



PUBLISH WITH PURPOSE

A Goal-Oriented Framework
for Publishing Success

SAMPLE CHAPTER

TARA R. ALEMANY

Foreword by Penny Sansevieri



Publish with Purpose: A Goal-Oriented Framework for Publishing Success

Copyright © 2019 Tara R. Alemany

Cover design by Mark Gerber

Cover illustration copyright © 2019 Mark Gerber

All rights reserved. No part of this book may be used or reproduced by any means, graphic, electronic or mechanical, including photocopying, recording, taping or by any information storage retrieval system, without the written permission of the publisher except in the case of brief quotations embodied in critical articles and reviews.

Some of the links included in this book may be affiliate links. This means if you purchase an item through an affiliate link, Emerald Lake Books will receive a commission. We only recommend products and services we believe in. However, you should always evaluate a product or service yourself before making a buying decision from anyone.

Books published by Emerald Lake Books may be ordered through your favorite booksellers or by visiting emeraldlakebooks.com.

ISBN: 978-1-945847-15-8 (paperback)

978-1-945847-16-5 (epub)

978-1-945847-18-9 (large print)

978-1-945847-19-6 (audiobook)

Library of Congress Control Number: 2019904145

*This book is dedicated
to our Emerald Lake Books authors,
past, present and future.*

Thank you for allowing us
to dream with you
and, in so doing,
discover the things we need to know
to be the best we can be.

FOREWORD

IN MY 19 YEARS in the book marketing business, I've discovered that the one thing, and main thing, that authors forget to consider is goals. When I speak to authors and ask them what their goals are, they always say, "book sales." But this isn't a goal—this is a by-product of having good goals and following the reader path.

When Tara first asked if I'd write the foreword for this book, I was honored, but also wasn't sure what to expect. Frankly, there are a lot of books on the market about publishing. But as I turned the pages of this book, I was pleased to discover that *Publish with Purpose* is unlike any other you've read before.

Yes, it's a book on writing. Sort of... And it's also a book on marketing. Sort of... But what it really is, is a cross-over book that looks at how writing and marketing (and everything else you do related to your book) are interconnected.

And that's what makes this book different.

Identifying your goals early on will help you in ways I can't even properly articulate. Many times, I see authors jump into the deep end of the swimming pool that is "publishing." They paddle around, hoping for the best. And while the idea of jumping in is certainly admirable, this will rarely lead to a successful pursuit of your dreams.

Authors often (okay, always) ask me what sells books, and the truth is... no one knows for sure. But most of us who have been

in the industry know what does not sell books, and launching your publishing journey without large and small goals never leads to success.

They say that “success leaves clues” and this is incredibly true. When you look at successful authors who are doing well, and selling books, there is one constant with them—they have a plan and a strategy, and they keep after it, over and over again. And that’s where this book comes in.

The exercises and case studies Tara has brilliantly crafted in this book will help you set your own goals. And, as we already know, real goals, especially goals that focus on reader engagement, aren’t only more lucrative, they’re more rewarding psychologically, and they’ll push you to keep going even when things get hard.

So, I encourage you to read this book, do the exercises, and identify the goals that mean the most to you to pursue. Because these goals will help identify the most productive marketing tactics for you and your book, and that will take some of the “chore” out of being a successful writer.

Plus, charting your success against the goals you create, instead of purely sales, will make for a much more satisfying journey, even as your book sales naturally increase.

Penny Sansevieri
CEO, Author Marketing Experts

INTRODUCTION

I GREW UP LOVING BOOKS. They were my escape—my safe haven in a home filled with great turmoil. They were also my classroom and playground. They made me braver than I believed, stronger than I feared, and smarter than I thought.

As an adult, books have exposed me to more mentors than I could ever work with directly, allowing me to grow into the entrepreneur and human being I want to be. Any knowledge I could ever want is forever at my fingertips thanks to books. I can learn from experts who are popular today or sages who lived hundreds of years ago. And through books I have written, I can speak to thought leaders who are yet to come.

It was only when I began to sit on the other side of the page, as the one to write the words for someone else to learn from and escape into, that I finally saw that being an author was so much more than just imparting knowledge. It was granting freedom, both to my reader as well as myself.

