

LAB REPORT:

CREATE A KILLER LEAD MAGNET

W/ MORGAN GIST MACDONALD

- FINALLY! A LEAD MAGNET THAT CONVERTS
- THE 8-STEPS TO FINISH YOUR BOOK
- 6-FIGURE VALUE LADDER BLUEPRINT

EPISODE 005

SCALE IT / LAB





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YOUR INSIDER TIPS ON HOW TO SCALE TO 7-FIGURES

In this Scale It Lab Report, we'll reveal the insider strategies to go from aspiring author to bestselling author—fast. You'll also discover how to craft your book to act as an irresistible lead magnet, skyrocket your clientele, and even scale to 7-figures.

By the end, you'll have a clear blueprint to make your dreams a reality, write a book that establishes you as an authority, use your book as a “funnel” to attract ideal prospects, and build the business and income you desire!



3 CORE STRATEGIES

Identify the ideal reader and focus on their desires, pain points, and goals vs. yours.



Include a call-to-action like a free gift, resource, or audio book to convert book readers to subscribers.



Continually nurture subscribers with value to build trust and convert them into buyers.



3 KEY TAKEAWAYS



Writing a book establishes credibility and authority in your niche fast. It acts as a “resume” and helps prospects view you as the go-to expert.



Craft your book specifically to attract your ideal audience and alleviate their pain points. Make sure it focuses on them, not you!



Include a compelling call-to-action in your book to direct readers to your site. This allows you to capture leads and build your list fast.

MORGAN'S INSPIRING TRANSITION TO PUBLISHING SUCCESS



Started in academia as a sociologist before feeling an entrepreneurial pull.



Founded a publishing company from scratch after 12+ years in writing, editing, and publishing.



Leads the Paper Raven Books team in developing modern best practices for digital publishing.



Brings her skills as a researcher, writer, teacher, and leader to publishing.



Transitioned from an academic career to build a successful publishing house leveraging a diverse skillset.



HOW WRITING A BOOK ESTABLISHES YOUR EXPERTISE

Let's start with the basics - why write a book in the first place? What's so powerful about authoring your own book? Your book will serve multiple purposes:



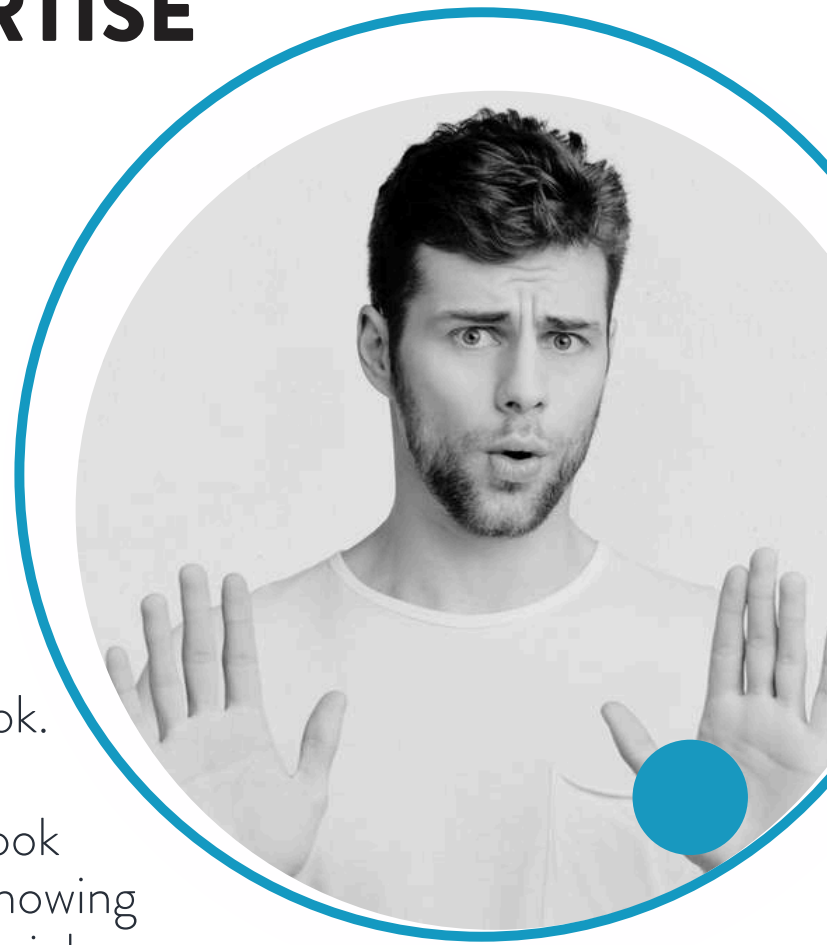
It establishes instant credibility and authority in your niche. Books build authority over time. Years after publication, people will still recognize you as the author of that meaningful book.



It acts as a "resume" and funnel. Your book becomes a credential on your resume, showing your expertise. It's a great talking point in job interviews and client meetings.



It attracts ideal prospects into your world. Writing on niche topics allows you to attract and speak directly to your target audience. Your ideal clients will resonate with the book.



But how exactly does a book attract ideal prospects and leads? Here are two core secrets:



It must focus on their desires, goals, and pain points vs. yours. If your audience wants sushi, but your book is all about ice cream, you'll fail. It must appeal directly to their wants and needs.



You must include a compelling call-to-action, like a free gift, resource, or audio book. This allows you to redirect readers to your site to capture their contact info and build your subscriber list.

MORGAN'S GAME-CHANGING STRATEGY FOR UNPRECEDENTED INCOME AND INFLUENCE

Morgan, who built a 7-figure publishing company, shares that her book provides a free audiobook. It excites prospects, builds goodwill, and leads them into her ecosystem. This allows her to market and monetize the backend with coaching programs they want and need.

This strategic approach not only attracts more prospects but also increases the likelihood of converting them into paying customers for her coaching programs.

So, in summary, **a book establishes instant authority, provides social proof, attracts ideal prospects**, and can **build your client list fast** when crafted correctly. A well-executed book can be the foundation of a highly profitable business, as it provides a way to connect with potential clients and demonstrate value before making a direct sales pitch.

Let's now reveal how to go from aspiring author to successful published author...

THE 8-STEP BLUEPRINT TO WRITING YOUR MOST EFFECTIVE LEAD MAGNET

Morgan has mastered the art and science of book writing. She reveals her proven 8-step blueprint to go from idea to published book:



STEP 1 IDENTIFY YOUR TARGET READER & FOCUS ON THEIR NEEDS

Your book must focus on your audience's desires, pain points and goals - *not yours*.

