



CREATE COMPELLING, CONVERTIBLE CONTENT

The Write & Publish a Short Book Workbook.

Tasha (TC) Cooper



Welcome to the **Write & Publish a Short Book** Workbook.

This workbook is one of the resource guides for the **Create Compelling, Convertible Content** module in a FaithFocusFlow® Institute for Leaders training program.

One of the most fulfilling, significant, and lasting things you can do to serve people through the good work you've been called to do here on the earth is writing and publishing books of consequence. A book of consequence is one of any size that inspires change or ignites transformation in the reader.

A book of consequence is determined by impact, not size. It can be a micro as short as a few pages or a treatise as long as it needs to be. The focus is impact, not length.

In the following pages, you'll find the FaithFocusFlow® process for writing and publishing a **Short Book** that you can sell to others or give away as you build a business or movement that serves people and builds wealth, while throughout the process - glorifying God.

Enjoy the journey of creating good works that will last.

In Faith, Focus & Flow!

~ Coach TC

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An Overview of the Writing Journey

AREAS	DETAILS & LOGISTICS	NOTES
Target Page Number	<input type="checkbox"/> 8 - 36	
Team Members	<input type="checkbox"/> Copy Editor <input type="checkbox"/> Layout Editor <input type="checkbox"/> Graphic Artist <input type="checkbox"/> Internet Marketer	
Elements	<input type="checkbox"/> Book Cover <input type="checkbox"/> Images <input type="checkbox"/> Author's Bio <input type="checkbox"/> Book Summary <input type="checkbox"/> ISBN Number <input type="checkbox"/> Barcode (<i>possibly</i>) <input type="checkbox"/> Domain name (<i>aka URL</i>) <input type="checkbox"/> Website hosting <input type="checkbox"/> 1 (or more) marketing channels	
Resources	<input type="checkbox"/> Upwork.com <input type="checkbox"/> Fiverr.com <input type="checkbox"/> Myidentifiers.com <input type="checkbox"/> Namescheap.com <input type="checkbox"/> GoDaddy.com <input type="checkbox"/> Canva.com <input type="checkbox"/> DepositPhotos.com <input type="checkbox"/> Online payment channel <input type="checkbox"/> Online storage <input type="checkbox"/> CRM/Autoresponder	

QUICK START Writing Guide

- Step 1:** Identify your audience, define your purpose, and refine your focus.
- Step 2:** Transfer your ideas from your mind to paper. Write down all of your ideas of topics for your short book.
- Step 3:** Write down 7 to 10 bullet points of information for each topic. * *Think of this in terms of a step-by-step process or essential things you must know or do.*
 - Determine if you can combine topics for which you have less than 7 bullet points of information.
- Step 4:** Rank the topics for which you have more than 7 bullet points (*including the combinations*) and determine which topic you will focus on turning into a short book first.
 - Engage a graphic artist to design your cover and start marketing.
 - Write 2 to 3 paragraphs to expound upon each topic.
 - Decide if you need graphics to amplify the message in each bullet point and select them.
- Step 5:** Work with editors to complete the writing process.
 - Send your finished draft to the editor for completion.
 - Send your finished work to the layout editor for layout.

Once your short book is complete, you're ready to publish online. *See the Publication Quick Start and Resource Guide that accompanies Part II of this training.*

