



# How to Write a Book In 7 days

**A Step-by-Step Guide to Planning, Writing,  
and Publishing Your First Book—in 7 days**

**Dani Dennis**

**FIFTH & RICH**

# Table Of Contents

INTRODUCTION: Why This Book, Why Now	2
DAY 1: PLAN LIKE A PRO	5
DAY 2: STRUCTURE TO SELL	12
DAY 3: WRITE THE MIDDLE FIRST	18
DAY 4: WRITE YOUR BEGINNING & END	24
DAY 5: SELF-EDIT FAST	32
DAY 6: PREP FOR PUBLISHING	39
DAY 7: LAUNCH IT LOUD	46
BONUS: Sample Launch Week Schedule	51
CONCLUSION: IT'S BIGGER THAN A BOOK	53
So... What Now?	57
Final Word: You're an Author Now 📝	59
🔧 BONUS: TOOLS & RESOURCES	61

# **INTRODUCTION: Why This Book, Why Now**

You've got a book in your head—or maybe in your heart—but every time you think about writing it, life gets in the way.

You're busy. You're not sure where to start. And let's be honest: most writing advice feels like it's made for people with unlimited time, a cabin in the woods, and a team of editors on standby.

This book is not that.

This is for the entrepreneur, coach, creator, or everyday person who has something to say—and wants to get it **DONE**.

No fluff. No filler. No five-year plan.

Just a fast, clear, actionable path from blank page to published author in seven days.



What You'll Learn Here

You're going to:

- Nail your book idea
- Outline it in one hour
- Write it without overthinking
- Edit it without getting stuck
- Publish it like a pro
- And launch it without feeling salesy

Whether your goal is to attract clients, boost your brand, build authority, or simply share your story—this process works.

And yes, you can absolutely do it in a week. You'll get familiar with the Pomodoro time management method to crank through this. Focused intervals, followed by short breaks.

### **Why I Wrote This Book**

I've helped dozens of people write and publish their first book—and every time, the biggest hurdle wasn't talent. It was timing.

People would say:

"I'll write it when things calm down."

"I don't have time right now."

"Maybe next year."

I get it. But here's the truth: if you can give yourself seven focused days, you can become an author. And once you do, everything changes.

## **A Book Is More Than a Book.**

It's a door-opener.

A credibility builder.

A digital handshake that says, "Hey, I know what I'm talking about."

It's not just about selling copies—it's about what the book does for you and your brand. For your confidence. For your legacy.



## **Let's Get This Thing Written**

You don't need perfect grammar.

You don't need a big platform.

You don't need to wait another year.

You just need one hour, for seven days and a plan.

Let's go.  

01

# DAY 1: PLAN LIKE A PRO



**Goal:** Get clear on your purpose, audience, and big idea

## The Secret Most “Stuck” Writers Never Learn

You don’t need more time. You need a plan.

In fact, the faster you want to write your book, the sharper your planning needs to be.

Think about it: if someone dropped you in the middle of a city with no map, no GPS, and no idea where you’re going, how long would it take you to get anywhere?

Probably forever—or until you gave up.

Writing without a plan is the same thing. It feels messy. Aimless. Heavy.

That’s why Day 1 is mission critical. You’re not writing yet—you’re creating the map that makes every writing day feel surprisingly easy.

## My First Book (And Why I Almost Gave Up on It)

I remember sitting at my kitchen table, staring at a blinking cursor, wondering how every other coach, influencer, and podcaster had managed to write a book when I couldn’t even pick a title.

I had ideas—so many ideas—but they all felt disconnected. I’d open a doc, write half a page of genius (or so I thought), and then... nothing. It was like my brain would short-circuit.

The problem? I was trying to write without a plan. Once I got clear on my why, my reader, and my one big idea—everything shifted.

## Step 1: Define Your “Why”

Before you type a single word, answer this:

Why are you writing this book—really?

Here are a few common reasons:

- To share something meaningful before you die (yes, some people say this!)
- To establish your credibility in your field
- To get speaking gigs, clients, or media
- To help people avoid the mistakes you made
- To prove to yourself you can actually finish something

There's no wrong answer—except a vague one.

ACTION PROMPT:

"I'm writing this book because I want to help \_\_\_\_\_ do/understand/achieve \_\_\_\_\_."

Here's mine for this book:

I'm writing this book because I want to help busy, brilliant humans stop overthinking and finally write the book that's been on their heart for years—in just one week.


## **Step 2: Know Your Reader (Like, Really Know Them)**

If your book tries to speak to everyone, it ends up speaking to no one.

So zoom in.

Picture your reader as one real person. Where are they in their life? What are they frustrated with? What do they secretly want?

Here's a trick: Write a dating app-style profile for your reader.



“Hi, I’m Jess. I’ve always wanted to write a book, but I keep getting stuck. I’m not sure where to start. I’m good at what I do, but I don’t feel ‘expert enough’ to write a whole book. I want to share what I’ve learned, grow my brand, and stop feeling like I’m wasting my potential.”

Now when you write, you’re writing to Jess. Not the entire internet.

## **Step 3: Nail Your One-Sentence Premise**

Your one-sentence premise is the promise of your book. It should be crystal clear—so clear that if someone read only that, they’d say, “Oh wow, I need this.”

