

Daniel Hall Presents



Episode 135

## Steps to Outsourcing Your Book with Alinka Rutkowska

Hello! Welcome to the RealFastResults.com podcast! Today, Alinka Rutkowska will be the guest speaker. She is one of the coauthors of [Write and Grow Rich](#), which recently became a *USA Today* bestseller. Please welcome Alinka to the show...

### Promise: How to Write a Book Without Doing Any Writing

Thank you for having me. Today, my big promise is that I'll show you how to write a book without actually doing any writing. This is for entrepreneurs, mostly, and possibly celebrity-level entrepreneurs or stars. You know, people who want to write a book without actually doing the writing. So, they have a book, and they want to launch it to become a bestseller, but they don't want to do any of the work themselves.

We work with entrepreneurs, for the most part, and they have so much knowledge that they have accumulated over the years. **They want to share that knowledge, but writing isn't one of their superpowers.** Their superpower may be launching a business, running that business, or scaling it. They want to share their expertise as a way to give back, or they want a legacy piece. Sometimes people planning to retire want a legacy piece.

Alternatively, people that are still active may want a calling card for their company. **So, they may want to scale, but they need a book in order to do that.** This may be something that they haven't actually tried, marketing-wise. Still, writing isn't their expertise, and they need help. They have the knowledge

in their head, but they have no idea, and no real will to learn, how to follow through with the process of getting their ideas out of their head and into a bestselling book. So, that's what we do.

# How to Outsource Your Book

**I have identified 17 steps that you would need to take in order to reach a bestseller status with a book you created by outsourcing the work.** These are fairly comprehensive.

**Step 1 - You start with positioning.** That's the first thing. Many books fail, and in a lot of cases, people have an idea for a book that they've wanted to write their whole life. So, they just write it and publish it.

Anyone can publish anything they want these days, but sometimes people don't sell a single copy of their book. Authors have come to me, and it has been two years since their book launch, but they have sold zero copies. Actually, the average is 200 copies for the lifetime of a book. So, the first thing that you need to do is position your book correctly. **You want your book to be in a niche where there's already an audience, but you also want it to have a unique selling proposition.** Like a business, basically.

**The same way you position your offers, or your business, you have to position your book because that's your product.** Just to give you an example, my recent book is entitled [Outsource Your Book](#), which is what we are talking about. It's part of the "authorship" category. There are other books in this category, and one of them is the book I co-authored, [Write and Grow Rich](#). There are many such books, and that's good because it means there's an audience, but also, there has to be a unique selling proposition.

What's different about this particular book, [Outsource Your Book](#)? **This book is different because nobody has ever described how to get your book outsourced.** This is the unique selling proposition, and this is the start of creating a best seller. This absolutely has to be done. So, number one is positioning.

**Step 2 - The outline.** You know, there are plotters and there are "pantsers," which are people that fly by the seat of their pants. **Well, I believe in outlines, and if you can come up with a framework, that really gives you direction.**

For our book, [Write and Grow Rich](#), the framework was, essentially, 24 authors who answered the same questions about how they became successful in the field. The framework for [Outsource Your Book](#) is the 17 steps. I did another book, [How I Sold 80,000 Books](#), and the framework for it was the "4 P's of the marketing mix". They were product, place, price, and promotion. So, you want to come up with a framework, but it doesn't even have to be unique.

**The "4 P's" isn't unique; I didn't come up with it. It's a "Marketing 101" concept that I just applied to book marketing.** You can come up with it yourself, or you can use something that has already been done, but adapt it and apply it to your category. I recommend having an outline so that you know which direction you are going.

**Step 3 - Getting the ideas out of your head.** You can either do it yourself, or you can use the help of an experienced interviewer. **You can speak your book or record your book over the phone.** You know, you could do that, but it's so much better to have someone to ask questions. You want someone who is curious and someone who asks a lot of questions.

It doesn't, necessarily, have to be a professional who does this for a living. **If you have a friend that asks you a lot of questions, and maybe they are even a little bit annoying, this is a great way to use that friend in a positive way.** You can get them to ask you questions that relate to your book.