Far too many aspiring authors make the mistake of writing a book about their experiences without considering who will read it or if it solves their struggles.

To identify your ideal reader, Morgan recommends looking at your existing business or the one you plan to build.

Ask yourself:

- Who do I want to be speaking to in 3-5 years? Don't limit yourself to who you serve now.

Examples:



Established entrepreneurs looking to scale and grow their business beyond the 7-figure revenue mark. Specifically targeting founders of SaaS, e-commerce, and digital coaching/consulting businesses in the wellness, personal development, and business services niches. Ideal clients will be based in major US metro areas, have 5-10 employees, and be seeking expert guidance on strategic planning, HR, financial systems, and marketing.

SAMPLE BOOKS FOR ENTREPRENEURS THAT CONTINUALLY CREATE RESULTS

If you're a founder of a successful SaaS, e-commerce, or digital coaching/consulting business in the wellness, personal development, or business services niche, your unique insights and experiences could be invaluable to others on a similar path.

Writing a book is an excellent way to showcase your knowledge, establish yourself as a thought leader, and provide practical guidance to entrepreneurs seeking expert advice on strategic planning, HR, financial systems, and marketing. By sharing your wisdom through the written word, you can make a lasting impact on the lives and businesses of countless entrepreneurs across major US metro areas and beyond.



Guidebook for Scaling Success

This type of book could offer a comprehensive roadmap for entrepreneurs in the specified niches. It should include real-life case studies, actionable tips, and practical advice tailored to the unique challenges of SaaS, e-commerce, and digital coaching/consulting businesses.



Blueprint for Growth

This book could present a systematic approach to scaling a business, providing clear frameworks and tools for entrepreneurs to assess their current state, identify growth opportunities, and develop actionable plans for expansion. It could include worksheets, checklists, and templates to help readers implement the strategies outlined in the book.



The Scaling Playbook

This book could take a more hands-on approach, offering a series of actionable exercises and strategies for scaling a business in the specified niches. It could cover topics such as optimizing operational processes, building high-performing teams, leveraging technology for growth, and creating sustainable revenue streams.

PROVEN SAMPLE BOOKS FROM A MOMPRENEURS VAULT

Aspiring mompreneurs looking to start an online side business that allows them flexibility and earning potential while raising young children. This includes stay at home moms in suburban areas with children under 6 who crave identity, contribution, and profit beyond motherhood. Most will have little to no business experience so will require extensive training, support, and guidance.



The Busy Mom's Guide to Starting an Online Business

A step-by-step guide walking through the process of identifying a business idea, setting up a website, marketing on social media, and managing your time as a mom entrepreneur.



Make Money from Home

How to Launch a Profitable Side Hustle While Raising Kids: Practical tips and advice on how to start a side business that fits with your lifestyle as a busy mom, with ideas for low-cost business models.



Finding Fulfillment Beyond Motherhood

An inspirational and motivational book helping moms rediscover their identities through business ownership. Includes advice on overcoming self-doubt, goal setting, and maintaining work/life balance.



DIVE INTO THESE MUST-HAVE SAMPLE BOOKS FOR US BUSINESS LAUNCHES

International audiences interested in launching US-based businesses and gaining insight into Silicon Valley culture, systems, and funding. Specifically targeting tech professionals and developers in Europe and Asia looking to bring innovations to US markets.



Cracking the American Market: A Foreign Founder's Guide to Launching a Tech Startup in the USA

A practical guide covering topics like navigating the US legal and tax systems, securing funding as a foreign founder, adapting products for American consumers, hiring US employees remotely, and more.



Silicon Valley Secrets: How Outsiders Can Tap into the American Tech Ecosystem

An in-depth look at Silicon Valley culture, investment landscape, accelerators/incubators, talent networks, and growth strategies specifically for international entrepreneurs. Includes case studies.



The Transnational Entrepreneur's Playbook: Grow Your Tech Business in America from Abroad

Tactics for international founders on how to build connections, attract venture capital, and scale a US startup while living/working overseas.

VITAL QUESTIONS YOU MUST START WITH:

STEP 1 OF 2

WHAT BUSINESS DO I PLAN TO BUILD?
 INFO PRODUCTS?
 COACHING? WORKSHOPS?
 WHO WILL BE DRAWN TO THOSE?

Plan to build a multi-channel business focused on servicing burned out professionals and helping them transition into more sustainable entrepreneurship.

This will include:



A 12-week online course for developing a side hustle business plan including topics like identifying a niche, legal setup, branding, marketing, and automation. Ideal for service professionals used to trading time for money who crave more control.



A live 3-day workshop for new entrepreneurs looking to rapidly start an online business. Workshop will feature high-level strategy sessions as well as tactical skill building. Attendees will leave with a launched product and marketing plan.



1-on-1 coaching for established business owners feeling overwhelmed and stagnant. This intensive coaching will focus on mindset, strategy, and priority setting. Perfect for successful entrepreneurs who have outgrown their capacity.



A weekly podcast providing motivation, mindset training, and tactics for business owners at all stages. Episodes will end with actionable steps for growth. Your audience can tune in to level up their business journey.

VITAL QUESTIONS YOU MUST START WITH:

STEP 2 OF 2

WHAT TYPE OF READER WILL BE MOST DRAWN TO MY BOOK?

BE VERY SPECIFIC ON DEMOGRAPHICS, GOALS, DESIRES, AND PAIN POINTS



EXAMPLE:

My book will strongly appeal to women in their late 20s and early 30s who are established in their careers but craving more meaning, impact, and work-life balance.

These corporate professionals are struggling with burnout and lack purpose beyond their job titles and paychecks. Most do not have business experience but have transferable skills in marketing, communication, project, and people management.

They desire autonomy, flexible schedules, financial upside, and alignment between work and values. However, they are risk averse and scared to make the leap into entrepreneurship.

They specifically need guidance on mindset, validated business models, and step-by-step processes for launching an online business while maintaining their current income stream.

Geographically located in major metro hubs and willing to invest in courses, coaching, and paid communities for ongoing support.

GET INSIDE YOUR AUDIENCES' MINDS: DISCOVER YOUR READER'S NEEDS, FEARS, AND DESIRES!

