

AI Book Publishing

VOLUME 1

From Idea to Finished Manuscript

The complete phase-by-phase guide to finding your profitable book idea, validating your market, outlining your chapters and writing your manuscript — using AI tools that cost less than \$40 per month.

*Built by William C. DeShon — Licensed Ohio Realtor #SAL0000356801, EXP Realty LLC, Amazon Published Author
(Ranked #721 in Real Estate Sales & Selling)*

This is a self-study PDF guide. No coaching or support is included.

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INTRODUCTION — WILLIAM'S STORY

I was 63 years old when I published my first Amazon book.

I had been a licensed Ohio Realtor for 39 years. I had helped hundreds of families buy and sell homes. I knew the real estate business inside and out. But I never considered myself a writer. I was a Realtor. Writers were different people — people with English degrees and quiet offices and years to spare.

Then I discovered AI.

In 2024, I co-authored **A.I. Technology and The Modern-Day Real Estate Sales Agent** with Grace Zazo. Published by The Empire Publishers. 151 pages. Available on Amazon in Kindle, Paperback and Hardcover. Ranked #721 in Real Estate Sales and Selling on Amazon.

I did this while running an active real estate career. While building Wealth Horizons Academy. While managing 75+ digital products. I did it because AI made the process accessible in a way it never was before.

This guide is everything I wish I had known before I started.

WHAT THIS VOLUME COVERS

- How to find a profitable book topic that has real Amazon demand
- How to research and beat your competition before writing a word
- How to outline a complete manuscript structure using AI
- How to write your full manuscript with AI assistance while keeping YOUR voice
- How to self-edit and proofread on a tight budget
- 50+ AI prompts you can use immediately

Finding Your Profitable Book Idea With AI

The biggest mistake first-time authors make is writing a book nobody wants to buy. They pick a topic they love, spend months writing, publish it on Amazon — and sell three copies to family members.

AI changes this completely. You can now validate a book idea before writing a single word.

STEP 1 — START WITH WHAT YOU KNOW

Your best book idea is already inside you. It comes from your professional experience, your unique perspective, or a problem you have solved that others still struggle with.

Ask yourself these questions:

- What do people ask you for advice about?
- What have you spent 10+ years doing professionally?
- What problem have you personally solved?
- What do you know that most people do not?
- What transformation have you experienced?

William's example: I spent 39 years in real estate. Every year, newer agents asked me how to prospect more effectively. That question became the foundation of my book.

STEP 2 — USE AI TO EXPAND YOUR IDEAS

Once you have a rough idea, use Claude or ChatGPT to brainstorm and expand:

AI PROMPT — Idea Expansion:

"I am a [your profession] with [X] years of experience. I want to write a non-fiction book that helps [target audience] achieve [desired outcome]. Generate 10 specific book topic ideas that would sell well on Amazon in this space. For each idea, explain: (1) the target reader, (2) the core transformation, (3) why it would sell."

STEP 3 — VALIDATE ON AMAZON BEFORE WRITING

Before committing to a topic, spend 30 minutes on Amazon research:

- Go to Amazon.com and search your book topic
- Look at the top 10-20 results
- Check the Amazon Best Seller Rank (BSR) of top books — under 100,000 means it sells
- Read the 1-star and 2-star reviews — these show you what readers wish was in the book
- Look at the table of contents of competing books — this shows you what to include AND what to do differently
- Count how many reviews the top books have — over 50 reviews means there is a real buying audience

AI PROMPT — Amazon Research Analysis:

"Here are the top 5 books on Amazon in the [your topic] category: [list titles and brief descriptions]. Analyze these books and tell me: (1) what topics they all cover, (2) what gaps exist that none of them address, (3) what the negative reviews are complaining about, and (4) what unique angle I could take to stand out from all of them."

STEP 4 — CHOOSE YOUR ANGLE

The best book angles are:

- **The Personal Experience Angle** — "I did this and here is exactly how"
- **The Contrarian Angle** — "Everything you have been told about X is wrong"
- **The Beginner's Guide Angle** — "The simplest possible way to achieve X"
- **The Advanced Practitioner Angle** — "What the experts do that beginners don't know"
- **The Case Study Angle** — "Here is how real people achieved X"

Market Research and Competitive Analysis

Once you have your book idea validated, you need to understand your market deeply. This means knowing who your reader is, what they have already tried, and how to position your book so it stands out.

