

Your Legacy Book

*10 Steps to Becoming a Best Selling Author
and Sharing Your Wisdom with the World*

Julia D. Stege

*International Best Selling Author
and Anthology Curator*



Introduction

If you're like me, you've been dreaming of becoming a bestselling author since you were young. I started my first novel in my early 20s. At the time, I had plenty of ideas but not yet enough life experience to know what would truly captivate a reader. So, I put the dream of becoming an author on the back burner and focused on living an amazing life. Ten years later, after life handed me plenty of challenges, growth, heartbreak, insight, and material, I began again.

That second novel became a much bigger journey than I ever imagined. I wrote on and off for years. I faced the blank page with trepidation but managed to get rolling with about 40 pages before hiring a developmental editor to help me get my story formed. Then I joined a writing group and discovered the material was really good. When that group disbanded, I started meeting privately with a writing buddy every week and nudged along. But life got in the way and there were long stretches of time when I didn't write more than a couple of pages in a year.

Meanwhile, I began designing websites and learning everything I could about online marketing so I could help my trailblazing clients attract their Soul Tribe online. That is how I came to write my first book, *Branding from the Heart: How to Share Your Purpose through Marketing that Attracts Your Tribe and Inspires a Revolution*.

That book came fast because I already had the material derived from my own marketing. In a way, that book signaled the beginning of a new chapter in my own business where I help out-of-the-box, Soul-led entrepreneurs to attract their tribe by sharing their purpose, a skill set I use now to help my authors get their hard-won truths to the world through a legacy book. I self-published that first book in 2014 and quickly discovered that even with loyal fans, selling a \$20 book was not a no-brainer. At a three-day live event with about 50 people in attendance, I sold exactly one copy. So, I tried something very different. I began giving the book

away as an eBook, and more than 2,000 people joined my email list to receive it. That experience taught me that a book can do far more than generate direct sales. It can build your audience, establish your authority, attract clients, and lead people into the larger body of work you are here to share.

Once in a while as I grew my online business, I got inspired to get back to writing my novel. I decided it would be worthwhile to hire a developmental editor, and with her help, about twenty years after I began writing it, I had a first draft. Then came rewriting, book design, early readers, and the realization that finishing the manuscript was only one part of getting a book into the world.

Along the way, I discovered collaborative publishing through anthologies. I participated in several books this way and learned some more of the ropes of the publishing world. By then, I had a lifetime of wisdom of my own to share and a community of soul-led trailblazers doing extraordinary work in the world. So, guided by my Soul's wisdom in the middle of the night, I came up with the idea for my first own curated anthology: *The Moment I Said Yes: Stories of Soul-Led Trailblazers Turning Purpose Into a Way of Life*. I partnered with a women-owned publishing company and one year later our 11 authors became #1 bestselling authors in six countries across 35 categories.

What made collaborative book creation so powerful was not only the bestseller status. For that entire year prior to launch, we had one another to lean on, encourage, inspire, and help expand the reach of the book. That experience changed the way I think about authorship. There is no single right path. Your wisdom might belong in an anthology chapter, an eBook, or a full-length book. What matters is that it does not stay hidden because the process feels too overwhelming. I created this playbook to help you take the next steps toward becoming a bestselling author and getting your wisdom into the hands of the people who need it. May you soon find yourself holding your bestselling book.

Love, Julia

STEP INTRO

How to Use This Workbook

Your wisdom deserves a path into the world.

I suggest that you print out the entire workbook and write out your answers by hand. This will help you connect with your source. Use these 10 steps to clarify what you want to share, choose the right publishing path, grow an audience, prepare for launch, and identify the support that will help you finish what you started.

You do not need to have your entire book figured out before you begin. This workbook is designed to help you move from a lifetime of knowledge and experience toward a clear, practical publishing path - one decision at a time.

Write freely. Circle what excites you. Notice where you feel resistance. You may discover that your best next step is a collaborative anthology chapter, a focused ebook, or a full-length solo book. Each can play a meaningful role in the larger legacy you are creating.

Most importantly, use this workbook to move. A book becomes real when you begin making concrete choices about the message, the reader, the writing, the audience, the publishing process, and the launch.

The 10 Steps

1. Your Unique Wisdom
2. Who You Were Born to Serve
3. Choose the Right Format for Your Message
4. Decide What Your Book Will Lead To
5. Shape the Story You Want to Tell
6. Build an Audience Around Your Message
7. Put Your Writing on the Calendar
8. Turn Your Writing Into a Professionally Published Book
9. Create a Collaborative Bestseller Launch
10. Get the Right Support Around You

STEP 1

Your Unique Wisdom

You did not just accept what the mainstream told you was possible. You went out on a limb to study, practice, and master approaches that other people dismissed, misunderstood, or even thought were crazy. You followed what you knew was true before the rest of the world was ready to understand it.

