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THE CHARISMA 1% CLUB™

**Charisma Power Booking™: The Book Writing Process
for Your Professional Knowledge Brand™ (PKB)**



Gaynor Hardy, MS, CBC, CTC, CTRS-E

Charisma Power Booking™: The Book Writing Process for Your Professional Knowledge Brand™ (PKB)

A book is a lifetime asset for your Professional Knowledge Brand™ (PKB). It's also a lot of work!

Everybody has at least one book inside them. We truly believe this.

However, not everybody should write a book. And the reason why is because for some people, if their primary motive is just short term, either make some money with some sponsorship dollars for social media or a speaking engagement or they just want to take some trips around the conferences they are presenting at which is a great and rewarding path to take. You can help others, supplement (or even replace your income), and enjoy these experiences on this path.

If this sounds like your goals for your Professional Knowledge Brand (check out [The Bank Your Brain Blueprint™](#) eBook or [full-length book](#) for more detail) business, then committing to writing a book is probably not the right move. Why?

To write a meaningful book to support your PKB is time consuming, intense, and it can be expensive as well, much of which you may not immediately see ROI on. There are many factors at play, depending on the kind of book that you want to write, and how you want to market it, plus how you distribute it.

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However, having at least one book to support your brand does distinguish you and gives you a solid anchor for your PKB platform.

It also gives you a rich vault of content, fodder for blogs, podcasts, interviews, articles, lead generation activities, and of course, speaking. Most of all, a book solidifies your PKB USP, positions you as a credible communicator, and expands your revenue opportunities as an expert in your field and an authority.

Remember, if you are using a book to leverage your PKB, it has to be beneficial for your audience. After all, it's an investment to write a book, but it's also an investment to read one.

Will a book help you sell your PKB brand? It will be a very strong pillar of your platform, yes, if you do it well. This is the process I have used to help many authors get started with their book and actually complete them:

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Phase 1: The Audit

- A) Audit of your assets, the things that you've already developed, and the things that would fit into your one controlling idea for your book.
- B) Write a business plan similar to what we covered now, but much more detailed on the marketing strategy and tactics.
- C) Distribution choices will be made as to whether you self-publish this book, put it on Amazon, or pitch a publisher?

Phase 2: The Outline

- A) Outline for the key takeaways your book will deliver to your readers.
- B) Define what your audience will receive if they invest their time in reading your book.
- C) Develop your controlling theme. What is the main overarching message of your book?
- D) What pivotal points and illustrative examples will you use to transfer your PKB intellectual assets to your audience?

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Phase 3: The Framework

- A) Determine how you are going to tie all of your ideas in a system, a philosophy, or some other organizational structure.
- B) Determine the number of chapters and their titles as a guide for the content.
- C) Write the back cover copy to ensure you have a synopsis in your head of what your book is about and what its deliverables are.

Phase 4: The Writing Begins

- A) Establish a non-negotiable writing schedule.
- B) Start writing the book according to the outline.
- C) Keep writing until it is done. You can, of course, hire a ghostwriter to help you here.

Phase 5: Editing and Proofreading

- A) Proofread and polish your manuscript until it is as perfect as you want it to be.
- B) Edit and ask others to help (or hire an editor).

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Phase 6: Publishing!

- A) This step will depend on which route you want to go in terms of self or commercial publishing and distribution.
- B) Get your book into the market and sell!

A Book Can Be a Powerful Piece of Your PKB

A book is definitely not something to approach haphazardly, because as you can imagine, book writing is a long process compared to social media or doing some blog posts or a webinar. However, if you have a book, creating the content for these smaller content needs becomes infinitely easier.

Once you actually have a book, you can use the BYB Blueprint to create a marketing strategy for it (of course in Phase 1 above, you created a business plan so you should have a strong starting point).

A book is just one piece of a PKB platform. For many thought leaders and Golden Guides that I work with (check out it represents a goal, a pinnacle for a lot of speakers and thought leaders giving them a strong launching pad for everything else they plan to do.

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Will a book help you sell your PKB brand? It will be a very strong pillar of your platform, if you do it well. If you would like to start this journey, please contact us for more information if you are ready to join The Charisma 1% Club and if you want to learn more about monetizing your Professional Knowledge Brand check out The Bank Your Brain Blueprint™ on Amazon or get the starter guide here.



Gaynor Hardy Meilke,
MS, CBC, CTC, CTRP-E
Chief Opportunity Officer

Charisma

- 📞 517-918-9353
- ✉️ Gaynor@Charismaink.com
- 🌐 Charismaink.com
- 🌐 [Connect on LinkedIn](#)