

# **5 Success Strategies Of Non Fiction Bestselling Authors**

**Your Guide To Writing  
Bestselling Books**



**SOUL PURPOSE  
PUBLISHING**

*Dina Marais*

# 5 Success Strategies of Non Fiction Bestselling Authors

## Your Guide To Writing Bestselling Books

### Introduction

My intention is to give you an overview of 5 Success Strategies of Non Fiction Bestselling Authors that I have experienced as a publisher and author, to support and guide you to writing bestselling books.

Writing a book is about as glamorous as giving birth. Many people are in love with the idea of being an author. It sounds glamorous to say "I am a bestselling author" (and believe me it is rather thrilling!), and show your book, but the road to get there is hard work. It requires commitment and discipline and many hours of dedication.

It is no secret that every entrepreneur should write a book about their business to demonstrate their expertise to potential clients. Being a Non Fiction Bestselling Author means that your book is an important asset to leverage for your business.

The benefits of a bestselling book far surpass the hard work of writing your book. There are few things as satisfying completing your manuscript ready for editing.

Here are the 5 Success Strategies of Non Fiction Bestselling Authors that I will cover in this guide.

Have the right mindset

Choose the right type of non fiction book to write

Create a high quality non fiction book

Launch a non fiction bestselling book

Leverage your non fiction book for your business success

Before we get started, let's look at the main benefits of becoming a non fiction bestselling author.

## 5 Benefits Of Becoming A Non Fiction Bestselling Author

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### Stand Out

Let's face it, there is a lot of noise in the online business world. For every niche there are thousands of entrepreneurs providing the same service and offer amazing results. Many providers are new to their profession and do not have the expertise and experience they claim. By becoming a bestselling author, you prove that you know what you are talking about. Only 1% of the population ever achieve this.

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### Elevate Your Brand

You are the brand of your business and with every book you publish you elevate your brand and create more opportunities to be remembered by your potential clients as the go-to person.

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### Skyrocket Your Credibility

Anyone can search for anything on Google. But when people want to search for experts, they search on Amazon for what is published by whom. Being a non fiction bestselling author skyrockets your credibility and it allows you to stand among giants.

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### Upgrade Your Authority

When you have a book published, whether a solo book or a chapter in a multi-author book, you immediately upgrade your authority as the go-to person in your niche.

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### Boost Your Visibility

Having the achievement and status of a bestselling author opens doors to speaking opportunities that boosts your visibility and thereby continuously upgrade your authority, skyrocket your credibility, elevate your brand and facilitate you to stand out from the crowd.

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## The Right Mindset

*Great works are performed not by strength but by perseverance.*

Samuel Johnson

Now that you know what the amazing benefits are to becoming a non fiction bestselling author, let's get started with the first of the 5 Success Strategies Of Non Fiction Bestselling Authors, Mindset, because without the right mindset, you will lose steam and quit before you've written the first chapter.

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### Your Why Behind Becoming A Non Fiction Author

What I mean by mindset is to have a big WHY, so that you know what your intention and motivation is behind writing a book. You need to work on your mindset every day. Revisiting these questions everyday and contemplating your answers allows your body to hold the success of achieving the vision you have for your book, and how that impacts on your business and life.

Answer these questions for yourself:

Why do you want to write a book?

Why do you want to become an author?

Why do you want to become a bestselling author?

Why is that important?

What is your vision for writing a book?

How does writing a book fit in with your business?

What do you want to achieve writing a book?

What will that give you?

Why is that important?

*Cultivating  
the Right  
Mindset is  
the greatest  
gift you can  
give  
yourself.*

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### Identity As A Bestselling Author

Next is to embody the Identity of you as a bestselling author, so that you can manifest your vision and make the most of your book. Writing a book is only the beginning of this journey. To make the most of the time and energy that you spend creating such a profound



extension of who you are, is to integrate the energy of the book and what it means for your business as your identity.

Who do you need to become to achieve being a bestselling author?

