

SCOTT A. MACMILLAN

Entrepreneur to Author

Book Extras: Charts, Graphs,
and Diagrams From the Book



Entrepreneur ^{to} **Author**

**Book Extras: Charts, Graphs,
and Diagrams From the Book**

SCOTT A. MACMILLAN

Entrepreneur to Author: 5 STEPS to Writing and Publishing a Nonfiction Book That Builds Authority and Grows Your Business

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Figure 1: The Entrepreneur to Author STEPS Method



Figure 2: Eight key entrepreneur-to-author goals

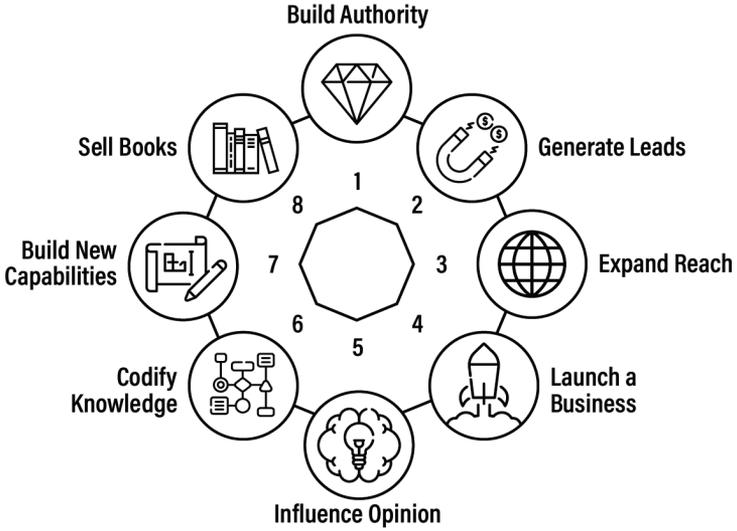
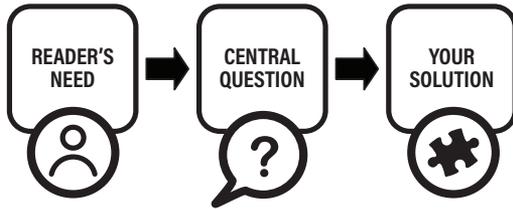
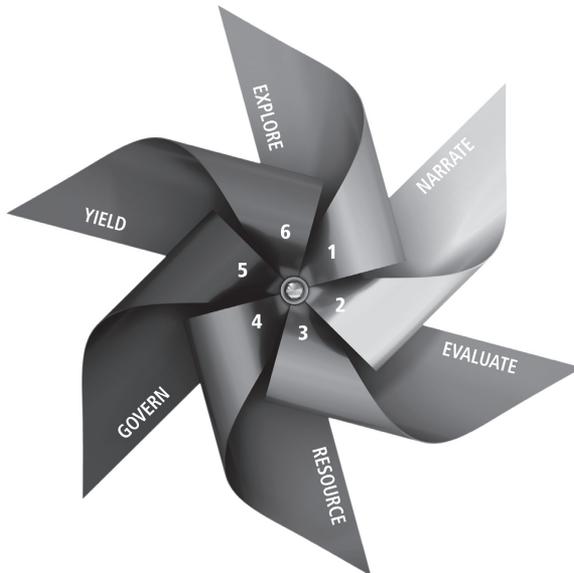


Figure 3: From reader's need to your solution



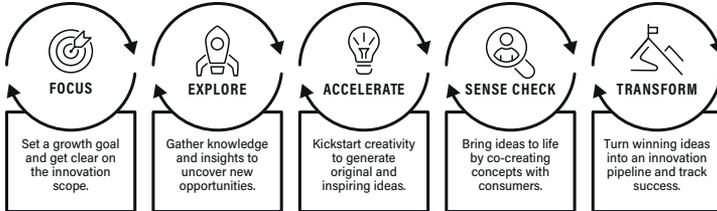
The Digital Utility by Wayne Pales	
Central Question:	"How can I provide services customers want and drive business growth?"
Author's Solution:	<p>The six-step ENERGY framework lays out a process for using energy data to deliver customer value:</p> <ol style="list-style-type: none"> 1. Explore 2. Narrate 3. Evaluate 4. Resource 5. Govern 6. Yield

