
NAVIGATING THE PATH TO SELF-PUBLISHING

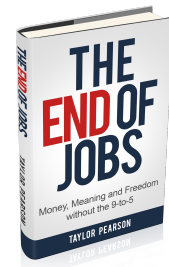
A Case Study with Author Taylor Pearson, *The End of Jobs*



For Bestselling author Taylor Pearson, taking his self-published book The End of Jobs down the path to success started with strong editorial support from Craft Your Content.

For many writers, the path to self-publishing can appear to wind through a beautiful meadow of possibilities and self-actualization, while hiding a minefield for the unprepared. For bestselling author Taylor Pearson, the entrepreneurial self-empowerment of self-publishing his first book could only be realized with strong editorial support to clear the path.

As a young entrepreneur, Pearson had seen world travel as a great teaching experience for cultivating a fertile mind. It was his work and interactions with hundreds of young entrepreneurs in Vietnam, Brazil, and other global locales, along with working for businesses in marketing and development roles, that eventually led to the writing of his bestselling book, [The End of Jobs](#).



Based on hundreds of interactions and dozens of recent books and studies, the book shows others how they can invest in entrepreneurship to create more freedom, meaning, and wealth in their lives. Of course, getting from here to there on the path would bring its own challenges as an evolving writer.

THE CHALLENGE

A good idea or prescient revelation in words is only as powerful as the quality of its execution. This was a perspective that author Taylor Pearson had taken to heart. When he began to see the path to a new model of work and entrepreneurship in the 21st century that left behind the 40-year, one employer plan of the past, he began to write a series of blog posts and articles on the subject.

He soon understood that he would need to take his own advice as he saw the possibilities in the posts as the basis for what might be a bestselling book. As the draft began to take shape, Pearson saw the challenge clearly. “Even though this was my first book, I immediately saw that transforming the blog posts into a polished draft that read like a book instead of a series of essays would be difficult to do without experienced editorial support,” said Pearson.

Like many of Craft Your Content’s (CYC) clients, Pearson was fresh, driven, and had plenty to say to a changing business and marketing world that is increasingly influenced by the new vanguard of thought leaders and entrepreneurs.

“As a part of a larger world community of young entrepreneurs, I’d experienced the emergence of new ways of working, and self-publishing was a big part of that,” said Pearson. “Of course, I had little practical experience in writing a book as this was my first, so I knew I needed experienced editorial eyes to distill the draft into a tight, cohesive whole.”

THE PATH TO A SOLUTION

Pearson had developed a strong following of his writing, and he had started down the path to turning the prose into a cohesive, self-published book. He didn’t need to look far for editing support, as he was already working with CYC as a content editing partner to help him refine and target his articles for his growing worldwide audience. When the concept of the book was born, he immediately turned to CYC to discuss editing and marketing support.



According to Craft Your Content founder Elisa Doucette, working with early-stage entrepreneurs like Pearson is a cornerstone of CYC's vision. "We had been a partner in helping him to refine his articles and immediately saw the bigger picture of the major breakout possibilities for the book," said Elisa. "Like many of our clients, Taylor has a keen mind and a unique insight into today's changing trends, so we knew that this could be a game changer for his career, as well as the limitless potential readers of the book."

After receiving the first draft of the book in early 2015, Doucette and Pearson expanded the scope of their work from light editing to more comprehensive editorial support to encompass further refinement of the book's big ideas on entrepreneurship.

THE PROCESS OF PATH PROGRESSION

Over the next eight weeks, CYC and Pearson worked collaboratively on the creation and refinements of chapter drafts that also involved deep discussions on intent, process, and audience. This involved CYC providing copy editing, proofreading, and even moral support when needed. Concurrently, CYC worked with Pearson on a content marketing campaign for the book that would encompass Amazon and other major and minor audience touch points through articles, email campaigns, and other collateral tightly aligned with the book and the intended audience.

Recalling the broad scope of the process, Pearson quips that "CYC helped me with the developmental and structural feedback, copy editing, and therapy (only sort of joking!)"

CYC is a community of young and highly experienced editors and writers as well as PR and marketing professionals. This gave Pearson the benefits of working with a team that could bring new perspectives on editing and writing, while also creating a holistic approach to marketing and outreach for the book. "Elisa and the CYC team are super process driven, so the quality of work is excellent and the turnaround times are reliable, which really helps with staying focused and having peace of mind," said Pearson.

"Having multiple CYC team members read through my work before publishing gave me the peace of mind that whatever I wrote would be focused and compelling, because I had built up a sense of trust with a smart team. I began to see patterns emerge in the feedback, which helped me to identify weaknesses and improve as a writer."

Within two months from the initial start of the process, CYC and Pearson had created the final draft and were prepared for a comprehensive book launch the following month. Because of



the team focus and drive, it didn't take long before clear results were being seen, with 5,000 copies sold in the first month alone.

RESULTS: THE END OF THE JOURNEY OR JUST THE BEGINNING?

By early 2015, the book was an incontrovertible success on multiple levels with results that included:

- Becoming a #1 Amazon Best Seller in the Business and Money parent category.
- Gaining over 100 Amazon 5 star reviews.
- Appearing in over 20 guest podcasts.
- Featured in *Inc.* and *Forbes* magazines.
- Earning over \$35k in revenue (directly from the book).
- Growing an email list by 500% (from 700 to 3500).

As an integral part of the support network that resulted in the success of the book, CYC and Pearson continue to move forward with ongoing projects and plans for future work.

Pearson was quick to point out that the career path that he is on as a writer and an entrepreneur is never ending, so it's as much about having compatible partnerships as it is about delivering results. "All of the people at CYC are very cool as well as great human beings, which are underrated but wildly important aspects for a 'supplier,'" said Pearson. "That day-to-day relationship is foundational to more good things happening down the road."

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