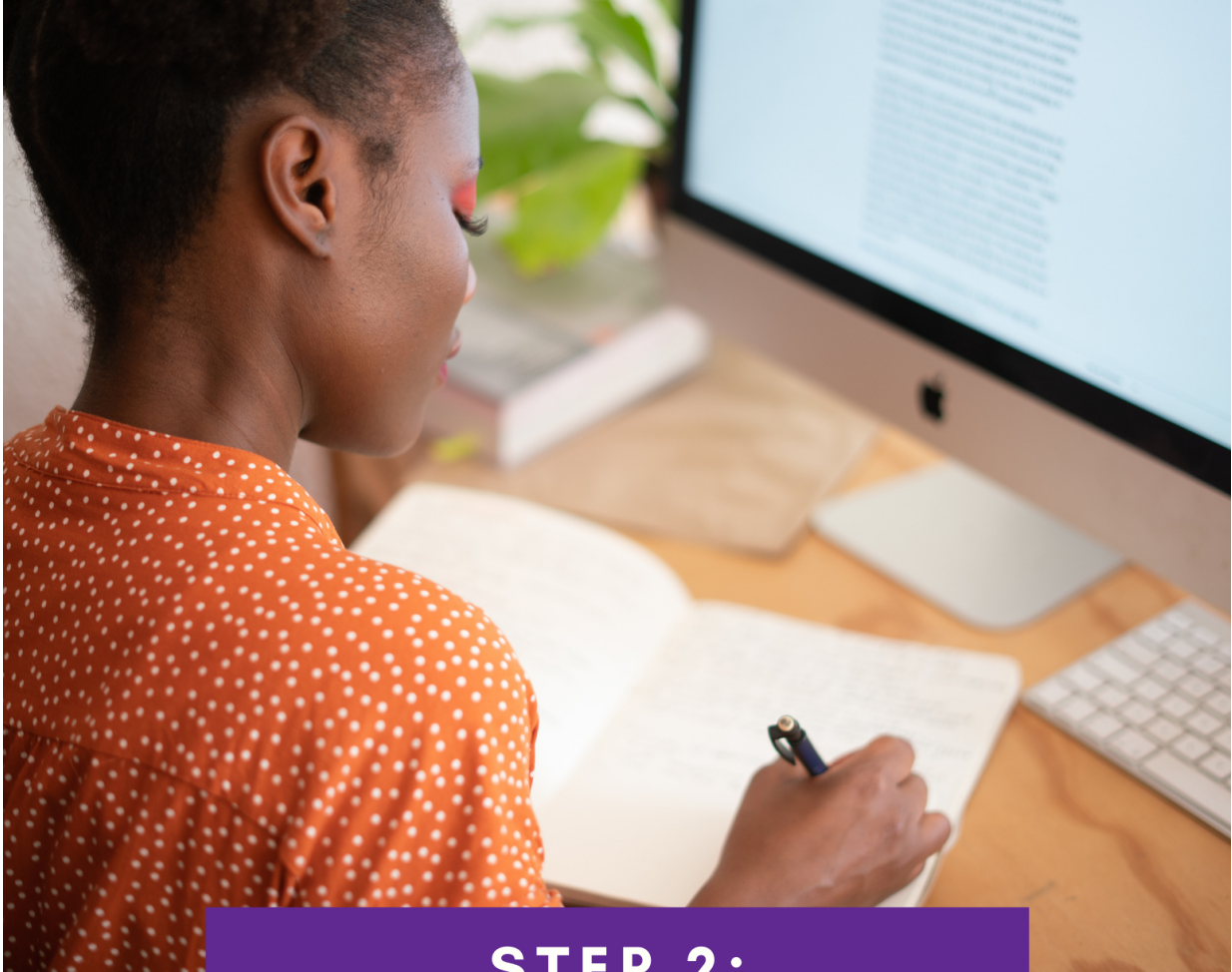
**** Use the following Worksheets to complete each section in this Quick Start Guide.**



STEP 1:

Step 1: Get clear about your readers, define your purpose & refine your focus.

Use the following questions to get yourself in the mindset of focused service. Always remember that you are writing your short book for a specific group of people to accomplish a clearly defined purpose.



STEP 2:

Step 2: Transfer your ideas from your mind to paper.

Write down all of your ideas of topics for your short book

Write down your ideas for topics you'd like to write about based on your expertise.

Do not censor your ideas, write down everything that comes to mind. This list of ideas for topics is fertile ground for determining which short book you will write and the foundation information that should be included in each one.

List of Ideas

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____
- 16. _____
- 17. _____
- 18. _____



STEP 3:

Step 3: Expand and group your ideas.

