

From Idea...



To Book...



**Writing, self-publishing, and
print-on-demand...for your book**

Joanna Penn

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This is the first ebook “From Idea to Book” aimed at helping you write and publish your book if you are new to the business.

The second ebook, “[From Book to Market](#)” will help you sell and promote your book. It is aimed at people who are ready for the next step, or for those who want to know everything now!

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INTRODUCTION

81% of people want to write a book.

The difference between you and everyone else is... you are actually going to write one!

Writing is a form of time travel, of connection to the reader through time and space. You lay out your thoughts and ideas in words which leap into other people's brains and create new ideas and new thoughts.

Writing a book is truly a creative process. It is alchemy. You create something from nothing. What was in your head becomes a book in the physical world. It has become reality. That is magic and that is why we write. It is to communicate what we love, or care about, to entertain, to engage, or to enlighten our audience.

Writing is a tool for understanding yourself, for connecting with your unconscious, and expression. It does not have to have an end point. But if you truly want to write a book, then the finished product represents your thoughts and words at a point in time. It is a physical representation of a goal fulfilled.

"Thoughts become things. If you see it in your mind, you will hold it in your hand."

Rhonda Byrne, "The Secret"

You can write to share your own life experience. Your words can touch people's lives. Through writing you can also heal yourself and others. You can reveal your mind behind the scenes.

This book is aimed at helping you move from your initial idea or concepts to the reality of your finished book. Look at this book as a starting point, a springboard to catapult you into the writing process. At the beginning, everyone needs some encouragement and help.

You can achieve your dreams.

My dream was always to be a published author and to hold my book in my hands, to see my name on the front of the book.

It took me 9 months to write and self-publish my first book, "[How to Enjoy Your Job](#)". It then took me another year to learn about marketing and promotion which is just as important as the writing. I wanted to put down all my thoughts before I forgot what it felt like. I went through roller-coaster emotions, a huge learning curve and accomplished a lifelong dream of having my own book finally in print.

We all learn from experience. I have made so many mistakes and learned so much from the process that I wanted to share it with you so you don't make the same ones I did.

This book contains everything I have learned along the way, and will help you to go from that brilliant idea you'd like to share with others to holding your own completed book in your hands. Think of this book as tracks in the snow which will make it easier for you to follow a path to success.

One of the other key reasons why I wrote this book was because of the great number of people who desperately want to write but don't. Through reading this book I am showing you that you can do it too, and with a lot less headaches and heartaches than I went through along the way.

Writing "[How to Enjoy Your Job](#)" included many of the feelings I had about working in an office environment, that I had kept bottled up inside me for 12 years. Writing that was cathartic and it also radically changed the way I worked. During the time it took to write this book, I cut my hours, took a less stressful role and "opted out" of that career path. Through that office position I had a means for income, but it was not where my soul was satisfied, and now that doesn't matter because my soul is content in writing and in expression. It became a self-fulfilling prophecy that I suddenly found myself enjoying my job when I was there, and enjoying my life when I got home. You write what you need the most and I needed to enjoy my job.

**“Writing is magic, as much the water of life as any other creative art.
The water is free. So drink. Drink and be filled up.”**

Stephen King, “On Writing: A Memoir of the Craft”

Decide on your goal and then pursue it until it is complete. If you do this, you will succeed.

Take control of your own destiny. Maybe the first book you write will be just for practice. Maybe it won't be a bestseller, maybe you won't be able to retire on the proceeds, but maybe it will be a success. Or maybe you need to get the first piece of prose out of your system so your second book can be successful.

If you don't get writing you will never know.

Don't think too much about the process itself – just start writing! Decide what **you** can do, not what others think you can do. Take off the mental shackles that are holding you back and let your mind run free. Be open to possibilities! If you don't write your book, you will have missed a life goal and you may live with regret.

This book is about how to go beyond being a writer to become an author. It will guide you from holding a pile of papers and notes, to holding your own completed book in your hands.

HOW TO READ THIS BOOK

This book is designed so you can read any section as a stand-alone piece. After all, there may be questions that you might want to know the answers to right now! You can also read it cover to cover as a coherent journey through the process. The choice is up to you.

It is a mixture of practical help and advice, as well as inspiration from people I have interviewed. There are quotes as well as practical strategies and tips, plus hyperlinks to internet sites you might find useful. Put your mouse over the blue words to follow the links.

I have included information on traditional publishing and marketing. I am a self-published author so the material is orientated towards what you can achieve yourself. There is a follow on ebook, "From Book to Market" which focuses on sales, marketing and promotion. There are recommendations for other books in the bibliography and [more online here](#).

For more information, including articles, audio interviews, videos and resource links concerning this book, please visit <http://www.TheCreativePenn.com>

There is also a workbook available at <http://www.HowToBeAnAuthor.com>

You can post comments, questions or suggest topics at the website as well. There is a list of places to contact me at the end of the book. I appreciate your questions, feedback and stories!

Happy writing!

FIRST PRINCIPLES

1. HONOUR YOUR DREAMS... AND FULFIL THEM

Many people who want to write have always had dreams of becoming an author. They may have always loved books, bookshops and idolized authors. If your dream is to write, then do it to honor yourself, your story and your dreams. It is an achievable dream!

