




Dan Poynter's
Book Writing for Speakers
 Converting Your Spoken Message into the Written Word





81%
 © 2008

Dan Poynter, CSP - Mr Publishing
 ParaPub.com


 **You & Books** 




Congratulations on investing your

-  Time
-  Money

in your future

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You Will Discover How to: 






-  **Write** your book faster
-  **Produce** your book for less money
-  **Promote** your book more effectively

I will share The New "Book" Model
 or
 Simultaneous Publishing

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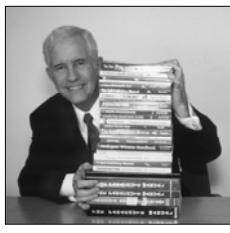
We do not Compete



-  Authors & publishers are collegial
-  Conspirators not competitors
-  Each book is unique
-  We brainstorm each other's promotion plans
-  Speakers too


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My Mission



**Making sure speakers don't die
 with a book still inside them**

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Poll

Help me to tailor this presentation to your needs



What stage are you in your book project?
(If you have more than one project, you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

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Your Book will Provide

- Credibility-You are the expert
- Prestige
 - Authority
- Exposure-Notoriety
- Another profit center-Income
 - Not hourly work
 - Passive income
 - Invest your time in your future
- Membership in a great industry
- More business
 - Other product sales
 - Speaking
 - Seminars
 - Consulting
 - For higher fees



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NSA Survey on Books

- Published authors
- 46.4% got more than 50 new bookings
- 25% said more than 50 speeches were directly related to their book
- 32.1% said their income increased \$16-\$30,000.

<http://www.surveymonkey.com/DisplaySummary.asp?SID=2445452&U=244545285316>

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The New "Book" Model

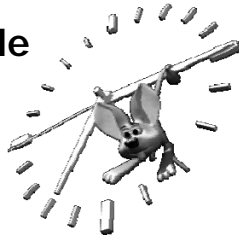
See legible chart in handout

| Creating the Content | Producing the "Work" | Promoting the Editions |
|--|---|--|
| <p>A. Set up</p> <p>Use a word book Create your content for the book. Write all the "Writing Schedule" using "Design and Book" Beyond the content, use word processing. Format, Review, Export to PDF, etc. Edit a PDF Book</p> <p>Send book cover design. Use 100, 100, 100, 100. Make a working file. Write, Review, etc. Upload to the publisher. Write, Review, etc. Upload to the publisher. Write, Review, etc.</p> <p>B. Build the content. Write, Review, etc.</p> <p>Write text in MS-Word. Export to PDF format. Export to PDF format. Upload to the publisher. Write, Review, etc. Upload to the publisher. Write, Review, etc.</p> <p>C. Content to Writing Schedule, pp. 20-30.</p> <p>1. PDF the work. Write, Review, etc. 2. PDF the MS-Word with book cover. 3. PDF the work. Write, Review, etc.</p> <p>D. Get content on http://www.parapub.com/submit/</p> | <p>A. Publish. Print or electronic version. PDF, CD, etc.</p> <p>1. Print. (Printed on demand) 2. PDF. (Printed on demand) 3. PDF. (Printed on demand) Print. 300-500 and use the number. Print. 300-500 and use the number.</p> <p>B. eBook. (PDF, ePub, etc.)</p> <p>1. eBook. (PDF, ePub, etc.) 2. eBook. (PDF, ePub, etc.) 3. eBook. (PDF, ePub, etc.) 4. eBook. (PDF, ePub, etc.) 5. eBook. (PDF, ePub, etc.) 6. eBook. (PDF, ePub, etc.) 7. eBook. (PDF, ePub, etc.) 8. eBook. (PDF, ePub, etc.) 9. eBook. (PDF, ePub, etc.) 10. eBook. (PDF, ePub, etc.)</p> <p>C. Distribution. (Print or electronic version)</p> <p>1. Print. (Printed on demand) 2. PDF. (Printed on demand) 3. PDF. (Printed on demand) 4. eBook. (PDF, ePub, etc.) 5. eBook. (PDF, ePub, etc.) 6. eBook. (PDF, ePub, etc.) 7. eBook. (PDF, ePub, etc.) 8. eBook. (PDF, ePub, etc.) 9. eBook. (PDF, ePub, etc.) 10. eBook. (PDF, ePub, etc.)</p> <p>D. eBook. (PDF, ePub, etc.)</p> <p>1. eBook. (PDF, ePub, etc.) 2. eBook. (PDF, ePub, etc.) 3. eBook. (PDF, ePub, etc.) 4. eBook. (PDF, ePub, etc.) 5. eBook. (PDF, ePub, etc.) 6. eBook. (PDF, ePub, etc.) 7. eBook. (PDF, ePub, etc.) 8. eBook. (PDF, ePub, etc.) 9. eBook. (PDF, ePub, etc.) 10. eBook. (PDF, ePub, etc.)</p> | <p>A. Book industry. Book sample books to Agents of the book to sell and Publishers of the book to sell and Distributors of the book to sell and "Author" or "you" publisher (PDF, etc.) See http://www.parapub.com/submit/ Book club. See http://www.parapub.com/submit/ Foreign rights. See http://www.parapub.com/submit/</p> <p>B. Nontraditional markets. (E) and (L) on books. Make (E) and (L) on books. Specialty stores. (Book products not books) Museums Events Catalogs. PDF, etc. Promotions. PDF, etc. Publishers. PDF, etc. Authors and printers. PDF, etc.</p> <p>C. Distribution. (Print or electronic version) 1. Print. (Printed on demand) 2. PDF. (Printed on demand) 3. PDF. (Printed on demand) 4. eBook. (PDF, ePub, etc.) 5. eBook. (PDF, ePub, etc.) 6. eBook. (PDF, ePub, etc.) 7. eBook. (PDF, ePub, etc.) 8. eBook. (PDF, ePub, etc.) 9. eBook. (PDF, ePub, etc.) 10. eBook. (PDF, ePub, etc.)</p> |