Over the years, you have combined that knowledge with your lived experience, hard-earned degrees and certifications, unconventional studies, and decades of serving others. You have connected dots that people inside traditional systems may never even think to connect.

And now, the world is catching up.

More and more people are seeking the unique perspectives, deeper understanding, and decades of knowledge that people like you have spent a lifetime developing. Let us uncover exactly what sets you apart - and what makes your wisdom especially valuable right now.

What do you know now, through your own lived experiences, hard-earned degrees and certifications, unconventional studies, and decades of serving others, that hardly anyone else in the whole world knows?

What makes your perspective different from what people have heard before, and why is it especially valuable right now?

What parts of your experience and expertise do you find yourself most wanting to talk about, teach, or share with others?

STEP 2

Who You Were Born to Serve

There are people in this world who are uniquely ready for what you know. They may be navigating the very challenges you once faced. They may be searching for answers you spent years uncovering. They may already sense that there is another way, but they have not yet found the language, guidance, or support to fully understand it.

If you believe, as many of us do, that we come into this life with certain people we are here to help, then your work is not about trying to reach everyone. It is about recognizing the people who are already looking for what only you can bring.

These are your Soul Tribe.

Who are the people you feel most called to help?

What are they struggling with, searching for, or longing to understand?

What have you lived through, learned, or mastered that allows you to understand them in a way others may not?

When you imagine your words reaching the right person at exactly the right time, who is that person, and what do you hope changes for them after encountering your work?

STEP 3

Choose the Right Format for Your Message

Now that you have a clearer sense of the wisdom you want to share and the people you most want to reach, it is time to decide how you want to bring that message into the world.

There is more than one way to become a published author.

Your message might be best expressed as a chapter in a collaborative book, an ebook that introduces thousands of people to your work, or a full-length book that allows you to share a larger body of wisdom as part of your legacy.

A CHAPTER IN A COLLABORATIVE BOOK

A chapter allows you to focus on one meaningful story, teaching, or perspective while joining with other authors who can support you through the writing process, expand the reach of the book, and increase the potential for becoming a bestseller.

AN EBOOK

An ebook can help you share a focused piece of your knowledge widely. It can be offered as a free gift, included in collaborative giveaway bundles, or promoted through advertising to introduce new people to your work and grow your audience.

A FULL-LENGTH BOOK

A full-length book gives you the space to develop your ideas, stories, teachings, and hard-won wisdom in depth and create an enduring expression of the legacy you want to share with the world.

☐ *I want to contribute a chapter to an anthology.*

What story, teaching, experience, or piece of your wisdom would you most like to share?

Do you feel confident writing and shaping your chapter yourself, or would you like guidance and editorial support along the way?

Would being part of a community of authors help you stay inspired, accountable, and expand the reach of your message?

☐ ***I want to create an ebook.***

What focused topic could you teach or explain in a concise resource?

How confident do you feel that you could choose a focused topic and complete this ebook within a short, realistic timeframe?

How could you use this ebook to reach new people, grow your audience, or introduce potential clients to your work?

☐ *I want to write a full-length book.*

What larger body of wisdom, stories, teachings, or ideas do you feel ready to share?

How much time each week are you genuinely willing and able to devote to writing, and when would you realistically like to complete your first draft?

What kind of support will you need to actually get the book written, edited, published, and out into the world?

STEP 4

Decide What Your Book Will Lead To

A book can be much more than a finished project sitting on a shelf. It can open doors to speaking opportunities, interviews, collaborations, new clients, workshops, courses, retreats, media exposure, and entirely new ways of sharing your work.

It can help establish you as an authority in your field, introduce new people to your ideas, and become an important part of the larger legacy you are creating. That is why it helps to think about where you want your book to lead before you finish writing it.

If you know that you eventually want readers to work with you privately, join a program, attend an event, explore more of your teachings, or become part of a larger movement you are creating, you can begin building that bridge into the book from the start.

Your book does not need to do everything. It can become a powerful doorway into whatever you want to create next.

What would you love to see manifest in your life and business because you published this book, chapter, or ebook?

After someone reads your work and wants more from you, what would you most like to invite them into next?

How could this book become part of the larger body of work, business, movement, or legacy you want to create?

