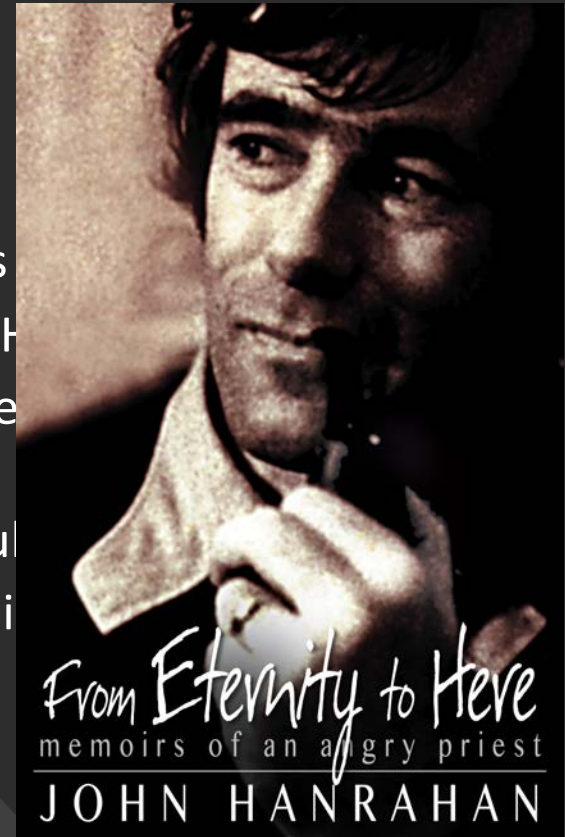
Craigh Wilson - October 6, 2017

Why should you listen to me?

- Because you're already here.
- I have over 20 years of experience in business publishing.
- I've worked with many bestselling authors on all types of business books.
- I co-founded the Australian Business Book Awards.
- I run leading self-publishing business Publish Central.
- We produce books to the same standards as Australia's major publishers.

How did I get here?

- Walked. I'm in the front room of my house.
- My father was a writer.
- When I was younger, two of my biggest interests
- When I was 16 I did work experience at William H
- I completed a professional writing and editing de
University.
- I've worked for Australia's best business book pul
- 15 years ago I started Michael Hanrahan Publishi
now Publish Central.



What do I want you to get out of today?

- To understand how a book can benefit you and your business.
- An overview of the process, including costs and timeframes.
- Something practical to do: an understanding of how to choose a topic to write about and to create a contents list for your book.
- There will be a Q&A at the end.

Slides will be available from: www.publishcentral.com.au/PFP

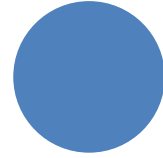


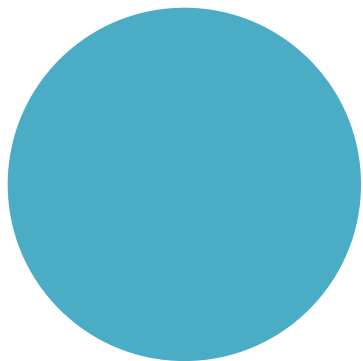
Why do you need to know this stuff?

- ✓ So you can build your profile.
- ✓ So you can promote your business.
- ✓ So you can stand out from the crowd in your market.
- ✓ So you can publish a great book.

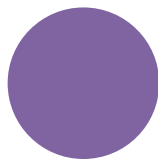
Here's the most
important step ...

