

Publishing



Helpful Information For New Writers

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without written permission from the author.

Copyright © 2021 John L. Brown. All Rights Reserved.

Table of Contents

How To Publish Your Way To Success
Consider Self Publishing in Ebook Format
How eBooks Can Be Very Valuable
The Indie Author Revolution
You Can Be An Author
Why Write an eBook?
8 Advantages to Writing a Book as an Entrepreneur
A Good Book Cover Design is Key
From Idea to Published Book ... How to Self-Publish!
Blog Your Way to Success - What a "Blog" is?
I'm A Romance Novel Hero!
Make Big Money On Your Book - 10 H*O*T Tips
Titles (and Subtitles) Sell Books!
The Written Word
Self Publishing Success Starts With Marketing
Your Book Marketing Plan - Winning Strategies and Tips
Learn to Write Like a Pro
Ready, Set, Go Sell Your Book In The Real World!
Could Your Book Idea Be the Next Best Seller?
Five Minute Miracles
Speak and Touch the Heart
Wake Up Your Writing Spirit
How to Develop a Dynamic Story
Steps to Publishing Success
My Book Websites
Book Promotions

How To Publish Your Way To Success

Did you know, self-publishing is one of the easiest ways to make money on the web. Of course, it requires talent, but it's easier to learn than you might think.

Getting Started:

Choose a subject that interest you. Select a subject you enjoy or want to learn about. As an example for this article, we will use "Computer Tips."

Okay, next collect the information to put in the book about "Computer Tips". A good idea to collect tips would be to use your own knowledge, contacts, friends, online associates, family members, even neighbors.

Contact everyone you know who owns a computer, ask them to share their favorite computer tips with you. Tell them if you use their tip you will include their name in the book. After several contacts you should have acquired a stack of solid information.

Now, it's time to start sorting the information and separating it into categories. For example beginner tips, hardware tips, software tips, online tips, troubleshooting tips. Place each category into it's own file. Each of these categories will be the chapters in your book.

Next, begin composing your book on the computer. Don't panic! It's not that hard. Write a brief intro. Write your name and contact information, any copyright information, a brief disclaimer. Publishing date, origin of publishing.

Remember all those tips you collected. Select the best tips of the lot. Now break that down into brief chapters.

Now end the book with a pertinent ending sentence or paragraph. Your name, contact information and a link back to your website.

Now the book is ready to publish.. You've read everything and checked for misspelled words or obvious grammar mistakes. You are now ready to see the final result of your hard work.

If you publish online you will need an ebook creator, which could cost anywhere from \$29 and up. Or you might decide to search online with Google or Yahoo for "free ebook creation software" and download.

Download the software and take it for a test drive. Follow the instructions on setting up your files and publishing.

If your ebook is less than 10 pages you might decide to call it a report. More than 10 pages would classify as a ebook.

Well, alright now. Let's sell that book and make a profit! One good idea is to call all the people who offered you tips for your book. Price the book around \$20.00 Sounds like a deal! Especially for people hungry for helpful tips from a savvy computer expert like you.

Offer all the contributors a discount on your new book. Maybe a 50 percent discount. Everyone who contributes would certainly love to have a copy with their byline (name) included. This is called ego stroking sales tactics(works for me!)

Have a website? Offer the ebook to all your website visitors. Set up a sales page advertising your book along with ordering instructions. You will want to set up a shopping cart to handle sales. Or alternatively use a service like pay pal or clickbank to handle sales without the hassle of needing a merchant account. Note: Although clickbank cost money to host your book you will attract affiliates

who will eagerly sell your book. This translates to more profits.

Also, consider contacting ezine owners online. Offer them a free copy of your book in exchange for advertising space in their publication. Visit online ezine directories and search for ezines in a similar category as your book. Contact the editor with pertinent details.

It's amazingly easy to create your very own book online. There's no hidden secret to publishing. So called publishing guru's want you to think they have the answers or insider secrets. For most of those on the Internet the so called secret is just a good idea and a way to reach targeted customers.

Every person reading this article has a book inside of them! Think about it. Everybody knows something about a topic that other people would pay good money to learn about. You can be sure!

So, what are you waiting for. Get Busy! Pick a topic, gather the information, process it. You'll be a published writer online. Others will think of you as their writer friend. You'll be able to strut your stuff with a certain pride. Yup, I'm a writer! And place that on all your emails, letters, stationary, and business cards.

Consider Self Publishing in Ebook Format

Today, more than ever before authors are presented with publishing opportunities that have never existed before. This is not to understate the hard work that authors have to go through to get recognition, write great books, and make a full time living from their passion of expression. However, it is to say that today, due to advances in communications technology, authors can now get their books distributed much easier than they could a decade ago. One very popular way that authors are distributing their work is digitally through ebooks. Digital books are gaining so much popularity that even some of the most popular authors in the world have used it to distribute their books. Stephen King for example published "Riding the Bullet" exclusively in ebook format. When this ebook began distribution over Barnes and Nobel and Amazon.com there was so much demand for the download that the servers of these two book giants slowed down almost to a halt. People that wanted to download the ebook were put in a large queue with the hundreds of thousands of other who downloaded the ebook as well.

It's not only big name authors that are finding success in ebooks. We at Ebook Architect have been helping authors create, market and sell their ebooks online for years now with great success. Many of these people are first time authors and are often amazed with the success of their ebook sales. Below are some of their ebook writing tips.

Don't underestimate the power of the Ebook

Ebooks are still looked upon as unpopular by many authors who have not yet taken the time to learn about the success within this industry. For example, while the traditional publishing industry growing at the sluggish rate of 5% a year the digital publishing industry is growing at rates between 30% -50%. This means that the opportunities within the publishing industry are growing at a fraction of the rate that opportunities within the digital publishing industry are growing.

To set up an ebook you don't need to be a tech wizard

Setting up your ebook from the idea conceptualization stage to the selling stage can't be completed overnight but it is definitely something that can be done by anyone regardless of your technological background. If you can use a word processor then you can create and sell an ebook online. While it is recommended you set up your own website, it is not necessary. There are outlets such as amazon.com, EBay and Lulu.com to name only a few sites that allow you to post your ebook on their servers.

Setting up an Ebook site is virtually costless and you keep 100% of the profits

With traditional publishers you'll be lucky to see 10% of the profits from your book. With ebooks however, you keep 100% of the profits minus the fees required to set up the site which are minimal. Here is the fee breakdown for ebooks vs traditional books:

Ebook vs Book cost

Ebook = Free to create an unlimited number of copies

Book = Approximately \$1500 for 200 copies of a 200 page soft cover book

Rights and profit

Ebook = You keep 100% of the profits and rights to your ebooks

Book = You get 10-40% royalty (usually about \$2-\$5/ book)

With the above examples it is easy to see that for first time authors ebooks make a lot of sense. The risk associated with publishing an ebook is much lower than it is with distributing a soft or hard cover book. Likewise, as an ebook author you'll keep virtually all of your own profits.

If nothing else, it is something worth consideration. Ebooks may not replace traditional paperback

books, but they certainly are gaining popularity at a rate that should make all authors stop to think about how they could use ebooks to their advantage.

How eBooks Can Be Very Valuable

EBooks have a number of benefits over the traditional book. These include the following:

- Cheaper to create
- Quicker to create
- Easier to target a wide market
- High profit potential
- More versatile than traditional books

Lets look at each of these points in turn:

Cheaper to create:

The eBook can be created on a shoestring budget since it is possible for its publishing and marketing costs to be minimal. On the other hand the traditional book has a higher cost structure. This means the author will have to overcome a tough sales target before they even consider making a profit on the book.

The costs the author will incur if he follows a traditional book format include:

- Publishing costs
- The profit margin that the bookstores will want to sell the book
- Distribution costs
- Marketing costs including advertising costs

Quicker to create

The eBook could be written and published in as little as 7 days. For other potential authors who work at a slower pace, the whole process of writing and publishing a book could be done within a month.

On the other hand for a traditional book the time span between starting a book and writing it could take around 18 months. By that time the information contained in the book could be out of date especially if the book is technology or research related.

Easier to target a wide market

With eBooks the sky the limit! The eBook may be sold on the Internet to anyone who has a credit card and an Internet connection in any place in the world. Since an author can control the topics of their book, they can decide whom to market to.

However with a traditional book it may be difficult to expand to new markets since it will involve further significant costs on distribution and marketing.

High profit potential

EBooks can be produced on a shoestring budget but since customers may believe they offer value for money, the author may charge more for them than expected. It is not impossible for almost everything grossed from an eBook being profit.

On the other hand traditional books have high production and marketing costs and this means the author (unless they are very popular) will have great difficulty in recovering these costs and making a profit.

More versatile than traditional books

EBooks could be used for a number of purposes. The most common method is for the sale of the

eBook. However an eBook could be used as a free gift to customers to entice them to buy a product from you. It can also be transformed into audiocassettes or digital products.

