

## **Blog Your Way to a Book Deal**

By Nina Amir, Inspiration to Creation Coach, Author of *How to Blog a Book* and *The Author Training Manual*

### **10 Reasons to Consider Blogging Your Book**

1. A blog allows you to publish as you write.
2. A blogged book gives you exposure and builds “platform.”
3. A blogged book gives you expert status.
4. A blogged book gets your writing read.
5. A blogged book allows you to test market your book.
6. A blogged book provides a daily writing commitment.
7. A blogged book allows you to get feedback on your writing.
8. A blogged book ensures you complete your manuscript.
9. A blogged book lets you show what you’ve got and become trusted.
10. A blogged book lets you and your book get discovered!

### **7 Things You Need to Do Before You Blog a Book**

1. Choose a topic.
2. Hone your subject.
3. Map out your book’s content.
4. Break your content into post-sized pieces.
5. Create a business plan for your book.
6. Set up a blog.
7. Learn how to promote your blog.

### **Can Your Blog Become a Book?**

If you want to blog a book, approach the endeavor like any other book project—evaluate it for success.

- Does what I have to say add value?
- Is there a market for this book?
- Who are my readers?
- What is my competition?
- Is my topic or approach to the topic unique?
- How will I position myself in the market?
- How will I promote my blogged book to attract readers?
- What content will I include in my blogged book?
- How will I organize the book (and, thereby, my blog)?

**For your blogged book to get discovered you must:**

- drive traffic to your websites.
- write great copy.
- blog often and regularly.

**The Blog-a-Book Challenge:** Write a blog post every day and a book (or more) per year.

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## 5 Things You Need to Do to Book Your Blog

1. Plan the best book you can write.
2. Create a business plan for your book.
3. Map out your book's content.
4. Search your blog for existing posts.
5. Fill in the content gaps with new material.

**Transform yourself from ASPIRING AUTHOR to PUBLISHED AUTHOR  
by moving from inspiration to creation of a finished and successful book.**

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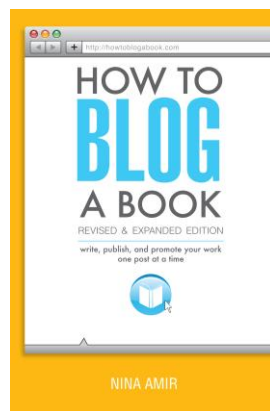
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