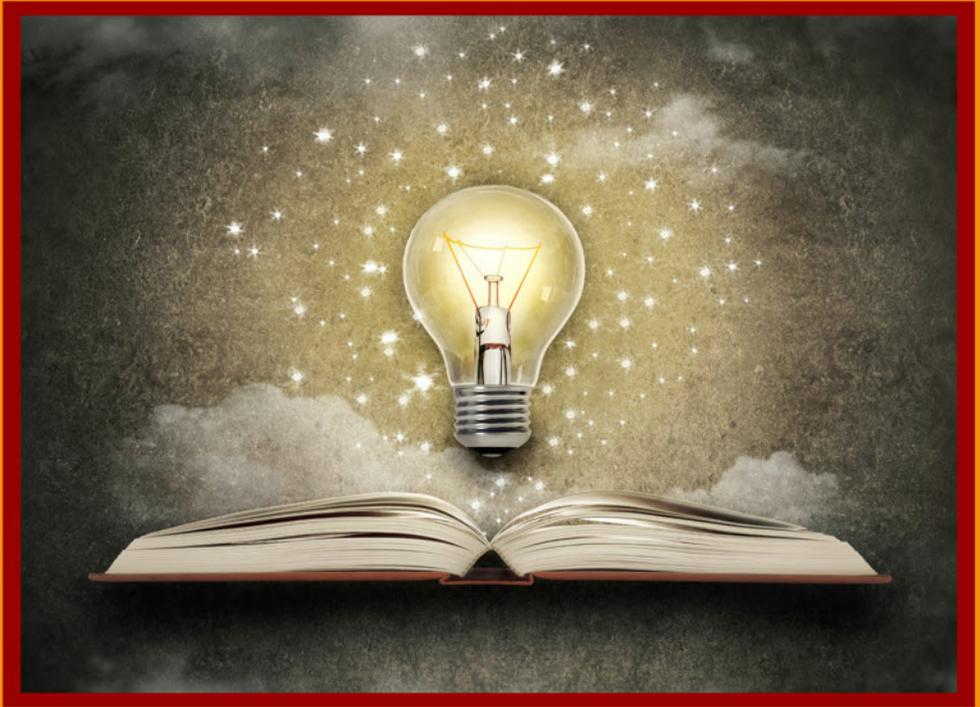


**Free**



# Let's Get Your Book Done

I will help you to get your book  
finished, on sale and making money

**Ian Rowland**



# **Let's Get Your Book Done**

**by**  
**Ian Rowland**

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**A free booklet from**  
**[www.ianrowland.com](http://www.ianrowland.com)**

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## **About This Booklet**

On my website, [www.ianrowland.com](http://www.ianrowland.com), there are several pages about my 'ghost' writing services and how I can help you to self-publish your book. This booklet presents exactly the same information in pdf form, just in case you find this more convenient or easier to share.

## **Where To Find Me**

Email: [ian@ianrowland.com](mailto:ian@ianrowland.com) / Website: [www.ianrowland.com](http://www.ianrowland.com)

Phone: (+44) (0) 7939 047464. If calling from overseas, remember I'm in London, UK. Check the time zone! Alternatively, if you do call while I'm asleep you can just leave a voicemail.

On Skype I am [ianrowland247](#) and my profile pic is the Ace of Hearts.

Facebook. You can reach me on Facebook or via Messenger.

## Have You Got An Idea For A Book?

If you have an idea for a book, I can write it for you and/or guide you through the self-publishing process. I'll work with you to get your book written, published and on sale all over the world! I've been a 'ghost' writer for about fifteen years and I positively *love* this type of work.

Self-publishing can be a challenging process in some ways but it's also incredibly rewarding. I will help you with every stage of the journey, from writing and page layout through to publishing and marketing. Get in touch if you think we can work together! (Incidentally, self-publishing is not 'vanity' publishing — see page 10 for clarification on this point.)