To conclude eBooks are a very valuable tool that could be used as a profit centre, as a publishing tool or as a marketing tool. It has many advantages over the traditional book.

The Indie Author Revolution

I remember well the night I first heard Nirvana. I was sunk in wretched and ugly despondency, not wanting to talk to anyone and hating myself. I couldn't discern or articulate my inner state, even to myself. There was no separating cause and effect. Then Kurt Cobain wove his uncanny spell. Suddenly I experienced my apathy, my sense of loneliness and alienation - even my depression itself - all these emotions as EMPOWERING.

Talk about waving your freak flag.

Nirvana's success paved the road to recognition for a lot of other great underground bands like the Screaming Trees, the Meat Puppets, the Melvins; bands that provided a welcome alternative to the bland and condescending music that was being force-fed to the masses by the industry. The "grunge" movement of the early '90's was the closest my generation ever came to spiritual union. A community took root and grew, gathering misfits from every far-flung corner until it was massive enough to shake up the status-quo. This uprising snatched music from the hands of the corporate world and delivered it back to the people. It was fueled not only by hard work on the part of the bands, but also by word of mouth - and the invaluable support of independent labels, magazines and record stores.

The media generally didn't know what to make of it. Record companies were rethinking their strategies and scrambling to hop on the bandwagon. Oftentimes they latched onto the surface trappings - unkempt long hair, flannel shirts and stage-diving - and missed the spirit of the happening entirely. There was no Institute of the Arts where one could go to learn how to translate the frustrations of the twenty-somethings into timeless music.

I miss the excitement of that time, the feeling that the ball was in our hands and we were finally going to see some movement and change.

There is an upheaval occurring now within the publishing industry that will make it possible for a similar grass-roots movement to flourish through the medium of books and literature. Frustrated by the major publishing houses and their worship of the bottom line - and the elitist milieu wherein a handful of people in New York deign to decide what the rest of us will read this year - ambitious authors are exploring alternatives like self- or print-on-demand publishing. They seek greater creative control (i.e., no editors or agents demanding drastic alterations to authors' manuscripts based upon their knowledge of "what sells"), higher royalties, and the means to skirt around the powers that have hitherto been acting as the gatekeepers of the publishing world.

Getting hip to underground music required not only soul-searching and discrimination but also a fair amount of leg-work. The records were hard to find, and because they went largely ignored by radio and MTV one often didn't know which ones were worth laying down one's hard-earned money for. An independently-thinking fantasy enthusiast faces a similar dilemma today when searching for something other than Harry Potter or recycled Tolkien to read.

Here the internet proves a valuable resource. Discussion groups, forums and chat-rooms have created cyber-tribes that congregate around every conceivable subject and interest. Word of mouth travels fast these days - and between millions of people who've never even met. Amazon.com has turned readers into reviewers. Authors have their own websites where they post excerpts and sample chapters from their works. The internet is the ideal launching pad for the indie-book revolution, because it's taken

tools previously monopolized by corporate publishing and made them available to us common folks. Books that, once upon a time, would've been rejected because they didn't fit into any cookie-cutter genres can now find a community to embrace them.

Ultimately, when we as authors take our creative destiny into our own hands we're giving ourselves permission to BE OURSELVES - and allowing others a glimpse of our true nature.

A cultural climate where new ideas proliferate - and are exchanged - is an environment wherein the soul can expand and breathe. Art is meant to open the windows and air out the closets. It should not be bound, like Prometheus, to the rock of publisher shareholder interests, chain bookstore monopolies and Oprah's selections of the month.

You Can Be An Author

“You should write a book.” For years, I had been hearing this comment. Writing an entire book seemed completely overwhelming, and so, for a long time, I contented myself with writing short articles. One day, inspiration for an article hit me and, as I started writing, paragraphs began flowing out at an enormous rate. Before I knew it, a rather lengthy piece was developing. It was too long to be an article, so, I decided it would not hurt to try self-publishing a little booklet. Was I ever surprised! The first printing of this 32-page black and white booklet sold out within a week.

All of us have an area which we have more knowledge and experience than the person next to us. What many do not realize is that there is often a hungry market out there ready and willing to pay for the information we have to offer. Yes, it takes a tremendous amount of effort to see a book to completion and printing, but it is well worth it.

Some things I have learned through the experience:

1. Start small. Don't attempt to tackle a 400-page work for your first publication. You will also save yourself a bundle on printing if you keep it small. I recommend a booklet under 50-pages to launch your career as an author.
2. Enlist the help of others who are more experienced. If you know someone who has published anything, ask their advice and help. You will gain invaluable information from them and save yourself many headaches. In addition, request assistance from others for editing and proofreading. No matter how meticulous you are, it is always good to have other eyes review the final draft before it goes to the printer.
3. Be prepared to deal with disappointment. When you put your heart into something only to hear, "We're not interested," it is easy to take it personally. But, you must continually remind yourself that this is part of the package deal in self-publishing. For every "yes" you receive at least five "no's" (or so it seems). Learning to humbly and graciously accept rejection, not let it get you down, and keep pressing forward is an absolute must in self-publishing, especially at the beginning.
4. The more you market, the more you sell. You can publish an excellent book, but unless people know it is available, you cannot expect many buyers. The possibilities for marketing are endless. Check out all the books on marketing your local library offers. These will give you some great starter ideas. Send out an e-mail to friends, family, and business associates announcing your book's publication date and offer a limited-time pre-publication special. Join self-publishing groups and let them know about your book. Ask others to promote your book. Be pro-active and do not be afraid to try novel ideas!

Why Write an eBook?

It's not true that everything that has been said has already been written. Since that unfortunate axiom came into use, the whole universe has changed. Technology has changed, ideas have changed, and the mindsets of entire nations have changed.

The fact is that this is the perfect time to write an ebook. What the publishing industry needs are people who can tap into the world as it is today - innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way. Ebooks are a new and powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional ebook. You may be sitting at your computer staring at a blank screen wondering, "Why? Why should I go through all the trouble of writing my ebook when it's so impossible to get anything published these days?"

Well, let me assure you that publishing an ebook is entirely different than publishing a book in print. Let's look at the specifics of how the print and cyber publishing industry differ, and the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Submitting a print book to conventional publishing houses or to agents is similar to wearing a hair shirt 24/7. No matter how good your book actually is, or how many critique services and mentor writers have told you that "you've got what it takes," your submitted manuscript keeps coming back to you as if it is a boomerang instead of a valuable mine of information.

Perhaps, in desperation, you've checked out self-publishing and found out just how expensive a venture it can be. Most "vanity presses" require minimal print runs of at least 500 copies, and even that amount will cost you thousands of dollars. Some presses' minimal run starts at 1,000 to 2,000 copies. And that's just for the printing and binding. Add in distribution, shipping, and promotional costs and - well, you do the math. Even if you wanted to go this route, you may not have that kind of money to risk.

Let's say you already have an Internet business with a quality website and a quality product. An ebook is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and experience. An ebook is the perfect way to reach the largest audience of bonsai enthusiasts.

Ebooks will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of ebooks. Specific businesses are complicated and often require the different aspects to be divided in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the ebook scene. You may want to build a whole business around writing and publishing ebooks. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your ebooks. Maybe you're even thinking of producing an ezine.

One of the most prevalent reasons people read ebooks is to find information about how to turn their Internet businesses into a profit-making machine. And these people are looking to the writers of ebooks to provide them with new ideas and strategies because writers of ebooks are usually people who understand the new cyberspace world we now live in. Ebook writers are experts in Internet marketing

campaigns and the strategies of promoting and distributing ebooks. The cyberspace community needs its ebooks to be successful so that more and more ebooks will be written.

You may want to create affiliate programs that will also market your ebook. Affiliates can be people or businesses worldwide that will all be working to sell your ebooks. Think about this? Do you see a formula for success here?

Figure out what your subject matter is, and then narrow it down. Your goal is to aim for specificity. Research what's out there already, and try to find a void that your ebook might fill.

What about an ebook about a wedding cake business? Or an ebook about caring for elderly pets? How about the fine points of collecting ancient pottery?

You don't have to have three masters degrees to write about your subject. People need advice that is easy to read and easily understood. Parents need advice for dealing with their teenagers. College students need to learn good study skills - quickly. The possibilities are endless.

After you've written your ebook

Getting your ebook out is going to be your focus once you've finished writing it, just as it is with print books. People will hesitate to buy any book from an author they've never heard of. Wouldn't you?

The answer is simple: give it away! You will see profits in the form of promoting your own business and getting your name out. You will find affiliates who will ask you to place their links within your ebook, and these affiliates will in turn go out and make your name known. Almost every single famous ebook author has started out this way.

Another powerful tool to attract people to your ebook is to make it interactive. Invent something for them to do within the book rather than just producing pages that contain static text. Let your readers fill out questionnaires, forms, even crossword puzzles geared to testing their knowledge on a particular subject. Have your readers hit a link that will allow them to recommend your book to their friends and associates. Or include an actual order form so at the end of their reading journey, they can eagerly buy your product.