THE ENERGY FRAMEWORK



<i>Innovation Feast by Susie White</i>	
Central Question:	"How can I more successfully create and then manage new food and beverage product ideas?"
Author's Solution:	<p>The FEAST framework is a repeatable and sustainable five-stage innovation framework for generating winning new food and beverage product ideas:</p> <ol style="list-style-type: none"> 1. Focus 2. Explore 3. Accelerate 4. Sense-Check 5. Transform

THE FIVE-STAGE FEAST FRAMEWORK



Fit for Disruption by Matthew Webber

Central Question:	"How can my organization become a profitable industry leader during times of disruptive change?"
Author's Solution:	The Fit for Disruption model describes the three attributes of profitable industry leaders who excel in times of disruptive change: 1. Be COMMERCIAL 2. CREATE new solutions 3. Effect CHANGE.

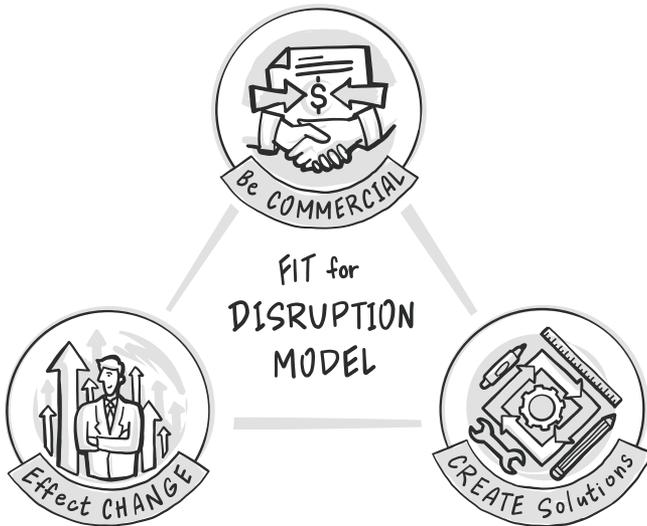


Figure 4: Starting your big-picture brainstorm



Figure 5: Brainstorming a book with a step-by-step solution

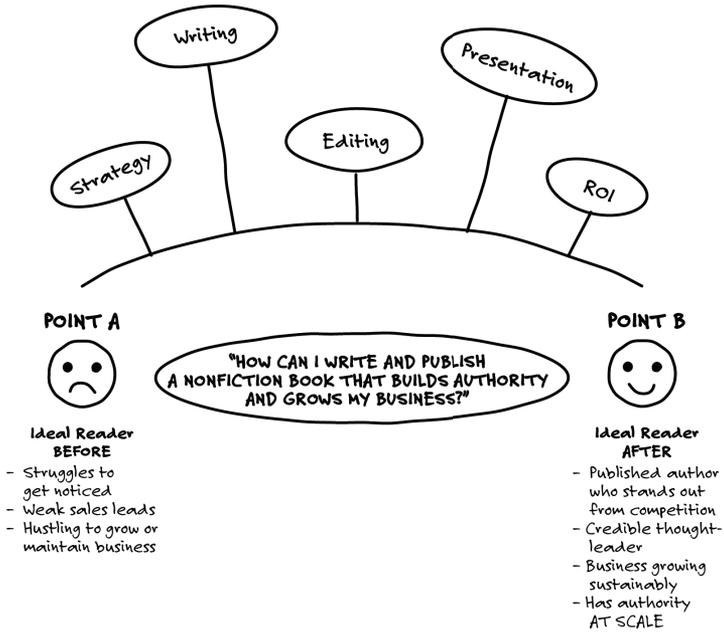


Figure 6: Brainstorming a book with a non-sequential solution