UNDERSTANDING YOUR TARGET READER

Most authors write for "everyone." Books that sell are written for one specific person. Define yours:

AI PROMPT — Reader Avatar:

"Create a detailed reader avatar for my book about [topic]. Include: age range, profession, income level, what they have already tried that failed, their deepest frustrations, their dream outcome, what words they use to describe their problem, and what would make them buy my book over a competing book."

KEYWORD RESEARCH FOR AMAZON

Amazon is a search engine. People type in keywords to find books. Your title, subtitle and description must include the words your readers are searching for.

How to find the right keywords:

- Go to Amazon and start typing your topic — note the auto-complete suggestions
- Look at the "Customers also bought" section for competing books
- Check the Amazon category breadcrumbs to find your best category
- Use Publisher Rocket (\$97 one-time) for deep keyword data
- Use the free tool kdspey.com for basic keyword research

COMPETITIVE ANALYSIS TABLE

For each of your top 5 competitors, fill in this table:

Book Title	BSR Rank	Review Count	Star Rating	Price	Gaps I Can Fill
Competitor 1					
Competitor 2					
Competitor 3					
Competitor 4					
Competitor 5					

Outlining and Structuring Your Book

A strong outline is the single most important thing you can do before writing. Authors who skip the outline write themselves into corners, repeat content and lose their readers.

With AI, you can build a complete book outline in under two hours.

THE WINNING NON-FICTION STRUCTURE

Introduction: Your personal story + the problem you are solving + why readers should trust you + what they will gain from this book

Chapter 1: The foundation — establish the core concept and why it matters now

Chapter 2: The biggest mistake — what people get wrong and why

Chapters 3-7: The step-by-step system — one phase or step per chapter

Chapter 8: The advanced play — what separates good from great

Conclusion: Summary + call to action + next steps + author bio

Appendix: Templates, checklists, resource lists, AI prompts

AI PROMPT — Complete Book Outline:

"I am writing a non-fiction book called [TITLE] for [TARGET READER]. The book's core promise is [TRANSFORMATION]. Create a complete chapter-by-chapter outline with: (1) chapter title, (2) the main concept covered, (3) three key points per chapter, (4) one story or example to include. The book should be approximately 150-200 pages and 8-10 chapters."

WILLIAM'S OUTLINE PROCESS

For my real estate AI book, I spent 3 hours building the outline before writing a single word. I used ChatGPT to generate an initial 12-chapter framework, then refined it based on what I knew from 39 years in the field. The AI knew the general structure; I knew the specific real estate examples that made each chapter real.

That combination — AI structure plus human expertise — is the winning formula.

Writing Your Manuscript With AI Assistance

This is where most aspiring authors stop. The blank page is terrifying. The good news: with AI assistance, you will never stare at a blank page again.

THE GOLDEN RULE OF AI-ASSISTED WRITING

AI is your writing assistant — not your ghostwriter. The most powerful books written with AI are books where the author's unique voice, specific examples and personal stories are central. AI handles the structure and words. You handle the truth and experience.

THE CHAPTER WRITING SYSTEM

Use this system for every chapter:

- **Step 1 — Brain dump first:** Spend 10 minutes writing everything you personally know about this chapter's topic. No editing. Just get it out.
- **Step 2 — Feed it to AI:** Give your brain dump to Claude or ChatGPT and ask it to organize and expand your thoughts into a full chapter draft.
- **Step 3 — Add your stories:** Go back through the AI draft and inject your personal experiences, client stories and specific examples.
- **Step 4 — Read it aloud:** Your ear catches what your eye misses. Read every paragraph aloud and fix anything that sounds wrong.
- **Step 5 — Check the length:** Each chapter should be 2,000-4,000 words for a 150-200 page book.

BEST AI WRITING TOOLS

Tool	Monthly Cost	Best For	Website
Claude (Anthropic)	\$20/month	Long-form, keeping your voice	claude.ai
ChatGPT-4o	\$20/month	Brainstorming and research	chatgpt.com
Reedsy Book Editor	FREE	Writing + formatting in one	reedsy.com
Sudowrite	\$19/month	Book-specific writing tool	sudowrite.com
Jasper AI	\$49/month	Business/professional books	jasper.ai

William's recommendation: Start with Claude + ChatGPT + Reedsy. Total: \$40/month. Claude writes chapters in your voice. ChatGPT handles research. Reedsy formats and exports for free.