When people interact with books, they become a part of the world of that book. The fact is just as true for books in print as it is for ebooks.

That's why ebooks are so essential. Not only do they provide a forum for people to learn and make sense of their own thoughts, but they can also serve to promote your business at the same time.

P.S.

If you've enjoyed this article, please be sure to forward it to a friend.

8 Advantages to Writing a Book as an Entrepreneur

As an aspiring or an established entrepreneur, you are an expert in something, but does the rest of the world know? You have a wealth of information, experience and knowledge that you can package into a book that will benefit others. This truly is the information age and people want to know what you know.

1. A book will give you unbelievable credibility which increases the respect you will receive from customers and business associates. Wouldn't you be more likely to purchase widgets from the business person who wrote the book on widgets? New customers are more likely to take advice from, or purchase the services/products from, an established author. Many consultants increase the levels of their business simply by writing a book on their area of expertise.
2. The typical business person might run into roadblocks when seeking media recognition and publicity for their product or service because the media tend to see this kind of exposure as advertising. However, books receive exposure in the form of reviews or features all the time. Books make great print stories and authors make great featured guests on radio and television shows. Sure beats pulling together an advertising budget.
3. Writing a book gives you instant expert status. If you wrote the book, you are now seen as the authority on that subject by others. And you are! You will have now proven that you know what you're talking about. You will show, in writing, that you know your business area inside and out.
4. Most entrepreneurs love to hear that publishing a book can easily lead to increased fees. People will pay more to work with an established expert than someone who seems less established in a business. Your book has just given you instant added credentials. It would be nice to add "author of..." behind your name, wouldn't it?
5. If you are not already a consultant, a book along with your proven expert status could bring you new consulting opportunities where you can bill for your time to educate, speak to and work with other companies and individuals helping them succeed through what you know.
6. If you have a service business or you are selling products already, a book will allow you to add a product to your existing business. Expanding your line is never a bad thing and will open up all kinds of doors in your marketing plan.
7. If you aren't already on the internet (and you should be, but that's another article), you can add online marketing to your marketing plan with your book. There are loads of places to sell your book online and having an information product to offer will give you a second stream of revenue with huge potential.
8. Expanding your marketing opportunities and focusing on opportunities for residual income is what you should be focusing on as an entrepreneur. Quit trading your hours for dollars and start working smarter.

Your own book will be a complement and a supplement to your current business. It will also mean an additional source of revenue added to your bottom line. I'd be willing to bet that you've thought of writing a book at some point in your career. Almost every single person has. Use your passion. Take your knowledge, package it and sell it. People are willing to pay for what you already know.

A Good Book Cover Design is Key

Marketing your Book cover, Spine and Information.

Whether you've written your book or are just starting out, having an eye catching cover is a must. Did you know that customers may be looking over your book for 10 seconds or less? A good book cover entices the customer to want to read more information and to result in a purchase. To accomplish this, you need to know what catches a customers eyes. A good place to start is your friends and family. Ones that you trust. Ask their opinions. If you're uncomfortable with asking your inner circle or would like your book's cover to be a surprise, look to the net. You can post your book's cover idea and receive feedback. Only post your idea on the net if you trust it won't be stolen. When deciding to create my book cover for *Mysterious Chills and Thrills for Kids*, I looked at many other ones in the children's field. I kept in mind which book covers attracted me and for the ones that didn't, why it didn't. Keep in mind that not everyone is going to agree with your taste.

The same applies to your back cover information about your book. If the book is fiction, you'll need to ensure the customer that their entertainment dollars are worth purchasing your book. If your book is non-fiction, show the customer the benefits of purchasing. Can it help solve a problem? Many customers want to know that they are buying something that in some form can benefit them. You'll also need to show how your book is better than then next one in it's category.

Don't forget the spine and price. If your book is spine out, it'll need to attract the customer's eyes. When they pull out your book, the price can turn a purchase away. Look at other books in the field and price accordingly. Much lower prices than your competition may appear to sell more but may give the idea that your work isn't as good.

Self publishing, Small Press or a Large Publishing company, either way your book is competing against others out there. Make it count!

From Idea to Published Book ... How to Self-Publish!

I've been involved in publishing for over a decade now as an author, editor, and project manager; however, it wasn't until just a few years ago that I decided to move into self-publishing. Indeed, my first few projects involved consulting for others and, now, I am involved in my own, personal projects. It has taken a while for me to come back around to my own works, but in the process I learned how to minimize time and expenses in producing a book and getting it to market.

This short article will not try to explain every aspect of book publishing in detail, but it will brush on a few of the important topics. I have a few other book projects in the making that will detail the book self-publishing process; however, in the mean time, this should give you a good basis of understanding.

--- The Idea ---

The most difficult part of creating your manuscript is deciding on the topic. We all have ideas. It's part of our being. Ideas pop in and out of our heads all day long; however, we usually dismiss many of them as useless or too simple to be of use. You would be surprised at how many people want "simple" and easy-to-understand information! Readers want books that teach, inform, and entertain.

When you sit down and really think about all you've learned throughout your life, you'll be amazed at how much you really know! Your life experiences alone could fill a library! Even if you feel that you don't have any knowledge that would be of interest to anyone, you can start small. Research a market that interests you, find your competition, learn all that you can about a specific subject, and then write about it. Your ideas are important, as your knowledge and point-of-view are unique and of interest to others.

--- Planning the Product ---

I always suggest keeping your book concise and informative. This provides a small footprint, yet it also allows your readers to purchase your book at a reasonable price. Keep it around 100 pages, which, once in book format, equals about 50, two-sided pages.

The core content of the manuscript consists of a title page, copyright, table of contents, figure and table references, acknowledgements, forwards, content, appendices, index, and back page. This list is the basic minimum requirements to support the information necessary to present your book and its content. Of course, you can add other items such as a glossary and a preface, but such inclusions are at your discretion.

It is best to produce your book in the standard 5.5" by 8.5" format in both print and PDF. I always suggest PDF to my publishing clients because it is one of the few cross-platform (i.e., Mac, PC, PDA, and UNIX-based machines) document distribution products available today and it is the most popular.

--- The Manuscript ---

Once you've focused on an idea, you'll have to create an outline or table of contents to define the content. The best way I've found to do this is to break the idea down into blocks of contiguous information --- similar to assembling a pyramid. Step through your idea and ensure that you are building from, for example, the most general information to the most specific information. Check the outline several times, and have a friend review it, to ensure that gaps are filled in appropriately.

You can actually over-rewrite your work to the point of frustration and burn-out. Ensure that you've planned and researched appropriately to provide a solid foundation. In this way you can develop a first draft and then perform substantive and grammar edits. Then, perform a technical edit and a second draft. Once the second draft is complete, move into a final copy edit then, once you produce galleys or

a sample version of the finished book, perform a proof read. Don't rework any of the core steps of document development, but ensure that each step is completed with quality in mind. This ensures a solid product in a short amount of time. If you would like to update or add to the information in your first release, provide a follow-up revision.

--- ISBN and Copyright ---

Once you've started your manuscript, order your group of ISBNs. You can sign up for your ISBNs at <http://www.isbn.org> for about \$240 for 10 ISBNs. However, additional fees can be imposed based on express orders. This is why I say, order the ISBNs while you're writing the manuscript so that you can afford to wait the 10 days for standard, free, delivery.

You will have to convert your ISBN numbers to EAN barcodes to apply to the back page of your book. The barcode must consist of the ISBN you assigned to the book as well as the coded pricing of the book. You can have a vendor generate the barcodes for between \$3 (http://www.toupin.com/serv_writing.asp) and \$20 per barcode or you can download and use the Barcode Maker (<http://hem.passagen.se/sams/barcode.htm>) to generate your own barcodes. For the price, it will pay for itself in just a few ISBNs for your books.

Once you have assigned one of your ISBNs to a book, you can register it in Books In Print (<http://www.booksinprint.com/bip/>). This is how booksellers are able to access your information and sell your book through their outlets. Additionally, you'll want to register your manuscript-in-progress with the Library of Congress Cataloguing in Publication (<http://cip.loc.gov/cip/ecipp14.html>). This registers your book for access by libraries and government archives. You will be e-mailed the "CIP data" to be printed on the copyright page following the heading "Library of Congress Cataloging-in-Publication Data".

To protect your work and ideas, copyrighting your book is a simple and inexpensive process. There are actually several different methods of protecting your work including government and commercial organizations. The primary sites are the government copyright office (<http://www.copyright.gov/forms/>) and WriteSafe (<http://www.writesafe.com/>).

--- Production ---

There are many different ways to produce your books; however, costs range from a \$1,000 initial setup plus the purchase of a few hundred copies down to no setup fees and pay-as-you-go. The final choice is yours, but my direction involved a local printing company and a pay-as-you-go scheme. With this approach, reduced initial costs are reflected back to the readers and your profit potential is seen immediately.