STEP 5

Shape the Story You Want to Tell

Now that you know what you want to share, who you want to reach, the format you want to use, and what you hope your book will lead to, it is time to decide what actually belongs on the page.

You probably have far more knowledge, experience, and stories than you could ever fit into one chapter, ebook, or even one full-length book. The goal is not to include everything you know. It is to choose the stories, teachings, insights, and experiences that best serve this particular message.

Think about the moments that shaped you, the challenges that changed the way you see the world, the lessons you had to learn the hard way, the breakthroughs that changed your work, and the discoveries that now inform the way you help others.

You may also have ideas you have taught for years, methods you developed through working with clients, or connections you have made between subjects that other people rarely put together. Those belong in the conversation too.

At this stage, you do not need to create the perfect outline or know exactly how every chapter will unfold. You are simply beginning to identify the pieces that feel essential.

What experiences, stories, teachings, discoveries, or ideas feel essential to the message you want to share?

Which of these would be most meaningful or useful to the people you were born to serve?

What do you most want your reader to understand, feel, question, or see differently after reading your words?

STEP 6

Build an Audience Around Your Message

One of the biggest mistakes an author can make is waiting until the book is finished to start looking for readers. While you are writing, you can also begin gathering the people who are already interested in the ideas, stories, and wisdom you are sharing.

By the time your book is ready to launch, you want a growing community of people who know who you are, understand what you care about, and are genuinely interested in hearing more from you.

BUILD AN EMAIL LIST

Your email list gives you a direct way to stay in touch with the people who resonate with your message. One of my favorite ways to grow that list is to create a valuable free resource that addresses something your Soul Tribe already wants help with, demonstrates your expertise, and naturally leads toward your larger body of work.

Your freebie might be an ebook, guide, checklist, journal, quiz, audio, video training, or another resource. Then create a simple funnel where people give you their name and email address to receive it, followed by an email campaign that allows them to get to know you and your work.

BUILD YOUR AUDIENCE IN MORE THAN ONE PLACE

You can also grow your audience through social media, online groups, in-person and online networking, speaking engagements, podcast guesting, workshops, collaborative events, guest articles, video, professional associations, strategic partnerships, and communities of your own. Choose the methods that feel natural and sustainable for you.

CREATE A WAITLIST BEFORE LAUNCH

One of the keys to *The Moment I Said Yes* becoming a #1 bestseller in 6 countries across 35 categories was creating a waitlist before launch. By the time our presale

links were ready, we had about 150 people who had already raised their hands and said they were interested in the book.

We sent the presale links directly to that list. Those purchases were held until launch day and processed together, helping create the concentrated burst of sales that pushed the book up the bestseller rankings. The experience showed me how powerful it can be to build interest before the book is available rather than waiting until launch day to start looking for readers.

The goal is to have people waiting for the book by the time it arrives.

Where are the people you most want to reach already gathering - online, in person, on social media, in groups, through podcasts, events, associations, or other communities?

What free resource could you create that addresses one of their top-of-mind problems or desires, gives them a meaningful taste of your wisdom, and naturally leads them toward your book or larger body of work?

What could you begin doing now to build a list or waitlist of people who will be genuinely interested when your book is ready to launch?

Which audience-building methods feel most natural and sustainable for you?

STEP 7

Put Your Writing on the Calendar

A book rarely gets written because you finally find enough free time. It gets written because you make time for it.

For several years, I met with a writing buddy every Saturday while I was working on my novel. During the pandemic, we met by Zoom, so we did not even have to be in the same place. We would simply show up, write together, and I often completed ten pages in a single session.

What I noticed, though, was that when my writing buddy was unavailable, I often did not write at all. That taught me something important: sometimes the difference between wanting to write and actually writing is having a regular time, place, and structure that helps you show up.

You may prefer writing alone, meeting with an accountability partner, joining a writers group, or attending a co-working session where everyone gathers to make progress on their own projects. You do not have to live near one another to support each other. A regular Zoom session can be enough to create the accountability and momentum you need.

In my Soul Tribe Attraction Club, we host a monthly Creativity Circle and a Get-er-Done Lab where members can gather, work on their projects, and stay connected to their creative momentum. We also have an Author Support Group connected with our anthologies, where authors can encourage one another, share ideas, and meet potential writing partners.

If either of those sounds helpful to you, email me at juliastege@gmail.com and I will send you the details.

When will you put regular writing time on your calendar?

What kind of structure would help you follow through most consistently: writing alone, an accountability partner, a writer's group, or scheduled co-working sessions?