**“If we all did the things we are capable of doing,
we would literally astound ourselves.”**

Thomas A. Edison

Inspiring people can teach us lessons about life and Randy Pausch is someone who inspired me to follow my lifetime dream of becoming an author.

Randy loved teaching and used his “Last Lecture” at work to change people’s lives. He saw the potential in people, and believed they could achieve far more than they themselves believed. You can achieve far more than you think you are capable of.

Randy died in July 2008 at 47 of pancreatic cancer. But he died having spent his last months living a huge life. Through his [“Last Lecture”](http://www.TheLastLecture.com) which went on to become a book, he touched millions of lives. He wanted to leave a message for his children, but he also inspired the rest of us to honor our childhood dreams. You can watch it at

<http://www.TheLastLecture.com>

If writing a book is your dream, then it’s time to start living it.

You are still alive, and every day you can get one step closer to achieving what you want in life.

Do you want to get to the end of your life with regrets on what you didn’t do with your life? The time is now. The place is now. Make this the time to write your book. The only thing limiting you is you.

2. WHY DO YOU WANT TO WRITE A BOOK?

“Know thyself” is the inscription over the door at the Oracle of Delphi in Greece. Before you approach the blank page, know why you are doing this.

Here are some reasons for writing a book. Which apply to you?

- **Dream/Goal:** It is a dream and a life goal of mine to be an author.
- **Change lives.** I want to make a difference. I want to contribute and have an impact on people’s lives.
- **Legacy.** I want to be immortal, to have my thoughts in print; to be bigger than just my life.
- **Money.** I want to create another stream of income.
- **Career change.** I want to live the life of an author, working from home, travelling to book fairs and conferences.
- **Fame and prestige.** I want to be a famous author and win prizes for my books. I want to be respected for my writing.
- **Story.** I have a message/ story that I need to tell the world about.
- **Family.** I want to write down my thoughts and stories for my family
- **Need to write.** I have a burning need to write. I have reams of my writing, but it hasn’t been put into book form yet.
- **Therapy.** I want to write for my own therapy and to help others with the same problem
- **Grow business.** I want to be seen as the expert on my topic. Having a book will help me grow my business/career.

Knowing why you are writing and what you want people to feel is crucial and will sustain you through the difficult times. It will keep you focused on the end result.

Robyn Freedman Spizman, in “*Author 101: Non Fiction writing*” suggests writing a Dear Reader letter. This outlines what the reader will gain from the book, why you are writing

it and what you promise to deliver. If you can write this letter then you have justified your book.

3. WHAT HAS STOPPED YOU WRITING A BOOK SO FAR?

So, why haven't you written a book yet? Here are some common reasons:

Which of the following do you agree with?

- I am not 'an author.' I am not 'creative' . The book won't be any good. People will criticize me and I will feel worthless. No-one wants to hear what I think.
- I won't be able to write prize-winning fiction. I won't make any money or become famous, so what is the point?
- I don't have the time or the energy to write. It seems like a lot of hard work. What if I have to work every night and every weekend for months or even years to write this book? Will it be worth the sacrifice?
- I don't know how to do it or how to even start.
- I don't know what to write about. There are already enough books on the topic I want to write about.
- I don't have a writing qualification or degree.
- I don't know how to get published.
- I don't want people to know that my mind is really like this. If I write it down, they will see the real me and that is scary.
- I'm afraid of failing, of looking stupid. I'm afraid of rejection. What if people don't like my book? How will I cope with rejection?
- I don't want the attention. I don't want to market my book. I just want to live a quiet life.

These are all common fears and concerns before writing your book, but it's time to stop thinking that you have to be an expert or a professional to write your thoughts.

Your book is your opinion. If it helps people or touches people, then your words will have been validated. If you are determined to write a book, then you need to overcome these constraints and start the process. This book will give you the knowledge, tools and inspiration to overcome each of these blocks.

4. THE PSYCHOLOGY OF WRITING

Writing a book is hard work, and can often be a roller-coaster of emotion. Even if you are certain of your final goal, you can still become disheartened or affected by other people's opinion. This section details some of the psychology around writing and will prepare you for what is to come. What you feel is normal and all writers go through this!

“Your kryptonite is in your mind.”

Gene Landrum, author of “The Superman Syndrome”

(1) Your own feelings

These are some of the feelings you can expect to feel during the process of thinking about writing, as well as throughout the process:

- **Passion and excitement.** Let's start with the best one! You are fulfilling your dream, you are writing your book! You are excited and passionate about your topic. You are bowled over with ideas, and brimming with plans and getting down to writing is easy! These feelings should sustain you at the beginning and your continued enthusiasm for your goal can keep you going.

But it is not all rosy – so you need to be aware of some other common feelings so you don't stop just because you encounter them.

- **Scared.** You might also be scared of what people might think, of criticism of your work and your thoughts. You might also be scared of failing; either failing to finish the book, or not being published or successful.
- **Embarrassed.** You may feel silly or embarrassed about saying you are writing a book. It is considered a grand ambition that few achieve, so people look at you differently.
- **Self-doubt.** Other people may criticize you and you can cope with that. But your own voice can paralyze. It's the voice inside you that says, “I am not creative, I am not an author.” It's the 'you' that reads your unedited work and despairs at

how bad it is, who hides it away from other people's eyes, who says, "How dare you think you are a writer?"