When I wrote books for my business, it spared me from having to work in close contact with people who didn't appreciate what I had to offer. By letting people experience my unique brand of expertise and humor, they could decide whether I was a good fit for them without any pressure from me or my having to endure the agony of cold calling prospects.

Writing my books opened doors to speaking engagements, joint ventures, partner collaborations and other opportunities

that grew my business organically. And this enabled me to attract clients who were a good fit to work with my company rather than going through the awkward cycle of pitching my services and hoping for a positive response.

I learned along the way that there is a right way and a wrong way to do this. Let me start first with the wrong way, because this book is all about how to do it the right way. And the wrong way is something I see happen way too often.

The wrong way to write a book is to sit down and do a brain dump of everything you want to say.

What? Isn't that what we're supposed to do? Share all our deep wisdom and knowledge?

The answer is "yes," but it must be done within a certain framework.

Let me share a quick story to illustrate my point.

When I was in my 20s and 30s, I spent years working in computer software development. I was a technical writer, and I often served as the liaison between software developers and the end-users who would be working with the software when it was released.

The developers were happy little coders who created functionality they thought would be useful, cool or just plain fun to use. But oftentimes, they did their development work with little input from the users. And we regularly discovered that the techies had no idea how real people were going to be using their software. So the functionality or interfaces the developers thought would be good to create repeatedly caused problems for those required to use the system.

I often see the same thing happen when people write a book (or even content for their website).

These authors are guilty of writing the content they want to share with little thought regarding who they're writing it for. They have a message they're passionate about sharing, so the exercise is more about getting out the words that are in their heads than communicating with someone specific.

While that technique may work well for some fiction writers, it defeats the purpose of writing a book for most nonfiction authors—and, indeed, quite a few fiction writers as well.

Most nonfiction writers have a specific message they want to communicate, and if they do that without giving thought to who their audience is, their message can easily fall flat.

And fiction writers targeting, for instance, a juvenile market need to spend quite a bit of time considering their reader. They need to align the vocabulary they use and the information they share with the grade levels of the kids who will be reading their books, especially if they hope to get their texts and stories into school systems.

Goal-Oriented Publishing

Seeing how frequently books are written without regard to their readers led us to develop a process that we use with the authors we work with at our publishing company, Emerald Lake Books. We call this technique our “goal-oriented publishing” framework.

This framework consists of three main parts, each of which aligns with a certain set of activities and stage of the publishing process.

- ✓ The first focuses on the reader and the experience the author wants them to have.
- ✓ The second addresses the author and their business, even if their business is only as a professional writer.
- ✓ And the third area concentrates on the book and its overall impact.

Each focus involves different activities and yields different benefits, and we'll go through those in more detail in the pages that follow.

But by creating goals for each of these focus areas, this framework enables the author to be more intentional about their writing, the design of the book, their marketing plan, and the supporting materials needed for their book. It also redefines what "success" means to them. Instead of focusing on selling a specific number of books as their benchmark for success, the author shifts their focus to the outcomes they want their reader to experience, their business to achieve, and their book to create.

The sad truth is, most books never sell more than 250 copies over their lifetimes. But we consistently find that, when our process is used, our authors easily sell those 250 copies or more during the first few months after their launch. Much of their success comes down to the fact that they're not focusing on book sales but on other measures they feel passionate about and capable of achieving. The sales just naturally follow.

The aim of goal-oriented publishing is to help you see beyond your book to the impact you can have when you publish with a specific purpose in mind.



KNOW YOUR IDEAL CUSTOMER

BEFORE WE DIVE into the goal-oriented publishing framework, though, let's take a moment to define the ideal customer for your business.

For those of you who are writing because you're a professional author, this customer is the person who will purchase your book, but not necessarily the one who will read it. For example, in the case of children's books, it is rare for kids to actually be the buyers. Usually it's a parent, grandparent, librarian or teacher who purchases the book for them to enjoy.

However, if you're writing this book to build another business, this is the client you hope to attract after they have read your book.

Create a Customer Avatar

If you've ever worked with a business coach or a customer relationship management system (CRM), one of the first things they probably had you do was create a customer or client avatar. This is a fictional character that represents a composite of your ideal customer or client. When it's complete, you'll have a better understanding of the underlying motivating beliefs, fears and secret desires that influence their buying decisions.