WRITE A BOOK

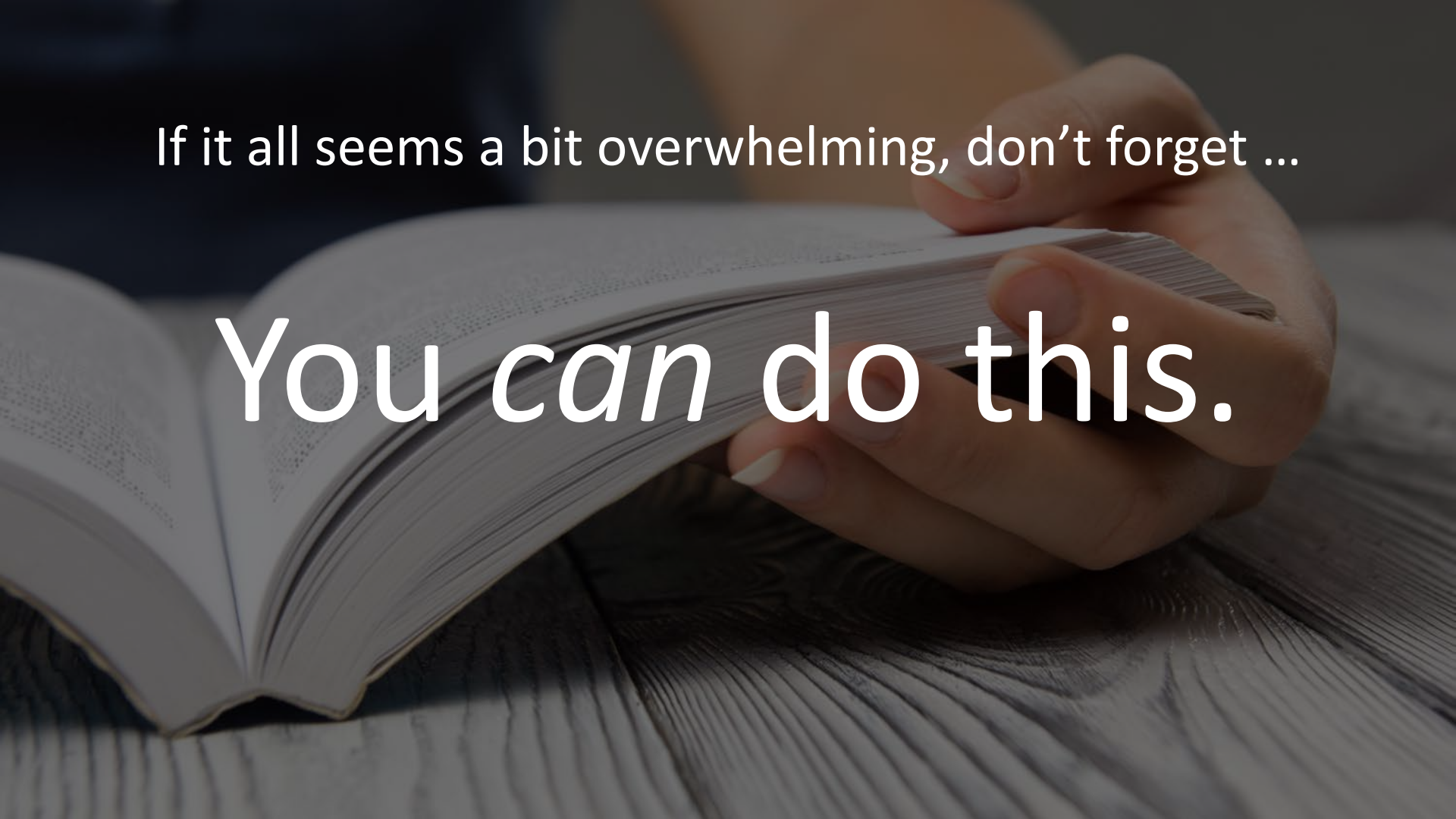




Here's the next most
important step ...



WRITE A
BOOK

A close-up photograph of a person's hand holding an open book. The book is resting on a wooden surface with a prominent grain. The lighting is soft, and the overall tone is muted. The text is overlaid on the image in a clean, white font.

If it all seems a bit overwhelming, don't forget ...

You *can* do this.

What do you need to write a book?

What do you need to write a book?





Some things to understand about publishing a book:

- Writing and publishing a book is going to be fun.
- Don't feel overwhelmed.
- If you publish a high-quality book and have a good plan for how to use it after it's published, it will return the investment many times over.
- If you do it well, your book will be as good as a book from a major publisher.

What can happen when you publish your book?

Television appearances.

Attract new clients who read your book.

Conference speaking gigs.

Boost your profile and your business.

Connect with leaders in your industry.

Reconnect with old clients.

