

Bespoke Books

**DONE-FOR-YOU COMPLETE BOOKS, DESIGNED TO HELP
YOU BUILD YOUR BRAND, ESTABLISH YOUR AUTHORITY AND
EXPERTISE, AND GROW YOUR BUSINESS.**

FROM PREMIUM GHOSTWRITER MEG LEADER



Why Hire Me?

- ▶ I am **a proven author with nearly 20 published books** including major publishers, including Bantam, MIT Press, Oxford University Press. Between 3 and 4 more books under my pseudonyms will appear on Amazon this year.
- ▶ I have **30+ years of writing for publication**, editing, and helping other writers succeed.
- ▶ I offer **a complete package: not only creating the manuscript, but ALSO editing, and packaging the book ready for publication.** You need do nothing except publish it online.
 - ▶ ***You get a product that can be listed on Amazon the day you get the files from me.***



What Does a Book Do for Your Business and Career?

**5 KEY BUSINESS
ADVANTAGES A WELL-
WRITTEN BOOK GIVES YOU.**



Why You Need to Write a Book

- ▶ It establishes your authority and credibility in your field.
- ▶ It enhances brand visibility and recognition.
- ▶ It creates valuable marketing and PR opportunities.
- ▶ It generates leads and drives business growth.
- ▶ It provides long-term value and ROI.



Why Not Write It Yourself?

**PROS AND CONS OF WRITING
YOUR BOOK YOURSELF**



Why Not Do It Yourself (DIY)?

Advantages to DIY

- ▶ The book will say exactly what you want it to say
- ▶ You control the entire process of creating the book.
- ▶ The book is your creative genius you can take pride in.

Disadvantages to DIY

- ▶ Writing a book is **hard** and takes many hours to complete.
- ▶ A book isn't the same as a business report or letter; it takes different types of writing skills.
- ▶ If English isn't your first language or you're not a fluent writer, it can (and will!) trip you up on grammar, spelling, idioms, usage, etc.
- ▶ Many people dislike writing, making the task even harder.
- ▶ Do you have the expertise needed to prepare a coherent book that captivates readers while building your brand and authority?

How to Create Your Business Book Using DIY

**DIY REQUIRES MUCH MORE
THAN JUST PUTTING THE
WORDS ON PAPER.**



The DIY Method

Task	Time to Complete	Cost	Comments
Write the book draft (35,000 to 45,000 words)	Minimum 3 to 12 months part-time; 250 to 1000 hours <i>minimum</i> . Plus time to coordinate all tasks below.	Your hourly income ~\$200/hour; Equiv. of \$50,000 to \$200,000.	Lost opportunity costs for income generating tasks. Also: 90–95% of writers never finish their books!
Hire editors to edit, copy-edit, and proofread the ms.	Typically 4 to 8 weeks (depends on editors & book)	\$4,000 to \$20,000	Est. for 40,000 word book; cost based on quality and complexity of book.
Buy any artwork needed	Typically 1 week unless specialty art needed	\$10 to \$50 and up <i>per image</i> .	This is optional. Most business books use no artwork or only royalty-free art.
Hire professional cover artist for cover for book	Typically 2 to 6 weeks; can take longer if need unique cover art or a name artist.	\$500 to \$1,500+	Price and time depends on artist and their schedule; can order cover while edits happening
Format book interior	Typically 2 to 3 weeks	\$500 to \$2,500	Depends on complexity of design.
Create book index	Typically 1 to 2 weeks	\$600 to \$1,200	Cannot be done until formatting done so page numbers are known

All costs shown are based on June 2024 research with professional organizations for current pricing and rates.

TOTAL DIY COST OF YOUR BOOK

- ▶ The cost to write your book, edit it, format it, and do all other tasks in a DIY format:
 - ▶ ~\$57,000 at the low end
 - ▶ ~\$225,000 at the high end
- ▶ **The biggest single cost is the lost opportunity cost since writing the book generates \$0 as you're writing, while that time could be spent in far more lucrative actions for your business.**



CAVEAT About DIY Efforts

- ▶ Except for writing the book, nearly all other tasks (i.e., editing, production, artwork & cover, and packaging) require professionals if you want a book you'll be proud of.
- ▶ These are very specific skills that require specialized knowledge to do well.
- ▶ **IOW: Don't try this at home...**



Why Would You Want to DIY?



- ▶ You hire a plumber to fix your plumbing.
- ▶ You hire an electrician to fix your wiring.
- ▶ You hire a contractor to repair your house.
- ▶ WHY?
 - ▶ Because these are **not your areas of expertise** AND
 - ▶ Because **your time is too valuable** to spend trying to do a professional's job that you lack experience or expertise to do.
- ▶ Writing a complete book is **hard work**. Why do you want to do it yourself?

Why Choose My Ruby Bespoke Book Package?

