



## What does it really take to become a successful publisher?

This is a great question and one that should pique the interest of anyone involved in the business of publishing.

There are a variety of variables that go into building a successful publishing business, we will touch on a few today in this article.

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### **Internal Identity: (Stoicism)**

This is the process of character building, creating strengths inside your being that are ready to take on all the mountains, cliffs and snowstorms that will inevitably come your way as a business owner. It is a strong will of character that will carry you through the times of turmoil, and there will be many. The choice to become an entrepreneur should never come to you lightly, it is one of if not the most challenging life you could choose for yourself.

I know that this life, the life of an entrepreneur looks glamorous from an outside perspective, it is designed to display this way, to give you hope of something better and you should hold that hope because there is something better than a 9-5 BUT what is very rarely spoken about is the hardships that will and do exist between where you are now and that better life.

It could take you many years to find success inside of a business and you must be ok with eating 2-minute noodles, sacrificing friendships, social engagements and every single spare cent to your name to attain success. The only real way to be ok with this is to understand yourself on a deep level. To ascertain this type of understanding you need to develop "Internal Identity".

Focus on your mindset daily, this is an ongoing process, it will be hard at first to keep up your routine, but you must keep it up. It is like training for a cross country race, you will put in countless lonely hours running and running building up your body to just simply be capable of entering a race, you will lose countless races over the years BUT then through persistence and mental fortitude you will eventually win a race, it only takes a single win to be noticed, over night you went from being a lonely runner to a winner.

Business is the same, it is less physically taxing but the premise remains. Stoicism is a great place to start developing a deep internal identity.

### **Business Creation: (Structure)**

Once you have the right mental space to tackle this marathon of business then it is time to decide upon your business structure. This is less important in the beginning of your journey but becomes abundantly more important as you begin to build success inside of your business.

Often when I undertake a new business venture, I will not register a company or undertake any legal tasks in the beginning. First, I will prove viability, we do this simply by doing. If we make money, then there is proven demand for what we are offering and in this case, I will incorporate a company.

There are many structures you can choose, and they are determined by your needs, for example, if you are just looking to replace your wage then you could register a sole trader business and pay tax as a single entity, you. If you are looking to build income far beyond what you currently earn and there is data that says this may be possible then you could register an LLC and pay tax as a separate corporate entity. It is always smart to seek advice from a chartered account on this once you prove that your business has viability. An accountant will also help you with your tax obligations.

## Business Systems: (Systems)

Now we have the right mindset, a registered business entity and tax sorted out, we must create working systems inside of your business. What I mean by this is processes, policy, procedures and productivity practises.

Each of these play a vital role in the daily operations of your business, you can not simply develop a strategy in your head or scribble a few notes on paper, take action on this rudimentary strategy and expect to gain success, unfortunately this is where most people are in the online business space.

Instead, you need to streamline your processes, think of it like this, we have all had a job before right, in every workplace there are specialised departments, accounting, payroll, sales, distribution and so on, each of these departments has policies they follow and best practises, they all have working procedures and productivity checklists.

You HAVE to start thinking bigger, you may be a solopreneur, but this only means that you are all these departments in one person. So, get some written systems in place, type up some procedures and measure your productivity with KPI's. Build consistency through the systems, review them every day and ensure you are following your own path, the one you set out for the company you now own.

I would suggest using a free tool like Trello to do this.

## The Publishing Strategy: (Strategy)

Ok at this point, your mind is right, you have a registered business entity, your systems are in place so now we need to focus on the money making, which is of course strategy. There are a few different strategies in the publishing world, some of these are;

- Ghostwriting
- Low and No Content Books
- Self-Authored Books
- Public Domain Publishing

Each has its pros and cons, but after 10 years in publishing, the one single strategy that clearly stands out to me and the strategy that I personally run is Public Domain Publishing. Publishing in the PD space eliminated the need to write books, the need to market your books and prove their viability to the market, the need for a sales process and it is also the quickest to market, meaning you can publish more than one book in a day. On top of that it is also the most evergreen and passive model around.