Three places that I've experimented with to print some of my books include Kinko's (<http://www.kinkos.com/>), InstantPublisher (<http://instantpublisher.com/pricing.htm>), and Mimeo (<http://www.mimeo.com/>). Of course, use these for starters to experiment with your books. Eventually, you'll find the right bindery for your needs. You can locate many publishers via Google.com or AllTheWeb.com using keywords such as "online printing", "book printing", and "print on demand", but once you get some experience behind you, the choice will be much easier.

--- Marketing and Distribution ---

Once you assign and register your ISBN for your manuscript, it becomes available to the multitude of book stores around the globe including Amazon, Borders, Barnes&Noble, and various other major book sellers. Now that you have your book out there, the trick is to have people purchase the book and have book stores stock copies on their shelves.

To have the book stores purchase in quantity, you'll have to devise a solid marketing plan to their

acquisitions personnel. In many cases, book stores will simply sell your book to their customers as it is requested, but if you can get them to buy in bulk, that's greater exposure and sales for you!

You can also license out the content to various professional speakers. Speakers are always looking for ways to provide quality information specific to their presentations. They might use your content in a handout, or perhaps for sale in the back of the room. Locate those speakers that fit within your audience and contact them. Find out their needs for their next presentation and work out a deal for them to resell your books. I've had many speakers use my articles in their presentations and the exposure and feedback has been overwhelming.

Of course, you should always locate affiliates to help sell your books. One way is to offer them a percentage of the gross sales or sell them copies of the books at a discount. Either way, you will have "agents" out pushing your books for you to make money for them, as well as for you.

Always provide a web site that boasts the benefits of your book. Use a book cover maker to create a book image on the web site. One quality book cover creator is called CoverFactory (http://www.ans2000.com/a2k_coverfactory.php) and provides numerous capabilities to generate professional looking covers for books, software, and services.

Free content is an important way to bring people to your site and let people know about your book. You can provide rewritten excerpts from your book as articles and submit them to various article announcement lists, press release sites, zines, and directories. I've been able to locate and associate with over 1,000 sites and lists that accept and publish my articles. This provides outstanding coverage for my sites, services, and products.

--- Sales and Returns ---

Since you are the publisher, you now have to determine how to handle sales. It's important to define how you will handle direct sales and shipping, bulk sales, and affiliates. You want to ensure that your sales go smoothly as well as provide enough of a margin so that everyone profits.

When collecting funds, it's important to accept credit cards through one of the popular merchant vendors. To minimize expenses and provide a common and secure payment mechanism, I use PayPal (<http://www.paypal.com>). Since people have their likes and dislikes of online payment vendors, using both allows many different types of users to submit payments. Of course, you must always determine how to handle returns as part of a quality customer service program.

--- What's next? ---

Obviously, the information provided here is merely an overview of the entire process. However, I am working on a book that provides all of the details of producing your own book under your own imprint. Publishing provides excellent return monetarily as well as through enhanced self-esteem. There is quite a feeling that comes with getting your message out there and having people return positive feedback. Perhaps, once you self-publish a few of your own titles, you can work on publishing other authors and open a full-fledged publishing house. In this day, such a venture is not unheard of!

Blog Your Way to Success - What a "Blog" is?

Blog is a short of "weB LOG" or a method of storing any kind of information online. Such organized informational posting and archiving was named "Blog". By the form Blog represents an updated website of current and archived posts. A dead-simple concept turned out to be extremely powerful in terms of satisfaction of Internet community needs.

People online look for fresh, relevant information on a certain topic and this is where Blogs come into arena and win that battle for a visitors' attention hands-down.

They give you exactly what you need - targeted, updated information on any given topic, with an access to archive, search functions and even some sort of interactive experience as you can usually read comments of other visitors and participate in a small discussion like on a message board.

Why Blog can be just the perfect solution you have been looking for and how it can solve massive publishing problems at once. Here is why Blog can be your website and money-making system in one:

1. Blog is a simple CMS (Content Management System). It helps you solve hundreds of little hassles webmasters were forced to waste months before in order to solve each of them such as means of easy creating new pages with automatic cross-linking and archiving functions, installing visitor feedback script, managing and updating navigational menu, republishing RSS feeds and creating own feed and so on.

2. Built-in promotion. RSS feed is also a great viral marketing tool by itself. You don't have to stuff your head with "how-to-make-my-content-viral" problems any "traditional" website webmaster faces.

As a Blog publisher you use the same RSS feed as a way of syndicating your Blog content for any other websites. What they need is adding your RSS feed to their Feed rendering software. The technology is highly popular, so you will not have any problems with that.

Just add your RSS feed to a number of Blog Directories, ping (notify) Blog servers each time you make a new post (a common built-in feature for almost all Blogs) and in 90% case it will be enough to start your marketing ball rolling plus reassure fast search engine indexing.

3. Built in RSS (Atom) feeds are considered by many to be the ideal solution for all SPAM and filters problems of "traditional" email marketers.

RSS feeds are updated automatically as soon as you make a new post to your Blog. No more troubles with managing "email lists", subscribers, unsubscribers, email filters, HTML forms, SPAM complaints, follow-ups and so on and so forth. Forget about it. RSS will help you do everything, including follow-ups and even email courses publishing.

The difference, and many consider it to be the true benefit, is that RSS uses so-called "pull" method of delivering a message. Unlike "traditional" email, you don't have to send (push) anything to anybody. When you publish a new post, your RSS feed updates automatically, pings syndicating websites with a new Blog post and notifies (or not) your RSS subscribers about your new post, so they can load (pull) it and read.

That is how RSS solves SPAM emails and SPAM filters problems with one stone. Your subscribers just don't receive anything to be complained or worried about. They just personally subscribe to your RSS feed (no one can subscribe for them) with their special RSS reader program (RSS aggregator, available free everywhere on the net). Then they periodically and mostly automatically load your new Blog posts. If they don't like it, they just remove your RSS feed from their RSS feed aggregator software and that's all. Unlike email you cannot "push" your post to their RSS soft without their wish. Depending on

set options, they need to manually, semi-automatically or automatically load your Blog post themselves.

Don't get me wrong, I'm not against email. Quite the contrary, at some point, when you feel that you have a lot of spare time because of advantages that RSS brings, I strongly advise you to add email marketing to your arsenal. It does help you out in some special occasions. It is just you won't rely on email as the only money-making resource and will use it professionally as a great add-on instrument, limiting its possible negative effects.

From what you can see, blogs are perfect and simple software machines to run and maintain your informational business. They proved their efficiency in small niche markets as well as multilevel blog systems generating stable income for their glad owners. You can be one of them.

I'm A Romance Novel Hero!

Before we get started here, let me tell y'all that what you're about to read is the absolute truth. The absolute, unvarnished truth. I swear it on every one of my Elvis and BTO CDs. Now, let's get right down to it, y'all just focus your eyes on the following sentence:

I was the inspiration for the male lead in a published romance novel.

Okay, okay, scoff all y'all want. I'm not shooting the bull here, I'm shooting just as straight as Annie Oakley. And before I give out the name of this book, I need to tell y'all a little about its author and how it all came about.

Trish Jensen is the author of the book in question. Those of you who read romantic fiction might know her name, as she's the author of several highly popular romance novels, her two latest being "Stuck With You," and "Against His Will." Let me also add that Trish (www.trishjensen.com) publishes with Leisure Books, a large New York based publishing house. So Trish is a major league romance author, she's the real deal, a veritable BTO of publishing acumen, and she also happens to be a wonderful judge of character, if I do say so myself.

Trish and I met out in cyberspace several years ago because we both frequented a popular writer's online group at that time. She writes humor, and I try to, so we became friends. I give Trish a whole lot of credit, she gave me lots of encouragement when I first began writing, and I credit a lot of whatever has happened since directly to her. Friends like her don't just come along everyday, and I'm very proud of her and her accomplishments.

Now, in order to fully disclose, I feel that I need to tell y'all something else about Trish - she's a yankee. Yep, I know some of y'all may be in shock over this, and I fully understand, but she's still a good person. The best thing about Trish is that she realizes that the true utopia of the United States is right here in the South, and on account of that just about all of her books are set here. She's so good at writing about us that I sometimes wonder if she's being totally truthful about never having lived here. There's some Southern blood somewhere in this girl, for sure.

Now, about the book. A few years ago, when Trish was just starting out, she wrote a romance novel called "Send Me No Flowers." She even had to use her maiden name, Trish Graves, on the book's cover because of some kind of contractual thing regarding her name with another publisher. Anyway, Trish starts writing this book, and the lead male character happens to be a South Carolina sheriff who's honest, good looking, and who has women falling all over him. She named this character Rob Townsend. And when Trish considered all of his qualities, she felt that there was only one true role model for Rob, only one living person out there who could fully capture his essence, and that was moi. Me. So the book got written, and you can get on the internet and probably find a copy out there somewhere if you look really, really hard. And if y'all still don't want to believe me, just take a gander at the dedication to the book after you get your hands on one. Read it closely. Ahem. Case closed.