Go very narrow and granular on your ideal reader profile before writing your book. Go “inch wide and mile deep”. The more specific you get on their needs, the better your book will appeal to them.

Narrowing down your ideal client avatar is crucial.

MASTER THE ART OF KNOWING YOUR CUSTOMER: BEGIN BY ANSWERING THESE 15 ESSENTIAL QUESTIONS.



The biggest result I can help a business or person achieve is



Describe the favorite client you've ever had that you want more of



What's the biggest problem your most ideal client has



What frustrates your most ideal client the most



What are the four to five steps for them to achieve success and get results



What keeps your perfect client awake at night (worrying, fearful, anxious)



What humiliates your perfect client (an event or occurrence they are trying to avoid)

**"THE AIM OF MARKETING IS TO KNOW
AND UNDERSTAND THE CUSTOMER SO
WELL THE PRODUCT OR SERVICE FITS
THEM AND SELLS ITSELF."
- PETER DRUCKER**



What is the cost of staying where they are right now? How bad can things become if they don't fix it



What is their most urgent, pressing crisis they must have solved right away (the real pain they're facing, the thing they need fixed immediately)



What are the top 3 things that frustrate your perfect clients daily (is it doing things they don't want to do? people? circumstances? chores?)



What does your perfect client want more than anything else



Explain what you would do if you were in their situation - high level steps. (Share 'what' you would do, not 'how' to do it.)



What is the **BIGGEST MISTAKE** your perfect client is making right now (related to the problem you solve)



What does your perfect client complain about when they're with their friends or family (i.e., "not enough money," "not enough time," "don't know how to do something," etc.)



Name your 4 most important competitors

STEP 2 HANDPICK THE BEST STORIES & INFO TO SHARE FOR ENGAGEMENT

Now that you're clear on your target reader and their needs, it's time to **curate the stories, insights, and takeaways to share.**

Many aspiring authors make the mistake of wanting to share every story and piece of information with readers. But that makes for a long, disjointed book.

Instead, Morgan suggests:



Making a master list of the stories and info you'd like to share



Then cherry picking the best 10-20 that will help readers and provide value

You can include interesting stories from your experience but choose ones that relate to frameworks, strategies, or lessons that help the reader in some way.

Remember, focus on what they want to read vs. everything you want to share. Choose stories strategically that enhance key points or teach important lessons.



STEP 3 WRITE THE FIRST DRAFT FAST

“Go fast on the first draft, revise later,” says Morgan.



Too often, new authors get stuck trying to perfect each sentence and paragraph on the first go. That leads to writer's block and very slow progress.

Instead, Morgan recommends:



Creating an outline so you have structure defined upfront



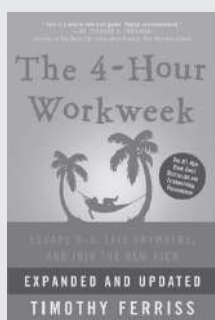
Pumping out your first draft in 40-80 hours max of total writing time

You can polish the book in the revision phase later. But initially, focus on getting key stories, points, and takeaways on the page without judging yourself or seeking perfection. Momentum is most important in the beginning.

STEP 4 CRAFT A CAPTIVATING TITLE, SUBTITLE & DESCRIPTION

Morgan reveals you **MUST** optimize these three elements:

- **Title** - This signals what the primary benefit readers will gain
- **Subtitle** - This fleshes out the details of what's inside in an engaging way
- **Description** - This overview shares the key stories, frameworks, takeaways, and benefits to get readers excited

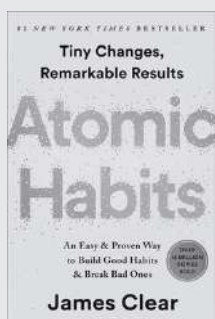


Author: Timothy Ferriss

Title: The 4-Hour Workweek

Subtitle: Escape 9-5, Live Anywhere, and Join the New Rich

Description: Forget the old concept of retirement and the rest of the deferred-life plan—there is no need to wait and every reason not to, especially in unpredictable economic times. Whether your dream is escaping the rat race, experiencing high-end world travel, or earning a monthly five-figure income with zero management, The 4-Hour Workweek is the blueprint.

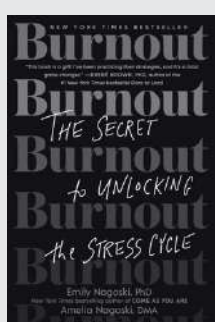


Author: James Clear

Title: Tiny Changes, Remarkable Results: Atomic Habits

Subtitle: An Easy & Proven Way to Build Good Habits & Break Bad Ones

Description: In this ground-breaking book, Clear reveals exactly how these minuscule changes can grow into such life-altering outcomes. He uncovers a handful of simple life hacks (the forgotten art of Habit Stacking, the unexpected power of the Two Minute Rule, or the trick to entering the Goldilocks Zone), and delves into cutting-edge psychology and neuroscience to explain why they matter.



Author: Emily Nagoski, PhD

Title: Burnout

Subtitle: The Secret to Unlocking the Stress Cycle

Description: This groundbreaking book explains why women experience burnout differently than men—and provides a simple, science-based plan to help women minimize stress, manage emotions, and live a more joyful life.

STEP 5 INCLUDE A CALL-TO-ACTION INSIDE YOUR BOOK

This is the *linchpin step* that allows you to convert readers into leads and clients.

Morgan reveals that inside her book, she includes a link that offers readers a free audiobook version. This provides immense value, gets them excited, and leads them to her website to collect it.

Once there, she can convert them into a lead by capturing their email using an email opt in such as below. This allows her to market coaching programs and other offers they want and need.

The image shows two examples of email opt-in forms. The left form is titled "Stay in the loop." and features a paper airplane icon. It includes a text input field for "Your Email", a checkbox for "I'm not a robot" with a reCAPTCHA logo, and a "Sign me up" button. The right form is titled "Get Awesome Local Deals Now!" and features a close button in the top right corner. It includes a text input field for "First Name", a text input field for "Last Name", a "FREE INSTANT ACCESS" button, and a placeholder text "Just another line of paragraph will be placed here." with a lock icon.

Morgan suggests placing the call-to-action in the first **10% of your book** since that's what readers preview on Amazon. By leading them to your site fast, you can capitalize on website traffic and convert browsers into subscribers quickly.

STEP 6**TRANSFORM YOUR AMAZON BOOK PAGE TO CAPTIVATE READERS**

Merely publishing your book is not enough, emphasizes Morgan. You must optimize every element of your Amazon page to maximize traffic and conversions.

