






Dan Poynter's
So You Want to Write a Book
 Writing, Producing & Promoting Your Book




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 **You & Publishing** 

Thank you for investing your

-  Time
-  Money

Thank You 

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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)

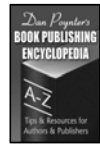
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 **Your Book will Provide**


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



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Research 


-  Online Searches
 -  Google, etc.
 -  Wikipedia
-  Social Networking



Writing a Book is Your Journey of Discovery

We learn more about our subject when we research it

The book often takes off in a new direction



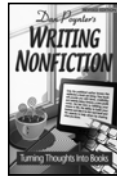
"The best way to become acquainted with a subject is to write a book about it."
 --Benjamin Disraeli (1804-1881) British statesman.

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Writing Your Book

Drafts

1. Rough Draft
2. Content Edit
3. Peer Review
4. Copy Edit



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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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First Draft

-  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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Second Draft








-  Content Edit
 -  Now you have quantified the project
 -  See what you have and don't have
 -  Fill in the holes
 -  More Research



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Third Draft








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

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Editor

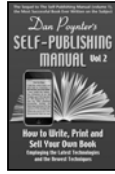
Fourth Draft

-  Copy Edit
 -  Punctuation, grammar & style
 -  Get a picky English pro
 - should
 -  We all ^ use editors
-  Fact check



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Publishing Your "Book"



Wringing More Value out of your Work
Repackage-Repurpose-Recycle

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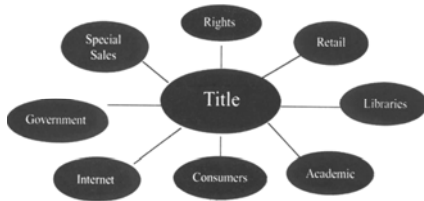
Kinds of "Books" (overview)

- 📖 pBooks. Printed Books.
 - ☐ Offset printing: ink on *paper*
 - ☐ Digital printing: toner on *paper*
- 📖 eBooks. Electronic files *downloaded* to computers and hand-held readers.
- 📖 lpBooks. LARGE PRINT.
- 📖 aBooks. Audiobooks. CDs and downloads.
- 📖 App for iPhones, etc.



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Distributing Your "Book"



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Nontraditional Book Markets

- 📖 Think of better places to sell books
- 📖 Think outside of the book trade
- 📖 Think nontraditional sales
- 📖 Tolerate bookstores
Don't pursue them

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Selling Books in the US, Canada & UK



Consumers of 47% of all books

- 📖 Use LightningSource. <http://www.LightningSource.com>
 - ☐ pBook (Just upload the file)
 - ☐ eBook (Just upload the file)
 - ☐ lpBook (Just upload the file)
 - ☐ Access to Ingram, stores, Amazon, et. al.
 - ☐ Australia and Singapore next
 - ☐ Test the market
- 📖 Sign up and get a password
 - ☐ Access the contracts
 - ☐ Sign and send the pBook, eBook contracts for US and UK
 - ☐ Upload your text and cover .pdf files.

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International Publishing Plan

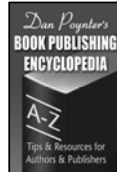
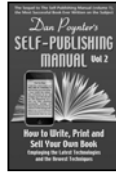
- 📖 pBook. Printed book
 - ☐ CreateSpace > Amazon
- 📖 eBook
 - ☐ Smashwords
- 📖 aBook. Audiobook
 - ☐ Record Yourself
 - ☐ CreateSpace > Amazon
- 📖 When sales take off
 - ☐ Approach publisher of same category books.
 - ☐ Print and distribute in the US



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Promoting Your "Book"



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The Author Must do the Promoting



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No National Borders for Information



- ☞ Research in the World's largest library (the Internet)
- ☞ The World is your potential market
- ☞ Selling information—not hard goods
 - ☞ Distribute via the Internet
 - ☞ No cost to ship
 - ☞ No import duty
 - ☞ No sales taxes/ GST
 - ☞ Instant delivery

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Social Networking for Authors

- ☞ **Find** people as passionate about your subject as you are
 - ☞ Join groups: forums, Facebook, LinkedIn, Twitter, etc
 - ☞ Your new friends are the information sources for your book
- ☞ **Gather** ideas and details from them
 - ☞ Ask questions
 - ☞ Get known
- ☞ **Combine** their ideas and details with other research
 - ☞ distill it, focus it, write it down
- ☞ **Promote** via same groups
- ☞ **Sell** information back to them in book form



Your information sources are also your market

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Online Promotion

Go where potential clients gather

- ☞ Blogs
- ☞ Forums
- ☞ Websites
- ☞ Amazon annotations

Spend time Social Networking
Using Social Media

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Contact Editors and Reporters

- ☞ Before an article or script is written
 - ☞ <http://www.helpareporter.com/>
- ☞ After something appears online
 - ☞ <http://www.Google.com/Alerts>
 - ☞ "Clipping service."



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email Announcements



- ☑ Broadcast to your house list & email address book
- ☑ Ask them to *forward* the announcement
- ☑ No spamming
- ☑ Paste addresses into bc box



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MORE

For More Information on Book Writing, Publishing & Promoting

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Forums (Cheap Consulting)



- ☑ SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- ☑ PUB-FORUM. <http://www.pub-forum.net/>
- ☑ PUBLISH-L. <http://www.publish-l.com/>
- ☑ SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- ☑ Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- ☑ Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- ☑ Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- ☑ IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- ☑ POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- ☑ Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- ☑ Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- ☑ Copy Law. <http://groups.yahoo.com/group/copyright-future/>

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- ☑ Ezines
- ☑ Success Stories

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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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Your Learning Materials

The *Book Writing/Publishing PDF eLibrary* includes:

- ☑ *Writing Nonfiction*
- ☑ *The Self-Publishing Manual*, Vols 1 & 2
- ☑ *Is There a Book Inside You?*
- ☑ *Book Publishing Encyclopedia*
- ☑ *Successful Nonfiction*



Plus:

- ☑ *Poynter's Secret List of Book Promotion Contacts*
- ☑ *Book Marketing Special Report*
- ☑ *Book Writing Information Kit*
- ☑ A complete list of our other products.

Valued at more than \$100 USD!

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Don't Have Time to Write Just Now?

- 📁 Then collect info for your book (and speeches)
 - 📁 Magazine articles
 - 📁 Photocopies of pages from books
 - 📁 Interview transcripts
 - 📁 Transcribe your speeches
 - 📁 Photos
- 📁 Put them in a drawer
- 📁 Sign up for <http://www.Google.com/Alerts>

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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



📁 Signing 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

AUTHOR.tv

Take Off Your Cap



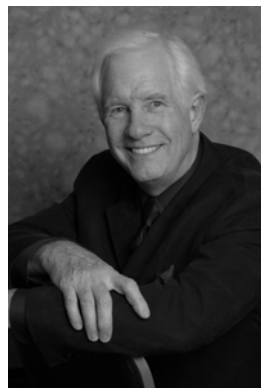
And Start Writing

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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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"I never said writing your book would be easy.

I only promise it will be worth it."



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