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Schedule



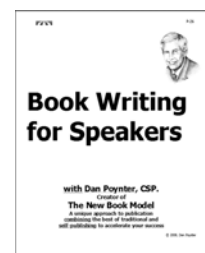
Writing: 90 minutes

Much material. May skip book.

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What is in the Handout?

- Slides
- Take notes on a separate sheet
- "Surprise slides" not included
- Book Cover Design Sheet



Handout is also available free from the Forms Bank at <http://ParaPub.com>

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Your Book Project Overview

- ☞ Qualify the project
- ☞ Set up the book
- ☞ First draft. Rough draft.
 - ☞ Get information into binder
- ☞ Second draft. Content edit.
 - ☞ Add research, quotations, stories, illustrations, interviews, etc.
- ☞ Third draft. Peer review.
 - ☞ Get feedback on manuscript.
- ☞ Fourth draft. Copy edit.
 - ☞ Use editor and proofreader
- ☞ Typesetting and cover



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Chapter Two



- ☞ Qualify idea before you write
- ☞ Inspiration may come at any time
 - ☞ Newspaper article
 - ☞ Television newscast
 - ☞ Colleague at work
 - ☞ Seminar or workshop
 - ☞ When you first wake up
 - ☞ In the shower
 - ☞ While driving



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Assessing the Market

- ☞ Proposal
 - ☞ For agent &/or publisher
 - ☞ Your own use
- ☞ Has this subject been covered lately?
 - ☞ From this angle?
 - ☞ How did it sell?
- ☞ How large is the market?
- ☞ What is the median selling price of the books on this shelf?



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Qualify the Project: the 7 Musts

- ☞ The subject must be interesting to you
 - ☞ Turn your *passion* center into your *profit* center
- ☞ You must have *expertise* or *experience*
 - ☞ Credentials v. Having been there
- ☞ The subject must interest other people
 - ☞ If you write it, will they come?
- ☞ The subject should be *tightly* focused
 - ☞ Will a potential buyer *identify* with your book?
- ☞ The market must be easy to reach
 - Be able to *identify* your buyer
 - Be able to *locate* your buyer
- ☞ The market must be large enough
 - ☞ 200,000 minimum
- ☞ Meeting planners are buying the subject

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Narrowing the *Readership*



What percentage of the visitors to Disneyland go without kids?