Here are some of the core optimization tips she provides:

- Craft an intriguing cover and subtitle to grab attention
- Include an author profile photo and bio to build familiarity. Make sure that your bio includes something personal at the very end

AUTHOR PHOTO

Use a high-quality, professional headshot that shows your face clearly. Avoid selfies, cropped photos, or pictures where you are far away or not facing forward.



Dress professionally and smile warmly. You want to look approachable and engaging. Solid color tops look best against a plain background.



Make sure the photo is well-lit. Natural lighting near a window works best. Avoid shadows or harsh lighting on your face.



Send the photo to be professionally edited and color corrected. A clean, crisp image conveys professionalism.

AUTHOR BIO

John Smith is a life coach who helps professionals transition into entrepreneurship. He spent over a decade climbing the corporate ladder before burning out and launching his own coaching business.

John now works 1:1 with clients to help them gain clarity, build profitable online businesses, and create work they love. His signature program gives step-by-step training for turning passions into profits.

When he's not coaching, you can find John traveling the world with his wife and two kids. He loves surfing, playing guitar, and learning new languages. Originally from Australia, he now lives in San Diego, California.

Connect with him at www.johncoach.com or on social media @john_thecoach.

THE TWO-PRONGED APPROACH TO BOOK MARKETING SUCCESS



- Get book reviews to establish social proof
 - To get that initial review push, you can:



Ask Existing Contacts - Reach out directly to people you already know like friends, family, colleagues, and your email list. Ask them to leave an honest review on Amazon/Goodreads. Offer to send them a free book copy if needed.



Run Giveaways - Run free giveaways of your book in exchange for a review. Promote these in your author newsletter, on social media, or in Facebook groups/subreddits related to your book's niche. Tools like [StoryOrigin](#) can help automate this.

Choose targeted categories for visibility and promotion opportunities

Amazon allows you to put your book into **3 categories**. Make sure you select the categories that are closest to your book topic. Here is a [quick tutorial](#) on how to choose the categories for your book.



MAKE YOUR BOOK VIRAL BY CHOOSING THE RIGHT KEYWORDS



Choosing keywords wisely will help your book reach its ideal readers. Start by identifying the main categories and genres that align with your book's core focus and content.

This ensures your book surfaces for searches by readers actively looking for your type of book. Then expand your keywords to include additional terms and phrases commonly searched by your target audience. Doing keyword research helps maximize visibility and discovery by readers most likely to appreciate and enjoy your book.

Example: If you are a weight loss coach, start by identifying main categories like 'weight loss', 'diet', 'exercise'. Then expand to related keywords like 'calorie counting', 'weight loss motivation', 'healthy recipes', 'beginner workouts'.



Accurately set reader expectations. Misrepresenting your book's genre, subject matter, or tone sets readers up for disappointment if the actual content doesn't match the promise. This leads to negative reviews from dissatisfied readers expecting something different. Carefully select descriptors and categories that truthfully communicate what readers can expect to avoid misleading potential buyers. Delivering what your book's metadata promises helps build trust, satisfaction, and positive word-of-mouth.



STEP 7 PREPARE FOR A SUCCESSFUL BOOK LAUNCH

A book launch is your opportunity to get visibility, buzz, and sales quickly out the gate. Here are some of Morgan's top launch strategies:

- Set a firm launch date to create a sense of urgency
- Offer advanced review copies in exchange for reviews
- If you have an existing platform, determine if pre-orders or a different tactic is best
- For potential bestseller status, consider tactics to drive quick spikes in specific retailers

The key is maximizing exposure, reviews, and buzz right after publication. This kickstarts sales, gets reviews, and triggers Amazon algorithms for broader visibility.



STEP 8 BREATHE NEW LIFE INTO YOUR BOOK

The launch is only the beginning emphasizes Morgan. Successful authors continue promoting and relaunching their book to maximize reach on an ongoing basis.

She suggests:

- Running periodic promotions like free or discounted eBook days. This spikes downloads and new reviews.
- Offering your print book on sale via Amazon or promotion sites. This increases unit sales.
- Doing Goodreads and other giveaways to maintain buzz and visibility.
- Getting creative with contests, reader polls, author Q&As and other engagement tactics.

The key, according to Morgan, is having an ongoing promotion strategy.

Don't just launch once and expect sales to sustain themselves. Continually reinvigorate your book's momentum.

LAB EXERCISE 1 OF 10



What type of lead magnet could you create that would attract your ideal clients and capture their contact information?

Example: If your target audience is health-conscious moms, you could write an eBook like "10 Nutritious Kid-Friendly Recipes Under 30 Minutes". At the end, direct them to your site to download bonus content in exchange for their email address. Give 10 examples.

LAB EXERCISE 2 OF 10



If you were to write a book, what compelling title and subtitle could you create that speaks directly to your readers' needs and grabs their attention?

Example: Title - The Busy Mom's Guide to Meal Planning; Subtitle - How to Save Time, Reduce Stress, and Feed Your Family Nutritious Meals. Create 10 sample book titles.

LAB EXERCISE 3 OF 10



What powerful stories or case studies from your own experience could you include in your book or content that would provide the most value to your readers?

Example: As a busy working mom, share your own struggles with getting healthy home cooked meals on the table each night. Tell a story about a major "aha" moment or breakthrough you had that helped you systemize weekly planning. List 5 story samples.

LAB EXERCISE 4 OF 10



What type of free offer or bonus could you provide readers at the end of your book to direct them to your website?

Example: 7-day Meal Planning bootcamp, grocery shopping cheat sheets, access to a private community of moms for support. Give 10 sample free offers.

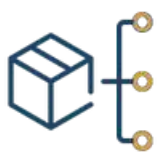
LAB EXERCISE 5 OF 10



Have you built out your ideal customer avatar? If not, what exercise could you do to get very specific on their demographics, challenges, and goals?

Example: Try answering the ideal customer avatar questions provided in this lab report to get crystal clear on your target reader. List 5 ways.

LAB EXERCISE 6 OF 10



What categories on Amazon would you list your book under to reach your ideal readers?

Example: For a healthy meal planning book, categories like Family Meal Planning, Healthy Cooking, Time Management for Moms. List 10 possible categories.

LAB EXERCISE 7 OF 10



What type of reviews and testimonials could you proactively collect and showcase to build credibility and social proof?