You just want someone that's curious, and not someone that's only listening to answer you back. Often, people are listening just to answer back. You want someone that listens because they are really interested in what you have to say, and then they will ask you follow-up questions because they are just so curious and interested in the topic. Someone like that would work well in helping you to get your ideas out of your head and into a recording.

**Step 4 – Getting your words transcribed.** In other words, you are going to make a recording to get the ideas out of your head, and you are going to need to get those words into a manuscript format. **For this, you'll need a ghostwriter, and you can hire one.** There are several platforms that you can use to find a ghostwriter. I suggest that you screen them first.

There are whole books and training courses on how to hire people. What you want to do is take a piece of your manuscript and give it to several ghostwriters to see what they can come up with, and then you just choose the best one. That's how you know you've found a ghostwriter that really matches your needs.

**Step 5 -Developmental editing.** You need a developmental editor, or what's also called a “plot doctor”. That's someone who is going to go through and check for any loose ends, or repetition, or mistakes like, maybe you started a topic that you never finished. You know, they would patch up any holes in the manuscript.

**Step 6 - Copy editing.** Once you know that you have a good manuscript, then you want to make sure that it is polished. **Editing the grammar and style takes another skill set, and you'll want someone that can find all of those errors and fix them for you.** Usually, you need several rounds of this copy editing.

**Step 7 - Interior layout and formatting.** There are specialized agencies that take care of this. There's also software which allows you to do this yourself, but I don't think that's the best use of your time. **It's much better to outsource this.** Well, I'm all about outsourcing, but it's specifically important for this part of the process. You can send these experts your Word document, and you'll get the files back that are needed for publishing your book.

**Step 8 - Attention-grabbing cover.** I love covers! I love coming up with covers, and I love looking at which covers sell. **So, what you'll want to do is go to Amazon and look at the bestselling books in your category and tell your book cover designer to make your book cover look like it came from the same place as the other bestselling covers.** That's really important. You might have some idea of something that you want to put on the cover, but it's imperative that you get a cover designer. You don't just want someone that has artistic skills, like a friend that's artistic. You need a cover designer, and it should be a professional that does only that.

Potentially, you could have several created and have people vote on which is the best one. There are sites that allow you to have people vote on which design is the best, although people really vote with their credit cards or when they have to sign up for something with their email. That's a real A/B test, rather than someone liking something on Facebook. You can create several covers and have people vote. The cover and the title are the two most important elements.

If you are doing a calling card for the company, you would want the title, ideally, to be your call to action. For example, [Outsource Your Book](#) has a call to action, right there in the title. If someone is looking to get their book done without actually putting the work in, themselves, then that will really resonate because that's what they want to do. They are also familiar with the term "outsourcing" because it's a business term. Not everyone on the street is going to know what that means. It's your job to create a title and cover that will resonate, or if you are going to outsource it, that's the job of the person that's going to do it for you.

**Step 9 - Optimizing for online sales.** Most of the books are going to be bought online, and as you know, Amazon isn't really just a bookstore. It's a search engine. The way that people find books is they type a phrase into the Amazon search bar and some books will pop up. You want your book to pop up. In order to do that, you need to make sure you are using the right keywords. You need to use the right keywords in your title and the description. This is how you optimize your book for online sales, and it absolutely is something that needs to be done.

**Step 10 - Have a captivating book description.** This is where copywriting comes in. This is a really vast and fascinating subject, how to write copy that sells. You know, anytime you write anything that's meant to get people to take action, that's copywriting. A description is meant to get people to buy the book, so that's copywriting as well.

**I use the AIDA formula, which was developed by Gary Halbert.** The letters stand for "attention, interest, desire, and action". You want your headline to get people's attention, and then you add some text that gets their interest. Then, you want to build desire in them to buy the product, and that's usually done with bullet points. After that, you'll have a call to action, which is "buy now". If you'll go to Amazon and check out the description for *Outsource Your Book*, you'll see that it follows this exact formula (attention, interest, desire, action), and it's very easy to replicate.

**Step 11 - Outstanding bio. You want the bio to be fun and to show you as an authority, but also to be memorable.** So, it's a mix of elements. A LinkedIn bio may not necessarily be the best bio for Amazon. For your author bio, you want the reader to link up with you, or to resonate with you, and to think that you are a great author to follow. You could possibly experiment with the bio and see what people like, but it's vital, if you are professional, to show your authority. For example, what I do is mention book sales, or achievements, such as hitting bestseller lists like *USA Today* or *The Wall Street Journal*.