Be invited onto podcasts and blogs.

Write newspaper and magazine articles.

Qualify potential clients.

Turn it into 12 months of blogs.

Have a book launch.

Promote your book on social media.

Sell it through bookstores and on Amazon.

Partner with other authors.

Use your book as part of a training program.

It will explain what you do.

The media will seek you out for comment.

You'll stand out from your competitors.

You can turn it into an audiobook.

You can create a Facebook group for readers to interact.

You can get testimonials from readers to help promote your business.

For another 28 things you can do with your book, go to www.publishcentral.com.au/50-things-your-published-book-can-do-for-you/

What will
happen when
you publish
your book?

You will be mistaken
as a leader and an expert in
book sales.

‘Success is **not** about book sales.’

Bushy Martin

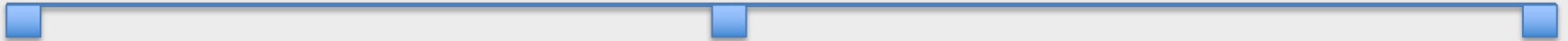
What are the different publishing options?

- **Traditional:** author writes the book; publisher pays the costs; shared profit or loss.
- **Hybrid:** author writes the book and shares costs and profit or loss with publisher.
- **Self-publishing:** author writes the book; pays all production costs; keeps all the profit or loss.

Traditional

Hybrid

Self-publishing



What are the different self-publishing options?

- **DIY:** The author finds all of the individual suppliers, and manages the process themselves.
- **Working with a self-publishing provider:** A single company provides you with all the services you require, and manages your publishing for you.



Want to keep
the cost down
as much as
possible.



Want to learn
about the
process so you
can manage
future books
yourself.



You have
particular
people you
want to
work with.



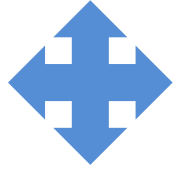
Have more
time to invest
than money.

Why would you **do it yourself?**

A background image showing three people from the waist up, holding books. The person on the left is partially visible, holding a purple book. The person in the center is wearing a light blue denim shirt and holding a yellow book. The person on the right is wearing a plaid shirt over a grey t-shirt and holding a blue book. The image is dimmed to serve as a background for the text.

The two most common DIY pitfalls to avoid:

- Not adequately planning your project.
- Using suppliers who have little or no experience working on books.



Don't want to
manage the
process yourself.



Would like to
have somebody
on call for advice
throughout your
project.



You want to
publish the best
quality book
that you can.



You want to
minimise the
risk of
problems.

Why would you use a
self-publishing company?

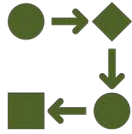
How do you choose a self-publishing company?

Step 1. Go to www.publishcentral.com.au

You're done.

But seriously ...

The self-publishing steps



Planning



Writing



Editing



Design



Proofreading



Printing



Ebook, print on demand
and audiobook



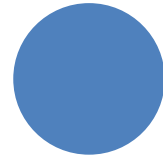
Distribution

\$7,000 to \$9,000: Good.

\$9,000 to \$12,000: Better.

\$12,000 to \$15,000: Best.

Costs for a 35,000-word book



Common cost mistakes



Be wary of an editor who gives you a quote without looking at your manuscript.



Don't forget to factor in other costs such as publicity or a book launch.



Make sure any quotes you receive cover everything you need.

Publishing timeframes (for a 35,000-word book)

Editing	4 to 6 weeks
---------	--------------

Interior design and layout	4 to 6 weeks
----------------------------	--------------

Cover design	4 to 6 weeks <i>(alongside editing and interior layout)</i>
--------------	--

Proofreading	1 week
--------------	--------

Printing	2 to 3 weeks
----------	--------------

Ebook, print on demand and audiobook	4 weeks <i>(alongside printing)</i>
--------------------------------------	--

TOTAL	3 to 4 months
-------	---------------

Timeframe pro tips



Discuss and confirm your timeframes with any providers before signing up with them.



If you are having a launch, allow at least two weeks between the expected delivery date of your books and the launch date.



Start on your cover as soon as you can.