Template:

“This book helps [ideal reader] go from [struggle] to [result] in [timeframe or unique way].”

Examples:

- “This book helps first-time authors go from blank page to finished book in 7 days —without the overwhelm.”
- “This book helps online coaches turn their signature framework into a client-attracting book in one week.”

## **Step 4: Create a Quick + Dirty Outline**

This is where it gets fun. You’re not mapping the entire Amazon rainforest—you’re sketching a trail through it.

Keep it simple:

- Intro (tell them what they'll learn + why it matters)
- 3–5 Core Chapters (each one solves a part of their problem or walks them through a step)
- Conclusion (remind them what they've done + what to do next)

Don't overthink it. A basic list with bullets is enough for now. You'll fill in the magic later.

## **Step 5: Brainstorm Some Book Titles**


Your title is a magnet. It should:


- Make a promise
- Hint at speed or simplicity
- Use keywords your reader might search
- Sound like something they'd say out loud

Example titles brainstormed for this book:

- Booked in a Week
- 7 Days to Published
- Write It and Launch
- Stop Waiting, Start Writing

Write down at least 10. Don't judge them. You'll refine later.



 **Pro Tip: Be the Expert First**

**Readers can feel authenticity—and they can spot fluff from a mile away.**

Before you write a book on a subject, make sure you've lived it, learned it, or earned the right to teach it.

You should know 10 words for every 1 you write. That depth gives your book authority—and makes your readers trust you.

Writing about success? Be someone who's already succeeded.

Writing about money? Make sure you've built real wealth.

Writing about relationships? Show that you've cultivated meaningful ones.

You don't need to be perfect—but you do need to be proven. People don't want theory. They want truth, backed by lived experience. Be the person who's walked the path... and they'll follow you anywhere.

## Journal Prompts & Action Steps:

1. Why do I want to write this book?
2. Who is the one person I'm writing to?
3. What transformation does this book offer them?
4. What are 3–5 core steps or pillars I'll teach?
5. What are 10 title ideas—even bad ones?

## Wrap-Up Checklist:

- I know my “why” and my reader
- I've written a one-sentence premise
- I've created a simple outline
- I brainstormed 10 title ideas
- I finally feel like... “Oh, I can totally do this.”

**Your Mission Today:** Complete this prep work in under an hour. Then rest up. Tomorrow, we structure your chapters for max impact and speed. It's about to get real.



02

**DAY 2: STRUCTURE TO  
SELL**

**Goal:** Build a book framework that grabs attention and delivers real transformation

## Why Structure Makes or Breaks Your Book

You know what separates a book people finish from a book they abandon halfway through?

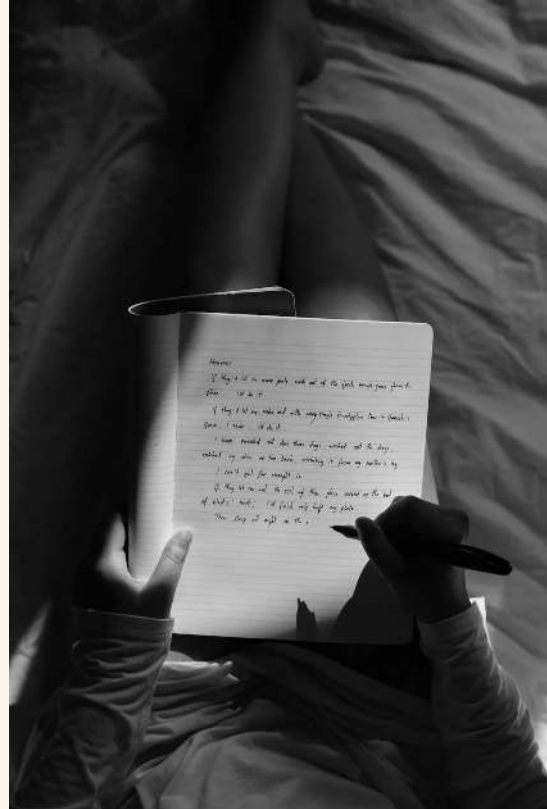
Structure.

Most people think writing a book is about how much you know. It's not. It's about how clearly you can guide your reader from Point A (confused, stuck, or curious) to Point B (informed, inspired, and ready to act).

Good structure keeps them flipping pages. Bad structure makes them put your book down... and never come back.

## The Mistake I Made in My First Draft

When I wrote my first book, I had so much to say.



And I said all of it—in no particular order, with no clear path, and definitely no headlines.

Each chapter felt like its own little world, but none of them talked to each other. Readers were confused. So was I.

Once I stopped trying to “say everything” and started focusing on guiding the reader step-by-step, the book came alive. It flowed. It made sense. And people finished it (!!!).

# Step 1: Hook Them from Page One

Your intro and chapter 1 are make-or-break moments. You have seconds to earn trust. And attention.

Here's how to open strong:

- Start with a story or confession — something true and real
- Call out the reader's pain or problem
- Promise them something better

Example:

"If you've ever opened a blank Google Doc, stared at the blinking cursor, and whispered 'Why am I like this?'—you're in the right place."