Y'all might wonder why I'm finally "outing" myself as the male lead of a romance novel after this much time. Well, I'm doing it cause Trish has been a little under the weather here lately, and sometimes I think you need to acknowledge dear friends who've been kind to you. And in this case one who's always been kind to me. Odds are that she'll probably get a look at this article, and I sincerely hope that she realizes just how special she is, and why I'll always think so fondly of her. She's a great writer, and an even classier person. I could go on and write even more about her, but I'm scheduled for some plastic surgery in just a couple of days, so I've gotta start packing - after all, one never knows when they might meet the editor of Playgirl Magazine somewhere out there in the literary world...

Make Big Money On Your Book - 10 H*O*T Tips

Wouldn't it be nice to write a book, get paid handsomely for it and be considered a top expert all at once? It's possible--if you know the rules.

1. Study the publishing industry.

Today celebrity books rule. Books that catch a quick trend come in second. Take chick lit, for example. Nobody cared about hip books for women ten, or even five years ago. But women buy the majority of books--and actually read them. It's not to say that other book genres aren't viable. Of course they are. The big categories of fiction and non-fiction will live on forever. But even self-help is on the wane according to some sources. And, as a literature savvy friend of mine said, *Plots are passe.* There's much more to know about the industry. Like what agents look for and how publishers decide on what will be profitable.

2. Understand that publishers don't buy books, they buy ideas.

Many new authors think they need to write a book to sell it. Not so. You develop an idea (fiction excluded) and give publishers a taste of what's to come. They decide whether your idea has a large enough market for them to make money on it. You must prove, without a doubt that they can. Lots of it.

3. Think of your proposal as the business plan for your book.

Map out the life of your book in the marketplace for the next five years. Plan on devoting at least that much time to promoting it.

4. Have a huge platform.

A platform is simply YOUR ability to sell books to the audience that you have said will buy--from you. Are you already a *personality* people recognize and love? How many organizations, companies, groups do you speak to every month? Do you write regularly for newspapers, magazines or the Internet? Do you have prestigious clients who can sell your books in bulk to their corporations? You get the idea. You must *look* like a mover and shaker in your field.

5. Be a media star.

If you're not already a familiar face on TV, a vivacious voice on the radio or a person who appears in print often, not to worry. If you can show you have the potential to become a star, that's a start. Maybe you've been on local TV and had rave reviews. If so, mention that.

6. Speak.

A major publishing house hired me to media coach one of their rising star authors. Her book was getting major national press--but she was dull. And they were worried that her lackluster personality would effect her book sales. We worked until she got comfortable on camera while talking vividly in 15 second soundbites.

7. Get media coached.

With some media coaching you can morph into a mediagenic maven. But it does take practice and sincere commitment. You can work on your pizzazz factor by studying great interviewees and modeling the behaviors you liked. If you can't afford a media coach, get out that video camera and do mock interviews with friend. A lot can be revealed and ironed out just by seeing how you appear to others on the big screen.

8. Develop your platform.

When I interviewed editors at top New York publishing houses like Simon & Schuster & HarperCollins

they told me repeatedly that the most important thing a writer can have today is a strong *platform.* A platform is a plan of how you are going to reach your audience to sell books.

Prove you have a following. Publishers want to know who has bought your books or products in the past-- and they want to know how many. Can you show that you have a track record of selling your goods to people across the globe, or at least in your community? Maybe you're not as far along in your career as one of my clients who is a \$12,000 an hour speaker who put in his proposal the fact that his audiences range from 100-10,000 people, and he speaks 250 times per year.

His speaking bureau typically sells his video and audio tapes to those audiences in advance when they book his talk. What you want to show is how you can secure sales in large quantities to people you know will buy from you--because they have bought already. Or how audiences similar to the ones who have purchased are primed to buy your book.

9. Get high profile endorsements.

To instantly establish your stature put these accolades on page number one so they're the first thing an agent or editor sees. Endorsements need to be from celebrities, best-selling authors and well-known experts in your field.

Show that you're respected in the world. Endorsements show that high-level people believe in you, that you're a good bet. They also go on your book cover jacket and help sell your book--and in today's competitive marketplace it's essential. Don't say you're *actively seeking endorsements.* Leading with the endorsements makes sure an agent or editor gets that you're a big shot--or soon will be.

One secret that many authors don't know is the best blurbs are written by the writers themselves. Don't expect famous people to read your tome. They don't have the time or the desire. And please don't send it to them unsolicited. Ask permission. Then do the work for them and ask them to sign off on that perfect gem--the one you've written--touting the marvels of your work.

10. Your sample chapter.

Once you've established that the author has some sort of a platform, that they have some voice in the world beyond their circle of friends, I go straight to the sample chapter.

Prove you can write. *I want to know if they are a good writer, because an agent can tinker away with the rest of the proposal and make it sound really good,* says Kelly Notaras, a Senior Editor at Hyperion.

What if you're not a great writer? Hire a ghost writer. Remember platform is non-replaceable. You, the personality, the presence, is what they're investing in. Good writing can be bought. Star quality can't

Titles (and Subtitles) Sell Books!

Does a title really sell a book? The short answer is, yes. If a book does not attract a reader initially, it will be overlooked and not purchased. The book title is the element that creates the initial attraction to the book.

Watch people who are browsing in a bookstore. A catchy title grabs their interest and makes them reach for the book out of curiosity. A great title makes browsers think, “Really?” or “What does THAT mean?” or “That’s what I need”. Think long and hard when choosing your book’s title. The title must give some clues about the book’s contents in a snappy “one-liner”.

Many authors struggle fiercely with the title choice, not realizing that the title is there somewhere in the book’s contents. They just haven’t recognized it because they are too close to the project. Sometimes it helps to talk to impartial, unbiased persons. Tell them what your book is about, and then listen to their feedback.

Alternately, on the tongue-in-cheek advice of one publishing professional, open a bottle of wine and start writing. Make a list of everything that comes to mind about what you have written in your book. Nothing is too silly, but do try to strike on the central theme or message.

When your list is complete (and the wine is all gone), group your notes into categories. Choose the snappiest, most intriguing words that say something about your book without sounding like a boring explanation.

Perhaps these titles will help you:

- Woman-Sense Rules!
- Fit to Cook
- Climb Your Stairway to Heaven
- Light the Fire
- Spell Success in Your Life

If you are planning on a series, your title should be your “brand”. Then as you make your brand into a household word, you ensure future sales. As each title in the series is published, you know that people will buy the latest book to complete the series. Think Harry Potter or Nancy Drew.

The subtitle of your book is a great way to increase sales. The subtitle gets to the heart of the book and convinces the reader of the book’s benefits. It lets people know that the book is unique and that they really can’t live without it. It makes the reader believe that he or she just can’t live without it – and that is your objective.

Check the following subtitles:

- Woman-Sense Rules! – The Spiritual Woman’s Guide to Finding Yourself When You Didn’t Know You Were Missing
- Fit to Cook – Why “Waist” Time in the Kitchen?
- Climb Your Stairway to Heaven – the 9 habits of maximum happiness
- Light the Fire – Fiery Food with a Light New Attitude!
- Spell Success in Your Life - A road map for achieving your goals and surviving success

In the title and in the subtitle, you can use humor or emotions to sell your book, but avoid clichés and “corny” expressions, or overly common sayings. They soon become stale and annoying. Keep your title unique, catchy and relevant.

Before making the final decision on your title, conduct a title search (see our home study course, Idea to Book...to Success – the fast, easy, simple way! for instructions on title searches). Although you cannot copyright a title, duplicating titles only leads to confusion, and you want people to buy your book, not a competitor's book. Make your title one that increases the likelihood of increasing your book sales.

The Written Word

The Art of Writing

Very few people can avoid writing on a daily basis. Of course, some people really enjoy writing, others do it out of necessity. Writing, essentially, involves placing a series of words together to convey a certain message or meaning. To write in its basic form is not a difficult task. Some people are natural writers, others find it a lot harder and have to work at the process in order to convey what they are trying to say. Writing is normally done by an individual.

For certain individuals, writing their feelings down is a choice form of self-expression. The mere process of keeping a written record of one's daily trials and tribulations, in the form of a personal journal or blog (in electronic form) has a healing effect. Blogging is now big, in our electronically-driven society. Some people write for a living such as journalists, advertising and commercial copywriters and ghostwriters for publishing houses, as well as novelists. Careers in writing range from producing page-turning style pulp fiction to works of great literary significance. The bottom line is that writing as a career can be lucrative for those with talent, as well as those in the right place, at the right time.

Not everyone finds writing easy. Generally speaking, practice makes perfect, so keep trying and your writing style is likely to improve. Writing requires the use of your brain and as such the brain must be trained to produce written work.

There's no getting away from it

Self Publishing Success Starts With Marketing

Self-publishing is not for the faint of heart. The publication process is lengthy, involves a considerable number of detailed, administrative tasks and can be expensive. This is the easy part; the real challenge involves “S & M” – sales and marketing.