**WHAT DO YOU GET WITH MY
RUBY BESPOKE BOOK
PACKAGE?**



Included in the Ruby Bespoke Book Package

- ▶ I write the full text of the book for you based on initial interview and simple forms you fill out.
- ▶ I have it edited and proofread for you.
- ▶ I format the interior for you including positioning of any artwork needed as appropriate. (Most business books include little or no artwork.)
 - ▶ I do not pay for artwork but use either royalty-free stock art, or art that you provide, such as logos, author photos, etc.
- ▶ I provide covers for e-books, paperbacks, hardcover, and audiobooks as part of the package.
- ▶ I index the book for you for paperback and hardcover versions.



The Ruby Bespoke Book Process: STEP 1

- ▶ Your time investment up front:
 - ▶ An initial interview (Zoom or phone) scheduled as soon as you sign up for a book.
 - ▶ A brief form you fill out with questions such as:
 - ▶ What is the main idea or system you want your book to convey to readers? Do you have a “name” for it? (We can brainstorm one!)
 - ▶ What are 7 to 10 key points you want included or the key steps of the system you’re describing?
 - ▶ What are 10 to 20 case studies or client comments or similar you think might be helpful to personalize the book and prove its worth?



The Ruby Bespoke Book Process: STEP 2

- ▶ I send you a chapter-by-chapter outline of the proposed book,
- ▶ You take (typically) a day or two to make changes and suggestions.
 - ▶ If changes are significant, I do another outline.
 - ▶ Most times, the outline proposed is what clients want.

Sample Outline for a Book Review:

1. Introductory Paragraph

- a. Identify the title, the author, and the publisher of the book.
- b. Summarize the main idea/theme of the book you are reviewing in one or two sentences.
- c. Write your thesis (what you think of the book).
 - i. Example: I loved the book but I had some problems with it.
 - ii. Example: I thought the book has useful information for parents of deaf children.

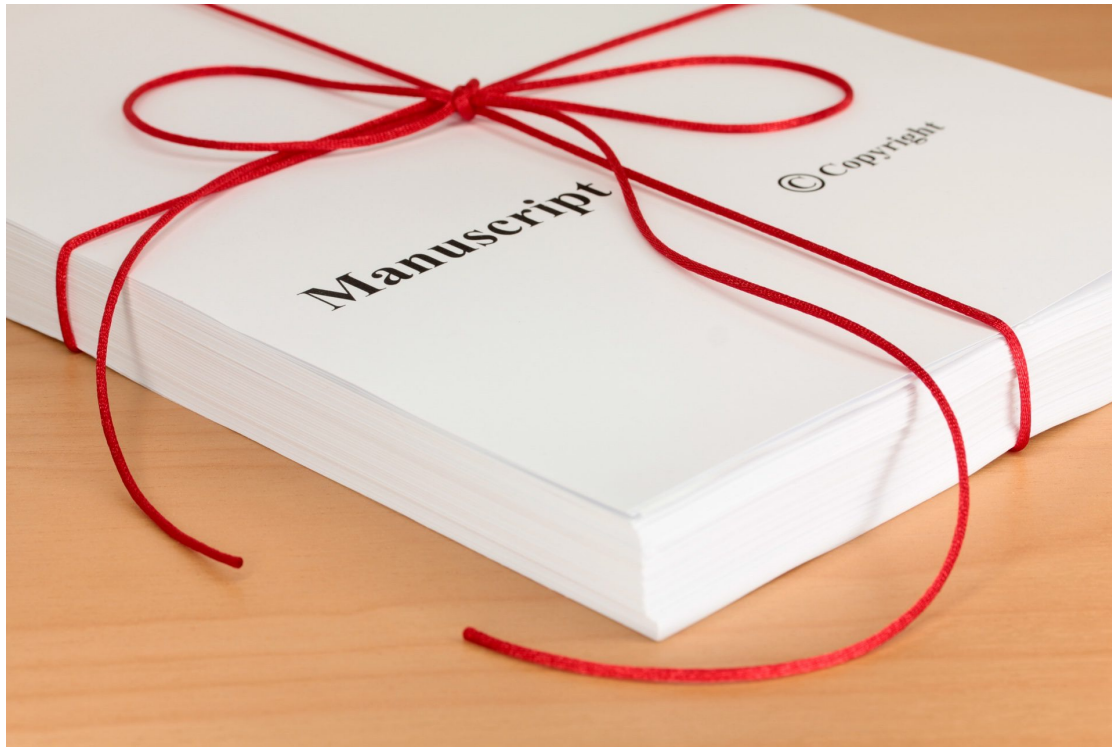
1. Body Paragraph(s)

- a. Summarize the important points of the book (This can be one or several paragraphs).
 - i. Use quotes or paraphrases from the book to prove your points.
 - ii. Use MLA style formatting.
- b. Evaluate (This can be one or several paragraphs).
 - i. Explain the writer's purpose for writing the book. Give your opinion on whether the writer achieved her/his purpose in writing the book.
 - ii. Criticize/praise the book
- c. Explain to your audience if you thought the book was entertaining or boring, has good characters or unrealistic characters, has thorough information or inadequate information.
 - i. Use quotes or paraphrases from the book to prove your points.
 - ii. Use MLA style formatting.