That line makes someone feel seen. And when your reader feels seen, they stay.

# Step 2: Turn Your Chapters Into Click-Worthy Headlines

Every chapter title should sound like a viral YouTube video or irresistible podcast episode.

Why? Because chapter titles are the first thing people skim before they decide to buy your book.

BORING:

- Chapter 3: Self-Editing
- Chapter 5: Getting Reviews

BETTER:

- Chapter 3: How to Make Your Book Sound 10x Smarter (Without Hiring a \$3,000 Editor)
- Chapter 5: The Shameless Author's Guide to Getting Glowing Reviews (Without Feeling Icky)

Don't be afraid to be bold, funny, quirky, or real. That's what makes your book you.

## Step 3: Use the "3 Bullets Per Chapter" Method

If each chapter feels like a mountain to climb—you'll stop writing. But if each one is just 3 ideas with a little intro and a little wrap-up? Boom. You're flying.

Here's how it works:

1. One chapter = one key idea
2. Divide it into three supporting points
3. For each point: write a short explanation + a story/example

Example for a chapter on writing fast:

- Bullet 1: Use voice-to-text tools
- Bullet 2: Write in sprints, not marathons
- Bullet 3: Stop editing while you write

That's it. You're not building an encyclopedia. You're giving people just enough to get the result.

## Step 4: Keep Your Tone Conversational

Pretend you're texting your smartest friend or voice-noting your favorite client.

This isn't school. It's not a term paper. You're here to serve, connect, and get to the point.

Try this:

- Use contractions ("you're" not "you are")
- Break the fourth wall: "Look, I get it. This part feels scary."
- Ask rhetorical questions
- Use short paragraphs. Like this one.
- And maybe even toss in an emoji once in a while 😊

## Step 5: Plug Your Chapter Content into This Simple Template

Here's your repeatable format for each chapter:

1. Chapter Title Make it bold, fun, and promise a benefit.
2. Hook A bold opening line or story that grabs attention.
3. The Point What is this chapter teaching or solving?
4. The Proof Use a personal story, example, or stat.
5. The Practical Give them something they can do or reflect on right away.
6. The Promise A line that hints at what's coming next or keeps them turning the page.

# Chapter-in-a-Day Formula

- ✓ Use the “3 bullets per chapter” method
- ✓ Write for 25 minutes (Pomodoro style)
- ✓ Don’t stop to edit
- ✓ Aim for 800–1,200 words per chapter
- ✓ Repeat. You’ll have 3–5 chapters done in 1–2 days

# Real Author Talk: What NOT to Do

- ✗ Don’t try to cram your entire life’s knowledge into one chapter
- ✗ Don’t try to sound smart—sound helpful
- ✗ Don’t switch tones mid-book (pick your vibe and stay there)
- ✗ Don’t overwrite. Your reader will love you for keeping it tight and focused.

# Wrap-Up Checklist:

- ✓ My chapter titles are bold and benefit-driven
- ✓ I broke each chapter into 3 clear bullets
- ✓ My writing tone feels natural and human
- ✓ I’m using a consistent structure for every chapter
- ✓ I actually feel excited to write now

**Your Mission for Today:** Take your outline from Day 1 and plug each section into the chapter structure above. Rename the chapters with fun, scroll-stopping titles. Map out your bullets. By the end of today, you’ll have the full skeleton of your book—and you’ll be ready to write it fast.



03

**DAY 3: WRITE THE  
MIDDLE FIRST**

**Goal:** Knock out the core of your book—fast, focused, and fearlessly

## Why You Should Skip the Beginning

Most people think you start writing a book from the beginning.

Wrong.

That's like decorating a cake before you've even baked it. You waste time making the edges pretty, while the center—the substance—still isn't cooked.

So here's your permission slip: start in the middle.

Start where your ideas are hottest. Start where you know exactly what you want to say.

## I Wrote My Best Chapter in Sweatpants at 11:42 PM



True story: I was supposed to be editing. I wasn't. I was sitting on the floor, in sweats, eating cold pizza. And out of nowhere, this burst of clarity hit me about a topic I thought I was stuck on.

I opened my laptop and voice-typed one of the most helpful chapters in the whole book—no plan, no polish, just passion.

That chapter became the anchor for the rest.

Moral of the story? Creativity doesn't follow a linear path. And when you write from the middle first, you get straight to the good stuff.

## Step 1: Pick the Easiest Chapter

Not the first chapter. Not the hardest. The easiest.

What's the one section you could talk about in your sleep? That's where you start.

This builds confidence. It gets your fingers moving. And most importantly—it proves to your brain, “Hey, I can do this.”

Author Hack: If you're resisting a chapter, skip it for now. Write something else and come back when the pressure is gone.

## Step 2: Talk It Out First

This is a game-changer. Instead of typing from scratch, speak your chapter out loud like you're:

- Answering a podcast question
- Coaching a client
- Explaining it to a friend over coffee

Use:

- Your phone's voice recorder
- Google Docs voice typing
- Otter.ai or Descript (AI transcription tools)

Then transcribe it. Lightly clean it up. BOOM—rough chapter.

This works especially well if you overthink your writing voice. Speaking keeps it real.

