

AE CREATIVE

Will This be the Year You **WRITE A BOOK?**

Financial executive David Bach said it best in the previous issue of the AE Insider: “For financial advisors, writing a financial book is one of the most powerful things you can do. It’s a lot of work. But when you take the time to put down on paper what you believe about financial planning and money, you really clarify what you stand for, both for yourself and your clients.”

There’s a lot of truth to that statement, but arguably the most important part to remember is that it is a lot of work. It doesn’t happen overnight. It might not even happen within a year.

Becoming an author is a commitment. It takes time, money and patience. Plus, we recommend our producers establish their brand through the use of AE’s other print and web marketing tools before pursuing book publication.

When you’re ready, AE Creative has a team of professionals to help lead you through the chapters of the publishing process.



CHAPTER 1: DEFINE YOUR “WHY.”

Why do you want to write a book? Is it because you have personal financial stories to share? Or maybe you're wanting to write a book specific to your practice and about what helping people with their retirement means to you? Do some research and soul-searching to get to the bottom of what you want to tell an audience. If you're simply repeating what's already out there, or just looking for a quick credibility tool, we might encourage you to utilize your energy in another area of your firm. It's important you believe in what you're writing. Otherwise, what's the point? If you don't have a genuine dedicated interest in your message, this is going to be a long and frustrating process.

CHAPTER 2: WRITE ON.

Talk through logistics, price and process with your Creative account manager. Then, discuss the writing process with our books program manager. If you feel comfortable writing it all by yourself, great! If you need help, we will pair you up with a copywriter. This is where communication is key. After a number of phone consultations and interviews, your copywriter will work with you to help you develop and communicate your message effectively. If a writer makes a notable contribution to the book, their name will appear on the cover along with yours.

CHAPTER 3: THE WAITING GAME.

For some, this is the hardest part of the process. We are diligently working to make this entire process as streamlined and efficient as possible, but some things just take time. Writing a book is one of them. A first draft takes months of work, depending on the length of the manuscript, the number of sources required and any follow-up communications between you and the copywriter. There will be plenty of time for revisions later, but ideally the first draft should be pretty close to the finished product.

CHAPTER 4: JUDGE A BOOK BY ITS COVER.

Our graphic designers will work with you, your Creative account manager and the copywriter to create a captivating cover that will make others want to pick up your book. Our designers will also create graphics for inside the book to make it as visually appealing as possible.

CHAPTER 5: EDITING, EDITING AND MORE EDITING.

When the first draft of the manuscript is complete, we will edit the content. Then, our books program manager will lay out the pages on screen so it begins to take shape, adding in chapter titles and graphics. Finally, it is ready for your initial review! Any changes or suggestions you may have will be made and sent back for your approval. Once you are 100 percent happy with how your manuscript looks, we will print two books: one for you, and one for us. This is the final chance to make any edits or changes.

CHAPTER 6: PUSH PUBLISH!

When, and only when, you are completely satisfied, that's it! We'll place a bulk order for you, make it available as an e-book download and place it on Amazon.

CHAPTER 7: TURNING THE PAGE.

Once you have the books in hand, you can distribute copies at prospect appointments. You can spread the word by advertising a free chapter download on your website, sending out a press release and making a promotional postcard and a bookmark. However you choose to publicize, AE Creative can help. Many authors also throw a launch party for clients and give out books as door prizes. Now that you're a published author, it's time to celebrate!

IF YOU'RE WILLING to dedicate the time, money and patience it takes, adding “published author” to your bio can be a credibility game changer.
Call your Creative account manager to learn more!

The ability to author or co-author a book varies by the individual producer's education, experience and qualifications. Writing a book is a great way to help reinforce your credibility and value proposition; credibility is founded in knowledge and experience.