Example: Positive reviews from early readers, impact stories from past coaching clients, testimonials from influential figures in your niche. Give 5 audience sources.

LAB EXERCISE 8 OF 10



How could you continue promoting your book over time through giveaways, contests, engagement tactics, and relaunches?

Example: Host a monthly giveaway of your eBook in exchange for reviews, run promotions around holidays, do live Q&As on your social channels. List 10 ways.

LAB EXERCISE 9 OF 10



What existing contacts and networks could you tap to get the word out and gain visibility when launching your book?

Example: Your current email list, Facebook groups, colleagues, affiliates, and influencers with audiences who'd appreciate your book. List 5 of your networks.

LAB EXERCISE 10 OF 10



Beyond the book itself, what other free or paid offers could you create to attract book readers into your funnel?

Example: A book companion workbook, a virtual summit to dive deeper, a high-end mastermind program for serious students. Give 10 free offer samples.

YOU HAVE THE BLUEPRINT, NOW WHAT?

Let's get into the nuts and bolts of how to turn your idea into a finished book ready for publication. Here's how:

STEP 1 TURBOCHARGE YOUR WRITING OUTPUT

Carve out a set time daily or several times per week to write.

Start with a modest goal like 250 words per session as not to overwhelm yourself initially. Schedule this appointment with yourself and protect it like any other important meeting.

STEP 2 FLESH OUT YOUR OUTLINE

By now, you should already have a clear target audience and book objective defined. Now build out your chapter and section outlines.

Define your:



Section topics and subtopics



Flow and progression



Key stories, insights, and examples included in each section



STEP 3 TRANSFORM YOUR WRITING BY SETTING UP WORD COUNT GOALS

Experts suggest a minimum of 10,000 words for a non-fiction book or about 150 pages. But anything between 50-150 pages typically works. Set your total goal based on your topic and outline.

Knowing your end word count will help pace your writing speed. Plan to produce around 500 words per hour. For example, if you're aiming for a 100-page book (approximately 30,000 words), you'll need to dedicate about 60 hours to writing. Breaking this down into manageable daily or weekly goals can make the process less daunting.

STEP 4 WRITE AN INTRODUCTION THAT LEAVES READERS WANTING MORE

Start by bringing your A-game to engage readers fast. Share an inspiring opening story/insight, set the stage for why they need this book, and overview the journey ahead.

Remember to include bullet point benefits and a strong call-to-action to join your list in exchange for a free gift like an audiobook or a course.

Make sure your introduction is concise yet compelling, leaving readers eager to dive into the rest of the book. Use vivid language and powerful imagery to paint a picture of the transformation they'll experience by following your advice.

End with a clear and enticing promise of what they'll gain if they keep reading, setting the tone for an engaging and impactful book.

STEP 5 CREATE YOUR CONCLUSION AND MAKE A LASTING IMPACT

End strong by recapping key insights, sharing final thoughts, and providing next steps. Close by redirecting them once more to your free offer and call-to-action.

STEP 6 KEEP READERS HOOKED BY CRAFTING IRRESISTIBLE BODY CHAPTERS

With your intro and conclusion bookends defined, flesh out your body chapters. Translate your outline into prose via sharing stories, lessons, examples, and tips that educate and inspire.

As you write each chapter, focus on providing value to your readers. Use real-life anecdotes and case studies to illustrate your points and make your content more relatable. Break down complex concepts into easy-to-understand lessons, and offer practical advice that readers can apply to their own lives or businesses.

STEP 7 ELEVATE YOUR BOOK WITH COMPELLING IMAGES & GRAPHICS

Images break up dense copy and boost engagement. Look for relevant photos, charts, graphics, and illustrations to enhance key sections.

You can even hire a book designer later on and have them create designs that break up your dense copy such as below:



STEP 8**MAKE YOUR TITLE PAGE & COPYRIGHT PAGE STAND OUT**

Flesh out front matter like your title page, copyright page, acknowledgements, and author bio. This provides context.



Your title page should be eye-catching and include the book's title, subtitle (if applicable), and your name or pen name.

The copyright page, typically on the back of the title page, should contain the copyright notice, publication information, ISBN, and any applicable disclaimers. Consider adding a dedication page to express gratitude to someone who has been instrumental in your writing journey.

The acknowledgements section allows you to thank individuals who have helped or inspired you during the writing process.

Finally, include a brief author bio to introduce yourself to readers and establish your credibility as a writer.

STEP 9**ENHANCE YOUR BOOK WITH AN INDEX & GLOSSARY PAGE**

Add helpful back matter like an index, key term glossary, appendix with resources, and recommended reading list. This encourages continual learning.

An index allows readers to quickly locate key topics and concepts. The glossary and appendix provide quick reference for important terms and supplemental information that enhance the reader's understanding of the material.

The index should be organized alphabetically, with main entries and subentries to help readers easily navigate the book's content.

When creating the glossary, include clear, concise definitions for technical terms or jargon that may be unfamiliar to readers. The appendix can include additional resources, such as charts, graphs, or illustrations that support the main text.

Consider adding a recommended reading list to suggest other books or resources that can further expand the reader's knowledge on the subject matter.



STEP 10

INSERT HYPERLINKS & CROSS-REFERENCES FOR IMPROVED NAVIGATION AND USABILITY

When creating your eBook version, don't forget to hyperlink mentioned resources so readers can easily access them.

Cross link to other relevant chapters so they can connect concepts. Hyperlinks allow readers to quickly navigate to external websites, online articles, or other digital resources that you reference within your book.

Use descriptive anchor text for your hyperlinks so readers know exactly where the link will take them.

When cross-referencing other chapters or sections within your book, ensure that the links are accurate and up-to-date, especially if you make revisions to your content.

STEP 11

FROM MEDIOCRE TO BESTSELLER: REVISE, REFINE, AND FORMAT

With your first draft done, revise it fully for flow, consistency, and impact. Refine it until the content truly sings.

Then format into a clean interior design easy for readers to absorb. Add numbered sections, elegant fonts, ample whitespace, and other enhancements.

Remember, there are a lot of things to take note of, such as margins, bleeds, and spine thickness, when creating your paperback version. If you are not familiar with any of these, it's best that you hire a book designer on Upwork or Fiver.



LAB EXERCISE 1 OF 10



What schedule could you commit to consistently writing your book - daily, a few times a week, an hour a day? How might you protect that time?