**You could potentially mention clients that you've worked with too.** There are all of these different things you can use that create authority, but also, you want to be relatable. So, say something funny, or something that people relate to, which can be your origins or a story from your childhood. You would want people to remember you, and that's one way to do that.

**Step 12 – Distribution.** There are various ways that you can distribute a book. You know, you can go exclusively with Amazon, or you could distribute your books more widely, like getting your books into

independent bookstores. You could also get your books into traditional bookstores by working with Ingram, which not everyone is able to do. At Leaders Press, we have an agreement with Ingram, so we are actually able to do that for our offers.

Basically, you need to know how to distribute your book, right? Who cares if you wrote a book if no one has ever seen it? So, it's important to know where to launch your book and how to launch it.

**Step 13 – The launch.** Now, I have a whole webinar in which I talk for an hour about how to do a book launch, but the most important thing is to orchestrate the launch. It's all in the preparation. About two months before you plan to launch your book, you need to start building your launch team, and you need to prepare every single day of your launch week.

I usually dedicate 10 days to launching a book, and every day, there's a promotional activity going on. This all needs to be orchestrated in advance, and every book needs to go through that in order to be successful. I don't believe in silent launches, like someone putting a book up on Amazon and then promoting it a month later. I think this is shooting yourself in the foot, and basically, kissing the book goodbye. That's because the Amazon algorithm is triggered when it sees that a book is gradually becoming more and more popular. So, every day, you need to send traffic to the book, and that way, it will stay on top of the charts.

**Things that were done before, like the positioning, the keywords, and all the optimizing you did for online sales, all play a role in this mechanism too.**

**Step 14 – Bestseller status.** There's also your bestseller status. If you orchestrate your launch correctly, you will naturally become a bestseller. Your book has to be #1 in a category, and it also has to have a number of sales in order to get that "best seller" badge. This is ultimately what you want. You don't just want to be a published author; you want to be a bestselling author. It all has to be planned and orchestrated, and this is the way to do it.

**Step 15 – Libraries.** Then, ideally, you'll want to reach libraries, and I have a program on how to do this. The reason you want to reach libraries is because one book gets checked out about 200 times before it falls apart. So, just by getting one book in a library, you'll reach 200 people. If in that book you have a call to action, like you tell people, "Go to my website and download this and download that," that's a whole new demographic that you are reaching.

All types of people go to libraries. It's not true that only people who can't afford to buy books go to libraries. I will tell you that I have little children now, and once a week, I take them to the library, or the school library, and this motivates them to get a book and get it read within that week. They know that every Wednesday, they have to give that book back, and if they don't read it, then it's their loss. All types of people go to the library. It's a lot like the supermarket in that some people will be there because of the discounts, and some people will be there to fill up three carts. You get all types of profiles, and that's why it makes sense to get into libraries.

**Step 16 - Foreign rights.** Preferably, you'll want to find an agent and get them to pitch your book to other countries, to foreign publishing houses, because when you publish with foreign rights, there's no real work on your end. All you need to do is cash a check, and the foreign publishing house will translate the book and distribute it. So, you are going to get an advance, and even if you self-published the book, in this case you are going to get an advance and get royalties. We published *Write and Grow Rich*, for

example, only a few months ago, and I've already signed deals with Indonesia, I believe, and China. That is pretty cool, and it was easy.

**Step 17 - Sales funnel.** You want the book not to be the end of the reader's journey with you, but to be the beginning of that journey. That's what you achieve through a call to action. So, you know, at the beginning of the book, at the end of the book, or on the cover, you want to tell people, "Go here to get this download from me." This will allow you to get their email, start engaging with people, and making offers.

Those are the 17 steps that you need to follow in order to create a bestselling book. The good thing is that you don't actually have to do it yourself, any of it. You could outsource each of these steps. In [\*Outsource Your Book\*](#), I mention exactly where you can outsource what. At Leaders Press, we do it all, basically, for you. So, this is how it works, and it actually can be done without, really, doing too much.

