

Proponent Member and Author Says: The Book You're Waiting to Write Can be "e-Published"

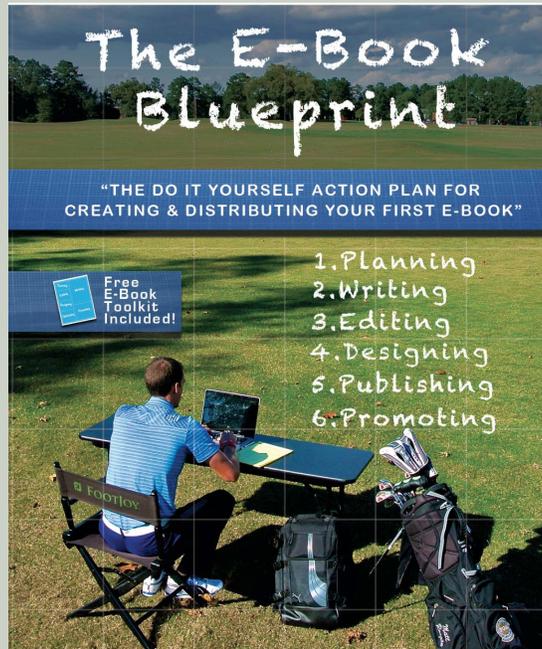
By Matt Reagan

Books on how to write and publish your own book have been around for a long time. This e-book is probably the first to offer that kind of guidance to golf instructors. It's an exciting project for me because it allows me to do what I get the most satisfaction from, helping others solve a problem. Creating an e-book was a problem for me a few years ago, so I began taking every course I possibly could to learn how I could accomplish this task. From courses on writing copy, to publication design, publishing and marketing, I began to piece together what needed to happen to create and distribute an e-book for my coaching brand.

I noticed there were a lot of pieces to creating an e-book, but there was really no central book or resource that covered everything from start to finish. All of these questions began to race through my head because I wanted to do it right the first time, and wanted a system to follow that works. Do I need software to write a book? Is there a format I should follow? How do I sell it online? How do I get it on the Kindle? Can I sell a book through my website? Do I need an ISBN? How do I create my own website? Do I need a website? The list goes on and on.

I feel it is questions like these that tend to shut down your expansion mindset. You start to think, "Well maybe making an e-book isn't really worth the time and effort." Wrong. I am here to tell you that I have done my best to literally layout everything you need to do and provide you with every tool possible to get you from the start of the creation process to the finish line.

To wrap my head around a subject, I always create an outline and system for myself that provides me with a template I can use to repeat the process. I like systems and templates because they make you efficient. So when I was asked to create a guide on e-books from Lorin Anderson (owner of Proponent Golf Group), I already had a system and lots of notes together in a Mind Map, I just didn't put



The E-Book Blueprint is a step-by-step Guide to Publishing your own E-book and is now available for free downloading on the Proponent Members website in the Business Guides menu courtesy of Matt Reagan.

the content into an e-book. But here we are today and you're reading what has spawned from a conversation at the PGA show in Orlando, FL.

My goal with this was to provide you with a step-by-step blueprint (if you will), that you can follow to create your e-book from start to finish. I have broken "The E-Book Blueprint" down into 8 Chapters.

1. Where Does an E-Book Fit Into Your Business?

2. Phase 1 – Planning

3. Phase 2 – Writing

4. Phase 3 – Editing

5. Phase 4 – Designing

6. Phase 5 – Publishing

7. Phase 6 – Promotion

8. Conclusion - The E-Book Blueprint Checklist

In Chapter 1, I go over exactly how you should use an e-book to grow your coaching business. I cover the Stair Step Business Model and provide you with a foundation for understanding how products like an e-book are

essential for growing your brand.

Chapters 2-7 contain all the information needed to plan, create, design, publish, distribute and promote your e-book from scratch. I teach you everything you need to be able to do it yourself, and also provide you with resources that you can utilize if you want some help with the phases as well. Finally in Chapter 8, I provide a recap of each phase and introduce the E-Book Blueprint Checklist that you can utilize to help you throughout the entire creation and distribution process.