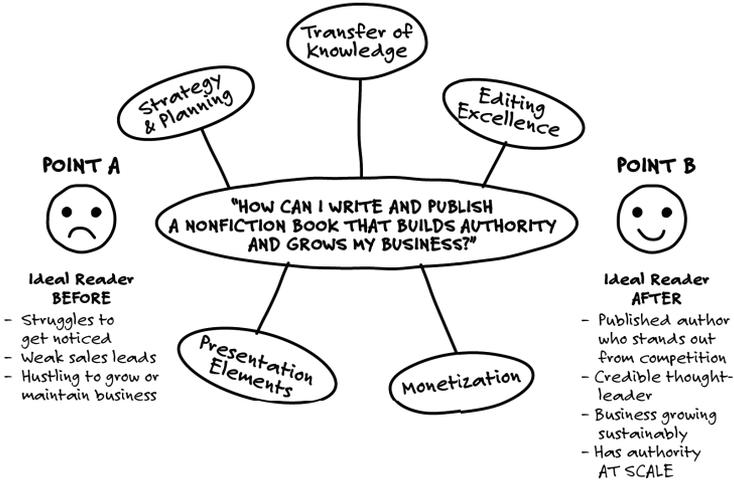


Figure 7: Branching subtopics from main topics

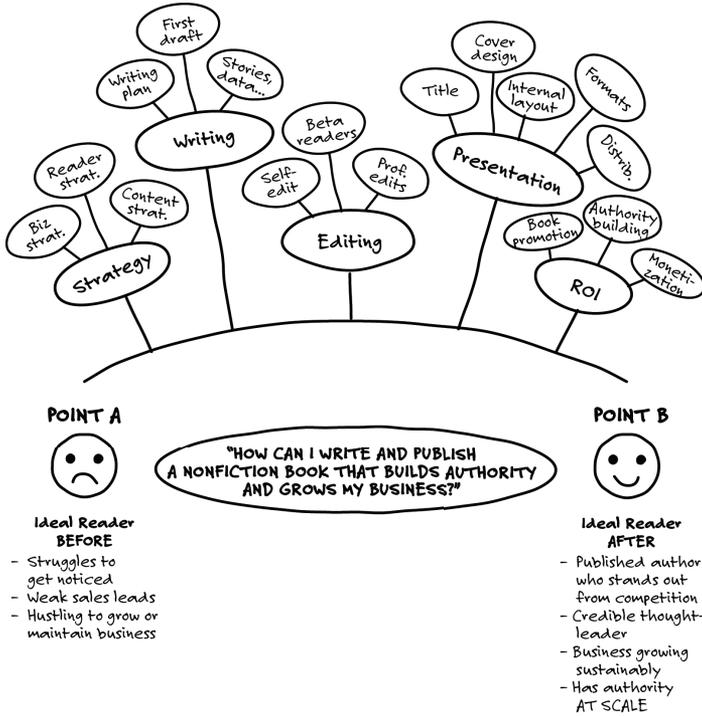


Figure 8: Example of a completed book blueprints

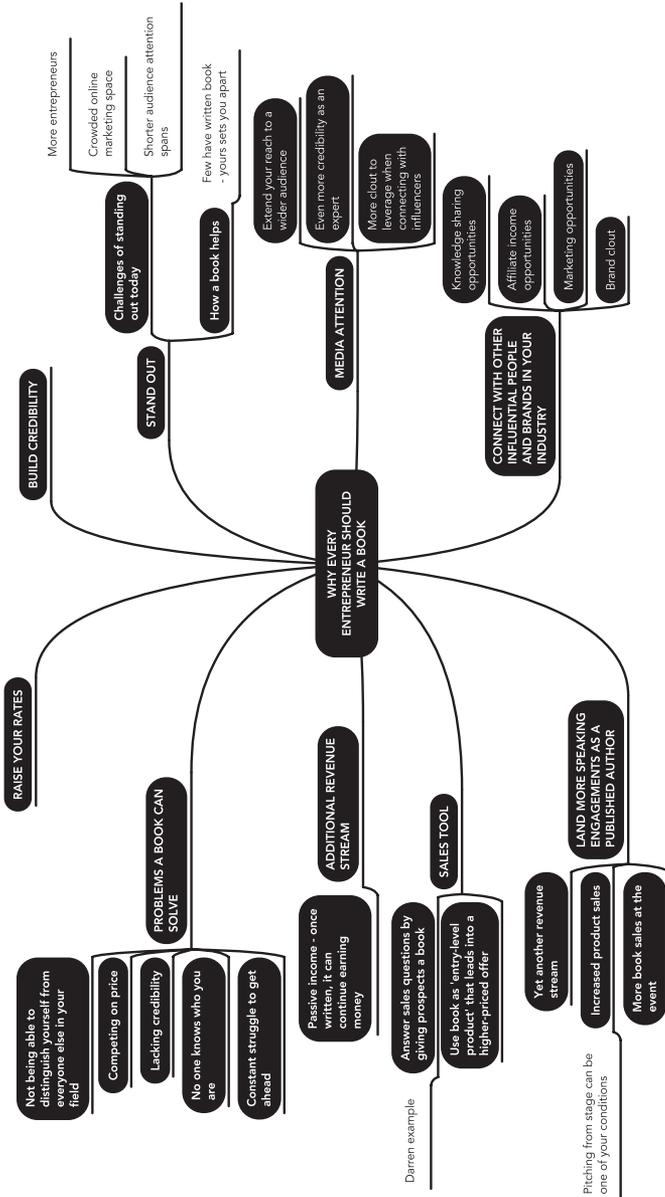


Figure 9: Average book length (in pages) of top-5 titles, by Amazon category

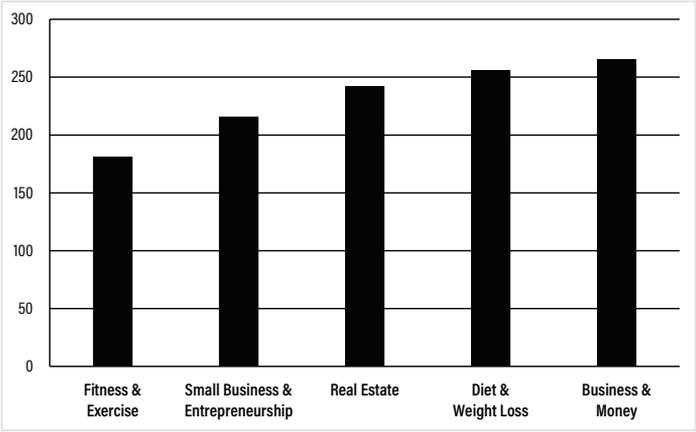


Figure 10: The three-act story structure

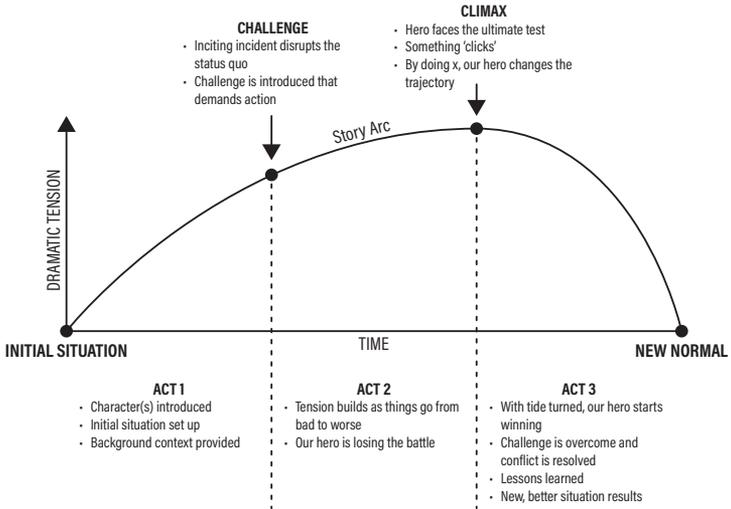


Figure 11: Types of editing

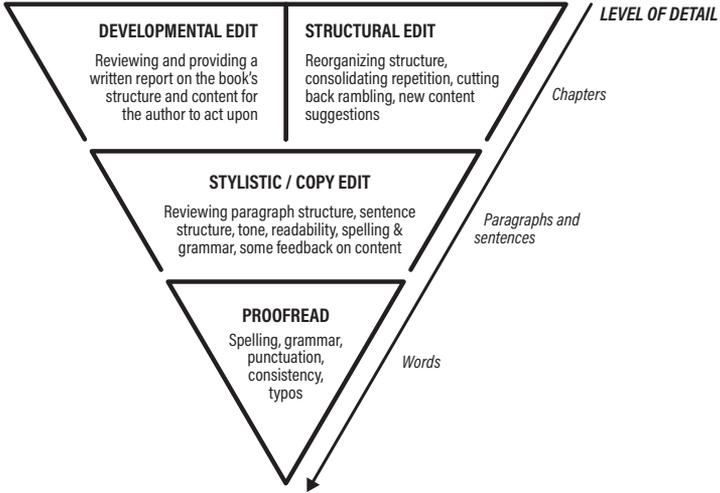


Figure 12: Book Consideration Funnel

