



Write your book, grow your brand  
(and business!)

Stacy Ennis

OWN  
THE  
FUTURE

# CPE Process

## In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# Today's speaker



Stacy Ennis

Author, consultant, speaker

@stacyennis, fb.com/stacyenniscreative

[www.stacyennis.com/QBConnect2019](http://www.stacyennis.com/QBConnect2019)

# Goals

Recognize the power behind sharing your ideas and story

Understand the book-writing process

Engage in book ideation

Learn two ways to outline a book

**Structure: training, introspection, connection**

A black and white photograph of two women sitting at a table, laughing heartily. The woman on the left is in the foreground, wearing a light-colored blazer over a dark top, with her head tilted back and mouth open in a wide laugh. The woman on the right is slightly behind her, also laughing, wearing glasses and a similar blazer. On the table in front of them are a smartphone, a tablet, and a cup of coffee on a saucer. The background is blurred, showing what appears to be a meeting room with a whiteboard and some office equipment.

# **Connect**

**Name**

**Where you're from**

**One unique thing about  
you that no one shares**











"Growing Influence is a powerful and transformational story about leadership that is perfect for anyone living, already and desiring to own greatness and success. It is a must-read for leaders and those who want to be successful. The book is a masterpiece of leadership and inspiration."

— STEVE ANDREW, president and CEO, Better Business Bureau (National & Pacific)

RON PRICE AND STACY ENNIS



# GROWING INFLUENCE

A STORY OF HOW TO LEAD WITH  
CHARACTER, EXPERTISE, AND IMPACT





### [What is a Ghost Writer? | FreelanceWriting](https://www.freelancewriting.com/ghostwriting/what-is-a-ghostwriter/)

<https://www.freelancewriting.com/ghostwriting/what-is-a-ghostwriter/> •

The author takes all the credit for all the original work produced, including all the original writing produced by the ghost writer. The ghost, who is usually paid in ...

### [Ghostwriting 101: How to Get Paid Big Bucks As a Ghostwriter • Smart ...](https://smartblogger.com/ghostwriting/)

<https://smartblogger.com/ghostwriting/> •

May 31, 2019 • Ghostwriting is when a writer ("ghostwriter") is hired to create a piece of content for a company or individual, who will then publish the work as their own. Do Ghostwriters Get Credit for Their Work?

The Counterpoint: Why You ... • How to Become a Ghostwriter

### [Find a Ghostwriter | Reedsy](https://reedsy.com/ghostwriting/book-ghostwriter)

<https://reedsy.com/ghostwriting/book-ghostwriter> •

A good ghostwriter can turn your story into a perfect book. Reedsy helps you find a ghostwriter for your book, who'll tell your story the exact way you want.

### [What to Expect When Hiring a Ghostwriter | Jane Friedman](https://www.janefriedman.com/hiring-ghostwriter/)

<https://www.janefriedman.com/hiring-ghostwriter/> •

May 23, 2016 • Author and ghostwriter Stacy Ennis discusses the process of working with a ghostwriter and how to know if hiring a ghostwriter is right for you.

You've visited this page 3 times. Last visit: 10/4/18





# A book can lead to

More ideal clients and higher revenue

Paid speaking and training

Clarity around your ideas and purpose



**A book is worth a million dollars in revenue.**

— Client







# **The book-writing process**

# Creation



# Production

# Book-Writing Checklist

Use this checklist to guide your book-writing process. For best results, input these list items into project planning software to track progress and stay motivated.

## First draft

- o Finalize outline
- o Write introduction (if including)
- o Write chapter 1
- o Write chapter 2
- o Write chapter 3
- o Write chapter 4
- o Write chapter 5
- o Write chapter 6
- o Write chapter 7
- o Write chapter 8 (add more chapters if needed)
- o Write appendices (if including)

## Title and back cover copy

- o Finalize title and subtitle (use research, survey/poll, etc.)
- o Write back cover copy (if hard cover with jacket, also write interior flap content)
- o Send back cover copy to editor
- o Write marketing pages (if including)

## Cover design

- o Hire cover designer
- o Initial concept discussion
- o Initial mock-up (front cover, spine, back cover; if hard cover with jacket, flaps)
- o Fill in additional dates and specifics per contract