Google the term "client avatar template" or "customer avatar template" and you'll find a variety of resources to help you. Hubspot (offers.hubspot.com/persona-templates) and

DigitalMarketer (digitalmarketer.com/blog/customer-avatar-worksheet/) both provide templates we think work well.

To give you an idea of what goes into a customer avatar, we'll share two of ours. They follow a simple format derived from the Hubspot and DigitalMarketer templates, where we describe the following:

- ✓ **Basic demographics** – Understand who they are as a person and what their life circumstances are like. This can help strengthen the bond between you and define targeting options in advertising. It can also be a guide as you brainstorm service and product offerings that fit their unique circumstances.
- ✓ **Goals/Aspirations** – Be clear on their goals and aspirations, so you know what they're trying to accomplish. This may serve to drive the products and services you offer as you grow, as well as help you write copy that resonates with this audience.
- ✓ **Values** – Discover what they're committed to being and doing, and how they want to show up in the world. As with understanding their goals and aspirations, understanding what they value ensures you can communicate with them in language that captures their hearts and minds.
- ✓ **Information sources** – Identify their favorite sources of information. This may suggest potential advertising and targeting options when it comes time to connect with them.
- ✓ **Challenges** – Explore the difficulties your ideal client is facing. When you can demonstrate that you provide solutions to those problems, you'll have their full attention.

- ✓ **Pain points** – Go beyond just the challenges they face to look more closely at what causes them pain. Oftentimes, this is associated with a failure or a fear they have, and it will fuel many of their objections to working with you. Demonstrating sensitivity to that pain point while showing how your solution addresses them will be key to gaining their trust.
- ✓ **Objections to the sale** – Identify any objections they may have to the sale so that you can address them before they arise, as often as possible.

You are welcome to create as many client avatars as you need to define your customer base. However, if your marketing is to be effective, it's not reasonable to market to more than one avatar at a time.

The best way to formulate your client avatar is to look at your existing customer base and see what commonalities you can find in the clients you enjoy working with the most. Then, create a list of the thoughts, experiences and characteristics they share in common. Evaluate it to see if there are other traits you'd like your ideal customer to have or variations on existing traits that work equally well for you. Then, consider whether there are traits in the list that don't work well for building the business you want, and remove all of those.

While this exercise is always easier to do once you have a history of sales, social media engagement and website traffic to look back on, that doesn't mean you can't complete it if you are new in business. If you don't have existing customers to base it on, imagine who you'd like to have buy your books, products or services (whatever it is you sell). Do you have a friend or neighbor who would be an ideal customer for you?

Use them to formulate your list of thoughts, experiences and characteristics.

The important thing to remember is, if you're following our methodology, you aren't creating your avatar right now. While most client avatar templates will have you jump right into creating your avatar, the way we do it is a bit different.

We have you start by listing the important elements that define the viewpoint, background and behaviors of your ideal customer. It's only after we've created these lists that we're going to mix and match elements to create specific avatars for marketing purposes. Approaching your avatar this way enables you to quickly and easily create numerous avatars without a significant amount of extra effort.

The Brainstormed List

For your brainstormed list, focus on each specific area of the avatar you'll eventually want to create.

- ✓ Basic information
- ✓ Goals and aspirations
- ✓ Values
- ✓ Information sources
- ✓ Challenges
- ✓ Pain points
- ✓ Objections to the sale

When you begin listing **basic information** about the person, this doesn't necessarily include typical demographic information (like gender, age, education and marital status). For this part of the exercise, those may not be necessary to paint a clear

picture of your ideal client and where they are in life. But you'll want to add them later, when you create your avatar.

To give an example, we describe our ideal customers as “positive people who have an engaging, exciting or entertaining message to share with the world.” While we often will work with an author who is a successful entrepreneur hoping to use their book to deliver an important message and help grow their business, that's not always the case.