## Step 3: Use the "3 Bullets" to Stay on Track

Go back to your Day 2 framework. Each chapter should have:

1. A bold opening line or mini story
2. Three core ideas or points
3. A practical takeaway at the end

This simple formula keeps you from spiraling into tangents or over-explaining. It's just enough to teach, inspire, and move on.

## Step 4: Sprint, Don't Stroll

Use the Pomodoro Method:

- 25 minutes on
- 5-minute break
- Repeat up to 3x

Your only job: get words on the page.

Don't edit. Don't reread. Don't fix typos. Just go.

If it helps, tell yourself: "This is the sloppy draft. No one will see this but me."

That freedom = speed.

## Step 5: Stack Those Wins

You'll feel it—the rush of finishing one chapter.

So ride that momentum:

- Write a second one
- Then maybe a third
- Don't stop just because the timer went off—if you're in flow, KEEP GOING

By the end of today, you can knock out the entire middle of your book.

Even if each chapter is just 800–1,000 words, that adds up fast. 3–5 chapters in one day is very doable when you use this method.

## Real Author Talk: What to Do When You Get Stuck

● Feeling blocked? Try this:

- Change locations (go outside, move rooms)
- Talk out your chapter into a voice memo
- Free-write the question: “What do I want my reader to understand in this section?”
- Set a timer for 7 minutes and promise yourself you won't stop writing until it dings

It's not about feeling inspired—it's about staying in motion.

## Wrap-Up Checklist:

- ✓ I started with the easiest chapter
- ✓ I used voice or bullet dictation to write faster
- ✓ I ignored perfection and let it be messy
- ✓ I knocked out 2–4 chapters in a day
- ✓ I can actually see this book taking shape

**Your Mission for Today:** Write the entire middle of your book. Pick 2–3 chapters and use the talk-it-out method + bullet breakdown. Don't polish. Don't overthink. Just get it out.

 **You're now officially past the halfway point.** Tomorrow? We craft your opening and ending—and make it unforgettable.

Don't  
worry  
for it.

WED

04

**DAY 4: WRITE YOUR  
BEGINNING & END**



## Start With Fire. End With Power.

**Goal:** Hook your reader instantly and leave them feeling empowered, inspired, and ready to act

Your beginning is the moment someone decides, “I’m in.”

Your ending is what makes them say, “I’m so glad I read this.”

This is where your book stops being just content... and starts becoming a journey.

## True Story: The Book I Bought but Never Finished

I once bought a book with a killer title. The topic?      The promise? 100

But the first few pages were dry. Wordy. All about the author. Zero momentum.

I stopped reading.

A few days later, I found another book on the same topic. The intro felt like it was written for me. I read it straight through in one sitting.

Moral: People don’t give books “a chance.” They give them a few pages. Maybe.

**PART ONE:  
WRITE A BOLD,  
RELATABLE INTRO**



# Step 1: Start With a Bang

Your reader doesn't want your credentials—they want to feel seen.

Start with:

- A confession (“This book almost didn’t happen...”)
- A relatable pain point (“You’ve probably opened a Google Doc, typed your title... and froze.”)
- A mini story that mirrors your reader’s journey

Example from this book:

“This isn’t a book for professional writers. This is for the real ones—the ones with a full-time job, a half-finished idea, and a dream they keep shoving to the bottom of their to-do list.”

If your reader sees themselves on page 1, they’ll keep turning.



## Step 2: Show the Before & After

Make the transformation crystal clear:

- “Before this book, you feel overwhelmed, stuck, and unsure where to start.”
- “By the end, you’ll have a finished book—and a proven method to do it again, anytime.”

Give your reader a vision they can believe in.

## Step 3: Tell Them What’s Inside

Quickly outline what they’ll learn or do:

- “In the next 7 days, you’ll plan, write, and prep your book for publishing.”
- “Each day gives you a clear goal, tools to reach it, and a simple action step to complete.”

This reassures the reader: there’s a plan. You’ve got this.

## Step 4: Build Trust

Share your “why”:

“I wrote this because I’ve been where you are—stuck, overwhelmed, and thinking maybe writing a book isn’t for people like me.”

You don’t need to be a bestselling author. You just need to be honest and human.

**PART TWO:  
WRITE A STRONG,  
SATISFYING  
ENDING**



## Step 1: Recap the Journey

Remind your reader what they've accomplished:

- "You planned your book."
- "You wrote the middle first."
- "You edited fast, published smart, and launched loud."

People forget how far they've come. Celebrate it with them.

## Step 2: Leave Them with Momentum

Your reader is now a published author. Don't let that be the end—make it a beginning.

Give them their next step:

- "Use this book to grow your brand."
- "Create a course or workshop from your chapters."
- "Help someone else write their story."

Inspire action, not just reflection.



## Step 3: Add an Optional CTA

If you're building a business, this is a great place to invite your reader deeper:

- Link to your website or freebie
- Invite them to a challenge or newsletter
- Offer a strategy session or coaching info

This turns your book into a lead magnet—without feeling salesy.

## Step 4: Give Them One Last Push

End with a bold, uplifting message. Something they'll screenshot. Something they'll highlight. Something that says:

"You're the kind of person who finishes what they start. You wrote a book. In a week. Now what else might be possible?"