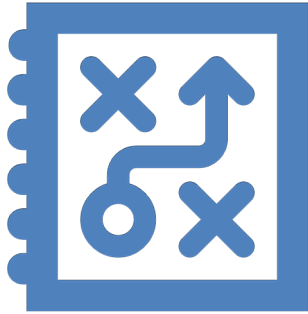
Be wary of shady operators:

- companies that make claims about the huge sales you will achieve
- packages where you pay most or all of the production costs of the book but then share any profits with the company
- companies that want to claim any rights in your book
- companies that don't do any marketing of your book but then take a cut of sales
- companies that say they will market and promote your book at international book fairs.

A close-up, slightly blurred photograph of a person's hands writing in a notebook with a fountain pen. A laptop is visible in the background. The image has a warm, golden-brown color palette. Overlaid on the image is the text "So, what should you write about?" in a white, sans-serif font. A vertical white line is positioned to the left of the text.

So, what should
you write about?

Step 1: Brainstorming



- What is a common problem your clients or potential clients have?
- What do you want to be known for?
- What can you do that your competitors can't?
- What do you do better than your competitors?
- Are you trying to move into a new market?
- Is there a gap in your industry you can fill?

**This will become the subject
of your book.
your business?**



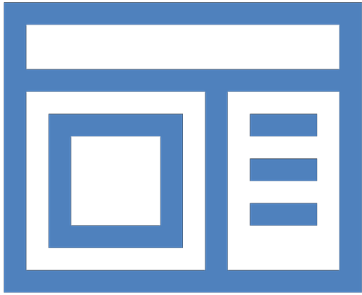
Step 2: Brainstorming (again)



- Brainstorm the book subject you have chosen.
- Write down at least 50 things about this subject that you could write about, and preferably 100.
- Pick around 8 to 12 of these that you think should go into your book.

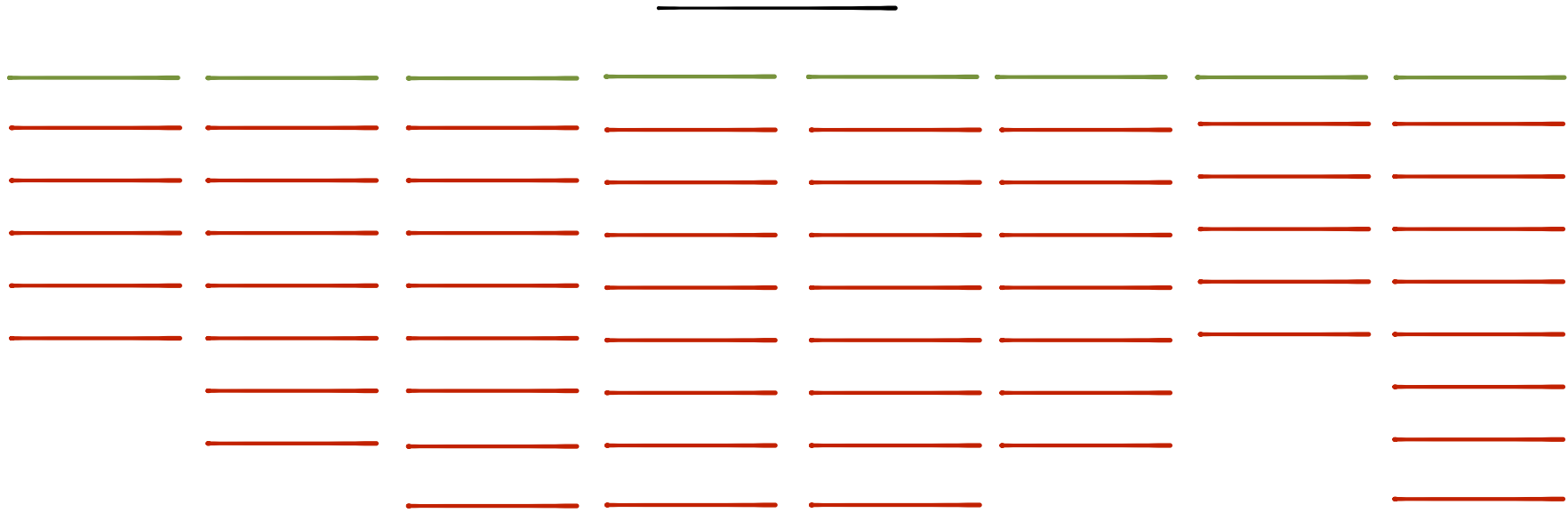
These will become your chapters.