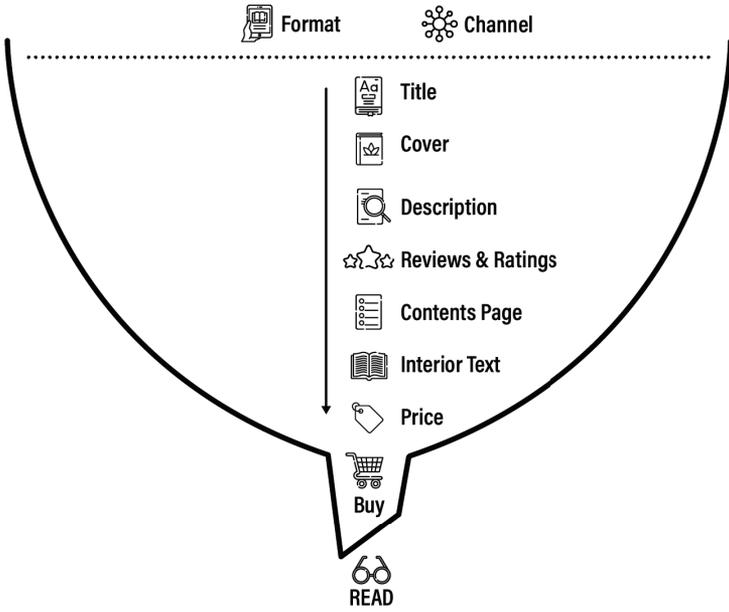


Figure 13: Example results of title testing

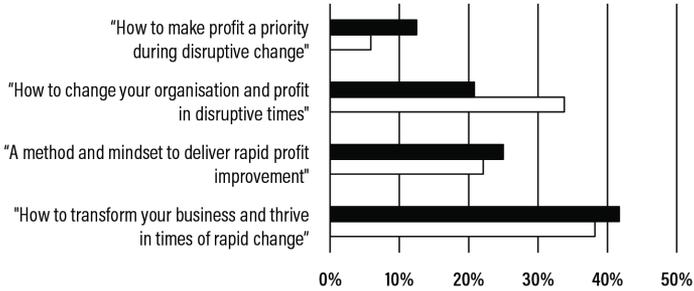


Figure 14: Example results of subtitle testing

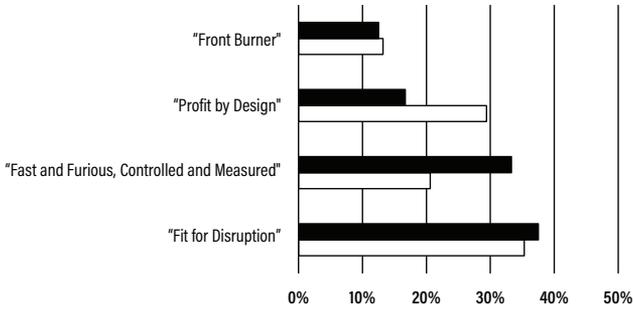


Figure 15: Final title for *Fit for Disruption* (2020) by Matthew Webber

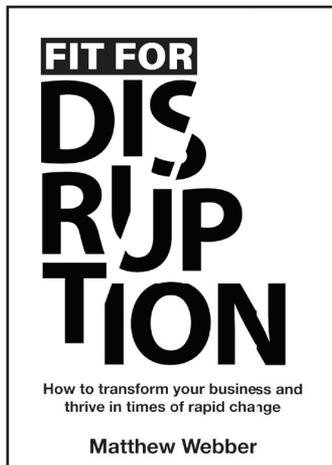


Figure 16: Example results of cover design testing for *Entrepreneur to Author*

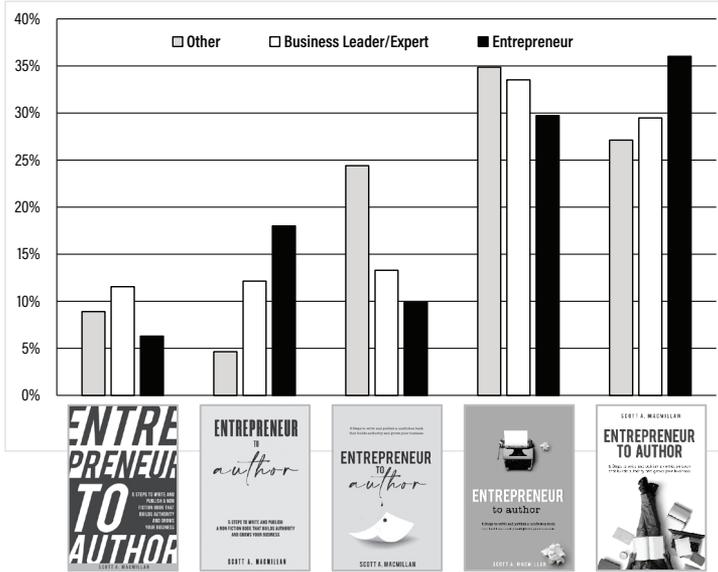


Figure 17: Share of trade book sales, by format, US, 2011-2019 H1.