For their basic information, our ideal customer has at least 5 of the following characteristics:

- ✓ In business a minimum of 3 years.
- ✓ In business 5-7 years.
- ✓ In business 8-10 years.
- ✓ In business 10+ years.
- ✓ Annual business revenue of at least \$125K.
- ✓ Annual business revenue of at least \$250K.
- ✓ Annual business revenue of at least \$500K.
- ✓ Annual business revenue of \$1M+.
- ✓ Develops new products or services to keep clients coming back.
- ✓ Develops new message to keep clients coming back.
- ✓ Has multiple levels of services.
- ✓ Plans to have multiple levels of services.
- ✓ Has worked with a business coach, so they understand the value of receiving guidance from an expert.
- ✓ Attends business conferences, TEDx talks or industry conferences to network and gain more visibility.

- ✓ Speaks at business conferences, TEDx talks or industry conferences to network and gain more visibility.
- ✓ Participates in an organization that freely supports, connects and promotes its members.
- ✓ Participates in an organization where members freely support, connect and promote each other.
- ✓ The manuscript is ready (or almost ready) to edit or to be submitted to a publisher.
- ✓ Is within 30-45 days of making a decision about which publisher to work with.
- ✓ Is based in the U.S.

You may note that some of the characteristics seem contradictory, like “Has multiple levels of services” and “Plans to have multiple levels of services.” But that’s because we’ll pick one or the other for our avatar. Both work well for our business, so either one is acceptable to us.

However, the more of these traits a potential customer has, the better a match they are for our business.

Here’s a list of the **goals and aspirations** of our ideal customer:

- ✓ Has a story, but needs to clarify the message.
- ✓ Knows their audience.
- ✓ Is passionate about their topic and convinced that it’s worthwhile and will help others.
- ✓ Loves to dig deeper into their area of expertise.
- ✓ Is intellectually curious and values learning.
- ✓ Enjoys the writing process and is committed to sharing what they know.

- ✓ Has a business that is running well, but wants to become a recognized leader.
- ✓ Is a recognized leader whose business is running well, but wants this book to enter a new space or refresh an existing message.
- ✓ Recognizes the need to keep their message fresh, so will publish every 2–3 years.
- ✓ Sees that growth is leveling off and recognizes the need to invest for new growth.
- ✓ Values building their sphere of influence through networking and social media.
- ✓ Recognizes that a book is a means to achieve a higher quality of life for themselves and their family.
- ✓ Has calculated business growth goals rather than being driven by “New Year’s resolutions.”
- ✓ Has an achievable goal for business and sees a book as laying the groundwork for success.
- ✓ Doesn’t know much about publishing, and wants help to do that.
- ✓ Recognizes the benefits of having the right people doing the right jobs.
- ✓ Values professionalism.
- ✓ Wants to capitalize on the expertise of others.
- ✓ Is interested in and actively pursuing personal development opportunities.
- ✓ Wants to grow as a person.
- ✓ Seeks to break through to the next level and is intent on getting it right.

- ✓ Is willing to look for guidance to shortcut the process.
- ✓ Likes to recommend good resources to people they care about and connects people to each other in their network.
- ✓ Is excited about writing a book and wants to learn more about the publishing process.
- ✓ Is excited about writing a book, but doesn't want to participate any more than necessary in the publishing process.

Once again, you'll see some conflicting elements, but that's because we're going to mix and match these variations to create a specific avatar that will represent the person we're trying to reach with a specific campaign.

They get most of their business **information** from these sources:

- ✓ Reads *Inc.*
- ✓ Reads *Forbes*.
- ✓ Reads *Business Insider*.
- ✓ Reads *HuffPost*.
- ✓ Reads Hearst Media (regional media).
- ✓ Reads trade journals and industry news sites.
- ✓ Follows Brendon Burchard.
- ✓ Follows Darren Hardy.
- ✓ Follows Mike Michalowicz.
- ✓ Follows Tony Robbins.
- ✓ Follows Russell Brunson.
- ✓ Watches TEDx Talks.

- ✓ Watches Shark Tank.
- ✓ Attends at least one webinar a month.

These are some of the **challenges** our ideal customer faces:

- ✓ Realizes that visibility is not yet as broad as needed to achieve business goals.
- ✓ Understands the importance of having a social platform, but is not using it as efficiently as they can.
- ✓ Has at least 1,000 followers across all platforms, but recognizes the need for a larger following.
- ✓ Wants to 10x their following.