Self-Editing and Proofreading on a Budget

Your first draft will not be perfect. No first draft ever is. Editing is where a good manuscript becomes a great book.

THE 3-PASS EDITING SYSTEM

Pass 1 — Developmental Edit (Big Picture): Read your entire manuscript without stopping to edit individual sentences. Look for: missing chapters, chapters that overlap, confusing transitions, weak introduction, missing conclusion. Fix the big stuff first.

Pass 2 — Line Edit (Sentences): Go sentence by sentence. Remove any sentence that does not add value. Shorten long sentences. Break up paragraphs longer than 5 lines. Replace passive voice with active voice.

Pass 3 — Proofread (Grammar and Spelling): Use Grammarly (free version is fine) to catch errors. Read backwards sentence by sentence to catch typos your brain auto-corrects normally.

FREE AND LOW-COST EDITING TOOLS

Tool	Cost	Best For
Grammarly	Free / \$12/month Pro	Grammar and spelling errors
ProWritingAid	Free / \$20/month	Style and readability
Hemingway App	Free online	Sentence complexity and readability
Claude / ChatGPT	\$20/month	Full chapter rewrites and feedback
Reedsy Marketplace	\$500-\$2,000	Professional human editor
Fiverr Editors	\$50-\$300	Budget professional proofreading

BONUS — 50+ AI PROMPT LIBRARY

Copy and paste any of these prompts directly into Claude or ChatGPT:

IDEA GENERATION PROMPTS

"Generate 20 non-fiction book ideas for [your expertise]. For each, include: target reader, core promise, why it sells now."

"What are the top 10 problems [target audience] face that are NOT being solved by existing books on Amazon?"

"I have [X] years of experience in [field]. What book could I write that nobody else is uniquely qualified to write?"

RESEARCH PROMPTS

"Analyze the Amazon book market for [topic]. What are readers searching for? What gaps exist?"

"Create a detailed reader avatar for someone who would buy a book about [topic]."

"What are the most common frustrations readers have about existing [topic] books based on Amazon reviews?"

OUTLINE PROMPTS

"Create a complete 10-chapter outline for a non-fiction book called [TITLE] targeting [AUDIENCE]. Include chapter titles and 3 key points per chapter."

"What is the best chapter order for a book teaching [skill/topic]? Explain why each chapter should come before the next."

"Generate 5 potential table of contents for a book about [topic]. Make each one distinctly different in approach."

WRITING PROMPTS

"Expand this rough paragraph into a full 500-word section while keeping my voice: [paste your paragraph]"

"Write an opening hook for Chapter [X] of my book about [topic] that will make readers unable to stop reading."

"Turn these bullet points into a flowing, engaging narrative for my book: [paste bullet points]"

"I wrote this section. Make it 30% more concise without losing the meaning: [paste section]"

"Write a personal story template I can use for Chapter [X] that illustrates [key concept]."

EDITING PROMPTS

"Review this chapter for: clarity, flow, redundancy and missing information. Suggest specific improvements: [paste chapter]"

"Rewrite this paragraph in a more conversational, engaging tone: [paste paragraph]"

"Find and fix all passive voice sentences in this text: [paste text]"

"This paragraph is too complex. Simplify it to a 6th grade reading level while keeping the core message: [paste paragraph]"

BONUS — AMAZON MARKET RESEARCH CHECKLIST

- ☐ Search your book topic on Amazon — note top 20 results
 - ☐ Record Amazon Best Seller Rank (BSR) for top 10 books
 - ☐ Identify 2-3 Amazon categories your book fits
 - ☐ Read ALL 1-star and 2-star reviews of top competitors
 - ☐ Note every complaint — these are gaps your book can fill
 - ☐ Record top 5 competing book titles and subtitles
 - ☐ Count reviews on top 10 books — over 50 = proven demand
 - ☐ Screenshot competitor table of contents
 - ☐ Identify keywords in competitor titles and descriptions
 - ☐ Check if Kindle Unlimited (KENP) is worth joining for your niche
 - ☐ Research pricing of top sellers — set your price accordingly
 - ☐ Identify whether there is a "series" opportunity in your niche
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READY FOR VOLUME 2?

Volume 2 covers: Professional editing, AI cover design, interior formatting, Audible audiobook production (including how William produced his for \$3,000+ and how you can do it for a fraction of that cost), budget publisher recommendations and the complete AI tools comparison.

Get Volume 2 at WealthHorizonsAcademy.org