For an author to become a successful self-publisher, he or she must make a paradigm shift in consciousness from author to entrepreneur, and view their book in the same way that Madison Avenue gurus view the newest shampoo. An author has to be able to do a dispassionate analysis of the market the book was meant to reach. Is its greatest appeal to young people? Senior citizens? Men? Women? Members of a minority group? The definition of a market – or markets – will help to determine and focus the ensuing marketing campaign.

Next, the author must develop a marketing plan. How can I reach my market most effectively? Freelance authors are already aware of the plethora of niche publications on the market. Now, instead of contacting these publications for submission guidelines, the self-publisher needs to contact the advertising department for rate and data information. Information such as 1) per-issue circulation, 2) average response rates for classified and / or display advertisements, 3) advertising rates and specs for display advertising will allow a self-publisher to determine the cost per contact. If a book involves specialized information, the self-publisher can afford to advertise in low-circulation, niche periodicals, as the audience of those periodicals may well be the exact type of individual most likely to benefit from the book.

Books which were written to appeal to a wide, general audience will have to be marketed with a larger media blanket. Diet, self-help and money management books do better with radio or television publicity. These media have higher costs, but over the long run, the per-contact cost is smaller, due to the greater number of people reached.

The question of cost brings us to the next challenge: a marketing and advertising budget. How much are you willing to spend, and for how many years? Launching any new business venture generally requires five years to begin turning a profit, and the first two years concentrate on developing an identity and “brand awareness.” In other words, it may take an author two years for anyone to become aware of his / her existence, let alone want to purchase their book! Too many self-publishers give up on marketing after the first year, and wind up selling their book at garage sales.

Finally, marketing efforts need to begin before the book is published. If an author builds interest and excitement while their book is still in the “proofing” stage, the outcome could easily be immediate demand upon release of the book. One of my clients did this, and sold 100 copies of his book before he received his first shipment.

Along with publications written to help authors improve their writing skills, the self-publisher should reference books or audiotapes relevant to promoting and marketing small or home-based businesses, such as Jay Conrad Levinson’s *Guerilla Marketing*. Promoting your work doesn’t have to be torture or outrageously expensive. Well-planned, consistently executed promotion will get your book on bookshelves, as long as you are willing to invest patience and persistence in your marketing efforts.

Your Book Marketing Plan - Winning Strategies and Tips

Many authors hit a roadblock when it comes to putting together and implementing a book marketing plan. You know you need to have one, you have a vague idea of what it needs to include, but pulling it all together into a step-by-step plan of attack is not nearly as easy as it sounds.

A good starting point is to break your plan up into major categories. From there, you can further define and set up strategies for each area of your book marketing plan.

The first thing that comes to mind for most authors and self publishers is book store sales. Makes sense doesn't it? That's where people buy books don't they? It's true that making your book available to the general public through bookstores is a very vital component of your marketing plan. However, it is just that -- one single component of your plan. There are many elements that will make up your book marketing plan and arranging to have your book available in bookstores is just one of them. Let's call that component #1:

Book Marketing Plan Component #1

Making Books Available in Bookstores

Now, it's one thing to secure placement for your book on the bookstore shelves, but now how are people going to know it's there? Customers can't (and won't) buy something they've never heard of. This is where the publicity component of your Book Marketing Plan comes into play. Setting up and ongoing publicity campaign is the number one way to drive customers to the bookstore to buy your book. We'll call this component #2:

Book Marketing Plan Component #2

Setting up and Implementing a Successful Publicity Campaign

Besides book stores, you can also sell your books to nontraditional book buyers like display retailers, book clubs, catalogs, gift retailers, volume buyers (think Costco and Price Club), corporations, foundations and foreign markets. We sell thousands of self published books to buyers like these all the time and targeting these buyers should make up a good portion of your book marketing plan. This will be component #3:

Book Marketing Plan Component #3

Non-traditional Markets

In this day and age, you would be making a big mistake if you didn't include the internet as a vital component of your Book Marketing Plan. The internet is the best way to directly reach your target customers. It is also the best way to sell to them since you cut out any third parties and retain 100% of the profits. There are many ways to research the internet to ensure that there is a demand for your book and the best ways to fill that demand.

Book Marketing Plan Component #4

The Internet - Your Book Website

These are the four most important components of your Book Marketing Plan. Now you must research each component individually to customize the approach you take for your book.

Learn to Write Like a Pro

Many writers write for the experience. Others dream of having a number one best seller. Both are wonderful reasons for writing. What many fail to realize is that these two do not have to be mutually exclusive. With a little research, you can enjoy writing incredible stories and see to it that they generate a profit.

The first thing that is needed is a business like attitude toward the process. From day one you must:

1) Know your niche.

Research which books are popular in your genre. Go to bookstores and start reading popular authors in your field. Also pick up writing magazines and see what publishers are looking for today.

2) Know your audience. If you are writing for children, for example, know the developmental stage that a child reading your book needs to be and cater to them.

Ex. A five year old would not be a good candidate for a chapter book.

You can also talk to your future readers and find out what really sparks their interest.

Ex. If you are a sci-fi writer, you can go into sci-fi chat rooms and ask what books are the most popular and why. Also ask what they feel is missing in this field. Do they want a return to some of the earlier styles of sci-fi books or an even more futuristic approach?

3) Write from this knowledge.

Once you know what your audience wants, create your story and characters around that theme. Give them what they want, what they crave and you have a better chance of creating a book that they and publishers will love.

4) Pre - market. If you are self-publishing, you can give away a free chapter of your book on hundreds of sites to spark an interest and get feedback. You can also send out press releases right before your book is about to be released. Prweb.com is a great place to send out free press releases.

Those are just a few examples of pre - marketing. There are hundreds, if not thousands, of other free ways to gather interest and get feedback.

The more information that you have before you write, before you market and before you go to press, will determine your chances of creating an enjoyable and profitable book. Remember you can be creative and profitable. Just start from a place of knowledge and the rest will follow.

Ready, Set, Go Sell Your Book In The Real World!

We hear a lot these days about more books actually being sold 'outside' the traditional bookstore. Think about it. When was the last time you actually took time to linger and explore the bookshelves? When did you last impulsively grab a book, flip it over, read the blurbs, and finger through a few chapters? Let's face it, most of us are too hurried.

So What's The Point?

If you don't take the time to browse, why expect your potential customer to do so?

Try This:

Grab about five copies of your book, and head for the "Ma and Pa" stores in your hometown area. Pick a time when you know it won't be too busy. Talk to the owner or manager. Ask him if you may set up a small display on his counter. Offer him a percentage of each sale.

Get Impulsive!

Go for the impulse buyers! Haven't you at one time, while waiting at a cash register, seen a small display of books on the counter? Before it was your turn to get checked out, you grabbed it, became excited, and added it to your other purchases? Maybe it was a novel set in your locale. People love reading tales taking place in their familiar surroundings.

They think, "Oh, I've driven that road! I know where it is!

Where's the next landmark? Have to find out!" They feel they become a "part" of it.

Is your book set in your region? Try your local gift shops, bed and breakfast inns, pharmacies, hair salon, even the little "quick stops." You get the picture.

Is the hero in your book of Italian descent? Is there a lot of ethnicity? Head for the specialty shops like that little corner deli. Pesto. Gnochi. Fresh-baked focaccia. Get your book on that counter!

Maybe kayaking through turbulent river rapids is a large part of your novel. Or sky diving, race car driving, hang gliding, deep sea diving. Head on out to the sporting goods stores.

Whatever, go for it. Take control.

Another Idea

Grab your books and get a booth at the local festivals taking place in and around your area. Maybe share one with an author friend. In my area, there are different festivals every weekend throughout the summer and early fall. In the winter, many craft fairs. Think "thousands of potential customers!"

What Are You Waiting For?

I know you're thinking, "But I only want to write!" That may be so. Promoting is time consuming. But what's the alternative? Your book just sits there and gathers dust. So ease on out of that chair, and head on out. Let people know about your book. Talk it up. Readers who love your book will add another dimension to your promotion - word-of-mouth advertising!

Start Small and Think Big

Some stores you approach may not work! Granted. But you'll get the ball rolling and your mind spinning. "Where else can I sell my book?" You'll find yourself eyeing every little store as a possibility, while driving your car or strolling the sidewalks of your hometown. Who knows, you may even become your hometown's next "celebrity!" Give it a try!

Could Your Book Idea Be the Next Best Seller?

Everyone has a unique story to tell. From explaining business processes to revealing our personal history, we all have a natural desire to share our experiences with the world. As a result, bookstore shelves are packed with numerous titles that promise to entertain, enlighten, and educate readers.

Perhaps, then, the old saying that “everyone has at least one book in them” is true. If so, how do you know whether your current idea really is book worthy or if it needs some fine-tuning to have maximum marketability?