Who could you invite to become part of your writing support system?

STEP 8

Turn Your Writing Into a Professionally Published Book

Finishing your manuscript is a huge accomplishment, but it is not quite the same thing as having a finished book. Once the writing is complete, there are several important stages that transform your words into a professionally published book that readers can actually find, buy, enjoy, and share.

DEVELOPMENTAL EDITING

This is one of the most important parts of the process. When I was writing my novel, I needed professional eyes on my manuscript to make sure I was giving the reader everything they needed to follow the story, that I was not leaving out important information, and that the events and ideas were arranged in a way that strengthened the reading experience.

Developmental editing looks at the big picture. Does the story make sense? Is the pacing working? Are there places where the reader may become confused or lose interest? Is something important missing? Could a section be moved, expanded, shortened, or clarified so the writing becomes more compelling?

Our anthologies always include an extensive developmental editing phase so that each story can truly shine on the page and our authors can feel confident that their chapter is engaging, clear, and a pleasure to read.

PROOFREADING AND FINAL EDITING

Once the structure and content are strong, your book needs another set of eyes for grammar, spelling, punctuation, consistency, and the little mistakes that are almost impossible to see after you have read your own words a hundred times.

PROFESSIONAL BOOK DESIGN

A beautifully written book also needs to be beautifully presented. Professional book design includes the interior layout, typography, chapter openings, spacing, margins, page numbers, and all the visual details that make a book easy and enjoyable to read.

COVER DESIGN

Your cover is often the first thing a potential reader sees. It needs to communicate the spirit and subject of the book while also looking professional enough to stand beside other books in its category.

PUBLISHING AND DISTRIBUTION

Publishing involves much more than uploading a file somewhere. There are decisions about formats, ISBNs, pricing, metadata, publishing platforms, print-on-demand, international availability, and distribution.

This was one of the places where I finally realized I did not want to become an expert in everything. I had already written and designed my novel, but getting it properly published and distributed was another whole world to learn. Finding experienced publishing partners meant I could focus on the parts of the work I actually wanted to do.

YOUR PUBLISHING PLAN

You can certainly learn to handle some of these pieces yourself, and many authors do. The important thing is to understand what is involved so you can make conscious decisions about where you want to spend your time, where professional expertise matters most, and what kind of support will help you create a book you are proud to put into the world.

Which parts of the publishing process are you excited to learn or handle yourself?

Which parts would you feel more comfortable placing in the hands of experienced professionals?

What would need to be in place for you to feel genuinely proud and confident putting your name on the finished book?

STEP 9

Create a Collaborative Bestseller Launch

A bestseller launch works best when you begin building interest before the book is officially released. The goal is to create anticipation, prepare your supporters, and coordinate promotion so that as much activity as possible happens during the launch window.

TELL THE STORIES BEHIND THE BOOK

For *The Moment I Said Yes*, I interviewed each author for about 20-30 minutes. We talked about what it was like to write their piece, the challenges they faced, what they learned, how the experience affected them, and what they hoped readers would take away from their story.

I created a waitlist page, and on the thank-you page readers could watch those interviews, read the author bios, and get to know the people behind the book. Once our Amazon presale links were ready, I added them to the page and emailed them to the people who had already expressed interest.

ACTIVATE EACH AUTHOR'S NETWORK

Our authors reached out personally to friends, colleagues, clients, and contacts around the world. They shared the presale links, asked people whether they would be willing to purchase during the launch period, and invited enthusiastic supporters to spread the word through their own social media, email lists, and communities.

We provided promotional graphics so authors could begin posting before launch day. Authors also created short videos talking about their chapters, what inspired them to write, and why the book mattered to them. This allowed one author's audience to discover all of the other authors and helped give the project an international reach.

PREPARE ADVANCE READERS AND REVIEWS

Authors also invited eligible advance readers who were willing to provide an honest review. Those readers received an advance copy so they had time to read the book before launch. Once the Kindle edition became available, they could purchase it and, if they chose, post a review promptly in accordance with retailer review policies.

Early reviews give prospective readers more information and social proof when they discover the book during the launch.

CREATE A BONUS PAGE AND INVITE PROMOTIONAL PARTNERS

Many published authors create a special bonus page that is listed inside the book and shared during interviews, podcasts, and launch promotions. For our anthology, we created a central bonus page that readers could access without opting in. Each author then contributed a special gift of their own, and those individual gifts led readers to the author's personal opt-in page.