- **Frustration.** This is a common emotion whilst writing. When you can't seem to get the draft right; when you want to say something and can't find the right words; when you can't bear to read that section again, but you know it's not good enough yet. You may also have expectations about how fast you can write and get published, as well as the quality of your work and how much money you can make. The reality is sometimes different. Getting a book from idea to the finished page can take longer than you think.
- **Exhaustion.** You will also feel tired and over it at times. You will think that you have better things to do with your time. There will be concerns from your family that you are not relaxing, that you spend too much time on the computer. You are missing social life, TV, playtime with the kids, quality time with your partner. You get up early, go to bed late and you are tired.

All of these are common, and all will pass in waves. We all feel this way, and it lessens with time. Understand that you will feel this way, let it happen and try to stay on the ride!

"I used to have those [self doubt] thoughts, but I just tried to block them out.

Remember that anyone, really, can become an author.

It really is about having the belief in yourself that you're worthy and you're capable and that you can become an author".

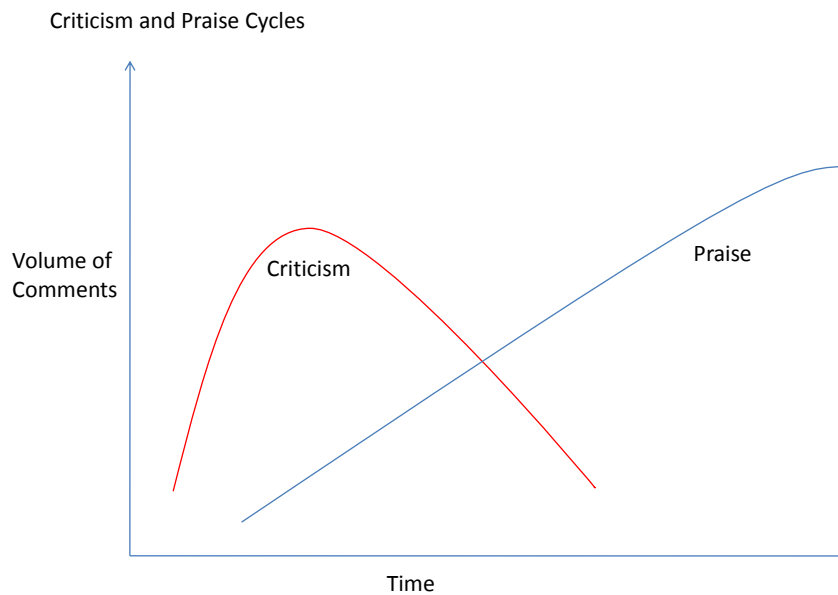
[Kylie Welsh, author of "Impertinent Women"](#)

(2) Other peoples' reactions

At the beginning you might not tell anyone you are writing for fear of what they think or might say – after all, lots of people talk about writing a book, but few actually finish one.

Eventually you will tell people you are writing a book. Everyone will have an opinion. People's reactions are varied and based on their opinion of the literary hierarchy. There is a great deal of snobbery in the publishing world. It is a bit like being asked which school you went to, or what job do you do. They will expect you to be published by a well-known publisher and have your books in the local Borders. Most people do not know there is more to the publishing industry than this!

When you tell people you are writing a book, the comments are usually a mixed bag. In my experience it went like the following graph of criticism and praise.



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Initially, there was criticism, negativity and judgment – or at least that is what it felt like to me. However, this is often perception, not reality. It is also directly related to the editing process. Some of the criticism I got at the beginning of the project was justified based on the quality of the writing and the ease of reading. I gave the manuscript to proof-readers too early on. I should have waited until after the first professional edit.

However, the criticism started to die off as the editing process continued as I proved I was actually going to achieve my goal. I started to tell more people once the book was almost finished and the praise started to come in. The criticism also dies away (unless you have a controversial book); or perhaps you just feel it less.

Being over-sensitive to criticism is common with your first book. It is very close to your heart, a piece of your mind and your thoughts on the page. Criticism of your writing can feel like rejection of you as a person.

This is also related to your confidence as you may often start out sounding apologetic about writing a book, but your confidence level increases over time and you become proud of what you have done.

You will put a great deal of yourself into your book. Even if it is non-fiction, you will find it an expression of who you are. After all, what you choose to write about reflects on the person you are. People will judge you by the material (but then they may judge you anyway!) so you will have to learn to deflect any negative comments or unwarranted criticism early on in your writing career.

Sometimes people's comments may hurt. You expect your partner or your family to be infinitely supportive, but sometimes they just don't get it. You may also surprise them by what you write.

My Dad and my brother found it "surprising" that I wrote a self-help book. They were expecting fiction. I was upset because they didn't know me well enough, but this was my own interpretation of the situation.

The problem is worse when you have written only one book. It is your sole expression of yourself in book form. It is the only thing for people to judge you on. Once you have written more books you can start to relax as there are different facets of you on show. An offshoot of this is that your confidence will also grow – you are now an author!