Here are just nine of the books I've either written for other people or helped them to write. I have done more but I'm not allowed to mention the others. I thoroughly enjoy being a 'ghost' writer and I've loved working on all of these books plus the others I can't tell you about!

[ On my website, [www.ianrowland.com](http://www.ianrowland.com), you can see examples of my other work, including the books I've written for myself and my business/technical writing. ]

# **Why You Should Publish Your Book**

Publishing your own book is a wonderful thing to do for many reasons. Here are just some of them.

## **(1) It's Hugely Satisfying!**

At the moment, your book only exists as an idea or an ambition in your mind. You will find it immensely gratifying to turn your idea into a real book that you can hold in your hands, show to people and, of course, sell.

## **(2) Your Book Becomes Your Global representative**

Once you publish your book, you never really know where it will end up. Books get loaned, given as gifts, shared, talked about, taken on trips and passed around. Many people will get to know your book before they get to know you! It's amazing how many friends you can 'meet' and contacts you can make just by getting a book out.

## **(3) A book Is A Great 'Authority Prop'**

Publishing your own book is great for your status, reputation and credibility. If you'd like to offer talks and training, or get invited to speak at conferences, having your own book is a great asset.

## **(4) Building A Passive Income**

You may not be particularly concerned about making money from your book. Nonetheless, it's highly satisfying to build a passive income for yourself — to know that people all over the world are buying your book online without you having to lift a finger! You can even make money in your sleep!

# 10 Reasons To Self-Publish

You have an idea for a book. Should you self-publish or try to get a deal with a publishing company? It's a very personal decision and there are pros and cons either way. I have nothing against publishing companies and I know they have a lot to offer. However, here are a few reasons why most people these days prefer the self-publishing option.

## (1) You Can Go Ahead Straight Away

Getting a deal with a publishing company can take a very long time. Even highly talented writers can take years to secure a deal. In any case, publishing companies have hundreds of manuscripts to wade through and can only release a limited number of new titles per year. **Self-publishing: you can start straight away.**

## (2) You Can Move More Quickly

Generally speaking, the self-publishing option takes less time. Even the finest and fleetest of publishing companies tend to move at a pace that can sometimes prove frustrating. **Self-publishing: no delays, no waiting, no problem! When I worked with Gilan Gork on his excellent book 'Persuasion Games', we got the job done in about four weeks.**

## (3) You're Enjoying The Benefits Of Today's Technology

Once upon a time, few people had the means to print, distribute or sell a book. A publishing company was your only option. With today's incredible technology, this is no longer the case. **Self-publishing: You can produce your book and sell it to the world from the comfort of your living room.**

## (4) You Retain Control

If you do a deal with a publishing company, you necessarily sacrifice a certain amount of control. This isn't because publishing companies are evil — it's just how the industry works. Several authors I know, who have publishing deals, have occasionally complained to me about this. For example, one of them disliked the cover design the company had chosen but was told their decision was final and she had no say. Another felt

that the 'publicist' they had appointed didn't understand his book and was fixing up interviews that were pointless. He was told that they knew best. **Self-publishing: you call the shots. You produce the book you want to produce and promote it the way you want to. I will give you all the help you need but you retain control.**

## **(5) A Preferable Business Model**

Suppose you do a deal with a publishing company. They give you a small advance (hurray!) and then pay for the book to be produced and promoted. Once the money comes in, the company recoups all their costs and expenses, including your advance, before you see a penny. This is perfectly fair because, after all, they are a business and not a charity. Of course, you have to trust their accounting. If they say they spent £5000 on publicity, even if you didn't see much activity or benefit, you have to accept their story. Most publishing companies are completely fair about this but I have heard authors complain about 'creative accounting'. **Self-publishing: I will show you how to sell your book via direct sales (from your own website) and via the internet. All the revenue comes to you and you're not waiting for anyone else to take their 'cut' before you see the money. Many people prefer this business model.**

## **(6) Faster Payments**

With a publishing deal, you get your royalty payments a few times a year if you're lucky — all based on the publishing company's accounts. **Self-publishing: you get money from direct sales immediately and from global internet sales at the end of every month.**