In saying that Public Domain Publishing may not be fore you, so you have to decide what model best suits your needs and goals and go ALL IN on that, completely all in, not half in all the way. When times get tough you need to draw on your Internal Identity to keep your path true. As humans we have a tendency of switching direction when times get tough, this puts us in a perpetual circle of try and fail.

Changing direction is not a bad thing if done for the right reasons, and the only reason I see for this switch is non viability. Just because someone else got success in the ghostwriting space DOES not mean you will. Some people are made for it and some are not, if you have given it a real go, gone all in and just can not get it to work, then this strategy is just not viable for you, maybe another but not you. This is the truth, maybe harsh but w can not be good at everything we try.

Instead of quitting, we change direction, we find a strategy that speaks to us, one that is viable for us, for me this was Public Domain Publishing. I did self-authored, I did Low Content, and I did Ghostwriting and I had limited success, but eventually I changed direction to Public Domain and this is where I thrived.

So, once you have chosen your strategy you have to map it out, I would suggest using Trello for this as well.

### **Innovation: (Stamina)**

At this point we have built up our internal identity, your business is registered, your systems are in place and your strategy is well underway. Since you now have a great understanding of your business model it is time to improve and innovate.

In the last chapter I spoke about using Trello to map out your strategy. After you have been implementing this strategy for a while you will start to see small patterns of success and failures, where your strategy falls short. What you must do here is stand back from your business, look at your Trello map and find the holes, when you find them plug them up fast.

Look at what has been working for you and double down on these facets of your business, always do more of what is working and less of what is not. The result of this process, this innovation will be a highly optimised strategy, systems that run smoothly and ultimately the success you have been seeking all these years.

### **External Consultant Assistance:**

All the biggest companies utilise the advice of consultants, to name a few; Amazon, Facebook, Microsoft, eBay, they all hire external experts, consultants that specialise in their business model.

No matter what level your business is at, complete start up or doing 50 million a year plus, it is vital to begin taking and continue to take expert advice. Not only will it increase your chances of success and continued success, but it will shortcut your learning curve and increase your revenue, also more importantly your bottom line.

Hiring the right help at the right time in your journey is priceless, it is literally invaluable. I can not understate the importance of this. We NEVER get there alone, NEVER. Even people who have tasted the beginnings of success off their own ingenuity such as myself eventually need help, it is an inevitable part of being in business. The only suggestion I have here is do not wait, you know at some point you will need to take expert advice so get it now and this will shorten your journey and alleviate many of your pain points.

My company offer Public Domain Publishing House Consultant services, but we go beyond simply offering advice, we deliver to you on a platter all of the above business variables which have been tried and tested over the past decade.

- Internal Identity (Stoicism)
- Business Creation (Structure)
- Business Systems (Systems)
- The Publishing Strategy (Strategy)
- Innovation (Stamina)
- External Consultant Assistance

Our service is delivered in 3 stages

Lifetime access and updates on our a very short video course which is at your own pace learning but takes your from knowing nothing about publishing to ready to publish in as little as a week of learning. We aim to get you out of the perpetual learning cycle and into implementation as soon as possible.

Next, we have our Daily coaching service, here we offer you close to real time support, and you undertake your publishing journey. It is our policy that no student is to go unanswered on any question for more than 12 ours, this means we get you over your obstacles on the very same day you encounter them. We also offer 1-1 Zoom calls in the event we cannot get you over your roadblock through our traditional methods.

Lastly, we have our innovation community, this is delivered in the form of a Facebook mastermind group, where we discuss business, our processes and innovations on the baseline strategy delivered in the video training material.

These 3 things and 10 years of experience in the industry provide you with a powerful ally as you undertake the rigorous journey into the world of entrepreneurship.

If you would like to have a discussion with me about our services, then please click the button below.

Dan

Get Help in Your Business

[BOOK A CALL](#)