Example: Block off 1 hour each morning before work when you are freshest. Schedule it on your calendar and treat it as sacred, deferring non-urgent tasks until later. List 3 schedules that you are comfortable with.

LAB EXERCISE 2 OF 10



Who are some of the ideal advance readers you could recruit to provide early feedback on your draft? How might their input help refine your book?

Example: Trusted colleagues in your niche, past mentors, a writing group, select existing clients whose stories you plan to feature. Their feedback can catch holes in logic, ensure you covered topics fully, and surface areas to expand on. Give 5 audience sources.

LAB EXERCISE 3 OF 10



What systems could you set up to organize writing research, sources, notes, drafts, and other materials? How might a system help you be efficient?

Example: Evernote for collecting research and sources, Google Drive for drafts with version control, Trello to map progress on chapters/sections. Systems allow you to work smarter, not harder. Give 5 systems.

LAB EXERCISE 4 OF 10



If hiring a book designer, what key elements would you want them to create visuals for? How could visuals boost engagement?

Example: Have them design infographics for data-heavy sections, process flows and models, complementary images for stories or concepts, chapter openers with stylized titles, motivational quotes paired with graphics. Visuals boost retention while breaking up dense copy. List 5 key elements.

LAB EXERCISE 5 OF 10



What methods could you use to promote your book launch and sustain momentum long-term? Which feel aligned to your strengths?

Example: Leverage social media if you have a following, run Facebook/Instagram ads to your ideal demo, organize a virtual book tour, attend niche conferences or networking events, actively build relationships with influencers/media. Evaluate which promotion tactics excite you and play to your strengths. List 10.

LAB EXERCISE 6 OF 10



How might you adapt your book into a multimedia experience? What complementary offers could you create?

Example: Develop a companion workbook, spin off a video course, host a virtual book club, create a podcast interview series featuring people from the book. Think beyond just the book to supporting materials. Give 10 sample offers.

LAB EXERCISE 7 OF 10



What systems could you implement to source compelling stories and case studies for your book on an ongoing basis?

Example: Set reminders to regularly ask for case studies in your email newsletter, create a submission form on your site to collect reader stories, interview past clients for examples. Develop processes to curate content. List 10 ways.

LAB EXERCISE 8 OF 10



**How might you repurpose book content into articles, social media posts, and other formats?
How could repurposing extend your reach?**

Example: Turn tips into tweets, insights into LinkedIn articles, stories into video interviews. Repurposing lets you reuse content in new ways to get more mileage. Give 5 ways.

LAB EXERCISE 9 OF 10



What groups, memberships, or networks could you join to connect with fellow authors in your niche? How could peer support help you stay motivated?

Example: Join a mastermind group of authors in your space, attend conferences and local networking events, participate in forums like Reddit and Quora to engage with your niche. Finding community helps you learn and stay inspired. Research 10 groups.

LAB EXERCISE 10 OF 10



Beyond your book, what other offers could you create based on reader feedback and engagement? How might you expand your authority?

Example: Spin off a video masterclass, self-paced online course, or coaching program. Develop a membership site. Host live events. Respond to feedback with tailored offerings. List 5 offers.

USING YOUR BOOK AS A LEAD MAGNET TO HOOK YOUR PERFECT CLIENT

Now that you know how to write a book, let's explore how Morgan and other experts use it as a lead magnet to acquire ideal prospects.

The key, as Morgan mentioned, is including a compelling **call-to-action in your book**. This redirects readers to your site where they receive a free gift in exchange for their email address.

Some of the most effective lead magnets Morgan has used and recommends are:



Free audiobook version - This provides immense perceived value and gets readers excited. Morgan reveals this converts extremely well for her books.



Checklists or “quick start” guides - These provide quick wins and value. One example is a beginner's kettlebell workout checklist and guide.



Fast track courses - Like a crash course on central elements or quick tips in your book topic area.



Software, tools, or apps - Providing discounts or free access to software related to your book topic.



Free membership access - Like a book about running with a 1-month free access to a training club.

The key is to offer something the reader will find highly valuable and “want before even starting your book”. It should provide a quick win to get fast results.

LAB EXERCISE 1 OF 3



What type of lead magnet related to your book topic would your ideal readers find highly valuable and be excited to receive? How could you tailor it specifically to their needs?

Example: If your book is about minimalism, offer a lead magnet like a "30-Day Minimalist Challenge" with daily tips and tasks. Tailor it to interests like minimalist decor, wardrobes, finances, etc. List 5 types.

LAB EXERCISE 2 OF 3



Where in your book could you insert a compelling call-to-action for readers to access your lead magnet? How might you word it to generate excitement?

Example: End your first or second chapter with a CTA. Say something like "Want to immediately put these minimalism tips into action? Click here to join our 30-Day Minimalist Challenge for free daily coaching straight to your inbox!" Give 3 ways.

LAB EXERCISE 3 OF 3



How could you continually nurture your book readers who have now become email subscribers? What additional value could you provide them?

Example: Send a weekly minimalist tip, share deals on related products/services, invite them to a private Facebook group, give them access to your minimalist video course at a steep discount. Provide ongoing value tailored to their interests. List 10 ways.



SKYROCKET CLIENTS WITH THESE 5 POWER PLAYS

Your book can help you gain more than just initial leads through your call-to-action. If maximized fully, it can help you continually grow and monetize your audience.

Here are 7 client-building power plays to leverage your book over time:



POWER PLAY 1 NURTURE LEADS WITH VALUE-PACKED EMAILS

Don't stop at just capturing leads. Nurture them with educational and helpful email content so they **know**, **like**, and **trust** you.

For example, after readers grab their free audiobook, you can send a series of value emails. Share a personal story from each chapter, insights into you thinking, or other interesting elements.

This builds rapport and authority over time. When you eventually promote a high-end program, these leads are already primed to buy.

POWER PLAY 2 PROMOTE YOUR BOOK IN FREE CONTENT

Within your regular content, promote and feature your book.

For example:



In blog posts, link to your book for those who want to go deeper



In emails, highlight a related story or insight from your book



On social media, share book reviews, news, or giveaways

This generates more visibility and sales from existing channels. It also trains your audience to view you as an author.

