



# 10 Ways to Save 10K on Your Next Book

When you finally make the decision to write that book, you realize you have to pay for that book, too, if you want it to be done well. Getting a good book out there can be pretty expensive, but when you do it right, it can save you money in the long run.

## 1 Put together a blueprint.

You would never build a building without a blueprint, so don't try to do it with your book. Create an outline that's substantial enough to give you a chapter by chapter breakdown of your book and of your vision. This will lead you in the right direction from the start and help guide you to the finish line.

## 2 Have mission statements.

You should give your book a mission statement; each chapter should have a mission statement, too. Beyond a basic outline, mission statements create crystal clear focus and order in your book. You won't have to explain things multiple times, and you'll be less likely to repeat yourself throughout the process.

## 3 Process before writing.

A lot of writers start writing and try to find their way in the process, which ends up costing time and money. By processing what you want to say before you begin writing, you can avoid losing money because of word count, and time due to wondering while writing.

## 4 Create a design brief.

A design brief will include book covers that you like and those that you don't. It's helpful because it gives your designer all the information they need to understand your style and what you want. It saves time and money because it will prevent "back to the drawing board" situations. Most importantly, it will make a book cover that your readers will actually be drawn to and want to pick up.

## 5 Proof, then proof again.

We've seen authors waste hundreds of thousands of dollars in this process. Don't skip proofing. Proofread from a printed manuscript, read it frontwards, read it backwards, and read it out loud. Along the same lines as proofing, make sure you've got a really good editor — they can make all the difference in the end product.

## 6 Get an initial printed copy.

Before you order any inventory, make sure that you get a printed proof copy, along with a soft copy, which is a digital proof of your book. Get them both and make sure everything is as it should be before you place a large order for inventory.

## 7 Make a plan for initial inventory.

When you order a large inventory of books, there's an initial cash outlay for the books themselves, and there's an inventory cost (even if the cost is the terrible reminder of seeing them every time you pull into your garage). Don't order inventory without a plan for where the inventory is going and when it will start moving.

## 8 Beware of the cost multiplier.

Word count is a cost multiplier of your book. The more words you have, the more it's going to cost to edit, proof, lay out, print, and ship. Get the job done, but be as concise as possible. Sophistication resides in simplicity. It also saves you a lot of money.

## 9 Be their favorite client.

One way to do this is by kindly and clearly setting expectations, and communicating consistently. To get a book done right — and on time — you're going to need a team of people working on your project front to back. You'll need a designer, an editor, a proofer, a printer. These are the people who will turn your idea into a finished product. Be pleasant to work with and be their favorite client. It'll go a long way when it's time for your book to launch.

## 10 Allow a 90-day launch period.

Give yourself time to prep your audience, get them interested, and create more interest with a 90-day launch plan. Don't try to launch your book in one week. A slow and steady approach can lead to great success, so don't rush it!

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## Ready to get those words in print?

If you want to produce a book that's going to outlast your lifetime, you need talented people on your team. So make the investment — you'll never regret it. **Book a discovery call with our team today to get started!**