There are thousands of books on Disneyland and Disney World

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Which Bookstores?

- ☞ Suburb stores
 - ☞ Relationships
 - ☞ Parenting
 - ☞ Weight Loss/Exercise
 - ☞ Spirituality
- ☞ Downtown stores
 - ☞ Business
 - ☞ Organizational skills
 - ☞ Sports related



Where is there a greater selection of your category book?

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RESEARCH

Subject, Title & Competition. Chart the information for comparison

- 📖 Bookstores
- 📖 Online bookseller such as Amazon.com
- 📖 Ingram. Call computer: 615-213-6803
 - 📖 Punch in ISBNNumber
- 📖 How many magazines?
 - 📖 <http://parapub.com/maillist.cfm>

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Get a Model Book



Check:

- 📖 Binding: Hardcover or Soft
- 📖 Paper color
- 📖 Type style
- 📖 Design & layout of pages

Buy the book and use it as a model

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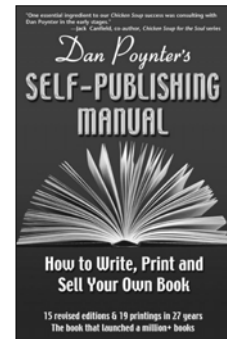
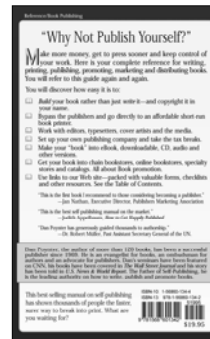
Chapter Three: Packaging

Basic Bookstore Shelving Categories

- Antiques/Collectibles
- Architecture
- Biography/Autobiography/Letters
- Business/Economics/Finance
- Computer Technology & Software
- Cookbooks & Cookery
- Crafts & Hobbies
- Current Affairs
- Drama
- Education & Teaching
- Family/Child Care/Relationships
- Fiction/Literature
- Foreign Language Instruction & Reference
- Games
- Gardening & Horticulture
- Health & Fitness
- History
- Home Improvement & Construction
- Humor
- Language Arts
- Law
- Literary Criticism & Essays
- Mathematics
- Medical/Nursing/Home Care
- Music
- Nature & Natural History
- Occultism/Parapsychology
- Performing Arts
- Pets & Pet Care
- Philosophy
- Photography
- Poetry
- Political Science & Government
- Psychology/Psychiatry
- Reference
- Religion/Bibles
- Science
- Self-Actualization/Self-Help
- Social Sciences
- Sports & Recreation
- Study Aids
- Technology & Industrial Arts
- Transportation
- Travel & Travel Guides
- True Crime

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Draft Your Back-Cover Copy



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More Room in the Frontmatter

📖 You can tell more about yourself inside

📖 Readers want to know what you look like

(Your readers know more about you than you know about them)



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Book Covers Work Sheet

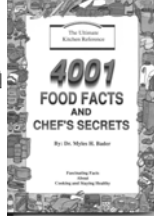
| FRONT | (Back Cover) | Book Covers Work Sheet | (Front Cover) |
|--|--------------|------------------------|---------------|
| Category: | | | |
| Headline: | | | |
| Subline copy (description. What is the book about?): | | | |
| Promises & Benefits You will discover: | | | |
| Testimonials: | | | |
| Cloning copy: | | | |
| Price: \$ | | | |

See larger copy in handout

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Select a Working Title

- Start with the key word
- Specific, familiar & short
- Do not start with a number such as 101
- Get the DotCom for the title 
- Select a subtitle. More descriptive.
- Test title/subtitle on colleagues
- Drafting your back-cover copy will help you find a title/subtitle



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Packaging



- Bruce Lansky of Meadowbrook Press took *The Rainbow Book* which had sold 25,000 copies in three years and changed the binding, cover, name, size and price.

Free Stuff For Kids sold 500,000 copies in two years and made #6 on the *New York Times* Bestseller list.