Because this isn't just about a book—it's about proving to yourself you can do the thing.

### Wrap-Up Checklist:

- ✓ My intro opens with energy and connection
- ✓ I clearly mapped out the transformation
- ✓ I told the reader what to expect and built trust
- ✓ My conclusion celebrates the win
- ✓ I offered a natural next step or call to action
- ✓ I left my reader feeling seen, strong, and unstoppable

**Your Mission for Today:** Write your introduction and conclusion. Aim for 600–800 words each. Keep it real, tight, and reader-focused. You'll edit later—just get the emotional beats down now.

**Tomorrow is Day 5:** Self-Edit Fast—aka, how to clean it all up without falling into the perfectionism trap.



05

**DAY 5: SELF-EDIT FAST**

**Goal:** Clean up your draft quickly and confidently—without falling into the perfection trap

## **Spoiler: You're Not a Bad Writer. You're Just Overediting.**

Most people don't struggle with writing. They struggle with judging what they wrote before it even has a chance.

If you've ever re-read the same sentence 10 times and still hated it, congratulations—you're officially an author 😊

But here's the thing: editing is not about perfection. It's about clarity. Confidence. And flow. And you can do it way faster than you think.

## **My First Edit Took Me Two Weeks—and Made My Book Worse**

True story: I rewrote chapter one seven times. I kept second-guessing every word, trying to "sound smart" and "add more value."

By the end, it was clean... but also lifeless.

It wasn't until I printed the draft, read it like a reader, and stopped obsessing over every comma that it finally clicked:

"Oh. It doesn't need to be perfect. It just needs to be honest and clear."

## **Step 1: Read It Like a Reader, Not a Writer**

This is your #1 tool: Read. It. Out. Loud.

You'll catch:

- Clunky sentences
- Repetition
- Tone shifts
- Places that "feel off" (trust your gut on those)

Even better: use text-to-speech or AI tools (like NaturalReader, VoiceOver, Google Read Aloud) and listen as if it's a podcast.

You're not editing as a writer—you're auditing as a consumer.

## **Step 2: Use AI and Tools to Speed You Up**

Let machines do the boring stuff.

- Grammarly – Great for grammar, punctuation, and clarity
- Hemingway App – Highlights dense, confusing text
- ChatGPT – Paste a section and say:

“Make this clearer but keep my voice.” or

“Cut 20% but make it punchy.”

They don’t replace your voice. But they save you tons of time.

## Step 3: Eliminate Filler & Fluff

Your reader’s attention span is gold. Don’t waste it on weak words.

Cut these on sight:

- Just
- Very
- Actually
- Kinda
- Maybe
- That
- I think / I feel / I believe (unless it’s personal opinion)

Instead of:

“I really just think you should try to write every day.”

Try:

“Write every day.”

Clean. Direct. Powerful.

## Step 4: Create Chapter Flow

Editing isn't just line-by-line—it's macro too.

Ask:

- Does each chapter build on the last?
- Do I repeat myself in multiple places?
- Are transitions smooth and logical?

Fix weird jumps by adding a one-liner bridge.

“Now that you know how to outline, let's get into how to actually write fast.”

These micro-transitions make the book feel seamless.

## Step 5: Format Like a Reader's Dream

Your words may be brilliant, but if your layout looks like a wall of text—readers will bounce.

Easy fixes:

- Short paragraphs (2–4 lines max)
- Bold for important lines or takeaways
- Bullet points where needed
- Use headings to break sections
- Add page breaks between chapters

If you're using Word or Google Docs, start thinking now about how this will look on Kindle, PDF, or print.

## Bonus: Do ONE Full Read-Through with a Pen

Old school, but it works. Print it or export as PDF on a tablet and read it like a real book.

You'll catch little things—tone mismatches, clunky transitions, small spelling errors—that screen editing misses.

💡 Pro tip: do this after Grammarly + AI. This is your “final polish.”

## Real Author Talk: Don't “Fix” What Isn't Broken

It's easy to keep editing a good section just because you're scared to move on.

Don't.

If it's clear, on-brand, and readable? LET 🙌 IT 🙌 LIVE 🙌

Save your best energy for the chapters that still feel fuzzy. Otherwise, you'll over-edit your favorite parts into oblivion.

## Wrap-Up Checklist:

- ✓ I read the whole draft out loud (or listened to it)
- ✓ I used tools to speed up grammar & flow fixes
- ✓ I eliminated filler and repetitive phrasing
- ✓ I ensured chapter flow and strong transitions
- ✓ I formatted it for easy reading
- ✓ I left the good stuff alone—and polished the rest

Your Mission for Today: Block off 2–3 focused hours to self-edit. Don't aim for “perfect”—aim for clear, clean, and confident. Once you're done, your book is officially ready for the world.

**Up next? Day 6:** Prep for Publishing We're going to turn your cleaned-up doc into a professionally packaged book.

A top-down view of a desk with a laptop, coffee beans, and a mug. A dark grey rectangle is overlaid on the center, containing the text '06 DAY 6: PREP FOR PUBLISHING'. The background is a grayscale image of the desk items, with a large orange arc at the top and a blue arc at the bottom.