I have set up each chapter sequentially to provide you with the exact information you need to complete that phase and only that phase. It is okay to look ahead and read onto the other phases before completing them, but it is my recommendation to read each phase and complete the activities in the "E-Book Blueprint Tool Kit" in order when you begin to create your e-book. This is found as a free bonus download online at CoachMarketingTools.com. You are more than welcome to create the templates yourself, but my goal with this e-book was to give you as few

excuses as possible for why you never created your first e-book.

Get yourself into the mindset that you are about to tackle an endeavor that is going to help you boost your career and credibility in your industry. If you are busy I am sure you have been putting this off for quite a while. I hope this book gives you the extra boost you need to get your first e-book published. I am honored to be sharing this information with you and to be a part of your journey. Just follow the steps and I guarantee it will guide you to the finish line.

The E-Book Blueprint Checklist contains all the necessary action steps and some important notes from the e-book that I want you to remember and ask yourself as you move through the creation process. Follow the checklist through each phase and make sure you get one task complete before really embarking on others. I recommend checking them off as you go to feel a sense of accomplishment. Little achievements are what keep us motivated to move forward.

Logic dictates that we first look at how an e-book can fit into your coaching business. A majority of coaches only think about marketing their services, and shy away from creating products. To me that's a truly missed opportunity. The mesh of products and services can really boost a brand from being mediocre to a credible establishment that really stands out above the competitors. If your brand's value proposition does not currently include products, creating an e-book is a great first step.

The Stair Step Business Model is the tool that shows products and services meshing so productively for the teaching professional. Consumers come to you because they have a problem, and are hoping that you are going to be the one who can solve it. When researching who they are going to select to solve their problem, they will analyze how much value per dollar the coach is creating, as well as how credible you are. They want a step-by-step process to help ease them into your products and services.

This particular model is a pretty well-structured model to build your brand. It is built in the shape of a stair step, and you will notice that with each step there is a higher pricing structure. The stair step sections represents separate value propositions a coach could be offering on different price levels. If you wanted to maximize the consumers you reach, you would want to have a product or service in each stair step. If you only offer one product or service, it is not only limiting your market, but unless you have a lot of credibility boosters, it makes it harder for you to charge more for your premium services.

For example: Some golfers may only value a private lesson at \$80 per hour. If you charge \$150 and that is the only service you offer, they probably will leave your website right away and never look back. But if you have your stair step business model in order, you could still capture this customer with other products and services on the lower price levels.

As they buy into your products and other services, you begin to build an emotional connection with the customer. Once the connection is built, it is much easier moving them up the stair steps to your premium services, and suddenly the \$150 private lesson starts to look more feasible. The key is to just get them to take the first step. An e-book can be a very non-threatening, low-cost way to introduce yourself to potential customers, help them solve a problem, and get them to take the first step into your products or services. It is also a large credibility booster, and a part of a great pathway to future success.

Matt Reagan is a PGA Teaching Professional located in Buies Creek, N.C. He attended Campbell University earning his Business Administration Degree, double majoring in PGA Golf Management and Marketing. Matt is a Co-Founder and Director of iGrow Golf Programs, LLC and also is the owner of his personal coaching brand, the C4 Golf Coaching System, LLC.

Note on the Author from Lorin Anderson: Since I met **Matt Reagan** a few years ago I have seen his passion to learn everything he can about the golf instruction industry and all its tangential disciplines. As someone who spent nearly two decades working at the game's largest publications, I saw very quickly that Matt had a knack for communicating his passion for the game in a detailed way.

I tried to encourage his book-writing at the beginning, but now I realize that he doesn't need any encouragement to share his ideas with the golfing world. It's Matt's nature to get his ideas out there for colleagues and contacts to see, and our game is undoubtedly the better because of it.

Putting your ideas and methods down on paper and then making them accessible for others to learn from is a noble pursuit and one in which Matt is leading the field.

He is an ideal fellow member to consult if you are feeling ready to produce a book-length piece of writing. Just go to the **Member Mentors** section of the Proponent website and look for Matt's contact info under **Book Writing**.