The **pain points** they're wrestling with include the following:

- ✓ Tried to write a book on their own in the past, and it hasn't worked out for them.
- ✓ Tried to publish a book on their own in the past, and it hasn't worked out for them.
- ✓ Tried to build their business with a book on their own in the past, and it hasn't worked out for them.
- ✓ Knows there are better uses of their gifts and talents than continuing to try to figure it out on their own.
- ✓ Is so passionate about this book that it's almost driving them mad that they can't get it done faster. The book is driving them forward, rather than them trying to push it out. It's taken on a life of its own, and they need someone to help them with the birthing process.

And their **objections** to buying our services include the following:

- ✓ Is concerned about the exclusive license clause in our publishing agreement.
- ✓ Worries about the cost of our services: will they sell enough copies to cover the cost of publishing?
- ✓ Don't want to change what they've written.

Once you've created your own lists for each of these sections, it's easy to mix and match qualities to create as many different avatars as you want. And because they are each based on qualities you know are important to you, they will all work. It's just a matter of fine-tuning the messaging so that it resonates with the right people.

The more details you can provide that illustrate the complexities of your ideal customer, the better you'll be able to target your content and marketing.

Creating Your Avatar

For many of the customer avatar templates you'll find on the internet, this is where they have you jump in. We find it a bit more challenging to start here, though, because there are so many qualities that are shared among our ideal customers. The avatars are more often about the differences between them. So, when we have a list of everything that's true about our ideal customers, it almost doesn't matter how they are combined to create an avatar, which makes this part of the process so much easier. After all, when it's hard to go wrong, why wrestle with it so much?

Oftentimes, this is where adding more demographic information helps, even if those demographics don't matter as much to your business. For example, we work with both male and

female authors, so gender is not a defining characteristic for our ideal list of traits. But when marketing to someone, we can help readers self-select more easily if we're specific about who we're talking to.

So, pulling from our lists that I shared earlier, here are two distinct avatars that would both work well for us. We've added in some personal demographic information by using the insights from our social profiles and analytics from our website to see who's already interested in what we have to offer. This enables us to refine our marketing copy and advertising targeting to reach our ideal customers more effectively.

MEET VERONICA WORDSMITH

Basic Demographics:

- ✓ Female, aged 45–65 years.
- ✓ Lives within a 75-mile radius of New York City.
- ✓ In business 7 years.
- ✓ Annual business revenue of \$135,000.
- ✓ Plans to have multiple levels of services.
- ✓ Has worked with a business coach, so she understands the value of receiving expert guidance.
- ✓ Participates in an organization that freely supports, connects and promotes each other.
- ✓ Has a manuscript ready to edit and is ready to begin working with a publisher.

Goals/Aspirations:

- ✓ Has a story, but needs to clarify the message.
- ✓ Is passionate about her topic and convinced that it's worthwhile and will help others.

Publish with Purpose

- ✓ Loves to dig deeper into her area of expertise.
- ✓ Has a business that is running well, but wants to become a recognized leader.
- ✓ Has an achievable goal for business and sees a book as laying the groundwork for success.
- ✓ Doesn't know much about publishing, but wants help to do that.
- ✓ Is willing to look for guidance to shortcut the process.

Information Sources:

- ✓ Reads *Forbes*.
- ✓ Reads *HuffPost*.
- ✓ Follows Brendon Burchard.
- ✓ Follows Darren Hardy.
- ✓ Watches TEDx Talks.
- ✓ Attends at least one webinar a month.

Challenges:

- ✓ Knows visibility is not yet as broad as it needs to be to achieve business goals.
- ✓ Wants to 10x her following.

Pain Points:

- ✓ Tried to build her business with a book on her own in the past, and it hasn't worked out for her.
- ✓ This book has taken on a life of its own, and she needs help with the birthing process.

Objection to Sale:

- ✓ The cost of our services: will she sell enough copies to cover the cost of publishing?

MEET MARK SALÓT

Basic Information:

- ✓ Male, aged 25–45.
- ✓ Lives in a rural area.
- ✓ In business 4 years.
- ✓ Annual business revenue of \$225,000.
- ✓ Develops new services, products or message to keep clients coming back.
- ✓ Has multiple levels of services.
- ✓ Attends industry conferences to network and gain more visibility.
- ✓ Is within 30–45 days of making a decision about which publisher to work with.