06

**DAY 6: PREP FOR  
PUBLISHING**

**Goal:** Transform your finished manuscript into a professionally packaged book—without the tech headaches

## You Are the Publisher

Gone are the days when publishing was reserved for big names in the industry. Today, you have the power to publish your book yourself, and it can be done quickly and efficiently. You don't have to wait for anyone's permission. These days, authors are the publishers—and that's a powerful thing.

Whether you're going the Amazon route, selling directly to your audience, or using your book as a lead magnet, you're in control.

## Step 1: Choose Your Publishing Path

Your first decision is where and how you want to publish. Think of it like picking a highway—each road gets you to the same destination, but the speed, scenery, and tolls vary.

### Amazon KDP (Kindle Direct Publishing)

- Pros: Free, massive global reach, print-on-demand for both ebook and paperback
- Cons: Less control over customer experience and limited formatting customization
- Best for: Getting your book out fast to a wide audience

### Direct Sales (Gumroad, Payhip, ThriveCart)

- Pros: Higher profit margin, full control of customer data
- Cons: You have to drive your own traffic
- Best for: Digital creators, coaches, course sellers

### Lead Magnet Strategy

- Pros: Offer your book for free to build your email list or as a bonus for other products; great for brand building.
- Cons: Not a direct revenue stream unless used strategically.

Pick the one that best aligns with your goals. Remember, you can always republish or tweak your strategy later.

## Step 2: Format Like a Pro (Without Losing Your Mind)


Formatting doesn't need to be fancy—but it does need to be clean.

### For Ebooks:

- Use a simple font (Georgia, Garamond, Times) and 12pt size
- Format your headings, bullets, and spacing for readability
- Export to .epub or .mobi using Calibre, Atticus, or Reedsy Editor

### For Print-on-Demand:

- Set your trim size (common: 6x9")
- Add a title page, copyright page, and table of contents
- Use page breaks between chapters and consistent margins
- Export to PDF for upload

 Pro Tip: Use Amazon's Look Inside previewer or Kindle Previewer to catch formatting weirdness before you hit publish.

# Step 3: Create a Cover That Stops the Scroll


Your cover is your book's first impression—and yes, people absolutely judge books by them. The cover is your book's front-line marketing asset. It's the first thing a potential reader notices, so it must be both eye-catching and representative of your content:

You've got 3 options:

- **DIY Options:**
  - **Canva:** Use one of the many pre-made ebook cover templates and customize it with your title and imagery.
  - **Online Tools:** Websites like Adobe Spark offer simple interfaces to create professional designs.
- **Professional Options:**
  - **Freelance Designers:** Platforms like Fiverr or 99Designs allow you to work with professionals who can create a custom cover.
  - **Cover Creator Tools:** Some platforms, like KDP, offer free, basic cover creation tools if you're in a pinch.

Key Elements of a Great Cover:

- Subtitle that makes a clear promise
- Attractive, high-quality visuals relevant to your content
- A clean, uncluttered design that stands out even in thumbnail size
- Clean imagery or bold colors (avoid clutter)
- Your name (or pen name) prominently but tastefully placed


 **Hot Tip:** Go to Amazon, search your niche, and model your cover after the top sellers—while standing out just enough to get noticed.

# Step 4: Upload, Preview, & Breathe

It's go time.

Once your manuscript is formatted and your cover is ready, it's time to bring them together and upload them. I won't bore you with detailed step you can find on YouTube, but I will highlight a couple of the overlooked ones—

Depending on where you're publishing, you'll need to open an account. If you're publishing in the U.S. and plan to receive royalties, you'll need to submit tax information. You can use your SSN (Social Security Number), but for business purposes, it's often cleaner to use an EIN (Employer Identification Number).

 Pro tip: You can apply for an EIN for free at [irs.gov](https://irs.gov). It only takes a few minutes and gives your book business a more professional setup.


These are the following steps:

- Upload your manuscript + cover to your chosen platform
- Preview on mobile, tablet, and desktop (or print preview)
- Check for typos, broken spacing, weird image placements
- Add your book description, keywords, and author name

If you're on Amazon:

- 
- Follow the guidelines for manuscript upload, cover dimensions, and file type.
- Use the online preview tool to check formatting on different devices.
- Choose "No DRM" if you want readers to share your book
- Choose expanded distribution if you want it available to libraries/bookstores

Make sure to check for any formatting quirks or issues that might disrupt the reader's experience. A little tweak now can prevent a lot of headaches later.

 Don't overthink it—most of this can be updated after you go live.

## Step 5: Set Your Pricing Strategy

Price your book in a way that reflects its value and your publishing goals:

- For Ebooks:
  - The “sweet spot” often falls between \$2.99 and \$4.99. This range qualifies you for higher royalties on many platforms.
  - Consider offering a free promotion or discount during launch to build momentum.
- For Print Books:
  - Factor in printing costs and ensure your price allows for a profit margin.
  - Research similar titles in your niche to gauge a competitive price point.

Remember: Pricing isn't set in stone—you can adjust it after launch based on market response and feedback.

Goal	Suggested Price
Maximize reach	\$0.99 – \$2.99
Build brand/authority	\$2.99 – \$4.99
Sell high-ticket backend	\$0 – \$1.99 (or free with opt-in)
Create a premium product	\$9.99+ (for bundles or extras)

Keep in mind: on Amazon, \$2.99–\$9.99 earns 70% royalties.