Source: Statista.

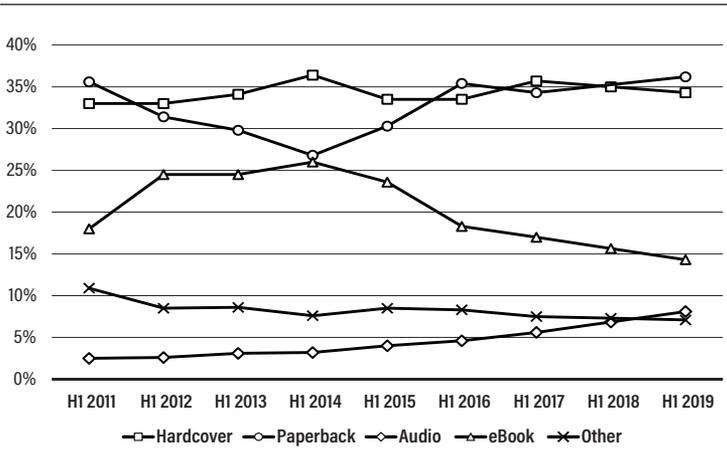


Figure 18: Sample comparison of per-unit printing costs, local vs. print-on-demand. Source: Grammar Factory analysis.

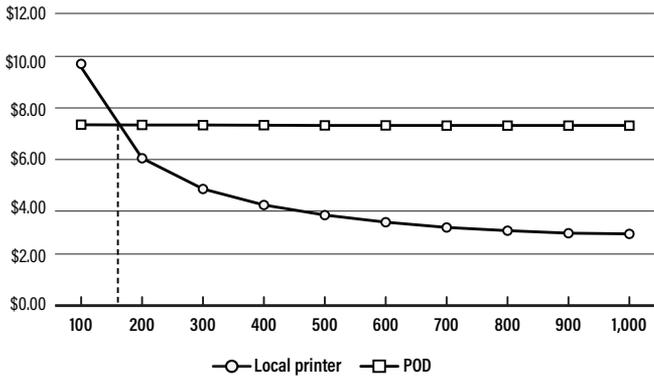
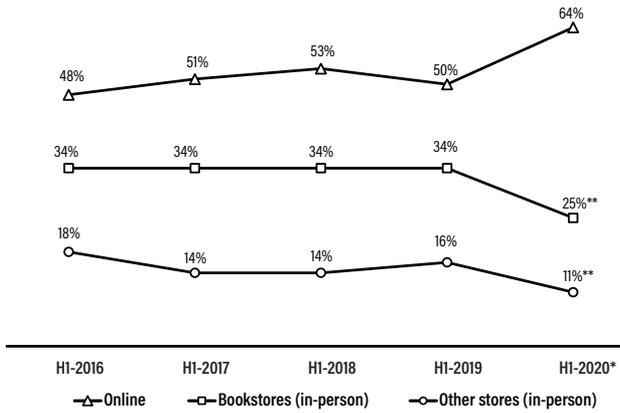


Figure 19: Book Purchases by retail channel.

Source: BookNet Canada.



* H1-2020 impact from COVID-19 lockdowns and social-distancing measures.

** Split between Bookstores (in-person) and Other stores (in-person) estimated based on historical trends.

The discount rate (or royalty rate, in the case of Amazon) will include both the retailer and the distributor share, so your net revenue calculation is as follows:

$$\text{Author Revenue (\$)} = [(\text{RRP \$}) \times (1 - \text{Discount Rate \%}) - (\text{Print Cost \$})] \times (\text{Publisher Royalty Rate \%})$$

Confused yet? Let's look at an example that assumes a paperback is priced at twenty-five dollars, published through a service publisher, with a print cost of five dollars and a discount rate of thirty-five per cent:

$$\begin{aligned} \text{Author Revenue (\$)} &= [\$25 \times (1 - 35\%) - \$5] \times 100\% \\ &= [\$25 \times 65\% - \$5] \\ &= [\$16.25 - \$5] \\ &= \$11.25 / \text{copy} \end{aligned}$$