Write down 7 to 10 bullet points of information for each of your topics, or at least the most meaningful one.

For the topics you've written down from the previous page, identify up to 3 (or as many as you feel led to expand) that are most impactful in this season and write 7 to 10 short information/bullet points that you can expand into a few paragraphs. No worries if you don't have 7 to 12 points for each of your topics. Write down as many as you can for each topic.

Think of this writing assignment as creating a step-by-step process or essential information guide for your reader.

Determine if the topics for which you have less than 7 bullet points can be combined to make a more expansive topic with up to 12 bullet points of information that can be expanded into a few paragraphs.

TOPIC: _____

Bullet Point #1:

Bullet Point #2:

Bullet Point #3:

Bullet Point #4:

Bullet Point #5:

Bullet Point #6:

Bullet Point #7:

Bullet Point #8:

Bullet Point #9:

Bullet Point #10:

TOPIC: _____

Bullet Point #1:

Bullet Point #2:

Bullet Point #3:

Bullet Point #4:

Bullet Point #5:

Bullet Point #6:

Bullet Point #7:

Bullet Point #8:

Bullet Point #9:

Bullet Point #10:

TOPIC: _____

Bullet Point #1:

Bullet Point #2:

Bullet Point #3:

Bullet Point #4:

Bullet Point #5:

Bullet Point #6:

Bullet Point #7:

Bullet Point #8:

Bullet Point #9:

Bullet Point #10:

**Make as many copies of this page as you need.*



STEP 4:

Step 4: It's time to write.

Now that you've done the pre-work, you're ready to write.

Pick the one most impactful topic from the three you've written about in the previous page and write up to three paragraphs about each of the 7 - 10 bullet points.

Use the tips for writing keyword rich, informative and inspiring content from the video lessons in the FaithFocusFlow® Institute for Leaders that accompanies this Faithbook.