## **(7) Greater Profit Per Sale**

When you work through a publishing company, you only make a tiny amount of money per book sold. This isn't because publishing companies are bad or greedy. It's just how the retail book trade works. Authors such as J.K. Rowling may end up wealthy but they are the incredibly rare exceptions. Most authors with a publishing deal earn just a few pennies from every book sold. **Self-publishing: you get almost 100% of the revenue from every sale. It's true you have some costs (e.g. website hosting and fee processing), but you still make much more profit per book sold than you would with a traditional publishing deal.**

## **(8) You Can Build A Relationship With Customers**

If you go through a publishing company, you have no idea who buys your book. There's no chance to build a mailing list or develop good relationships with the people who like your work. **Self-publishing: when you sell via your own website, you know who your customers are and can build a good relationship with them over time.**

## **(9) You're Not Limited By Retail Distribution Deals**

Your publishing company will put your book through whichever retail chains they've done deals with and only those chains. These deals may involve unhelpful details such as 'staggered' release dates in different territories. A friend of mine from South Africa put his book through a publishing company. When it went on sale, it was eight months before it was available (either in shops or online) in the UK, where I live. Why? Because that's how the publishing company's distribution chain worked. **Self-publishing: your book is immediately available all over the world.**

## **(10) You Can Sustain Promotion**

Even with the best and brightest of intentions, a publishing company can only focus on promoting your book for a limited amount of time. After all, they have other titles to push, other fish to fry. **Self-publishing: you can promote your book and build sales indefinitely. There's no time limit. I'll show you how to do this.**

# The Stages Involved

Here are the main stages involved in getting your book finished, on sale and making money. At every stage, you can have as much or as little input from me as you want.



## Planning And Writing

We can handle this in several ways. (1) You write your book as best you can. I revise it, tidy up the English and suggest improvements. (2) You tell me the ideas you want to include and refer me to sources and research materials. I do the rest. (3) I interview you (online if necessary) and create the book from our conversations as if you had written it yourself. (4) Any other arrangement that suits us both.



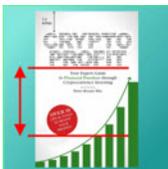
## Editing

The book will probably go through several drafts and development stages. I can provide all the editing and review services you need, correcting all the grammar, syntax and punctuation as well as suggesting stylistic and structural improvements.



## Page Layout

Up to this point, your book will consist of one or more text files. The 'page layout' or 'desk-top publishing' phase is where we convert your work into something that starts to look like a proper book. I will do this for you but you get to make all the key decisions so you get the book you want.



## Graphics And Cover Design

I'm not a graphic designer although I can create simple diagrams and graphics. For anything more advanced, including the cover design for your book, I can recommend a very good graphic designer that I've worked with for years and whose rates are very reasonable.



## Proofing

I don't usually offer a proof-reading service because, as everyone knows, you can't proof your own work. However, I can recommend good people, whom I've used before, to take care of proof-reading for you at reasonable rates. Alternatively, you can hire a proof-reader from any freelance hire site.



## Publishing via Amazon KDP

I can guide you through the whole process, including technical details such as getting an ISBN for your book and adding the corresponding barcode to your cover. Your book will then be available for the whole world to buy!



## Preparing The Kindle Version

It's a good idea to produce your book in both physical form (paperback or hardback) and digital (e.g. as a Kindle file). I can prepare the Kindle version of your book or recommend a good agency to take care of this for you.



## Creating A Website To Sell From

Once you publish your book via Amazon KDP, it's on sale to the world. If you want to create a simple e-commerce website so that you can also sell your book directly, I can either explain how to do this or do it for you. It's usually a good idea to have both internet and direct sales.



## Marketing And Advertising

I can provide plenty of guidance about how to market your book successfully, including promotion and advertising. I'm the former UK Sales & Marketing Manager for a global company and can also offer 20+ years online sales and marketing experience.