Before you put pen to paper (or fingers to keyboard), put your book idea to the test. Use the following questions as a way to hone your idea’s development and create a manuscript destined for the best-seller list.

- Can you state your book’s purpose in 10 words or less?

Many new authors face the challenge of wanting to give too much information at once. Instead of focusing on one specific idea, they try to wrap multiple concepts into one book. This approach not only makes it difficult to organize your book, but it also overwhelms your readers.

With any good book, you can state the book’s specific purpose in 10 words or less. Realize that your purpose is not the same as your theme or plot. The book’s purpose is what you specifically want the reader to do or think as a result of reading your book. Now, a statement such as “to live a better life” or “to run a better business” is not specific. A purpose is not a generalization. It’s a specific action that you motivate the reader to embark upon.

For example, if you’re writing a business book, your purpose should be to help your readers improve one specific business function, such as its marketing efforts, its customer service, its project management, etc. Your purpose should not be “to teach business executives how to create better marketing materials, deliver improved customer service, establish long-term customer relations, increase employee retention, and locate the best new talent.” That’s simply too much for one book to cover. Keep your purpose specific so you can deliver targeted and useful information.

- Does your book have a specific audience?

While you certainly want a large audience to market your book to, you also want an audience that’s targeted to your topic. Simply stating that your audience is “business people” or “women” or “the general public” is not a targeted audience. Why? Not all business people have the same concerns, not all women are interested in the same topics, and not everyone in the general public will be able to identify with your ideas.

When you narrow your audience to include those with a specific tie to your theme or who fit a certain demographic, you gain a marketing edge that can position your book more effectively. So instead of stating that your audience is “business people,” perhaps you can narrow it down to “company owners,” “middle management,” or “entrepreneurs.” Rather than target the broad category of “women,” you’d have better sales by focusing on “women over age 50,” “working moms,” or “single women under age 35.” All these categories consist of a large number of people, yet they are narrow enough so you can streamline your message.

- Are you saying something new?

If you want people to invest the time and money to read your book, you have to tell them something new. Too many authors attempt to reword or rehash old ideas that others have stated over and over. While you should use other people’s works to substantiate claims or add

credibility to your message, make sure your central idea is fresh and unique.

How can you make sure your approach is new? Incorporate the results of a survey you personally conducted. Include case studies from your own business or life. Interview people who can contribute facts and information. Add elements of yourself to punctuate your message. This is your book, so tell your story or stance on an issue.

Many authors are afraid to state a new opinion on a topic that others have covered. They think they may turn people off or offend. Remember that people like controversy, so if your book can stir things up and make people think twice about something, you'll have a greater chance of creating a buzz about your book.

- Are your writing skills up to par?

You could have the best idea in the world, but if your text is filled with errors, is poorly organized, or is difficult to understand, no one will want to read it. Before you write too much of your book, brush up on your writing skills by attending a writing class, studying a writing guide, or hiring a writing coach to help you correct your writing challenges. Also, educate yourself on what writing style appeals to your audience, and then strive to imitate that style. Gear your writing to your intended audience as much as possible.

If you're unsure whether your writing skills make the grade, consult with a professional editor or ghostwriter who can rework your writing and bring it up to publishing standards. Don't let poor writing skills ruin your best-selling idea.

Start Writing Now

Writing a book is no small undertaking. When you can answer "yes" to each of the above questions, you'll be on your way to transforming your idea into a publishable piece of work. Take the time to nurture and develop your idea before you start writing so you can be sure to create the best book possible. A little pre-planning and foresight is all it takes to give your book the most market appeal.

Five Minute Miracles

FIVE MINUTE MIRACLES

FIVE MINUTES ... Is All You Needto phone a friend peel potatoes for dinner pick the kids up from school or write a few words that could earn you anything from a plastic pinny or ballpoint pen, to a dream house in the sun, a top-of-the-range sports car, or thousands of dollars in cash and luxury goods!

Even if just a few minutes a day is all you can spare, you can still be a well-respected, regularly published writer.

No special skills are required, you definitely don't need a computer or word processor, a telephone or desk. And you certainly do not need lots of spare time because you are about to enter the fascinating world of

THE FIVE MINUTE WRITER!

Short written pieces are in great demand all over the world, by editors and publishers, alongside other high-paying clients, both to fill space where a feature falls short of the published page, hence 'filler', and to lighten otherwise staid publications, such as medical journals and import/export bulletins.

Five minute writing covers far more enjoyable and profitable projects than most people appreciate taking just minutes to produce and covering everything from readers' letters and fillers, to mini-articles, puzzles and quizzes, recipes and household hints, photographs and cartoons, to greetings card verses, competition slogans, and much, much more besides.

That's why five minute writing is considered the best way to begin and develop a successful writing career, and why many established and very well-paid writers stay with this profitable medium, plus:

- It's very satisfying to see your work and name in print and the earlier that happens the sooner you become a professional writer, and the smoother the road becomes to longer, more profitable writing assignments.
- Smaller pieces gets you know to editors who, having seen and enjoyed your work, are more likely to commission you for longer pieces later.
- Word for word, rewards are far higher than for almost any other type of written projects, with the possible exception of creating winning slogans and tie-breakers for big-prize competitions.
- No rejection slips, ever! What better start to a full-time writing career?
- Complete pieces can be finished in minutes and spread over whatever time the writer can spare between other professional and domestic activities. Great for mother or carer, or otherwise housebound or restricted individual with a desire to write, but little time to spare.
- No bulky equipment and research materials required, meaning you can write, any time, any place, anywhere. A notepad and pen is all you really need to get started on this amazing journey to becoming a well-paid writer.
- Fillers can be fitted between longer assignments, offering a change of 'scenery' and more frequent financial rewards.
- Every single piece you write can be recycled in columns, articles, even full-length best-selling books, and can continue earning high rewards over months, years, perhaps forever.

It's not a case of 'cheap and cheerful' for those who publish your work - they need you - to increase interest in their publications, reduce reading times, multiply circulation rates, and cut their overheads.

For that they'll reward you well, and continue doing so, perhaps for the lifetime of your mutual existence!

Speak and Touch the Heart

Presentations and seminars become all too familiar in the business world. Jim Speaker is there with the overhead projector and PowerPoint slides—each with four or five points.

Hours later the seminar is over. Seminars are informative but can be deadly.
Just give me the handout and I'll read it at home!

It takes a dynamic presenter to step out from behind the lectern and shake up and motivate their audience.

Facts touch or mind, but it is the power that comes from stories that touch hearts.

Everybody loves a story. Stories give us insight into life and human nature. They can make us laugh and they can make us cry. Story telling will go beyond the bullet points and will make a memorable impression on the heart that can change a life.

As a speaker, how can you use stories to give your presentation the impact that you desire:

- Tell inspirational stories to persuade, motivate or entertain. Use stories to illustrate the point you want to make. Try to find stories that are relevant to the audience. For example, for software engineers, tell a story about the young engineer who started a company in his garage and how Microsoft changed the world.
- Tell a story from your own experience. Make a habit of keeping a story journal and record your day's experiences. You will have a rich supply of unique experiences to draw from to illustrate your point.
- Use gestures and acting techniques to bring your story to life. Don't just tell your audience about a difficult client; get up and show them. Actions have a greater impact on the point you are making.
- Use description and dialogue. Take your audience into the story by using description and dialogue. Help them visualize and feel that they are part of the experience.
- Practice your story until it's natural. Use the pacing and rhythm to communicate your message to your audience. Listen to a tape recording of yourself. Check how you have varied the tone of your voice and your speed to create the biggest impact in your story.

Remember it's not about you; it's about your audience. You have a great story and an important message to convey. By concentrating on your audience, you will become more confident and relaxed. This will result in your audience feeling comfortable and more receptive to your message.

Wake Up Your Writing Spirit

The Blogfest 2005 Writing Contest has only been running for two weeks and already the results are overwhelming. And not because we're getting far more entries than we expected. It's because along with entries, we're also getting heartfelt messages from writers all over the world. I've run a few contests before and received quite a few entries, but I've never been personally emailed and thanked by so many writers.

What's the difference with this contest? I think the main reason is that the idea actually came from writers. Even though the writers at our company work in publishing, they find it a little sad that there's so much focus on writing what can sell instead of writing what truly matters to you. They wanted a contest that would allow people to write whatever they wanted to write.

From that idea came Blogfest, a contest designed to encourage all writers to get the project of their dreams done. Unlike most contests, we decided not to offer publication and not to pay the prize for a completed work. Instead, we decided to offer the prizes based on how much the writing project means to the writer. This is one contest that isn't about whether or not your work can sell or about what your writing will mean to someone else. It's about what it means to you.

To enter, we asked writers to tell us about the one thing they've always wanted to write and to tell us what it would mean to them to write it. Now, after only two weeks, we have an inbox full of emails from people. Entries so far have included grandparents wanting to write their life story for their grandchildren, aspiring novelists, professional writers looking for the chance to write something for themselves and not for money, and a young woman wanting to capture and preserve her mother's family recipes.