## Editing (pre-design)

- o Hire substantive editor and copyeditor (can be the same person)
- o Hire three proofreaders (to complete one round of proofreading each; two pre-design and one post-design)
- o Substantive editing
- o Author revisions; add in final manuscript elements (see manuscript checklist)
- o Copyediting (plus endnote formatting, if applicable)
- o Proofreading round 1
- o Proofreading round 2

## Manuscript checklist

- (pre-design)
- o Publication page
- o Title page
- o Dedication page
- o Table of contents
- o Chapter content
- o Acknowledgments
- o Author bio (if including)
- o Marketing pages (if including)

## Book design

- o Hire interior designer (print + e-book)
- o Hire illustrator (if including illustrations)
- o Hire proofreader
- o Send chapter 1 to designer for mock-up (after copyediting or proofreading round 1)
- o Review design and request changes
- o Approve final design mock-up
- o Interior design
- o Review design file, request changes
- o Receive revised file from designer, send to proofreader
- o Proofreading round 3 (post design, integrity edit, proofread)
- o Proofreading error review (editor reviews designer's work to make sure new errors weren't introduced)
- o Send final to indexer; send index to designer (if applicable); send new designed pages to proofreader
- o Final author review of PDF
- o Author review print proof



# The book idea



# The book outline



**Next steps**





Copy of Sample Book Schedule ☆ ... Share

Go to any project or task...

+ New ? Upgrade

List Timeline Calendar Conversations Progress Files

Add Task Add Section

**First draft:**

- ☒ Finalize outline
- ☒ Write Chapter 1
- ☒ Write Chapter 2
- ☒ Write Chapter 3
- ☒ Write Chapter 4
- ☒ Write Chapter 5
- ☒ Write Chapter 6
- ☒ Write Chapter 7
- ☒ Write Chapter 8
- ☒ Write Appendices (if including)

**Title and back cover copy:**

- ☒ Finalize title and subtitle (use research, survey/poll, etc.)
- ☒ Write back cover copy (if hard cover with a dust jacket, also write interior flap content)
- ☒ Send back cover copy to editor
- ☒ Marketing pages (if including)

**Cover design:**



# Questions

# Connect with me

[www.stacyennis.com/QBConnect](http://www.stacyennis.com/QBConnect)

[www.stacyennislearn.com](http://www.stacyennislearn.com)

 @stacyennis

 @stacylynncreative

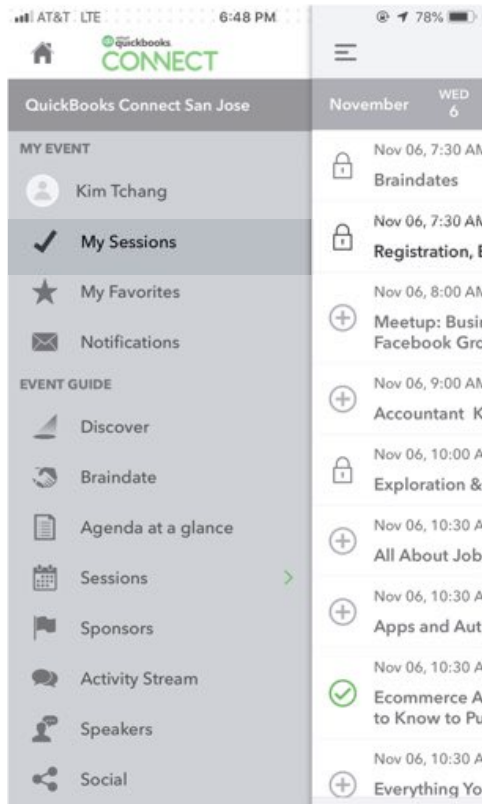
 [linkedin.com/in/stacylynn](https://www.linkedin.com/in/stacylynn)



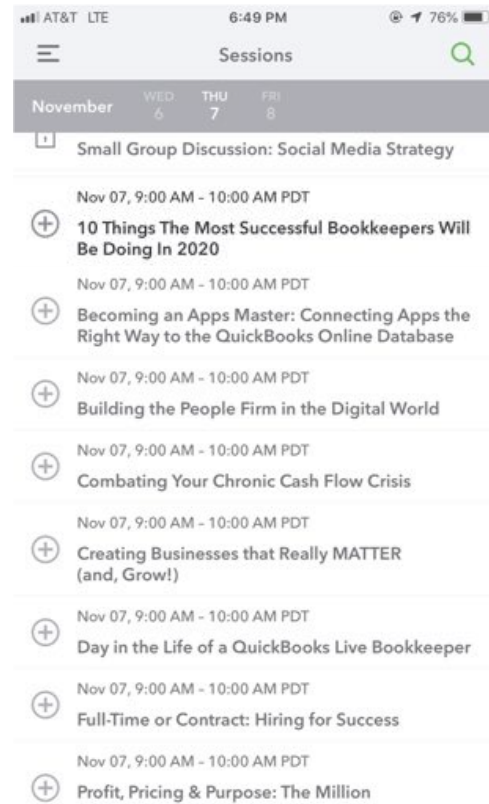
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