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Set up the Binder



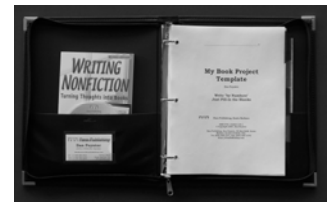
Make your writing project portable to make use of unexpected free time.

"Would that I could stand on a busy corner, hat in hand, and beg people to throw me all their wasted hours."
—Bernard Berenson, 1865-1959, American art critic.

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Template: Just fill-in the Blanks

- Zip-up binder
 - Portable & secure
- Each book page with instructions
- Copy of *Writing Nonfiction* with examples.
- CD with pages formatted and laid out.



See <http://ParaPub.com>

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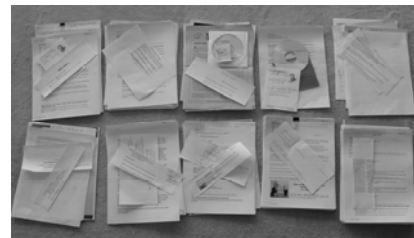
Just Fill in the Blanks



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"Pilot" System

Place Research Materials into Chapter Piles



"Great things are not done by impulse, but by a series of small things brought together."

--Vincent Van Gogh, Painter.

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Note

You have been working on your book but you have not done any writing yet.

Planning & research will establish a roadmap that will speed the writing.

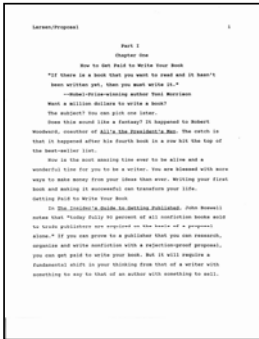
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Chapter Four

- 📖 The First Draft
 - 📖 Layout the pages before you write.

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A Traditional Manuscript Double-spaced Courier typeface



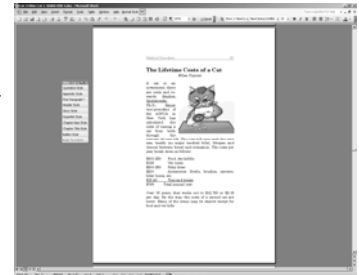
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Write in Page Layout Format with MS-Word

Note Tag Box →

Margin settings are in *Writing Nonfiction* or follow your "model book"

Build Your Book



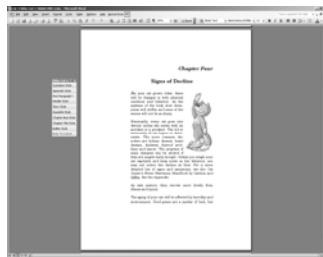
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Starting Chapters

Note Tag Box →

Set chapter number and chapter title

Build Your Book



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Writing Your Book

- 📖 1st draft (rough draft)
- 📖 Start with chapter that is the shortest, easiest or most fun.
- 📖 *Build* the book rather than just write it.
 - 📖 Assemble the elements
 - 📖 Use words, color, motion, sound, hyperlinks for more info, etc.



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Type or Talk the Text

📖 Keyboard
or

📖 Dictate

📖 Get Dragon 9.0 for XP,
9.5 for Vista



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FMI: Free Newsletter

📖 Goes to 32,000+ authors,
publishers & speakers

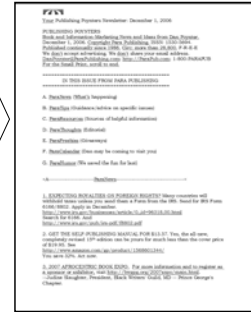
📖 Full of tips & resources

📖 They forward it to
colleagues.

📖 Circulation grows by
200/week

📖 Sign up at Parapub.com

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Chapter Five

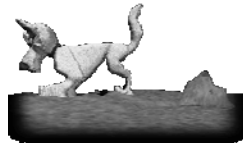
📖 2nd Draft (Content Edit)

📖 Now you have quantified the project

📖 See what you have and don't have

📖 Fill in the holes

📖 Research



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Research



📖 The Internet

📖 The world's largest library

📖 Google.com and other search engines

📖 Quotations

📖 Stories

📖 Illustrations

📖 Photographs

📖 Drawings

📖 Interviews

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Import Photographs (halftones)

📖 Take your own
with a digital
camera

📖 Scan existing
photographs

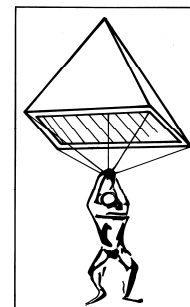
📖 Crop & size to
fit



Use *PhotoShop*, *Paint Shop Pro* or *PhotoSuite*

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Scan & Import Drawings



Crop & size
to fit the
page

Easy now
that
computers
are faster.