Let's look at another example for an eBook priced at eight dollars, published through a hybrid publisher that shares back sixty per cent of revenues with you, with a discount rate of thirty-five per cent:

$$\begin{aligned} \text{Author Revenue (\$)} &= [\$8 \times (1 - 35\%) - \$0] \times 60\% \\ &= [\$8 \times 65\%] \times 60\% \\ &= \$5.20 \times 60\% \\ &= \$3.12 / \text{copy} \end{aligned}$$

Figure 20: Eight key entrepreneur-to-author goals

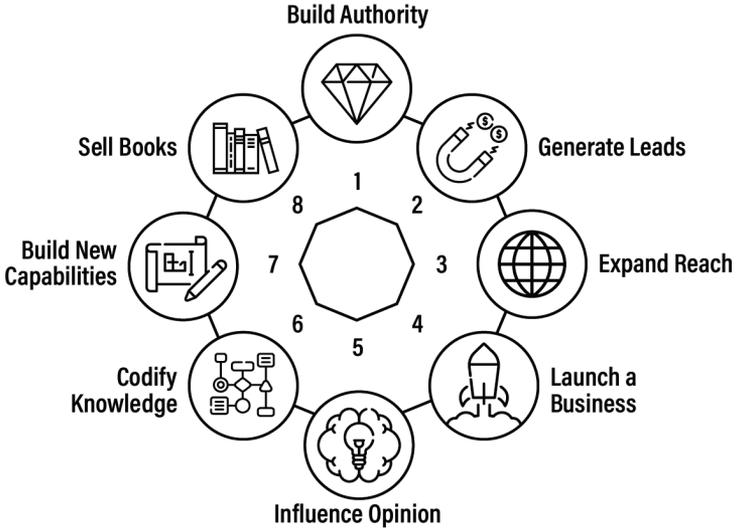


Figure 21: Products and services for your product ecosystem



Figure 22: Product architecture

	 ATTENTION PRODUCTS	 ENTRY PRODUCTS	 CORE PRODUCTS	 ADD-ON PRODUCTS	 FOLLOW-ON PRODUCTS
Customer objective	Prove value	Low-risk trial	Deliver fullsome value	Customize offering	Meet next logical need
Business objective	Build authority	Establish relationship	Generate revenue	Maximize revenue	Maximize profit
Revenue	\$0	Low	High	Low	Low-Medium
Margin	Negative or \$0	Low	Medium	High	High

Figure 23: Example book series cover from Russell Brunson's *Underground Playbook* series

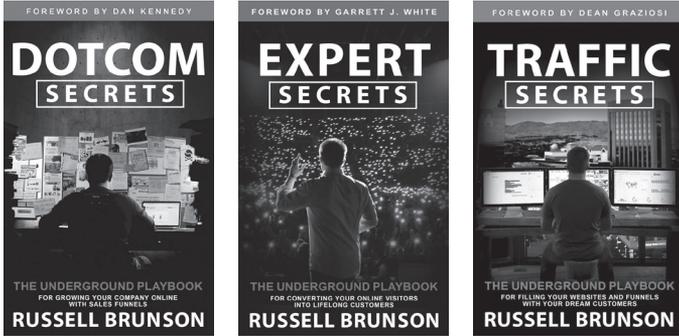
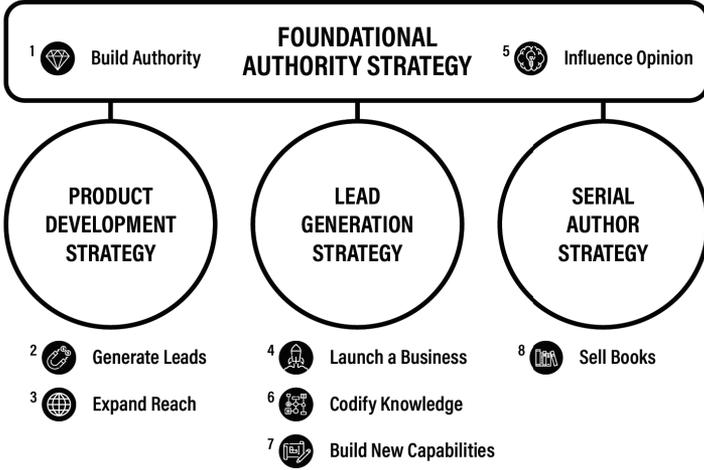


Figure 24: Strategies for leveraging and monetizing your book



ABOUT THE AUTHOR



Scott A. MacMillan is an author, speaker, and President & Executive Publisher at Grammar Factory Publishing, a Canadian professional service publisher that helps entrepreneurs write and publish books that build authority and grow their business.