1. Conclusion

- a. Review the main points of your argument.
- b. Remind the reader of your thesis (whether or not you thought the book was good).

The Ruby Bespoke Book Process: STEP 3



- ▶ Sooner than you expect, you get a preliminary draft of the ms. for your review.
 - ▶ This is the *unedited draft*, so **your review is for content only.**
 - ▶ Does the book say what you want it to say? Anything to add? Anything to omit?



The Ruby Bespoke Book Process: STEP 4

- ▶ After your review, I make editorial changes, edit and copyedit the manuscript.
- ▶ I commission and pay for the covers from experienced book cover artists for all of e-book, paperback, hardcover, and audiobook formats. **Professionally created covers are included in my price.**
- ▶ I format the ms. into a professional looking package, proofread the layout, and create the necessary files for e-book publication and printing (Print-On-Demand for hardcover and paper versions).
- ▶ For paperback and hardcover versions, I create an index and include that in the print copies. (E-books do not have indexes.)



END RESULT:
Your Book Is
Ready for
Publication!

You're ready to publish it as
any or all of:

- E-book
- Paperback
- Hardcover



The Ruby Bespoke Book Process Recap

Step	Tasks	Typical Time Needed
1	Initial Interview/Information form.	Scheduled ASAP after initial payment.
2	I Prepare an outline for your review; you review and return changes if needed.	2–4 weeks; Time dependent on your time to review.
3	I write preliminary complete draft of book	10 to 14 weeks
4	You review manuscript and suggest art you want added, if any.	2 days to 2 weeks; Time dependent on your time to review
5	I make requested changes; have ms. edited and proofread; have covers made; format book; and index hardcover and paperback versions. I prepare files for publication as e-book, and Print-on-Demand.	Typically 4 to 6 weeks FINAL DELIVERABLES: EPUB and PDF files ready for immediate publication as e-book, paperback, and hardcover, complete with cover art for each format.



Ruby Bespoke Book Package Bottom Line

- ▶ The typical time, after the initial interview with all needed data provided, to have a completed, formatted, ready-to-go book:
 - ▶ **About 4 to 6 months. Average time is 5 months.**
- ▶ Delivery time is dependent on your responsiveness at key pinch-points:
 - ▶ your review of outline and
 - ▶ your review of the initial draft.
- ▶ If you need a book completed faster, talk to me; I take on one high-speed project each quarter for an express service fee.



The Ruby Bespoke Book Package

Task	Cost to You	Comments
I write the book manuscript (ms.) (35,000 to 45,000 words)	\$15,000	I write the book for you, based on brief interviews and information you provide. Your time investment? Typically about 4 to 8 hours total for the entire process to completed book.
I handle editing, copyediting, and proofreading the ms.	\$0	Included in the package
I use either no artwork (most books) or royalty-free art as needed	\$0	Rarely is there a requirement for specialty art. Most books use no artwork.
I hire professional cover artist and get a cover appropriate for genre.	\$0	Included in the package
I format book interior	\$0	Included in the package
I create book index (paper & hardcover)	\$0	Included in the package

BONUS: Let's Publish Your Bespoke Book

- ▶ **If you make the decision and sign up today**, you will also get at no extra charge my **Bespoke Book Publishing Package**.
- ▶ This package is valued at \$3275 and normally available for \$1995 only for my existing clients.
- ▶ **You get it for NO EXTRA COST if you decide today to sign up.**
- ▶ **There is no rush.** You can take all the time you like to decide about your Bespoke Book and contact me whenever you're ready to move forward. **But this Bonus Offer is only good today.**

BONUS for Immediate Decisions: Bespoke Book Publication Package

- ▶ **A professional Amazon sales page** designed to wow prospective readers!
- ▶ **Appropriate categories and keywords** so customers can find your book when they search Amazon. Customers can't buy it if they don't see it.
- ▶ **A walk-through on Zoom with you (or a designated alternate) to set up your Amazon sales page** for e-book, paperback and hardcover (or any combination of those!).
- ▶ **Launch Your Book Guidelines** to make a splash when your book comes out!
- ▶ **Where & How to Advertise Your Book on a Budget** to help you generate wider sales.

Book Publication Package Element	Value If Purchased Individually
Amazon Sales Page	\$295
Categories & Keywords	\$295
Sales Page Setup Walk-thru on Zoom	\$595
Launch Book Guide	\$995
Advertising Guide	\$795
TOTAL VALUE	\$3275

Add Your Bespoke Book to the Schedule

- ▶ Go to this website to sign up.
- ▶ STOP HERE!