(Leonardo Da Vinci, 1495)

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Clip-Art and Copyright

Microsoft
Information on Terms of Use

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PERSONAL AND NON-COMMERCIAL USE LIMITATION.

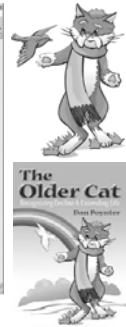
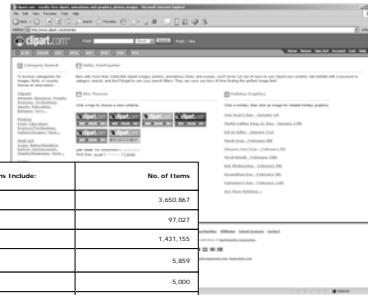
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©-Free Art From the Web



6 million images. See <http://www.ClipArt.com>
One Week: \$17.95; One Year: \$169.95

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Quotations Confirm Your Message

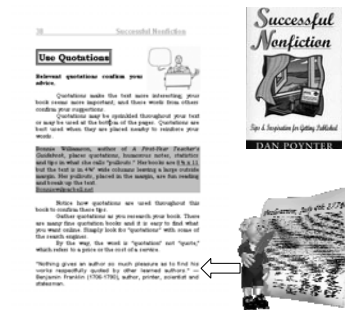
Relevant quotation

Name

Dates

Background

"I quote others only the better to express myself."
--Michel Eyquem de Montaigne,
1533 - 1592



Quotation: The Truth Well Spoken
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Finding Quotations



Search for "quotations" at Google.com

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Add to Quotations from Web Encyclopedias



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Readers Love Stories

- 📖 Request stories from colleagues
- 📖 Publishing Poynters Marketplace: ParaWants.
- 📖 Use email for speed
- 📖 Set stories in different typeface in book
- 📖 Credit contributor with name & URL

- 📖 Tell your own stories (your experiences)

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Requesting Stories In *Publishing Poynters Marketplace*

-----ParaWants-----
STORIES/INFORMATION WANTED

A. I am looking for stories from WOMEN about taking SMART RISKS IN BUSINESS. What risk have you taken that's really paid off? Where were you in your life/career/etc when you decided to risk? How did you know it was the right time to go for it? Did anyone help you make that decision? Had you taken any risks before that really didn't pan out? Why not? Please send your stories to lsmer@creativeexpansions.com. Please write about two pages, and include your name, email address, and phone number.

A very popular section
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Reference Web Sites

- 📖 Hyperlink URLs for more information
- 📖 Link will be hot in the eBook editions
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If You Are

Thinking,
Planning
or Writing



Writing with
someone
else



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Tips,
Resources &
References.



Your Learning Resources
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Book/CD title: _____ **Author:** _____

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Signature: _____ **Date:** _____

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Chapter Six



- 📖 3rd Draft (Peer Review)
 - 📖 Send each chapter to at least 4 experts
 - 📖 Match the chapter to interest & expertise
 - 📖 Send Chapter, back cover and Table of Contents
 - 📖 Payment: Name in Acknowledgements and an autographed copy
 - 📖 Send Chapter, Table of Contents & back cover
- 📖 What they return is valuable
 - 📖 10% of your book could come from peer review

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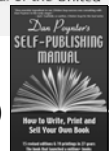
Testimonials for Back Cover

"This is the first book I recommend to those considering becoming a publisher"
—Jan Nathan, Executive Director, Publishers Marketing Association

"One essential ingredient to our *Chicken Soup* success was consulting with Dan Poynter in the early stages" —Jack Canfield, coauthor, *Chicken Soup for the Soul* series

