



Content for Coaches and Consultants

Professionally Written Leadership Articles for Newsletters and Blogs

Shortcuts to Becoming a Bestselling Author/ Expert:

10 Questions Before You Write a Single Word of Your Expert Ebook

©Patsi Krakoff, Psy. D.

www.Ebooks4Experts.com

A note from Dr. Patsi Krakoff:

In the last two years alone, we've seen an explosion of ebook sales because of the proliferation of e-readers. Amazon has now sold more ebooks than all forms of print, ever. The barriers to publishing through traditional channels have fallen.

Now has never been a better time to get your book written, formatted and available in both digital and printed forms.

It doesn't have to be long, or complicated, or expensive to do. But it does have to be high quality. You want your ebook to reflect the quality of your professional services. You want it to attract people to you so they will eventually hire you.

You can't do it alone. There are a multitude of book publishing experts available to help you with each step of the process, including the writing, editing, formatting, design, publicity and marketing.

I am just one of a group of experts who can take you from start to finish. My expertise is in writing, and I've ghost written a best-selling Amazon book.

What I've learned is that clarifying the topic and keeping that in mind as you write each chapter of the book is critical. To do this, I offer you this questionnaire as the pre-step to complete before you write a single word of your book.

Take some time to write your answers to each question. Get some input from others.

Never forget to focus on the needs of your readers. Help to solve their problems and they'll want to read more of what you say. Use your experience and stories to make your book come alive with authenticity and real-world emotions.

Here's to your successful journey to becoming a bestselling published author!



Content for Coaches and Consultants

Professionally Written Leadership Articles for Newsletters and Blogs

10 Questions Before You Write a Single Word of Your Expert Ebook

1. What is the area of expertise you'd like to focus on for this ebook?
2. What are other areas of expertise you also have, but which will be secondary to this?
3. What are your goals and expectations for this ebook? What would you like the results to be? Why?
4. Who are your targeted readers for this? Describe them in some detail. What drives them to make decisions?
5. What are your readers' biggest challenges/pain points?
6. How would you state your unique message, or how would you encapsulate your core philosophy in a sentence or paragraph?
7. What benefits will the reader get from using your ideas/concepts? Please list as many as you can.
8. What benefits would the reader/targeted client/prospect get from hiring you?
9. What proof do you have for your stated results? (statistics, quotes, testimonials, arguments?)



Content for Coaches and Consultants

Professionally Written Leadership Articles for Newsletters and Blogs

10. What are the disadvantages for a company or client who does not follow what you say?
What is it costing them to not take the action you want them to take?

About **Dr. Patsi Krakoff** and ContentforCoaches.com:



Dr. Patsi Krakoff is an expert in helping executive coaches and consultants create quality Leadership Development e-newsletters, blogs and ebooks. For the past 14 years, her company ContentforCoachesandConsultants.com has been providing writing services for coaches so they can **get found, get known and get clients** on the Web.

Smart coaches and consultants know that they can't do it all themselves. That's why they use writing services with a specialty in their own field. Dr. Patsi is a trained journalist, psychologist, coach, and online content marketing specialist. Her experience and education qualify her to write authoritatively in the field of leadership development.

Dr. Krakoff explains:

Ten years ago, professionals started using blogs to communicate to clients. As co-founder of The Blog Squad, I proclaimed blogs to be 'the best darned marketing tool on the planet!'

To some extent they still are, but the key for experts is to excel with quality content. And now, of course, blogging isn't enough.

If you want to use the Internet to **get found, get known and get clients**, you also need to be on social media sites like **LinkedIn** and **Google+** and have your own **YouTube** channel, as well. That's a lot to master when you're a busy coach with clients all over the world.



Content for Coaches and Consultants

Professionally Written Leadership Articles for Newsletters and Blogs

Furthermore, executive coach and leadership consultant websites are a little different than most Internet businesses. You're not selling widgets or apps; you're selling the quality of your professional credibility and expertise.

You're selling YOU. You want to establish yourself as a thought leader, with a unique message designed to serve people and better the world.

If you're wondering the best way to start your expert ebook, give me a call and let's have a conversation.

Patsi

Patsi Krakoff

858-224-5886 (US VOIP number)

Office in Mexico: (52) 376-766-1135

Cell phone (52) 331-262-6196