To be able to leverage the status of a bestselling author, is to:

- embrace visibility
- own your story
- tell your story

When you become a bestselling author, you immediately stand out from the crowd. You personify a leader who is bold enough to express what you stand for. That means to own the journey of your story, to appreciate your mistakes, imperfections and what you have overcome because these are the aspects that have shaped you into who you are today.

If you judge yourself, if you shy away from sharing your vulnerability, if you avoid being authentic, then you also avoid reaching and touching the people that you are here to support.

The reader of your chapter or book, wants to connect with you on an emotional level. They want to be assured that you have been where they are now, and that you can lead them to where they want to go.

Most bestselling authors also become speakers on podcasts, summits and stages to share their journeys with the audience. Owning your story and using it as a tool of empowerment is extremely powerful and effective to attract new clients.

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## Energetic Alignment With Being a Bestselling Author

What it comes down to is energetic alignment with being a bestselling author. That means to practice BEING and ACT AS IF you ARE a bestselling author. Seeing yourself as that, visualising what you would be doing as a bestselling author, seeing the manifested reality of your vision and FEEL it. Stepping into this state with gratitude often, attracts to you synchronicities and opportunities to bring it into your physical world. As a Soul-Alignment and Quantum Human Design Transformational Coach, in my Quantum Alignment 1:1 program I support you to stay in alignment with your True Self and vision.

## Choose The Right Type Of Non Fiction Book To Write

*If there's a book that you want to read but it hasn't been written yet, then you must write it.* Toni Morrison

There are 3 types of books that can be the vehicle to becoming a non fiction bestselling author:

- Anthology/ Multi-Author Book / Collaboration Book
- Solo Book
- Partnership Book

Any non-fiction book that you write or contribute to, is an opportunity to advertise yourself and your business. The focus of a non-fiction book is not to make sales or depend on sales, but rather to connect the reader to what you offer as a next step beyond the book.

It's therefore important to have a next step for the reader like a course or program based on your chapter or solo book to leverage to growing your business.

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### **Multi-Author Book / Collaboration Book / Anthology**

Here you contribute a chapter in a book. The number of words for a chapter can vary from about 750 words to 3500 words and more.

The prerequisite to joining a multi-author book is that you resonate with the title and that your story can fulfil the theme of the book. Most multi-author books follow the premise of personal growth, spiritual development, personal transformation, self-help and self-love.

Resonating with the title is therefore very important. You want to energetically align with the title and ensure that the title aligns with the brand of your business, your values, your story, and your vision.

It's an opportunity to share the story of your journey to potential clients, showing them that you have been where they might be now and demonstrating that you can lead them to where they want to be by sharing your expertise.

When writing your story for the multi-author book, you want your story to tie up with your bio and what you offer your clients. If your story is about how you overcame a health challenge and how you support your

clients is to teach them marketing, it might feel disconnected to the reader. Even if you did overcome a health challenge you need to make the connection between that and why you teach marketing.

I love multi-author books, because it's a way to tip your toe in the water so to speak of writing a book and experience the publishing process. Many authors including myself have participated in multiple multi-author books.

To contribute a chapter to a multi-author book requires different options of a fixed investment. You write your chapter and the publisher like me, takes care of the rest.

I am always enrolling co-authors for a multi-author book or two and you can [see here what is on offer](#). If you resonate with the title, feel free to join or connect with me to see if this is a right fit for you.

And of course, you can contribute to a multi-author book while you are writing your solo book.

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## **Solo Book**

A solo book require a big commitment and the discipline to write your manuscript until it's completed. That's why the Right Mindset is so important to remind yourself why you are writing your book to staying motivated to continue. Writing your solo book is like the proverbial eating an elephant spoon by spoon.

Having an outline for your book is essential so that you have a structure that you are following. It's important to take your time to create the outline of the chapters you want to cover that fit within the arc of the outcome of the book.

Again, as with writing a chapter in a multi-author book, you want to include your story and demonstrate your expertise. Here you have the opportunity to go into as much detail as possible, without adding fluff.