You must decide what is important to you – other people's comments, or your dream.

**“Writing is a bit like going on a diet;
you should either tell everyone or no one.”**

Maeve Binchy, ‘The Maeve Binchy Writers’ Club’

(3) Persistence and discipline

You will falter. People will criticize and comment. So you need persistence and discipline to continue through and write your book.

Persistence is especially important in the editing process as there are many iterations in writing.

As well as persistence, you also need the discipline to write. You may have thousands of ideas every day, but you need the discipline to work them through if you actually want to create a book. If you don’t have discipline, you will give up the idea when it is just a bundle of thoughts. Or you will give up after the first draft is criticised by your partner or your friends. Or you will give up after the 10th rewrite. Or you will give up when nobody wants to publish it. There are brick walls along the way, but persist and you will make it.

**“Brick walls are there for a reason.
They give us a chance to show how badly we want something.”**

Randy Pausch, ‘The Last Lecture’

[Highly recommended book for inspiration: See Video Review here.](#)

Great writers have persistence and discipline. For example, Bryce Courtenay writes a book every year in 7 months and puts in 12 hour days of writing and research to do so. He is also a fitness fanatic having run 39 marathons and 12 ultra-marathons and exercises for at least an hour and a half daily. His book “The Power of One” has sold 7.5 million books worldwide.

Persistence and discipline manifest themselves in “bum glue”. This saying has been attributed to many people, Bryce Courtenay and Stephen King included. If your ‘bum’ is ‘glued’ to your chair,, you have a much higher chance of actually writing something than if you are off wandering around wondering how you’ll ever get your book finished.

So you need persistence to stay the course. Your desire to be an author has to outweigh any sacrifices needed to achieve that goal. Your book will not miraculously appear completely finished and intact. You need to keep focused on the end result at all times through the process of writing. Studies have shown that it takes 10,000 hours of practice before you master an art. Writing is no different. No one starts out being a master of the craft, so you need to put in the time. I can tell you that the second book is easier than the first!

“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.”

Stephen King, 'On Writing: A Memoir of the Craft'

5. TOOLS TO HELP YOU ALONG THE WAY

Here are some of the tools and techniques I used to smash through this brick wall and get on with my writing.

(1) You have permission to write

I hereby give you permission to write a book.

Maybe you don't need that permission and you are off writing madly already. If so, brilliant - simply skip this section.

But many people need permission to start writing or at least permission to actually consider writing a book. Maybe you are one of them?

Perhaps you have been told that you are not good enough, or perhaps you believe you should only write a book if you have completed a Masters in Creative Writing. You may believe your work will be a disappointment unless you write prize winning fiction novel.

You might need permission if you have no formal education and you think your words might not be good enough for the literary world. Maybe you are at the other end of the spectrum where you are over educated, but you want to write popular romance books and that doesn't fit with what people think you are. Maybe you have always wanted to write, but don't think you could get published.

Permission to be creative is a delicate subject for those who may feel stunted in comparison to great writers whose works we read and compare ourselves to. But you need to see **your** work as valid in itself.

Your writing is your opinion. If it helps others, then that's great.

“Do you need someone to make you a paper badge with the word “Writer” on it before you can believe you are one? God, I hope not.”

Stephen King, 'On Writing: A Memoir of the Craft'

(2) Acknowledge what you have already achieved in your writing.

You might think “I have never written anything,” but just think about that statement more carefully. What about...

- Your journals from the last 10 years?
- The technical / business writing you do at work?
- The notes you have made for your big novel?
- The poetry you have hidden at the bottom of your desk drawer?
- The letters/emails you have written from your travels describing your experiences?
- The stories you make up for your children?
- The training material you have written for courses?
- The essays you wrote at school?

What else have you written in your life?

Write a list of your writing experiences and realize how experienced you are already.

You’ve made a great start!

Here is a [link to my own writing journey](#) which includes journals, poetry, business writing, copywriting as well as non-fiction books.

(3) Use positive self-talk and affirmations.

Affirmations are positive statements that reinforce your beliefs. Take a blank sheet of paper and write down the 4 most powerful statements you believe will help you to achieve your goal. Make them as short as possible. Some of your affirmation statements could be:

When I decided I was going to write a book, I felt that I couldn’t claim the words “author” or “creative” and apply them to myself. How could I dare to claim say that I am an author? Perhaps you feel the same way. Well, it’s time to claim these words for yourself!

Self-belief is an important aspect of developing the right mindset to achieve success in writing. Adopting a 'can do' attitude will ensure that you complete your book.

"If you think you can or if you think you can't, you're right."

Henry Ford

Your language and your self-talk will shape your world. Your thoughts can be a trap that keeps your mind imprisoned. You need to believe in yourself and talk yourself into it. Start referring to yourself as an author and it will happen.

You can see the inner critic as useful feedback, but do not listen to all of what it may say. Listen to it, write it all down and use it to improve your work. Whichever way you listen to your inner critic, learn to dismiss thoughts of self-doubt or self-worth as they will not serve you well in the writing process.

Start saying what you will become.