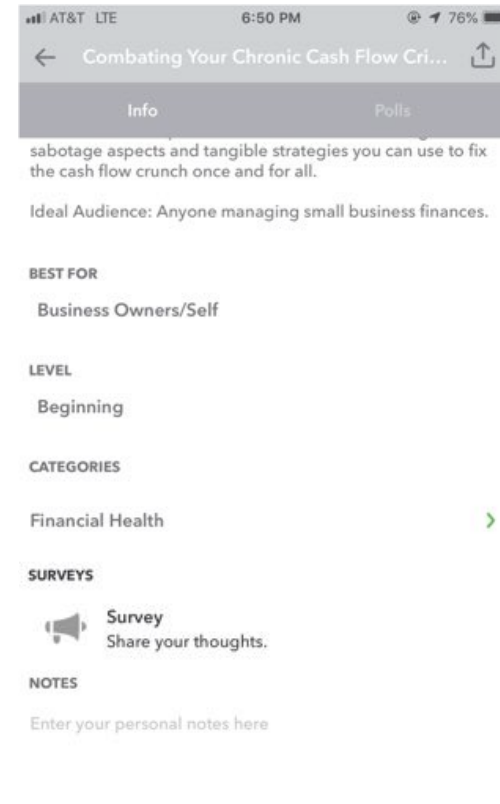
## 1. Select Sessions



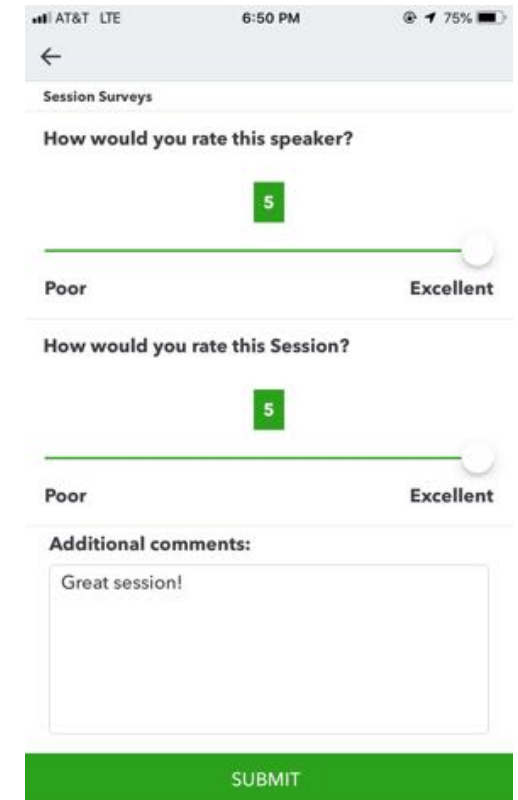
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect 2019 agenda page. At the top, there's a navigation bar with the QuickBooks Connect logo, links for 'Why Attend', 'Agenda' (which is highlighted), 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is in the top right corner. Below the navigation bar, there are tabs for the dates: 'November 6 Accountant Day', 'November 7' (which is selected and highlighted with a green underline), and 'November 8'. A 'Print Agenda' link is on the right. A paragraph of text describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultants for one-on-one learning. Unwind in the evening with our legendary celebration.' Below this is a search bar labeled 'Search for sessions'. Under the search bar are filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' link is on the right. The main content area shows a list of sessions. The first session is 'Registration, Breakfast & Exploration' from 7:30-7:00 am. The second is 'Braindates' from 7:30-10:30 am, with a description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. Learn more.' It also notes 'Best for: All Audiences' and 'CPE Hours: not eligible'. The third session is 'Yoga' from 8:00-8:30 am. The fourth is 'Breakout Sessions' from 8:00-8:45 am, which includes a list of sub-sessions: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon to its right, indicating it can be expanded for more details.



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