These people have entered and then sent us an extra email just to thank us for the opportunity. They've told us how just writing about the project has made them so excited and full of joy. They have enthusiasm and feel delight just for thinking about finally writing. And we've started reading the entries and the joy is there too. As a publisher, I'm used to reading submissions and contest entries. It's often a joy but there's rarely as much life as there is in these submissions. Reading them, I can feel that people have that spark of excitement that is only motivated by something much greater than money or even publication. It's the joy of doing what your heart's always wanted to do.

There is more to writing than publication and money and this competition is bringing out the real spirit of writing.

My message to all writers is to think about what matters to them. Think about that one thing you've always dreamed of writing. I challenge you to write down what completing that project would mean to you. If you feel that spark, I challenge you to commit to your project and get it written. Not because you can make money from it, but because it means something to you.

This contest has made me see more clearly than ever that there is far more to writing than making money. There will only be a few winners to Blogfest, and choosing them is going to be the toughest job we do all year. But I hope this idea can reach further than that. I hope all writers will listen to their hearts and complete their projects. I hope that just thinking about actually doing it will wake up that writing spirit that is in so many people.

How to Develop a Dynamic Story

Story telling is a very effective way to get your point across. Here are some tips to help you develop a dynamic powerful story.

- Decide on the purpose for the story. What is the main point you want to make? Slant the telling of the story so that that point is clear.
- Create the backdrop. Describe the scene so that the audience can picture it in their minds. What is the time, location, weather? What is going on emotionally, physically, or spiritually?
- Introduce the main characters. Help your audience to picture the important characters through detailed descriptions. Become them; describe their relationships, quirks and personality. Add character voices or mannerisms to make them different from your own.
- Begin the Journey. What is the task, the goal, and the journey to take? What are the challenges that need to be faced?
- Meet the obstacle. To avoid boredom something must happen to get in your way and make it interesting. This could be a person, a self limiting belief, or a challenge to overcome. Exaggeration will add humour.
- Overcome the obstacles. What had to be done to overcome the obstacle? What inner resources did you have to summon? Did someone help you? A hero? Or you? Be specific. Break your solution down into a few steps in sequence. This is where the teaching happens.
- Resolve the story. How did everything turn out? Tie up the loose ends-what happened to the other people? To your hero?
- Make the point. A story needs one clear point to have more points confuses the issue. Write out and memorize the point, work on the words to make it simple and easy to remember. Find “the phrase that pays”.
- Ask the question. Make your story personal to the audience. “Has that ever happened to you?” Turn the main point into a question. Push their buttons!
- Practice, practice, practice. Tell your stories to anyone who is willing to listen. Get feedback, make adjustments, and tell it again. These steps will ignite the WOW in your audience.

Remember the best story you will ever tell is your next story!

Steps to Publishing Success

Even if your best friend owns a top publishing company, giving you an immediate "in," this does not guarantee publishing success.

First, you have to write a quality book that has a clear target audience. And your book must answer a common problem or need that audience shares. Then you have to develop a marketing plan, and stick to it for at least two years.

Let's begin with the process that should commence before you write your first word. Begin by reading A LOT. Read both books you passionately love and books you can't seem to make it past page five. Then figure out what the author did in the book you loved, and what was wrong with in the book you couldn't finish. Write down these points so they are crystal clear to you. Read other people's books for inspiration and to discover what you should avoid as a writer.

The next step is to plan out your book. Narrow down your subject, and then divide it into chapters. Each chapter should address a specific aspect of the problem your book is going to solve. In each chapter, break the specific aspect down into several parts. This will help your readers take in your information a bit at a time instead of overwhelming them with every bit of information clogging up the pages until they feel like they're about to go blind. It's not quite spoon-feeding the information to your readers, but it's close.

The next two steps are obvious. Write your book and then revise it. And then revise it again. And perhaps again. Of course, writing is extremely hard, and writing a book can seem like an impossible task. There are many books out there that give you guidelines to help you become familiar - and even love - the process of writing and revision. Find a number of books about writing. Better yet, find a number of books about writing the specific type of book you aspire to write. These can serve as roadmaps on your writing journey.

Once you've written your ebook and revised it at least twice, show it to someone else whose opinion you respect. If you're lucky enough to know a good editor, see if you have something to barter for him or her to go through your manuscript. Or join a writing group and let the other members critique your work.

Then take all these ideas from other people, and revise your manuscript one last time. And then stop! Put down that pen! Get your hands off the keyboard!

One of the most important steps to actually producing a book is to know when to stop writing and tinkering with it.

You've finally written your ebook! Pop open the bubbly! Give yourself a night out on the town!

Okay, now that this necessary celebration is out of your system, what do you do next?

How to turn your ebook into Profits

Ebooks are a revolutionary way to publish your book without incurring the costs of print production. All you need is a relevant and targeted subject and some inexpensive software, and you can transform your manuscript into a book.

The problem, in terms of actually seeing any profits from your ebook, is that the market is overwhelmed with ebooks, and many of them are not worth the time it takes to download them. Just because the ability exists to easily produce an ebook, doesn't make it good writing.

Make sure your book does not simply rehash old material. You will injure your credibility as an author

by claiming to offer valuable new insights and disappointing your audience with material they've read a zillion times before. So spend enough time writing and revising your book to make sure it's of the highest quality and presents the most current information. A good book will eventually sell itself; false claims about your book will make it extremely difficult to sell any future books you may write.

Assuming you have determined that you do indeed have a quality product that answers some question or need of your target audience with NEW information, how do you know how much to charge for it? Rule number 1: Set a price for your book equal to its value. An under-priced book will only give the impression that your book isn't worth very much.

To figure out a fair price, estimate how much time you put into creating it and how difficult it was to transform the necessary information into understandable and engaging writing. Figure out how much your time and effort is worth, and then price it accordingly. The goal is for you to be adequately compensated for your talent, your time, and your effort.

Once you've figured out a price that is high enough to convey the value of the book, but not so high as to be out of the reach of your target audience's mean budget, then it's time to offer it for sale on your website. To attract sales, you will need to develop a promotional campaign, particularly if you are an unknown author.

There are multitudes of books about self-promotion that will guide you in your efforts. Choose a plan that is both creative and professional. Learn how to write a catchy yet informative press release, and send copies of your ebook to sites that specialize in ebook reviews.

Learn how to write powerful sales copy, or hire someone to write it for you. This is an essential. You absolutely need excellent sales copy to sell your book. Make sure the copy includes all the reasons your target audience needs your book, and the benefits they will derive from buying it.

Use graphics in your promotional materials. Beautiful graphics have the power to instantly convey the quality and value of your ebook. Graphics can also convey the amount of valuable information the book contains, and your careful attention to detail. Professional graphics sell professional books. They reassure the customer that the product is what it claims to be.

Consider excerpting chapters for articles. You can offer these tidbits for free on your website as a sort of demo of your book. Include an order form for your ebook at the end of the excerpted articles.

Finally, when you set-up your download link, make sure to simplify the process. It's a good idea to offer a few bonuses that make your book even more enticing to purchase, but make sure the bonuses are valuable and high quality. Too many bonuses that are basically a load of useless stuff will compromise the impression your audience has of your ebook. The goal is to convey to your audience that they are getting a quality product for a good deal. That means applying restraint, especially when it comes to adding bonus items. Too much free stuff offered diminishes your credibility.

Make sure your book is a quality product. Make sure it is relevant and current. Develop an effective marketing plan that includes excellent sales copy and excerpted articles. Then offer your book for sale, and wait for your audience to discover you!

My Book Websites

I have many sites related to books but many other niche sites also. I wanted to promote my books as cheap as possible, so having your own websites is much cheaper than paying for book promotions.

[John L. Brown](#) - [John L. Brown](#) - [JBS Books](#) - [My Book Goal](#)

[Help Self Publishers](#) - [Publishing faqs](#) - [Donating Books](#) - [Kiddy Books](#)

My Entire network Of Websites and Sub Sites!

[JLB Network](#)

Book Promotions Sites

Book Advertising Websites

The sites below are for authors to submit their book covers and descriptions. You have a few options on these sites, One: Submit a book related site free, or pay to add your book or authors page. When submitting a free site, you must have a back-link, but paying for a book/authors page, you don't need to have a back-link. When you add a book/authors page or a website, your link will be permanent on the sites for the life of the sites.

[A Book Ad](#) - [Booky Ads](#) - [Booksie Ads](#) - [We Promote Books](#) - [Books Don't Bite](#)

[Authors Links](#) - [Silver Ebooks](#)

For text link and banner exchanges click the link below!

[Top Link Trades](#)

Thank you for reading this ebook and lots of luck to you.

[Find Illustrators](#) - [Book Covers Made](#) - [Hire A Writer](#)

[The World's Best Automated Proofreader](#)

[My Authors Page](#) - [My Authors Spotlight](#) - [Pay Hip Authors Page](#)

[The Coloring Ebooks](#)