The more you speak your future, the more it will be real for you. Try saying these words out loud:

- I am creative.
- I am an author.
- I create books that people love to read.
- I am a wealthy author.
- I love my life as an author.
- I am a best-selling author.
- I will achieve my desire to write a book.
- I will get through this process easily and without stress.
- I have everything I need at my disposal to be a success.
- My words are worthy of being in print.

How does saying these words make you feel?

Do you want to achieve these things? Do you feel wrong saying them because you are not there yet? Don't worry, this is common too! It is called "incongruency", where your

words do not fit your actions. But this is powerful as your brain wants to be in a congruent state where your words fit your actions. By saying these affirmations, you will give your brain the direction it needs to start working towards it.

When I first started saying these words, they sounded ridiculous, but over time I actually realized that those words applied to me.

Decide on the words you want to use and then repeat these words daily so over time they become your reality.

Keep your affirmations brief so you can say them easily and remember them. You could also carry them with you on a small card in your wallet, or written in a diary. Use the present tense and add emotion into them. Make them specific and positive so you are moving towards something that when you achieve it you will know it has happened.

“Think positive thoughts intensely.

Grow enthusiastic images, boldly.

Speak only wonderful words to yourself, constantly.

Feel fantastic, now!”

Mark Victor Hansen & Robert Allen, “The One Minute Millionaire”

(4) Make a Vision Board

Vision Boards are visual affirmations that help you visualize success. They are big posters that you stick pictures on with what you want to achieve.

What is your vision for your book?

You can make a vision board easily by cutting pictures from magazines or printing them from the internet. Stick them on a piece of card and put them where you can see them. You can also make them as a movie using Windows Moviemaker and save them on your desktop.

With a bit of computing skill you can have very lifelike pictures. I have put my books on Oprah’s Book Club and stuck it on my wall. I also have book sales figures, media

appearances and a speaking gig at the Hay on Wye festival in England. Jack Canfield and Mark Victor Hansen had their book showing as #1 on the NY Times Bestseller list on their wall 18 months before they made it there with their first “Chicken Soup for the Soul” Book.

(5) Act as if you are what you want to be.

If you want to be an author, put “author” on your business cards. I did this for a networking event. The first month I was petrified everyone would find out I wasn’t published yet. I had to stand up and say, “I’m an author” in my introduction. Scary stuff! Of course, people will ask you what you do for money as well, but you have to start somewhere! People were actually really interested. I told them my publication date was a few months away. Many of them also wanted to write books.

If you act ‘as if,’ people treat you as if you already are, and soon you can be that person. You can grow into it. Fake it until you make it. It’s not lying, it’s just starting early!

If it helps, you can even try dressing differently. I wear bright, recycled sari skirts and jewelry when I am an author. I wear predominantly black, with no makeup or jewelry when I am at my day job as a business consultant. They are different personas – both important facets of me.

(6) Get some support for your goal

Everyone needs support. Here are some ideas:

- Surround yourself with enthusiastic friends who don’t judge your ambition
- Get a mentor who can keep you focused and writing
- Find a writing group near you and go regularly
- Find a writing group or forum online with similar interests
- Ask a member of your family who you trust to be your support. Sometimes it is not who you think!

Remember you are not alone. There are many writers in the world you can connect with, you just need to find them.

(7) Take a break sometimes. Clear your head.

When you reach that breaking point and you just don't want to write anymore, get away from your desk. Leave your writing alone and do something completely different. Take your latest copy and put it in a drawer or an envelope. Open it up again when you are ready to look at it with fresh eyes. This will help your sanity and also you will see what needs changing more easily. When you are too close to your material, your vision can become clouded and it can all become too much.

Life is short and sometimes you need to live for the moment! Take time out and go lie in the hammock in the sun.

(8) Finally, learn from Picasso

These are some valuable lessons learnt at a Picasso exhibition at the Brisbane Modern Art Gallery. Although these are focused on the world of art appreciation, not writing, the lessons are the same. It was an exhibition of lesser known drawings, prints and some of his personal collection of paintings as well as photos of him in his various studios. Here are some startling revelations I discovered while touring this exhibition that helped and encouraged me in my writing:

- **You don't have to be perfect.** Not everything Picasso did was a masterpiece. There were sketches and doodles displayed that he could have dashed off in no time at all when he was clearly just playing with ideas. Authors should be more like this. Don't expect everything you write to be a masterpiece the first time you put your thoughts on that blank page. Play...try things out...ask your friends...relax...and in time one of the things you do will be a masterpiece.
- **Be authentic.** Many of the pieces Picasso collected were from friends or by friends, people he admired, phases he went through. Each tells of something he saw in them that wasn't necessarily obvious. Some of the pieces are rough and basic - some of great artistic importance. He just collected what he liked. The sketches were of real people, with bulbous noses or protruding stomachs, naked people with no airbrushing. All of these images are authentic. Stop trying to be what others want you to be. Stop trying to like what you think others want you to like. Just be authentic. Get to know yourself and investigate the original you.
- **Don't put yourself in a box.** You can wear as many hats as you like. Don't constrain what talents you have. Did you know that Picasso also wrote poetry? He was

not just a visual artist, but expressed himself in many ways. You don't have to define yourself by one idea or talent. You can add "writer" to your list of adjectives about yourself.