Bullet Point #1: _____

Paragraph I

Paragraph II

Paragraph III

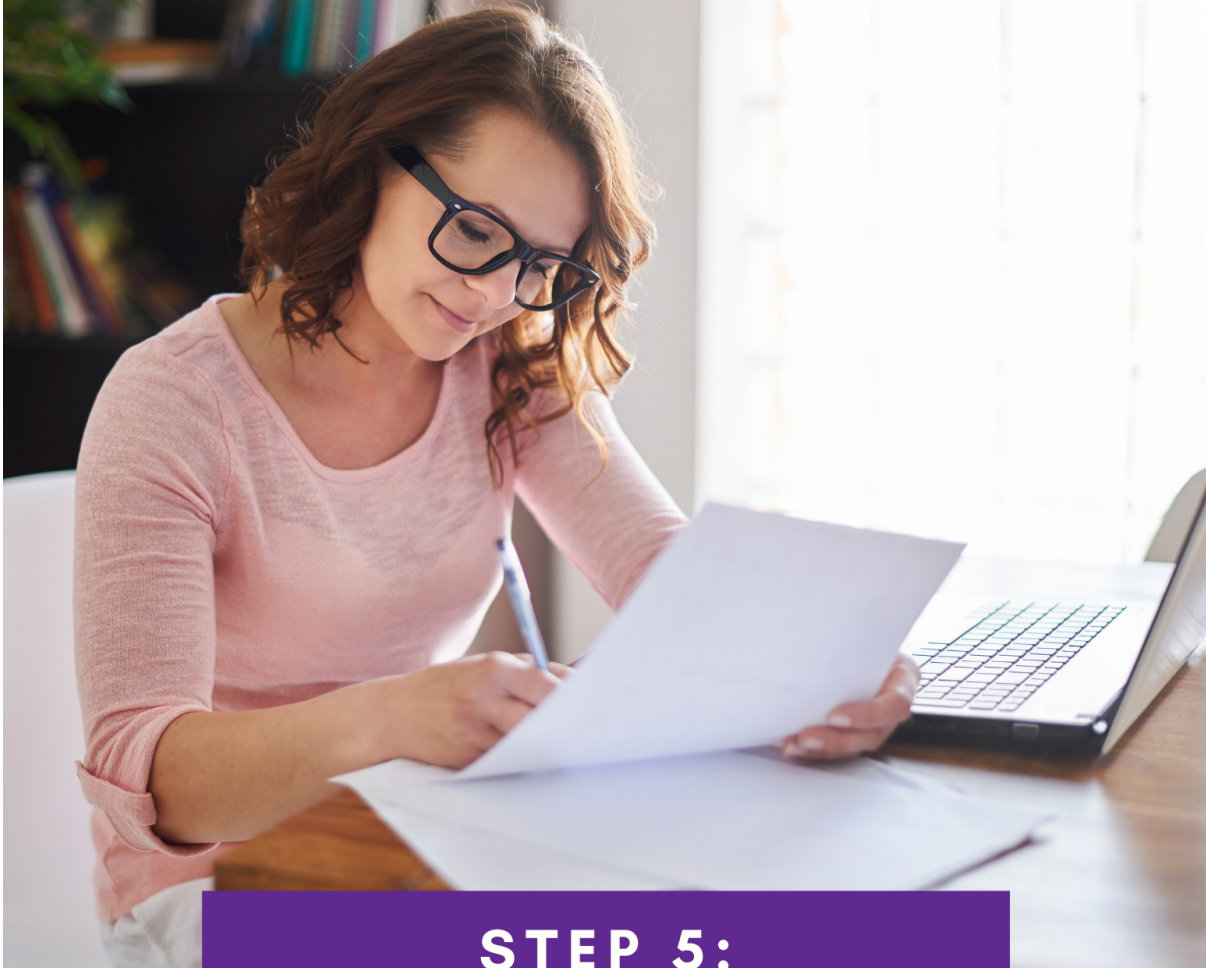
Bullet Point #___: _____

Paragraph I:

Paragraph II:

Paragraph III:

**Make as many copies of the page as you need.*



Step 5: Work with your editors.

Copy Editor: Work with a Copy Editor to fine-tune your spelling and grammar.

Layout Editors: Work with a Layout Editor to make sure your font, size and positioning amplifies the message in your content.

Online Places to Find Editors

- Fiverr.com
- Upwork.com
- Facebook groups for writers.
- FaithFocusFlow® Institute for Leaders Referral list for members.



PUBLISHING YOUR SHORT BOOK



*Getting your short book out into the
world through publication
- for free or for sale.*

There are two prosperous ways to get your short book out into the world to serve the people who need it most.

GIVE YOUR SHORT BOOK AWAY *(or at least some of them)*

- 1. Short books are great lead generators.**

Short books provide an opportunity to provide great value for your target audience with an invitation for more in-depth support through hiring your company directly. When using your short book to add value to the world in this manner, be sure to have a strong call to action throughout the short book and especially at the end of it.

- 2. Short books provide an impactful way to give back to your community.**

Short books provide an opportunity to provide great value for your target audience by providing information that makes a measurable difference in their lives, while protecting your time. Create a short book once and it lives forward - needed only updates as necessary. Short books are the gift that keeps on giving value - and when used as a lead generator, short books provide supreme value while providing people who are ready to do business with a direct pathway to your business.

SELL YOUR SHORT BOOKS ***(or at least some of them).***

1. Sell your Short Books from your own website.

Short books provide an opportunity to provide great value for your target audience with an invitation for more in-depth support through hiring your company directly.

2. Sell your short books using third party eCommerce platforms.

Short books provide an opportunity to provide great value for your target audience by providing information that makes a measurable difference in their lives, while protecting your time. Create a short book once and it lives forward - needed only updates as necessary.

3. Sell your short books on sites that focus on book sales.

From an electronic copy on your computer or hard drive to global distribution via the Internet.