## How Much Should I Budget for a Plan Like This?

This is a higher-end service. In *Outsource Your Book*, we put together a budget and provide an example of what this could cost. Outsourcing each of these tasks separately added up to \$85,000. That's a pretty significant sum, but at Leaders Press, we do it for less than that. If you go to [OutsourceMyBook.com](#), there's a little quiz that will help you to find out if we are a good fit. This includes whether or not we fit your budget. It will be a five-figure investment, but again, it's an investment.

**You know, if you are an entrepreneur, and you have a backend, through a book you could land a client that, with one sale, could get a return on your investment.** Of course, this depends on your business, but it definitely could work for some. Just to give you an example, through my book, *Outsource Your Book*, the cofounder of DHL International found me. He's actually so in love with our model, here, and our company, that we are creating a book for him that will be out in September, and I actually have a mockup of the cover created for him, already. His book is called *Design to Win*. This one, we are distributing through Ingram, so it's going into all of the bookstores in the US.

He found me through the book, on Amazon. You know, he was looking for ways to get that knowledge out of his head without having to do everything himself. He has published several books before. So, in some cases, it's having an accountability team, which is someone who will say, "You know, we've got a call on Friday, and these are the questions. So, you actually have to do it this week. It's not a project that you might do when you retire. You made a commitment to do this, and there's a timeline." Because of that, it gets done.

## Can You Give Me a Little More Information on What You Charge?

Our three packages are \$15,000, \$30,000, and \$60,000. So, let's say that you already have a manuscript when you come to us. We can get that edited and launched for \$15,000. Now, it has to be a book that

already meets the requirement of being able to fit in and stand out. In other words, it has to be a business book that has been positioned, whether the author did it because they knew it had to be done, or they were lucky and without knowing it, it was actually positioned correctly. We can take something like that and launch it to becoming a bestseller for \$15,000.

Our most popular and standard package is the \$30K one, and that's the one you'd choose if you wanted to get everything done. Everything gets done online with this package. Then, we also have a VIP package, in which we physically send a person out to the author so that they can work together one-on-one. There are other perks as well, such as special marketing and publicity going on. That's our \$60K VIP package. Those are the three packages that we offer.

## Would it Really Cost that Much to Outsource this Myself?

**Well, you know, you get what you pay for.** First of all, you have to hire the right people, and you are going to have to spend time on things like researching the ghostwriter, the developmental editor, and the copy editor you want to hire. You also become the manager of the project, which isn't really what founders, CEOs, and high-profile entrepreneurs. They basically want to dump their ideas, and then have them expertly published and launched, so that their book becomes a bestseller.

## Final Tips

I think that there are people who would really like this process, but they don't have such an expense budgeted for the upcoming year. In a case like this, I think it would be good to get [Outsource Your Book](#) anyway and go over the 17 steps. Of course, you aren't going to outsource them, but you have to go through them yourself. Then, you'll have some tips on doing this. I mean, the book is about outsourcing, so you'll learn ways to outsource this, but on the way, you'll also be inspired and know exactly what you need to do.

So, I would do that, and another thing would be to go to [AuthorWisdom.com](#), where you can download a copy of *How I Sold 80,000 Books*. I actually managed to do that while doing everything myself and learning from my mistakes. I did make some stupid five-figure mistakes. I mean, I did lose a lot of money by making the wrong decisions, and I explain that in the book. I also explain how I managed to sell 80,000 books, you know, pretty much doing everything myself. That's another place I would send people who don't have five figures budgeted for outsourcing their book. If you want to get these tasks off your plate with minimum effort and maximum results, then you'll want to visit [OutsourceMyBook.com](#).

## Connecting with Alinka

The best way would be to head over to Amazon and get a copy of [\*Outsource Your Book\*](#). If you would rather skip that step, you can go to [OutsourceMyBook.com](http://OutsourceMyBook.com) and take the quiz. This will let you know whether or not we are a good fit to work together.

## Resources

[\*Write and Grow Rich\*](#)

[\*Outsource Your Book\*](#)

[OutsourceMyBook.com](http://OutsourceMyBook.com)

## Real Fast Results Community

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As always, go make results happen!