- **Let inspiration guide you.** One of Picasso's most famous paintings is *Guernica*, a copy of which is displayed in the United Nations headquarters. He was inspired to paint it after the Nazi bombing of this little Spanish town and it has continued to inspire people with its anti-war message. We need to allow ourselves to be moved, and when we are inspired, to act. Don't let the day in, day out everyday life kill inspiration and passion. .

6. WRITING IS A JOURNEY, BUT A BOOK IS A GOAL

You will most likely write throughout your life. Writing has a purpose all of its own and is valuable for its own sake. But writing a book is a goal.

A goal has an end point. It has set time limits. It is achievable. It takes sustained effort over time.

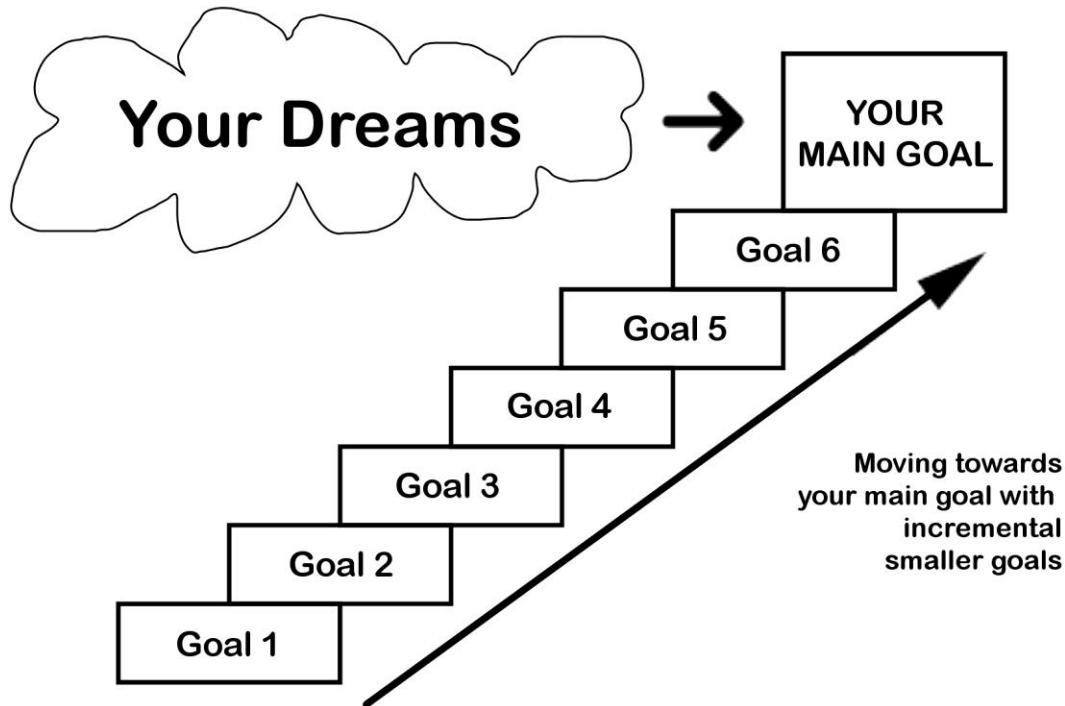
**“Set a goal that is big enough that in the process of achieving it,
you become someone worth becoming.”**

Jim Rohn

Your goal to write a book is important. Life flies by in the blink of an eye. Achieving your goal is a milestone in that life.

What are your goals for your writing and author life?

Your main goal may be to write and see your book published. Other big goals may be to speak about your book on Oprah, or to become a full-time writer with huge advances. There will be smaller goals to achieve on the way to achieving these main goals. The picture below outlines this process.



© The Creative Penn (2008)

Write down what your big goals are for writing, and then write down the mini-goals which are achievable steps along the way.

Here are a few suggestions to help you on your way to reaching your big goal:

- Research and brainstorm ideas about your book including the title
- Publish an article in a certain magazine
- [Be featured on TV](#)
- Get media training for radio and TV interviews
- [Make a book trailer](#)
- Make a new stream of income by publishing your e-book
- Join a networking group
- [Start a blog](#)
- Speak publicly about your book

Be congruent with your goal

Congruency is a state where you are aligned with what you are doing. Your actions fit with your underlying desires and skills. Make sure you are congruent with your goals and that your behavior is also in sync with them. For example, if your goal is to get on Oprah, you can't shy away from public speaking. You will need to promote yourself and

pitch TV stations. Your goal to write must also be congruent with action i.e. you must actually write!

All your energy must go in the same direction. State your intentions with clarity. If you want to write a book, set the goal and start moving towards it.

Goal setting is important to staying motivated. Set small daily goals that are easily achieved as this will boost your levels of self-confidence. Strive to write for a half hour every day. The words themselves needn't be spectacular (especially at first) as it's getting into the habit of writing that counts.

Set your goal for when you will finish your book. Mine was to hold a copy of my first book in my hands on my birthday – March 11, 2008. I missed that mark, but I held it in my hands a month later on April 10, 2008. That is close enough to say I reached my goal! I have now set a goal to complete a book every year, ready by April.

Reward yourself when you achieve these steps towards your big goal. Celebrate every step of the way.