Goals and Aspirations:

- ✓ Knows his audience.
- ✓ Is passionate about his topic and convinced that it's worthwhile and will help others.
- ✓ Loves to dig deeper into his area of expertise.
- ✓ Is intellectually curious and values learning.
- ✓ Enjoys the writing process and is committed to sharing what he knows.
- ✓ Values building his sphere of influence through networking and social media.

- ✓ Recognizes that a book is a means to achieve a higher quality of life for himself and his family.
- ✓ Recognizes that it's beneficial to have the right people doing the right jobs.
- ✓ Seeks to break through to the next level and is intent on getting it right.
- ✓ Is excited about writing a book, but doesn't want to participate more than necessary in the publishing process.

Information Sources:

- ✓ Reads trade journals and industry news sites.
- ✓ Follows Mike Michalowicz.
- ✓ Follows Russell Brunson.
- ✓ Watches Shark Tank.

Challenges:

- ✓ Has at least 1,000 followers across all platforms, but recognizes the need for a larger following.
- ✓ Wants to 10x his following.

Pain Points:

- ✓ It's not the best use of his gifts and talents to try to figure out publishing on his own.
- ✓ He is so passionate about this book that it's almost driving him mad that he can't get it done faster.

Objections to Sale:

- ✓ He doesn't want to change what he's written.

When you have a solid brainstormed list of ideal customers, you'll be able to quickly and easily create as many avatars as you need, yet still feel assured that each avatar represents a customer you'd enjoy working with.

As you continue to grow your business and expand your readership, remember to refine your brainstormed list by adding new characteristics and deleting ones that no longer work for you.

Don't Be Afraid to Go After the Niches

One of the concerns people often raise about creating a customer avatar is that it provides too narrow a view of their ideal client. What they're missing, though, is that there will still be many people who fit that description, even when they're as detailed as possible.

And the more focused you can make your topic, the better off you are.

If you're writing a book on mastering social media, selecting a specific platform to focus on will help draw the attention of readers interested in learning more about that particular platform. But someone in marketing would use that platform, whichever one it is, differently from an artist. So, writing a book on "How to Get the Most Out of Instagram for Photographers" would quickly enable potential readers to determine if that book was right for them. Are they a photographer? Are they interested in Instagram?

Being able to define your reader at that level makes it easier to determine the scope of your book as well. For example, a book for photographers should probably include sections on the best lenses, settings and filters to use when taking photographs, which a more casual user of Instagram would be less interested in.

The Money Is in the Niches

We have found that the more we cater to the niches, the easier it is to sell books. And if you're using your book to build a business, it becomes easier to identify eager prospects. Casting a wide net does not work well when using a book to build a business. If your business truly is suitable for a larger audience, you'd be better off writing a series of books, all based on a similar premise with modifications targeting specific readers.

Using our Instagram example above, you might create a series of books covering similar content but different readers. For example:

- ✓ “How to Get the Most Out of Instagram for Marketers”
- ✓ “How to Get the Most Out of Instagram for Speakers”
- ✓ “How to Get the Most Out of Instagram for School Systems”
- ✓ “How to Get the Most Out of Instagram for Baby Boomers”
- ✓ ...and more.

You might find that 70% of the content is the same across all the books in the series, but that other 30% allows you to speak to a specific reader and grab their attention.

Our best-selling titles are on exceedingly niche topics

At the end of 2018, the best-selling titles in our catalog at Emerald Lake Books were about exceedingly niche topics. One was a book on omni-channel retail, which I had never even heard of until my first conversation with the author, and another is a book written for people who want to raise pastured poultry in their backyards.

We'll talk a bit more about each of those later in this book. But the main message I want to get across here is this: don't be afraid to write a book that is purposely aimed toward a limited audience.

It is actually much easier to sell, because readers will be able to tell right away whether or not it is for them. If you don't have a backyard or you're not into the idea of raising your own chickens, you probably won't be interested in stress-free chicken tractor plans. (Unless you want to find out what chicken tractors are!)