With more than twenty years' experience in Media and Strategy, with global consulting firm Boston Consulting Group, and as Head of Strategy for Rogers Media, Scott brings a unique perspective to entrepreneurial publishing: strategic insight and business acumen.

Scott graduated Bregman Scholar and Valedictorian from the University of Toronto's Rotman School of Management, where he served as the President of the Entertainment & Media Association and earned a major in Management Consulting and a minor in Strategic Management.

He continues to be involved in the global start-up community, actively providing strategic advice to founders working at the intersection of media, technology, and entrepreneurship.

Scott lives in Toronto with his wife, Alisia, and their son, Matthew.

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ABOUT GRAMMAR FACTORY PUBLISHING

Grammar Factory is a Canadian professional service publisher that helps entrepreneurs write and publish books that build authority and grow their business.

Since its founding in Australia in 2013, Grammar Factory has helped more than 200 business owners in North America, Australia, Europe, and Asia go from entrepreneur to author, in fields as diverse as sales & marketing, finance, health & fitness, real estate, consulting, coaching, and more.

Laser-focused on publishing books that deliver business results, the Grammar Factory team directs 100 per cent of its efforts toward being the very best publishing partner for entrepreneurs.

How? By combining strategic thinking and analytical rigour with editorial excellence and award-winning design to deliver not just professional-calibre books, but ones that get results.

Grammar Factory Publishing

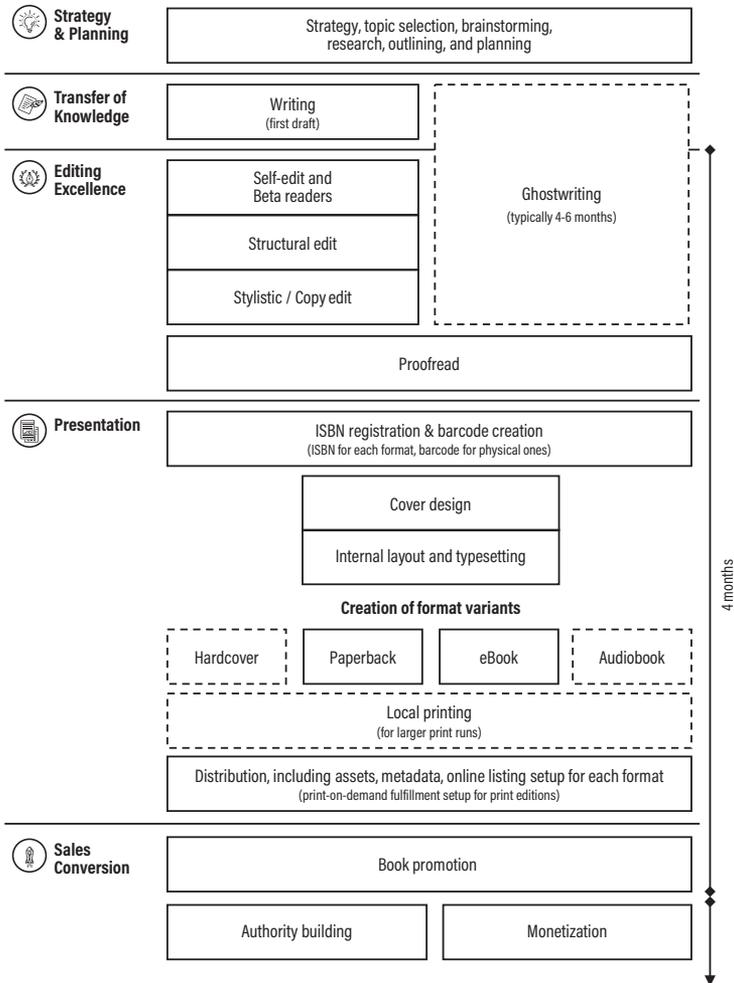
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APPENDIX: OVERVIEW OF THE ENTREPRENEUR TO AUTHOR STEPS METHOD





Let's talk about your book

Writing and publishing can be both exciting and intimidating, but I hold myself and the entire Grammar Factory team accountable for making sure our authors feel wholly confident in the quality of their book and its ability to grow their business, and also 100% supported as an author.

I'd love to do the same for you too.

Schedule a free publishing consultation now

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