POWER PLAY 3

RUN RETARGETING ADS TO WEBSITE VISITORS

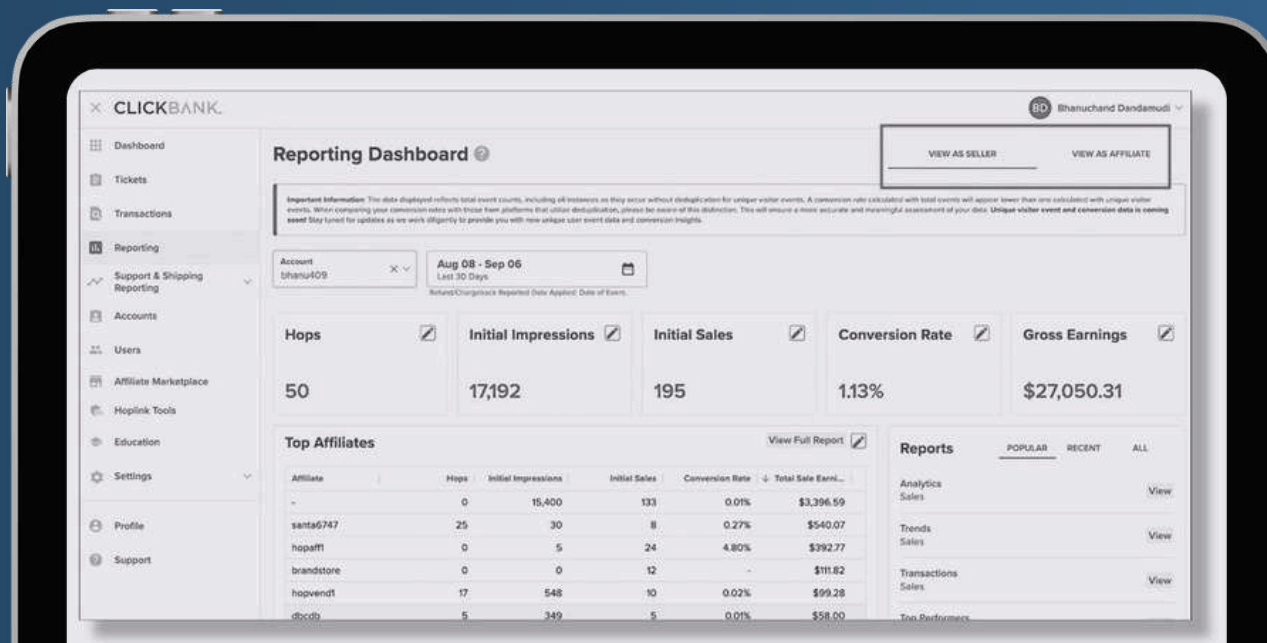
You can run highly targeted ads promoting your book to visitors of key pages on your site.

For example, if they visited your “About” page, “Resources” page, or a specific product/service, retarget them with ads for your book. This positions your book as the next step to learn more.

POWER PLAY 4

LAUNCH AN AFFILIATE PROGRAM

Let supporters earn commission by promoting your book. Services like Affiliatly or Clickbank make it simple to create an affiliate program.



You pay affiliates a % commissions when they drive sales. This incentivizes influencers and partners to actively promote your book to their following.

POWER PLAY 5

HOLD A BOOK LAUNCH 2.0

Morgan reveals that relaunching your book creates a valuable promotion opportunity. Plan a major relaunch every 6-12 months.

Treat it like a brand-new book release by sharing fresh content, running promotions, and asking affiliates to help push it.

This allows you to re-energize existing buyers and attract new ones with the buzz of your latest “launch”.

LAB EXERCISE 1 OF 7



How could you nurture book readers who have signed up for your lead magnet through valuable email content? What types of emails would provide the most value?

Example: Send a weekly roundup of your favorite insights from the book, share bonus stories and examples that didn't make the final version, provide templates or worksheets related to key concepts, give sneak peeks of upcoming projects. Offer value beyond the book. List 3 ideas.

LAB EXERCISE 2 OF 7



Where in your existing content could you organically feature and link to your book? How might you highlight it on social media?

Example: In blog posts on related topics, link to relevant book sections for a deeper dive. Share reviews and testimonials on LinkedIn and Twitter. Post excerpts and graphics on Instagram and Facebook. List 5 ways.

LAB EXERCISE 3 OF 7



What existing traffic sources could you retarget with ads for your book? How might you entice website visitors to purchase it?

Example: Retarget visitors from your “About” page with a book ad saying “Want to learn more about my approach? Check out my book for the full story.” Offer them a coupon code for 20% off. List 10 sources.

LAB EXERCISE 4 OF 7



How could you recruit influencers or partners to join your affiliate program and promote your book? What promotional support would you give them?

Example: Reach out to niche influencers personally and provide pre-written posts, custom landing pages, and special promo codes for their audience. Make it easy for them to participate. List 10 ways.

LAB EXERCISE 5 OF 7



What new and exciting elements could you highlight in your next book relaunch? How might you make it feel fresh?

Example: Add a new foreword, bonus chapters, updated data/examples, exclusive case studies, premium packaging, live virtual events, and more. Refresh it to attract new readers. Give 10 ways.

LAB EXERCISE 6 OF 7



How could you adapt your book into complementary paid offers like courses, coaching, or memberships? What value might these provide readers?

Example: Develop a video course expanding on key concepts, a live workshop for hands-on learning, a mastermind group for high-level peer exchange, and 1:1 coaching for personalized support. Move beyond the book with tailored paid programs. Give 5 examples.

LAB EXERCISE 7 OF 7



What systems could you implement to continually source stories, examples, and case studies for future books and content?

Example: Regularly interview ideal clients and past program participants to document their experiences, create an online submission form for readers to share their stories, poll your audience for suggestions. List 5 sample systems.



USING YOUR BOOK TO SCALE YOUR BUSINESS

Now that you know how to turn book readers into leads and clients, let's examine how to scale up to 7-figures, just like Morgan.

TACTIC 1 SELL PREMIUM OFFERS TO WARM SUBSCRIBERS

Use your book to quickly build an engaged subscriber base. This will allow you to promote your premium programs and products with great results.