You Can Always Expand Later

Even if you decide that your book will have a wider audience, I encourage you to create these customer avatars so your marketing can be written in a way that connects with them. You can always create more avatars and marketing plans along the way.

To read more of this book, please visit us at
emeraldlakebooks.com.



EMERALD LAKE
BOOKS

CONTENTS

| | |
|---|-----------|
| Know Your Ideal Customer | 1 |
| Create a Customer Avatar | .1 |
| Creating Your Avatar | .10 |
| Don't Be Afraid to Go After the Niches | .15 |
| The Money Is in the Niches | .16 |
| You Can Always Expand Later | .17 |
| Know Your Ideal Reader | 19 |
| Dear Reader Exercise | 20 |
| Sample Dear Reader Letter (Fiction) | .31 |
| Align Your Topic with Your Avatar | .33 |
| Know What You Want to Achieve | 37 |
| Educate, Inspire or Entertain | .41 |
| Build Your Mailing List = Generate Leads | 42 |
| Encourage Engagement | 44 |
| Establish Expertise | .45 |
| Secure Speaking Engagements | .50 |
| Increase Fees | .52 |
| Create Partnership Opportunities | .53 |
| Build a Community | .55 |
| Passive Income | .55 |
| Set the Record Straight | .59 |
| Claim Your Success | 63 |
| Dear Author Exercise | 66 |
| Yardstick for Marketing Plan | .78 |
| Do the Work! | 85 |
| Embracing the Purpose Beyond the Purpose | 89 |
| Identifying Your Purpose Beyond the Purpose | .93 |
| Where to From Here? | 97 |

PRAISE FOR *PUBLISH WITH PURPOSE*

This book is absolutely packed with the most meaningful and valuable insights into publishing your book for today's author. A "must have" for any author pursuing tremendous success while following a tried and true publishing strategy. Don't write another word without first devouring *Publish With Purpose*. LOVE IT!

Annie Jennings
acclaimed publicity expert and
CEO of the famous national PR firm, Annie Jennings PR

I love the whole concept behind *Publish with Purpose* because I believe in the power of books to make a difference in the world. This brief guide covers many important topics you need to consider when writing a book with a mission. Highly recommended!

Stephanie Chandler
author of *The Nonfiction Book Publishing Plan* and
CEO of the Nonfiction Authors Association

Tara Alemany packs a lot of wisdom and dead-on advice in this guide to knowing what you want to accomplish and who you want to serve with your next book. I highly recommend it.

Sandra Beckwith
author and book marketing coach, Build Book Buzz

Tara Alemany and her new book *Publish with Purpose* are a remarkable resource for all authors. The book not only helps authors plot their course, but create an impactful and meaningful manuscript and bring it to life. Writing isn't easy, but this book helps readers make thoughtful and strategic decisions to build their brand, connect with their audience, and create a strong branding opportunity in the form of a polished and well-written book. No matter where you end your journey as an author, this is where you should begin.

Justin Spizman
Book Architect and Georgia Author of the Year

Tara Alemany has made a name for herself as a recognized leader in the publishing industry. I wish I had this book when I was trying to navigate my journey to market.

Angelina Assanti
President of the Florida Authors and Publishers Association

Tara published this book with a purpose. That purpose being to help you get the book you've always wanted to write out of your head and into the hands of eager readers, where it can do your career the most good. Her "no fluff" writing style gets right to the point. You'll discover the many benefits of being a published author that you may not have considered before, and see case studies where her clients are using what she shares in this book to great success. Her deep knowledge and experience in the publishing industry is evident and you'll learn how to connect with your reader even before you write a single word to achieve the success you want most!

Robert Imbriale
business coach and host of Coach's Corner Podcast

Want a simple way to share the vision and goals for your book with your editor, book designer, marketing team and publicist? The exercises in *Publish with Purpose* will give you the tools you need, and your team will thank you for it!

Michele DeFilippo
owner, 1106 Design

OTHER BOOKS BY TARA R. ALEMANY

The Plan that Launched a Thousand Books

The Best is Yet to Come

COMPILATIONS WITH TARA R. ALEMANY

The Character-Based Leader

My Love to You Always

Celebrating 365 Days of Gratitude (2013 ed.)

80 Easy Ways to Supercharge Your Business Growth