Outside that range? Only 35%.

# Bonus: Optional ISBN and Legal Considerations

- ISBN Registration:
  - If you're publishing for Amazon only, you can use their free ISBN.
  - If you want full ownership and global distribution, consider purchasing your own ISBN from Bowker (in the U.S.) or your local agency.
- Copyright Notices:

Make sure you include a copyright notice inside your book (e.g., "© [Year] [Your Name]. All rights reserved.").

## Wrap-Up Checklist:

- ✓ Chose a publishing platform that meets your goals
- ✓ Formatted your manuscript for print and/or digital formats
- ✓ Designed a cover that conveys your book's promise and stands out
- ✓ Uploaded your files and previewed the final product
- ✓ Set a competitive and flexible pricing strategy
- ✓ Considered ISBN and other legal details

Your Mission for Today:

Prepare your final files for upload. Follow the platform guidelines and get your book ready to hit "Publish." Once you're done, you'll be just one step away from your big launch.

**Next up is Day 7:** Launch It Loud—where we go from published to celebrated. Ready to wrap up your journey with an epic launch?



07

**DAY 7: LAUNCH IT LOUD**

**Goal:** Get your book into the world, into readers' hands, and into conversations. Because the only thing better than writing a book... is people reading it.

## Step 1: Build Hype Before the Launch

Even if you're launching today—you can still “pre-hype” your drop.

Here's how to stir excitement 3–7 days before going live:

- Post a sneak peek (cover, first paragraph, a juicy quote)
- Create countdown stories (“3 days until I become a published author 😭”)
- Tease the transformation your reader will get (“This book is for the person who's ready to finally write what they know they're meant to say.”)
- Start saying it out loud: “My book drops on [DATE]!”

This creates curiosity and accountability.



## Step 2: Make the Announcement Big (But Simple)

Launch day = spotlight moment. And you deserve to shine.

Here's what to include in your launch post:

- A bold statement: “I wrote a book. In 7 days. It's finally here!”
- A clean visual: cover image, mockup, or you holding the book
- A clear CTA: “Get your copy here 🙌 [link]”
- A real moment: share why you wrote it, what it means to you, or what you hope it does for others

📌 Where to post it:

- Instagram (grid, story, reels)
- Facebook (personal page + any groups you're active in)
- LinkedIn (especially for nonfiction authors!)
- Email list (even if it's tiny)
- Text your group chats / family / clients

## Step 3: Ask for Reviews (Unashamedly)

Social proof sells. A book with 25 reviews looks way more legit than one with 2—even if the 2 are glowing.

The ask is simple:

“Hey [Name], I just launched my book and I'd really appreciate your help. If you read it and got value from it, would you leave a quick review? It helps more than you know. 🙏”

✨ Pro Tip: Send a reminder email 3 days later saying “Your review = a huge favor.”

Make it easy. Include the direct link to your Amazon review page or wherever you're selling it.

## Step 4: Ride the Momentum All Week

This is not a one-day event. It's launch WEEK.

Ideas to keep the energy high:

- Share a reader testimonial or DM
- Create a behind-the-scenes post ("I almost didn't publish this...")
- Post a quote from the book
- Go live on IG/FB/LinkedIn: talk about what's in the book and why it matters
- Share a "thank you" story or photo if you hit a sales milestone

Remember this: people need to see something 5–7 times before they take action. So keep showing up.

## Step 5: Use Your Book as a Business Tool

The best part of being a published author? It opens doors.

Here's how to keep the momentum going:

- Add "Author of [Title]" to your social media bios and email signature
- Use your book as a lead magnet (free PDF or paid tripwire)
- Offer workshops or mini-courses based on the content
- Pitch yourself for podcasts, guest blogs, or speaking gigs
- Gift it to potential clients, partners, or collaborators

You wrote the book—now let it work for you.

# Quiet Launches = Quiet Results

Most new authors hit publish and wait. They think:

“Once it’s live, people will just find it, right?”

Nope.

The internet is noisy. Books are everywhere. If you want your book to matter, you’ve gotta make a little noise. You don’t need a million followers or a massive ad budget—you just need a simple launch plan, some energy, and a little courage to say, “Hey world, I made this.”


## Story Time: My First Launch Was a Whisper


When I published my first book, I didn’t tell anyone. I was scared. What if people didn’t like it? What if no one bought it?

I uploaded the book quietly, refreshed my KDP dashboard obsessively... and got three sales. Two of them were my mom.

Later, when I actually shared it—on Instagram, in a group chat, in my email footer—it started moving. People shared it. I got tagged. A few folks even left reviews.

Lesson: If you’re proud of your book, don’t keep it a secret.

 To increase visibility and an influx of sales, this 7-day launch plan will get you where you need to go. At Fifth and Rich, we use a 90-day launch plan to gather reviews, build emails lists and push your book to the best seller ranks. But enough about me ...



