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#### Introduction

What was the first book you bought for yourself? Do you still remember? Was it a literary classic like Moby Dick or Pride and Prejudice? Maybe it was an installation of a heralded and beloved fantasy series like Lord of the Rings or Harry Potter? Could it have been a classic horror thriller novel by Stephen King, or on the other hand could it have been a romance novel Perhaps it was a book about self-help and finding yourself, something you needed to push you and

Good books help people learn and grow—while great books can change lives. Through the writing of a book, you have the potential to influence and inspire others—to truly get them thinking and contemplating life.

Books have been a staple in the world for centuries – from passing on information in the form of writing, whether through scrolls or engravings and inscriptions in the walls, societies and civilizations have used some form of book for since the start of civilization. Today, the world has evolved to allow for a more convenient and modern way of reading and disseminating books. With the insane amount of books available in this day and age, it's difficult to get your writings and ideas to the top of the bestseller. It's difficult to catch people's attention and even more so to sustain it.

This book attempts to show you how to not only write a bestseller, but to also catch people's attention and encourage them to purchase your book. Furthermore, this book also aims to show you how to capitalize on the facilities and features of the digital world in order to get your book to the very top of people's hearts and minds.

# Chapter: 1 Have the Right Mindset