1. Wordpress website to Dropbox.com

- i. Upload a clickable image of the cover of your short book to your website.
- ii. Link the clickable image to the PDF of the short book on Dropbox.
- iii. Use keywords in the description of the short book and also the header.

2. Wordpress website to PDF uploaded on your website.

- i. Upload a clickable image of the cover of your short book on your Wordpress website.
- ii. Upload a PDF of your short book into the “files” section of your Wordpress website.
- iii. Link the clickable image to the link to the PDF of the short book on your Wordpress site.
- iv. Use keywords in the description of the short book and also the header.

3. Wordpress website through an eBook distribution plugin.

- i. Upload a clickable image of the cover of your short book on your Wordpress website.
- ii. Follow the instructions for using the Plugin.

4. Amazon.com through the Kindle program.

- i. Register for the AmazonAssociates.com program..
- ii. Follow the instructions for the program.

5. Sell directly through Shopify.com

- i. Register for a Shopify.com account.
- ii. Follow the instructions for Shopify.com account holders.

Resources for Publishing Your Short Book

GIVE AWAY your short book in exchange for contact details as currency.	
Wordpress website in connection with Dropbox	Wordpress.com Dropbox.com Google Forms
Wordpress website in connection with Flip Book	Issuu.com Fliphtml5.com
Wordpress website via PDF uploaded to the website	Wordpress.com
SELL your short book in exchange for monetary currency.	
Amazon	AmazonAssociates.com
Vervante	Vervante.com
Wordpress site through CRM or eCommerce tool	Wordpress.com WooCommerce.com EasyDigitalDownloads.com
eCommerce websites	Shopify.com Etsy.com
NOTES	

About Our Founder - TC Cooper

Tasha (TC) Cooper, Esq., affectionately called Coach TC, is a kaleidoscope of all the things that have been birthed into her life. Coming from an enormous family with influential forces on both the maternal and paternal sides, she is a formidable example of the cause and effect of a nurturing family. Heavily inspired by the familial pull to accomplish great things, she decided at a young age that faith, family, and focus were the key elements in anything that she aspired to do or be. She has an interesting legal career that has included being a private equity attorney in a large international law firm, providing expert legal counsel as deputy to the general counsel of a publicly traded luxury brand, and also being a Chief Privacy Officer in government. She is a graduate of Columbia Law School (New York, NY) where she was a Harlan Fiske Stone Scholar and Hampton University (Hampton, VA), where she graduated from the Honors College. TC is also a certified coach who was trained at Coach U.



Economic empowerment is important to this modern day Madam C. J. Walker (*the first female self-made millionaire in America*) and so she has made it a priority to equip small business owners to successfully navigate the digital stratosphere. She has been seen in publications that include Black Enterprise Magazine, California Bar Journal, Washington Lawyer Magazine, the National Speaker Association's Speaker Magazine, and also on the covers of NJ's inBiz Magazine and Speakers Magazine.

TC's faith is at the core of her "why" for doing business. She has found that often, one of the questions Believers ask is, "How can I exemplify my faith in the workplace or my business?" As an answer to this question, she founded the FaithFocusFlow® Institute for Leaders - where she helps faith-based business owners, founders and leaders in non-religious sectors around the world build sustainable success on bible-based and character-centered business principles - *especially when doing business online* - through the Institute's digital campus.

TC has an impressive list of "firsts" on her resume, but she has yet to do the thing that she is most proud of because each new experience brings an extra dimension of amazement to her life. Her present day passion, mission, and vision are summarized in the following statement:

"I help leaders live out their faith and maximize the power of the Internet to transform successful businesses and careers into meaningful Work (with a capital W) that has a legacy building impact." ~TC Cooper



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FAITH FOCUS FLOW® Lifestyle

FAITH-BASED CLOTHING AND
ACCESSORIES TO ENCOURAGE
YOUR HEART, CELEBRATE YOUR
FAITH, AND HELP YOU SHARE
YOUR LOVE FOR CHRIST.

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