7. START NOW!

If you want to write a book, then you must start writing. If you have bought this book, you have an intention. Now make that a reality.

“Get black on white.”

Guy de Maupassant

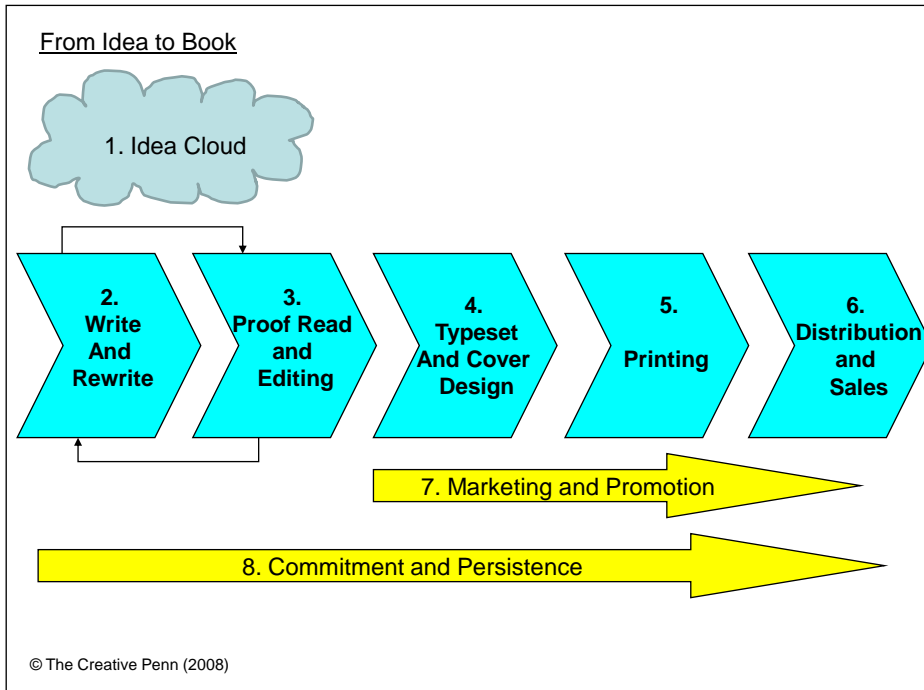
Inertia is the feeling of not moving. There is a lot of energy to get your book started, but once you are moving then you are off. You can spend years saying “I want to write a book,” but it might only take a few months to actually write one depending on how driven you are.

So, put words on the page. Get started now. Your book will not write itself!

THE PROCESS OF WRITING

8. FROM IDEA TO BOOK: AN OVERVIEW OF THE PROCESS

As a framework for the next chapters, here is the process from idea to book. When you break it down into these steps you can see it is achievable goal. All these stages are covered over the course of this book.



1. **Your Idea Cloud** is full of possible books. This is your starting place. Take all your writing, your ideas, and decide what your book will be from this mass of ideas.
2. **Write and Rewrite.** Get your book into that important first draft stage. This is your main chunk of writing work. Research, write, read, edit until you have a version that is readable end to end.
3. **Proofreading and Editing.** Submit your book to a professional editor and then give it to friends and a few members of your target audience for reading. Collect feedback and rewrite as necessary. This step cycles with Step 2 because you often revisit these steps a number of times before you have a finished manuscript.

4. **Typeset and Cover design.** Your finished manuscript needs to be formatted into a book. You will also need to have a cover designed.

5. **Printing.** The final manuscript is signed off and goes to the printers and then you finally get a copy of your book in your hands. This is also the point where you load your book to Print-on-Demand services and ebook retailers. Now is the time to celebrate!

6. **Distribution and Sales.** Your books need to be distributed for sale, through the internet , bookstores and other channels. People need to find it in order to buy it!

7. **Marketing and Promotion.** This goes across multiple stages of the project and continues into the future. As long as you want to make sales, you need to promote and market your book and yourself as the author.

8. **Commitment and Persistence.** Throughout the process you need to keep faith in yourself and your book. You will make it through. You **can** get from idea to book and you **can** fulfill your dream of being an author. You also need enthusiasm and motivation to keep yourself going.

9. WHAT SHOULD I WRITE ABOUT?

This is where you draw from your idea cloud and work your thoughts into a coherent idea for a book.

- **Write down all your ideas for books.** Include all your interests, passions, thoughts, random musings and anything else that comes to mind. You might already have diaries, poems, short stories, ideas scattered around. Start to organize this material and review them for core ideas.
- **Evaluate these thoughts as to whether they would actually make a book.** Are they more relevant for an article or blog post instead? Will this topic keep your interest for the months ahead?

There are two main approaches to what you should write about. Which suits you better?

Market Based:

Decide your goal and your market and write into that directly. For example, you want to become a blockbuster crime fiction writer. So you research this market, dissect blockbusters in this genre, and then write something similar.

If your aim is to make money and not just write what you love, then you need to consider your market before you write.

Do some research and you will find exactly what your target market is looking for when they purchase books. Know your target market and how to find them.

In terms of making a lot of money out of your books, it is recommended by many to write books on the same theme if you want to build a loyal audience. You become known for a particular type of book and so you write on that topic. People buy multiple books in that series which sells more books overall. One of the big pluses of sticking to a particular genre is that you have fans already and a welcome audience for your next book.