## **Self-publishing Is Not 'Vanity' Publishing**

People sometimes refer to any self-publishing project rather sneeringly as 'vanity' publishing. This is no cleverer than calling a shark a lampshade. They are two different things.

### **Vanity Publishing**

You've written a book and try for a publishing deal but get no takers. Feeling dismayed, you see an ad for a vanity publishing company (though they don't call themselves that) saying their professional editors will assess your work. You submit your manuscript and no matter what it's like — even if it resembles a child's homework put through a spin dryer — they say it has great merit. Next, they suggest getting some copies of your book printed to give to friends and family and, being very kind, they offer to take care of this for you. They arrange the printing at an extortionate fee about five times what it would cost you to just do it yourself. They profit and you end up with some copies of your book in the attic. It's all based on an appeal to vanity, hence the name.

### **Self-publishing**

There's no vanity involved. You have a book worth sharing. You publish it yourself on a commercially viable basis for some or all of the reasons explained above.

## How Much Do I Charge?

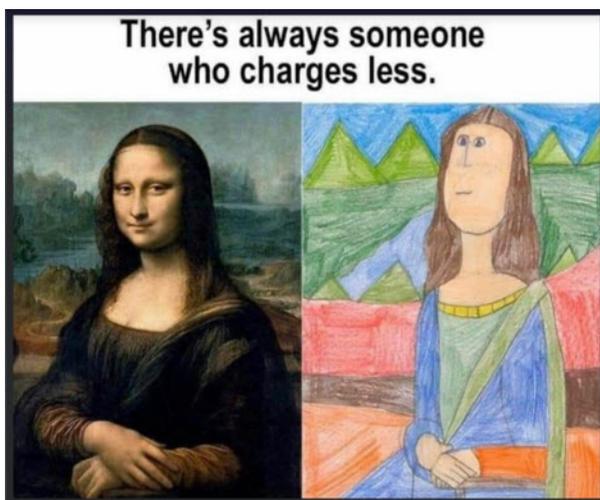
[ This is purely with reference to 'ghost' writing and helping you with a self-publishing project. It has nothing to do with my fees for any other type of work. ]

Please read about 'The Stages Involved' before you look here. There's no point talking about payment until you know what you're paying for.

I can't tell you exactly how much I'll charge you because every book I work on is different. Also, as I say in 'The Stages Involved', you can have as much or as little of my involvement at every stage of the publishing process.

In very general terms, for small books and projects I tend to charge in the region of £2.5 - 6k. For larger and more long-term projects, my fee can be anything from £ 6 - 50k. It all depends on the amount of time and effort involved.

I always work on a 'flat fee' basis. Once you've paid me, that's it. You don't have to give me a percentage of sales or anything like that.



## **Contact Details (Again)**

Email: [ian@ianrowland.com](mailto:ian@ianrowland.com) // Website: [www.ianrowland.com](http://www.ianrowland.com)

Phone: (+44) (0) 7939 047464. If calling from overseas, remember I'm in London, UK. Check the time zone! Alternatively, if you do call while I'm asleep you can just leave a voicemail.

On Skype I am [ianrowland247](#) and my profile pic is the Ace of Hearts.

Facebook. You can reach me on Facebook or via Messenger.

## **The Next Few Pages...**

...just contain a few photos of things I get up to. I love going to interesting places, meeting great people and having fun in various ways. The world is full of terrific opportunities.



Training day for Coca-Cola Europe in Lisbon; lecturing at Masters of Magic in Italy; management training event at The Atomium, Brussels



Training FBI field agents; teaching persuasion skills at The STARR Summit at the Philly 76ers HQ; training a private client in London



Cold reading training for the Human Hacking Conference in Orlando; the Human Hacking audience; management training for Cap Gemini



A demonstration in New York for ABC 'Prime Time'; lecturing in Gothenburg; training for the Alternative Investors Institute, Paris



A couple of stage shots; teaching a public 'Cold Reading For Business' class in London