Step 3: Create your contents list



- Write each of these chapter topics at the top of a large piece of paper.
- Under each of these chapter topics, add around 7 to 10 subjects you can write about.
- Arrange these into a logical order.

These are the subheadings in each chapter.



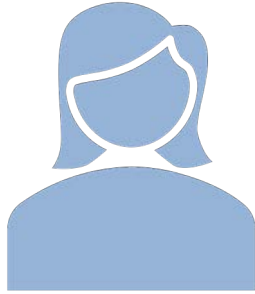
56 x 500 words = 28,000 words

+ An introduction and conclusion = 32,000 words

A close-up, slightly blurred photograph of a person's hands writing in a notebook with a fountain pen. A laptop is visible in the background. The image has a warm, golden-brown color palette and a semi-transparent dark overlay. The text "Publishing tips" is centered in white, with a vertical white line to its left.

Publishing tips

Cover and interior design



Will your cover designer also
do your interior?



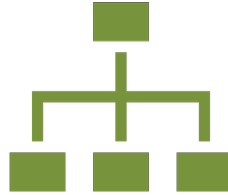
Can I format my book myself
in Word or Publisher?

[illegible]

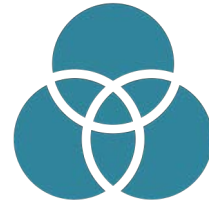
Content pro tips



Your book is not an ad
or a brochure.



Think about how the
book will fit in with your
current products and
services.

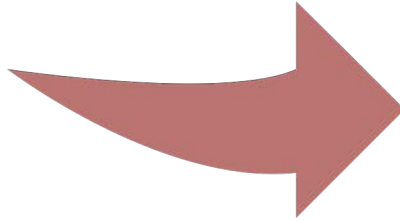


Be generous with
the information
you provide.

Editing



What does
an editor
actually do?



When do you
send your
book to an
editor?



Does your editor
need to be
an expert in
your area?

Copyright and researching pro tip



Keep track of every
source you use while
you're writing

Proofreading



What does a
proofreader do?



Can my editor
also be my
proofreader?

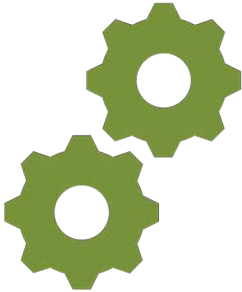


‘My mum reads a
lot. Can she be
my proofreader?’



Only if you actually
want to add *more*
mistakes to your book.