Another important factor to bear in mind is to include your story as part of your book. We learn through stories, and we connect to others through stories.



When you only focus on the theory of your expertise, the reader feels disconnected from the learning as well as from you.

There are no rules to how long or how short a solo book must be. On Amazon books range from 10000 words (or less), to 80000 words and beyond. The only rule is that a paperback needs to be a minimum of 22 pages and that includes the title page, copyright page, about and any other pages that need to be added.

What I have found working with solo authors to publish their books, is that they struggle to complete their manuscripts due to being distracted from their writing practice.

It's very easy to being busy with your business and life if you don't have a commitment and support to hold you accountable. It's just human nature.

That's why I have created the **Propel Your Purpose Solo Author Group Program** where you write your book and have it published as a bestseller through Soul Purpose Publishing.

It is a group program, so you will be joined by other entrepreneurs who are writing their books. Being part of a group makes it more economically viable than working 1:1 with a book coach like myself. It also creates belonging and a community of accountability and support.

[Click here for more information.](#)

## **Soul Purpose Publishing Services**

If you have already written your book, or busy writing it, and you need a professional service to publish your book, then Soul Purpose Publishing Services are for you.

Publishing Services include editing, formatting, cover design, and uploading to Amazon KDP eBook and Paperback formats in the correct categories and keywords.

Working with an independent publisher like me, means that I compile a customised package for every book project depending on what you need to produce the end result of having your book published on

Amazon. I provide a full service to support my clients every step of the way.

Plus, payments can happen at various stages of the project, so it's not necessarily a financial outlay upfront. It depends on where you are in the process of creating your book and what you need to complete the project successfully. [Click here for more information.](#)

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## **Partnership Book**

This is for you if you have a big audience and/or many past clients and you want to create your own multi-author/collaboration/anthology book.

As a podcast host, or coach, creating a multi-author book is a great way to add a new income stream to your business and give your clients an opportunity to become bestselling authors.

How it works is that you as the main author, collaborate with me, the publisher and you receive 50% commission of every sale. You sell the chapters to your audience, and I produce the book working with my team to provide the cover of the book, working with the co-authors, editing, formatting, uploading and launching the book as a bestseller on Amazon.

[Click here for more information.](#)



## Create A High Quality Non Fiction Book

*No tears in the writer, no tears in the reader. No surprise in the writer, no surprise in the reader.* Robert Frost

There are millions of books on Amazon. Everyday thousands of books are published. It's therefore absolutely crucial to create a high-quality book if you want people to buy it.

So what makes a high quality book?

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### Content

The reader looks for content in a non-fiction book that is educational, relevant to the topic and entertaining. That's why story is important, giving examples and case studies to illustrate the theory.

Showing the research on where you have acquired your knowledge and experience gives your book credibility.

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### Editing

Working with an editor is non-negotiable and worth the investment. Even the best authors have an editor that looks at their work with different eyes and make sure that the reader has the experience you intend them to have.

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### Formatting

The inside of your book is as important as the outside. Using a font that is easy on the eyes, and spacing of the chapters and paragraphs, as well as the placing of images, need to look professionally done.

Formatting your book professionally also takes care of the front matter and back matter pages that form part of a book, like the title page, copyright page, disclaimer page, and about page.

Although people cannot see the inside of your book when they buy it, they might come back and give a poor review of your book after reading it.



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## Cover

The first thing that attracts a person to look at a book is the cover.

The cover needs to look inviting and appealing to catch the eye of the reader looking for a book like yours. The title and subtitle must be easy to read on the thumbnail image.

Don't make the mistake to design your own cover on Canva. The investment you make to have a professional cover designed for your book will be returned to you over and over again.

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## Book Description

After the potential buyer of your book likes the cover, the title and subtitle of your book, they want to learn more about your book. The book description gives them that information to make the final decision to buy or not to buy.

Relevant keywords (that they probably searched for when your book thumbnail appeared), are therefore essential to remind them that your book will give them what they are looking for.