**BONUS: Sample  
Launch Week  
Schedule**

**Day 1:** Big announcement post + stories + link in bio

**Day 2:** Quote from the book + “What it means to me” post

**Day 3:** Ask for reviews via DM, email, and stories

**Day 4:** Go live and talk about the process

**Day 5:** Share a testimonial or “reader love”

**Day 6:** Behind-the-scenes look: “What I wish I knew before writing”

**Day 7:** Celebrate your wins + invite people to still grab the book

## Wrap-Up Checklist:

- ✓ I created buzz leading up to launch
- ✓ I made a bold, clear launch announcement
- ✓ I asked people to buy, read, and review my book
- ✓ I shared content daily during launch week
- ✓ I used the book to boost my brand and offers
- ✓ I’m officially a published and promoted author 🎉



**Your Mission for Today:** Launch your book like you mean it. Show up. Post boldly. Ask for reviews. Tell your story. You’re not “bugging” anyone—you’re offering something helpful, inspiring, and real.

🔥 **And that’s it: 7 Days. 1 Book. Infinite possibilities.**



08

**CONCLUSION: IT'S  
BIGGER THAN A BOOK**



You didn't just write a book. You built something that will outlive a social post, a podcast episode, or a piece of content. You created a legacy.

## Let's Recap This 7-Day Journey 🌍

You didn't need a publisher's permission.

You didn't need a six-month sabbatical.

You didn't need to know everything before starting.

You just needed a plan, a push, and a week. Let's look at what you just pulled off:



## ✓ **DAY 1: Plan Like a Pro**

You clarified your idea, nailed your “why,” chose your reader, and outlined your book in a way that set everything else in motion.

Takeaway: When you write for one person, your message gets sharper—and more impactful.

## ✓ **DAY 2: Structure to Save Time**

You built a framework that made your book practically write itself. No more staring at the blinking cursor.

Takeaway: A simple structure beats inspiration every time.

## ✓ **DAY 3: Write the Middle First**

You got the heart of your message down—fast. You skipped the fluff, spoke your ideas out loud, and stayed in motion.

Takeaway: Start with the easy win. Let momentum do the rest.

## ✓ **DAY 4: Start Strong. End Stronger.**

You wrote a beginning that pulls people in and an ending that sends them off inspired.

Takeaway: Your intro gets them to read. Your final chapter makes them share.



## **DAY 5: Self-Edit Without the Spiral**

You cleaned it up without getting stuck in perfectionism. You made it clear, not just clever. Confident, not overthought.

Takeaway: Readers want clarity, not complexity.

## **DAY 6: Prep for Publishing Like a Boss**

You formatted, polished, and uploaded your book like a pro. Whether you're printing, selling online, or giving it away—you're now officially published.

Takeaway: Publishing isn't the end—it's the gateway to visibility, credibility, and opportunity.

## **DAY 7: Launch It Loud**

You didn't play small. You showed up, shared your story, and invited people into your book's world.

Takeaway: If you're proud of it, talk about it.

09

## So... What Now?

# The Possibilities are Endless

## **Turn it into a business tool:**

Use your book as a lead magnet, authority builder, or high-value bonus in your sales funnel.

## **Turn it into a talk:**

Turn chapters into keynotes, workshops, or podcast interviews.

## **Turn it into more content:**

Break your book into social posts, reels, carousels, email series, and blog content.

## **Turn it into a course:**

Expand your chapters into lessons. Teach what you wrote. Charge for the transformation.

## **Turn it into your next book:**

You just proved to yourself you can write a book in 7 days. What's stopping you from doing it again?



10

**Final Word: You're an  
Author Now 🖋️**



# Not "aspiring." Not "maybe someday." You. Are. An. Author.

The best part? This is just the beginning.

There's someone out there who needed what you just wrote. Maybe it'll make them start. Maybe it'll make them heal. Maybe it'll make them finally do the thing.

But it never would've reached them if you hadn't done this.

So from one author to another...

- 👏 Congratulations.
- 🔥 You crushed it.
- 🚀 Let's do it again soon.

11

 **BONUS: TOOLS &  
RESOURCES**

## Here's a list of tools that'll make every part of the process faster and smoother:

STAGE	TOOL	WHAT IT DOES
Outlining	ChatGPT, Notion, Google Docs	Brainstorm, structure, and organize ideas
Writing	Otter.ai, Descript, Voice Memos	Speak your ideas, transcribe later
Editing	Grammarly, Hemingway, ChatGPT	Quick edits, flow improvements
Formatting	Atticus, Reedsy, Calibre	Format for ebook or print
Design	Canva, 99Designs, BookBrush	Covers, mockups, promo graphics
Publishing	KDP, Gumroad, Payhip, Lulu	Self-publishing platforms
Promotion	Instagram, Substack, ConvertKit	Build an audience, share your message

## El Fin?

You just wrote a book in seven days. That's not just impressive—it's proof. Proof that you don't need months, a fancy retreat, or endless editing cycles to become an author. You just need a plan, a system, and a tiny bit of time.

And if this book lit a fire in you, here's what I want you to know next: You don't even need seven days. You can write your next book in under an hour. That's right. With the right support, strategy, and done-for-you tools, your book can go from idea to finished product faster than you ever imagined. Want to turn this book into a course, lead magnet, or brand builder? Want help writing your next book in 7 days—or even less?

You know where to find me. 😊