Printing



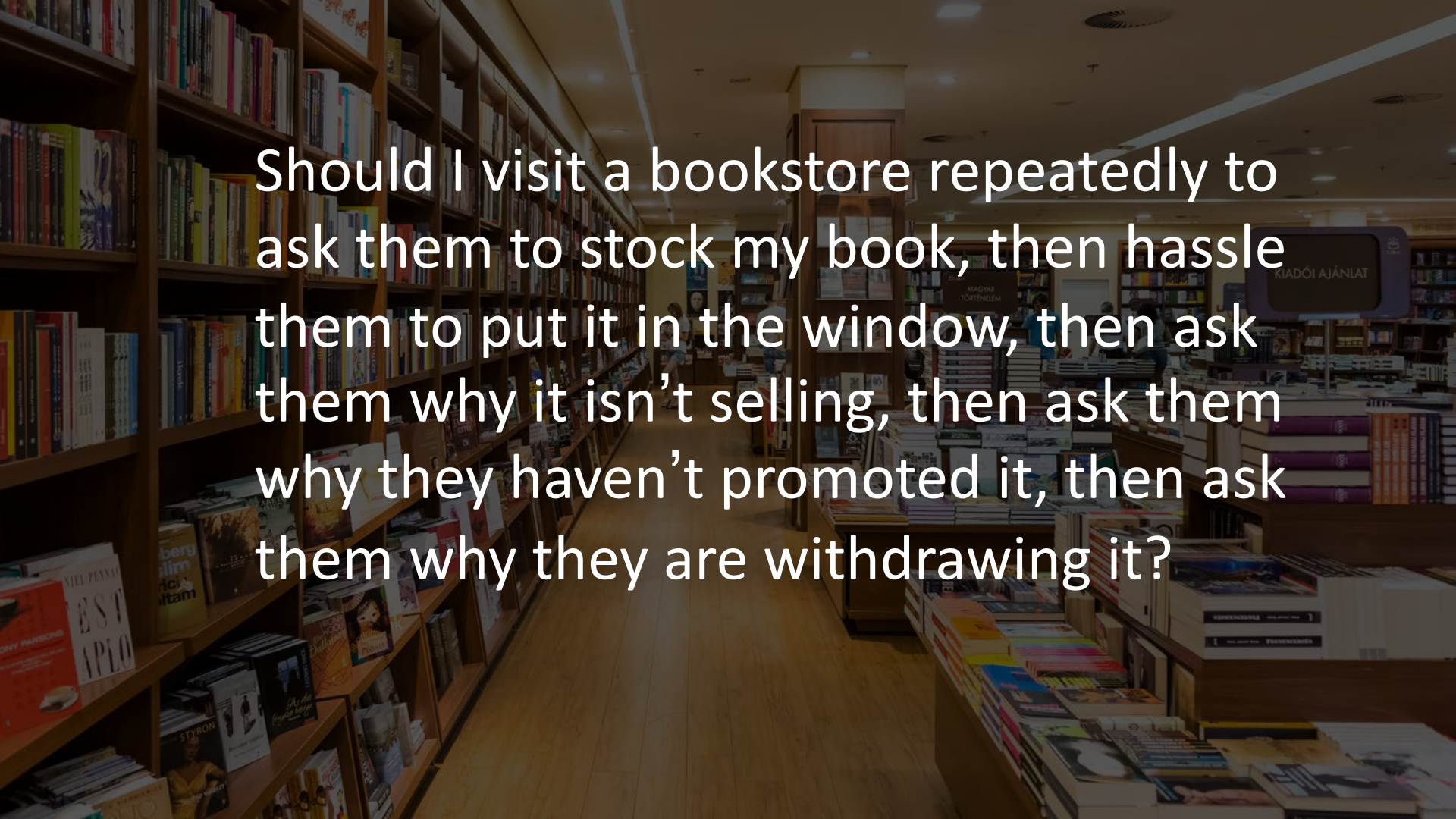
What does a
printer do?



How many copies
should you print?



Should you print
offshore?



Should I visit a bookstore repeatedly to ask them to stock my book, then hassle them to put it in the window, then ask them why it isn't selling, then ask them why they haven't promoted it, then ask them why they are withdrawing it?

Don't do that.

Your mission,
should you
choose to
accept it ...





Choose a topic
for your book.



Prepare your
contents list.



Email it to me for
feedback within
two weeks.

michael@publishcentral.com.au

**You will not be added to any email list or sent any marketing material.
I want you to get something useful out of today and to get started on your book ideas.**



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for your book.



Prepare your
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michael@publishingmichael.com.au

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4

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3

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2

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I want you to get something useful out of today and to get started on your book ideas.**



Choose a topic
for your book.



Prepare your
content.



Email it to me for
feedback within
two weeks.

michael@publish.com.au

1

**You will not be added to any email list or sent any marketing material.
I want you to get something useful out of today and to get started on your book ideas.**



A dimly lit office with large windows in the background. Two people are seated at desks, working on computers. A dog is sitting on the floor in the center of the room, facing away from the camera. The scene is overlaid with text and a logo.

Getting
more info

Visit www.publishcentral.com.au

Call me on (03) 9888 9549

Email me at michael@publishcentral.com.au



www.publishcentral.com.au

Questions

Good luck with your writing and publishing.



www.publishcentral.com.au