## Launch A Bestselling Non Fiction Book

*There is no greater agony than bearing an untold story inside you.*

Maya Angelou

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### Categories

To be recognised as a bestselling book by Amazon, means to sell beyond a certain number of the eBook copies of your book in one or more categories within 24 hours at the launch of your book.

Here, the size of the audience that you can sell the eBook to matters. Building your audience while writing your book, or your chapter is an important strategy to ensure bestseller status.

If you write a chapter in a multi-author book, then the collective audience applies when launching. When you launch a solo book, then only your audience applies. Either way, it's essential to build and prepare your audience and create excitement for the book.

Independent Publishers like myself use software that shows how many copies you need to sell in a specific category. On Amazon you can choose up to 3 categories when uploading your book for publishing.

It's important to upload your book into the correct categories as Amazon penalises and even ban books that are uploaded in irrelevant categories that are not in high demand or have low competition, just to achieve bestseller status.

Non-fiction books in self-help, or personal transformation have a high demand and high competition. However, more than likely there will be a category that fits your book and allows you to reach bestseller status.

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### Keywords

Choosing the best keywords for a book (that people search for), along with the best categories is crucial to ensure that your book is seen by potential buyers.

As an Independent Publisher, I do extensive research to determine the keywords that will yield the best results for the books of my clients to

be found and I take great care to ensure that my clients' books are uploaded into the correct and best categories.





## Leverage Your Non-Fiction Book For Your Business Success

*Publishing is a business. Writing may be art, but publishing, when all is said and done, comes down to dollars.* Nicholas Sparks

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### Create a Course

You also need to prepare your business to make the most of your book, whether it is a multi-author or solo book.

That means to have a program or course that complements the book. The reader wants to take the next step after reading the book. If they found your book valuable, then they would love to work with you more.

Again, working on this while writing your book or chapter is an effective strategy. If you have this in place at the time when submitting your manuscript for editing, then you can mention this in your book and provide a link of your program.

Then, as part of the course that you offer, you can make it a requirement to read the book. That way, you use the book and course to work together to give the best value to your clients.

Besides having a program, it's best practice to create a page of the book with all the links to meditations, videos and audios that the reader can download without having to opt-in (new rule of Amazon). However you can link to a blog where you provide loads of value and at the end of the blog provide a link to a lead magnet, to which the reader can opt-in if they choose to.

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### Tell Your Story

Telling the story of your journey is one of the most powerful and effective ways to attract new potential clients. Speaking on podcasts, summits and stages, allows your niche audience to connect with you and they want to know more.

By providing the link to your lead magnet to join your email list, attracts traffic to your website. If you change your lead magnet all the time, then it's best to provide the link to your website where people can see your freebie on offer.

Your energy infuses everything you do in your business and life. In order to authentically speak about the story or your journey means that you must own your story and be excited to share it.

If you shy away from emotional details and only focus on the theory of what you do, the listeners won't buy it. It's to bear in mind where your potential client in the audience that you speak to are on their journey and that they learn that you have been where they are now and can lead them to where they want to be.

## Conclusion

There you have it - the 5 Success Strategies For Non-Fiction Bestselling Authors.

As an Independent Publisher, I provide a full service to my clients to write and publish their books, whether they are contributing a chapter to one of my multi-author books, writing their solo book, requiring publishing services, collaborating with me on a partnership book and coach them to Quantum Alignment.

You are most welcome to book a no-obligation consultation call with me at <https://calendly.com/dinamarais/30min>, to explore and discuss your best path to becoming a bestselling author.



## About Dina

Dina Marais is the founder of Soul Purpose Publishing and Coaching. She is a 7-time international bestselling author and publisher of 4 multi-author international bestselling books.

Dina is currently enrolling co-authors for her multi-author bestselling books, *Divine Rebirth* and *Miracles Are Normal*. If these titles resonate with you, then feel free to book a free call to see if one or both of these book projects is a fit for you.

As a Soul-Aligned Manifesting Book Coach, Dina provides coaching for her author-clients to make the most of their books.