With a solo book, you can invite colleagues, friends, and strategic partners to contribute bonus gifts of their own. These partners may also be willing to interview you for their audiences, share your presale links, send emails to their lists, or promote the book on social media.

CREATE YOUR AMAZON AUTHOR PAGE

Once your book is live on Amazon, create or update your Amazon Author Page through Amazon Author Central. Add a professional photo, a clear author bio, and make sure your book is connected to your profile. As you contribute to future anthologies or publish additional books, those titles can become part of the same author presence.

Your Author Page helps turn one book purchase into something bigger: a reader discovering you as an author and potentially wanting to follow your work beyond this one book.

What could you give your launch team to make promotion easy, such as graphics, sample emails, social posts, short videos, bonus gifts, or pre-sale links?

What can you begin sharing before launch day so that people already know the story behind your book and are looking forward to its release?

Who are the people in your personal and professional network who would be excited to support your book and help spread the word?

Who could you invite to read an advance copy and, if eligible and willing, leave an honest review when the book launches?

Who could contribute a bonus, interview you, or help introduce your book to their audience?

STEP 10

Get the Right Support Around You

By now you have seen how many moving parts can be involved in bringing a book into the world: writing, developmental editing, proofreading, design, publishing, distribution, audience-building, funnels, launch strategy, reviews, partnerships, and promotion.

You do not need to become an expert in every part of this process. One of the smartest things you can do is recognize where your own gifts are strongest and where the right support could help you move forward with more confidence, momentum, and joy.

At different stages of my own writing journey, the people around me made an enormous difference. Editors helped me see what I could not see on my own. Writing partners helped me keep going. Early readers gave me encouragement and feedback. Publishing professionals helped me navigate the parts of the process I did not want to master myself.

SUPPORT FOR AN ANTHOLOGY CHAPTER

You may want developmental editing, guidance shaping your story, encouragement from other authors, accountability, and a collaborative group that promotes the finished book together.

SUPPORT FOR A SOLO BOOK

You may need a developmental editor, writing coach, accountability partner, proofreader, book designer, publishing support, distribution help, launch strategy, or someone who can guide you through the decisions that come after the manuscript is complete.

SUPPORT FOR AN EBOOK OR READER FUNNEL

You may want help organizing your ideas, designing the ebook, creating the landing page and follow-up email campaign, and developing a plan for getting it in front of the people you most want to reach.

HELP READERS STAY CONNECTED WITH YOU

Whether you are contributing a chapter, publishing an ebook, or writing a full-length book, consider including a free resource inside your piece. Readers can visit a link, receive something valuable, and join your email list so the relationship does not end when they finish reading.

A simple freebie funnel can help turn readers into subscribers, subscribers into members of your community, and eventually into clients, students, collaborators, or supporters of your larger legacy.

I offer several ways to support authors through this process, including ongoing anthology groups, private support for solo book writing and publishing, and ebook and freebie funnel projects. Our anthology authors also participate in an Author Support Group where they can share ideas, encourage one another, and connect with potential writing partners.

Which parts of writing, publishing, and promoting your project do you feel confident handling yourself?

Where do you already know you will need guidance, expertise, accountability, or hands-on help?

Who could you bring onto your support team so that this project does not remain something you keep meaning to finish someday?

Conclusion

Your wisdom was not gathered by accident. It has been shaped through your lived experience, your studies, your challenges, your work, your relationships, your healing, and the many years you have spent becoming who you are now.

There are people in the world who may be searching for exactly the perspective, story, or understanding that only you can offer. Your book, chapter, or ebook can become one of the ways they find you.

So do not let perfection, fear, or the sheer number of steps involved keep your wisdom hidden. Choose the path that feels right, gather the support you need, and begin moving your words into the world.

Your voice matters. Your wisdom matters. And someone may be waiting for the book only you can write.

Your wisdom belongs in the world.

You have already spent years - perhaps decades - gathering the experience, knowledge, training, stories, and insight that make your perspective valuable. The next step is deciding how you want to share it.

Whether your next move is an anthology chapter, an ebook, or a full-length book, you do not have to wait until every detail is perfect. Choose the next right step, put it on your calendar, and begin.

Let's talk about your book

If you would like help figuring out what kind of support would best serve you and your book, you are invited to schedule a Book Publishing Chat with me. I would love to connect with you and hear about your ideas.

BOOK PUBLISHING CHAT

<https://calendly.com/juliastege/book-publishing-chat>



JULIA D. STEGE

Learn more about me and my work at

<https://Magical-Marketing.com>

Your Legacy Book • 31 • Julia D. Stege