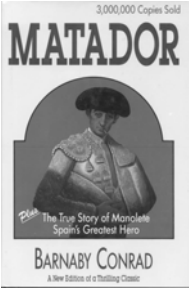
"Dan Poynter has generously guided thousands to authorship. Their books make this a better world" —Dr. Robert Müller, Past Assistant Secretary General of the United Nations and author of *2000 Ideas & Dreams for a Better World*

- 📖 Two-step process
 - 📖 Peer Review (introduce yourself)
 - 📖 You draft testimonial for them



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Get a Foreword




The Spaniards have a saying: Every man in his life should plant a tree, fight a bull and write a book.

Maybe skip the bull part, depending upon your priorities but plant that tree soon . . .

And: starting today, begin to write that book by reading this book.

Foreword

It is a great pleasure to write this foreword for the new edition of Barnaby Conrad's book, 'MATADOR'. The book is a classic and has been a bestseller for many years. It is a story of a man who lived a life of adventure and danger, and who wrote a book that has inspired many people. The book is a classic and has been a bestseller for many years. It is a story of a man who lived a life of adventure and danger, and who wrote a book that has inspired many people.




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Editor Chapter Seven

- 📖 4th Draft (Copy Edit)
 - 📖 Punctuation, grammar & style
 - 📖 Get a picky English pro
 - should
 - 📖 We all ^ use editors
- 📖 Fact check

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You are Finished Writing. . .



When


- 📖 The book is 95% complete, and
- 📖 100% accurate

This is a growing Work

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Chapter Eight

- 📖 Typesetting
 - 📖 Already "trial typeset"
 - 📖 From *MS-Word*
 - 📖 Typesetter
 - 📖 From a page-layout program (Better quality)
 - 📖 *PageMaker*
 - 📖 *In-Design*
 - 📖 *Quark*
 - 📖 *TeX*




Proofreading

- 📖 Last chance
 - 📖 What you see is what you will get
- 📖 Get someone new
- 📖 See "Proofreading Marks" in dictionary

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Convert the File

- 📖 Convert *text* file to an *image* file
- 📖 Adobe Acrobat PDF



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Get Cover Art

- ☞ Needed for *both* pBook and eBook
- ☞ Good packaging sells products



- ☞ Cover Artists (\$1,800)
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- ☞ Do-it-yourself
<http://www.ClipArt.com>

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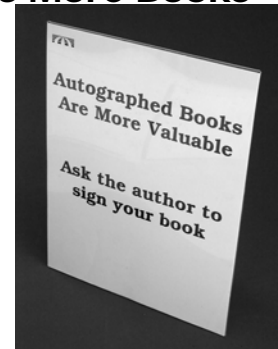
Convention breakouts



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This Sign Sells More Books

For autographings
and trade shows



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Publishing is Like Parachuting

Each is a game of odds

The object is to have fun
and

improve the odds as much as possible



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More Help with your Project



- ☞ The Calendar in *The Self-Publishing Manual*
- ☞ <http://ParaPublishing.com>
Our Web Site
- ☞ InfoKits
 - ☞ Book Shepherds
 - ☞ *Suppliers List*
- ☞ Affinity Groups (Listservs)

If there is anything you did not understand today, contact me.

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Please Take a Moment to . . .

- 📖 Fill out the Evaluation Form
- 📖 Let me know what to keep and what to change

A screenshot of the "EVALUATION QUESTIONNAIRE" form. It includes a title, a date field, a section for "Comments" with a text area, and a section for "Contact Information" with fields for name, email, and phone number. There are checkboxes for "I am a current subscriber" and "I am a former subscriber".

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Questions

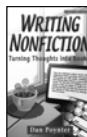
While we are finishing up and taking questions, please take a moment to tell me how you liked today's presentation, by



📖 Filling out the *Evaluation Form/Questionnaire*

and

📖 Sign up for the FREE *Publishing Poynters* ezine



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When Next We Meet, Will You Have?



A book in your head, or

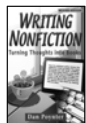
A book under your arm



It is up to you



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My name is Dan Poynter

and

I don't want *you* to die with a book still inside you.



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