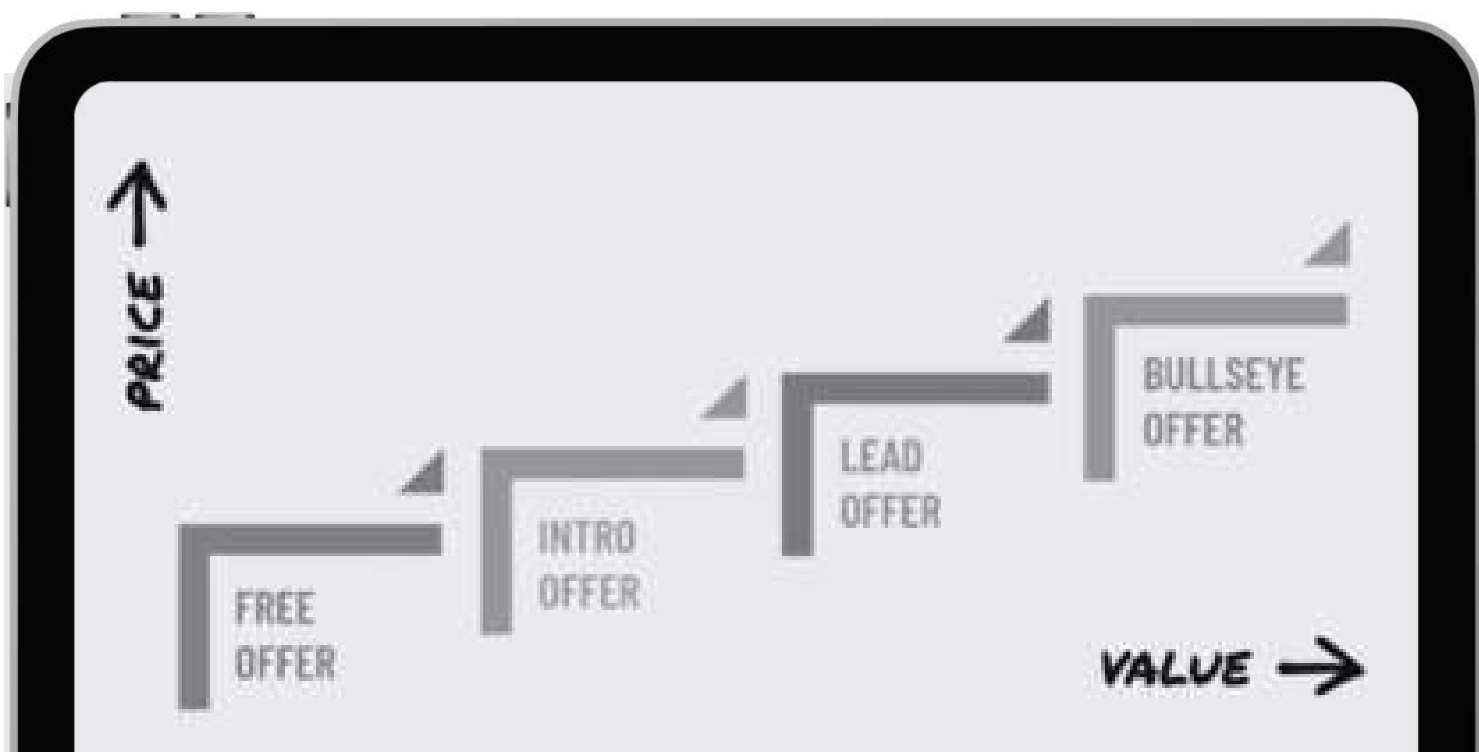
In turn, your subscribers will be more primed to purchase your high-end programs, and as a result, you can scale your revenue faster.

TACTIC 2 UPSELL GROUP TRAINING PROGRAMS

Many of your book subscribers may not be ready for your high-ticket programs but still want your expertise. So, consider offering lower priced group programs that allow you to monetize subscribers at scale.

For example, you could create a 6-week workshop that provides high-touch training and support. This mid-priced offer may hit the sweet spot for many of your leads.

You can then nurture these participants to eventually upgrade to your premium program. This gives you an effective "staircase" of offers at ascending price points.



TOP 20 TIPS FOR FIRST-TIME AUTHORS

Many writers feel uncertain on how to get started and make their book a reality.

The good news? *It is possible* - with the right guidance.

Here are some 20 insider tips to help transform you from aspiring writer to published author:



Know your “why”. Understand your motivation and end goals so you stay focused.



Choose a genre and topic you’re passionate about. It will come through in your writing.



Thoroughly research demand for your book idea beforehand. Ensure there are eager readers.



Decide between self-publishing vs. traditional publishing based on your objectives.



Hire a developmental editor if you want expert guidance perfecting your manuscript.



Invest in professional editing and proofreading. Don’t sabotage with typos and errors.



Plan in advance for your book title, subtitle, cover design, and sales descriptions. These are crucial.



Study bestselling books in your niche. Discover what hooks readers vs. bores them.



Commit to writing daily. Consistency leads to finished manuscripts, sporadic effort does not.



Set challenging but realistic word count and time frame goals. Hold yourself accountable.



Break larger projects into smaller milestones to maintain momentum.



Read your drafts aloud to polish flow, tone, and language. Our ears catch what eyes miss.



Be open to constructive feedback. Quality input from others makes books dramatically stronger.



Hire a professional designer for your book cover and interior. Don't sabotage your masterpiece with amateur visuals.



Learn from successful authors in your genre through books, courses, podcasts, and masterminds.



Decide if your objective is education or entertainment. Books that do one exceptionally well thrive, mixed messages flounder.



Understand the importance of metadata, categories and keywords on Amazon and optimize thoroughly.



Build your author platform on social media and via content marketing long before your book launch.



Plan a multi-channel marketing strategy that turns readers into buyers of your services.



View your book not as the end goal but as the gateway to a thriving business serving eager readers.



YOUR KEYS TO 7-FIGURES

We hope this Scale It Lab Report provided you tremendous value and a clear roadmap to achieve your author and 7-figure dreams.

You now know:

- Why a book builds authority and attracts ideal prospects fast
- The 8-step formula to go from idea to published author
- The step-by-step process to write your manuscript
- How to craft a compelling call-to-action inside your book to capture leads
- 5 power plays to skyrocket your subscribers using your book content
- 20 pro tips for new authors

Remember your book serves as your resume, lead magnet, and platform accelerator. Follow the blueprint in this guide and you can establish yourself as a thought leader in your niche fast.

**IF YOU WANT TO LEARN MORE,
YOU CAN REACH OUT TO
MORGAN VIA HER WEBSITE AND
SOCIAL MEDIA ACCOUNTS:**



<https://paperravenbooks.com/>



<https://www.linkedin.com/in/morgan-gist-macdonald>



<https://www.instagram.com/morgangmac>



<https://www.facebook.com/morgangistmacdonald/>