Interest Based:

Write your passion and what interests you and see where it goes. Start to shape the material into a book after you have started. Write what you love to read.

What themes keep you awake at night? What do you like to read about in the papers?
What subjects fascinate you? Weave them into your work.

I asked other budding authors what they were writing about and received very diverse answers:

- a fantasy novel
- memoir about her life in Myanmar.
- a modern romance.
- A novel about a violent soccer fan.
- non-fiction self-help/business.

We are all different. Write what fits you as a person. Everyone has something valid to say.

You need to write what interests you, what burns in your heart. It is difficult to start with the end point as you may struggle through the amount of time it takes to succeed.

Write about aspects of yourself. Who are you?

“Fill your paper with the breathings of your heart.”

William Wadsworth

Don't write something because you think that's what you should write.

I always wanted to be a prize winning fiction author. That was the pinnacle of creative success as I saw it. But when it came to writing a book, I realized that I had never really written any fiction.

My bookshelves are filled with non-fiction, psychology and self-help which is what I love to read. I read novels but more for escape. I write every day and fill my journals with practical advice, tips and non-fiction based information and thoughts. I have always written a lot, but I had only looked at one form of writing as appropriate. Once I opened my mind to writing non-fiction, I was off!

“What are you going to write about? Anything you damn well want.”

Stephen King, “On Writing: A Memoir of the Craft”

Stephen King makes a great living writing scary novels. But if I start out and try to be Stephen King, I will fail (especially as I don't even watch scary movies which were his daily diet from an early age). You may devour horror novels and be able to write like that. We are all different.

So, be inspired by other authors, but develop your own voice. If you try to follow fads in genre, you may miss the boat. The great thing with the internet is that you will find like-minded people all over the world who will be interested in your topic.

10. WHAT IF THERE IS ALREADY A BOOK ON THE SUBJECT?

How many cookbooks are there in the world?

How many travel books about Paris?

How many fiction books about the path of true love?

How many books are there on becoming a millionaire?

You get the point. There are very few original topics, and perhaps those original topics wouldn't sell anyway. People like cookbooks, travel and wealth books and romantic fiction. So even if there is already a book on your subject, don't let that stop you!

“Never be afraid to write about a place that you think has had every last word written about it. It's not your place until you write about it.”

William Zinsser, “On Writing Well”

Your words and your angle are original so tell that story and write that book. The way you say it may touch a person more than someone else's book on the same topic.

11. WHERE DO I FIND THE INSPIRATION TO WRITE?

You can't expect to just sit down and write an amazing book in one draft. That doesn't happen in real life. You will need inspiration, either to get going or to keep yourself writing throughout the process.

If you don't know where to start, read old notebooks or journals for ideas. Most of this book has come from notebooks I kept in the 18 months it took to write my first book.

Find inspiration from external sources. Don't try to work from a blank mind.

Here are some ideas to refresh your mind:

- Read books. Read what other people have written. Take notes. This will spark off ideas into new things.
- Reread your old notebooks and diaries
- Read fiction and completely unrelated topics.
- Write what you know. Start somewhere and write something.
- Be curious and open to opportunity. Ask questions.
- Change your scenery: go to another part of town or go to another country if you can. Open your mind and broaden your horizons.
- Get out of your comfort zone. Do something different and write about it using new vocabulary
- Get a friend to interview you and record it. Transcribe your words and see what you want to say.
- Interview someone on the topic of your book
- Surf the internet in your topic. Note down ideas and book titles that relate to your topic. Try [StumbleUpon](#) which is a great tool for finding new sites in your topic.
- Go to a library and browse.
- Buy all the weekend papers and cut out articles that interest you, or spark ideas. Go to a charity shop and get old magazines and do the same.
- Set up Google Alerts on your topic and then read online articles and blogs for inspiration.

- Take your notebook and write down things that catch your eye. Notice what you might normally turn away from. What do you believe is the why behind that person's behaviour?
- Walking in nature can also be a form of idea generation. I have discovered great ideas while driving and listening to loud music, or at the gym.

Once you have decided on your topic, then your mind is attuned to that material. You will find you notice more and ideas will come.

“Don't wait passively for inspiration. Capture all ideas. Don't censure or judge. Evaluate them later. Sacrifice nothing. Discard nothing.”

Alan Axelrod, "Edison on Innovation". Edison used lots of notebooks. He wrote everything down. Every "failure" was just another step to a discovery.

Reading other books to see what you want to write is also a great way to start. In reading, you can also take pieces from other people and weave them into your work. Ideas will spark off their ideas and allow you to create something new. This is inspiration from material, not just from the ether. Reading also refills your creative self and frees your mind to soar.

12. WHAT IF I AM “BLOCKED”?

Wake up call! Feeling blocked is just an excuse for not writing. Think of what you are doing as a job. If you don't feel like it, you do it anyway!

Writing a book is about getting the words down in the first place. If you sit down to write and you cannot craft a beautiful sentence, then just write garbage for a while and warm up. You can always delete the bad stuff later. After a few pages, you will get into it.

“Don't wait for the muse. Your job is to make sure the muse knows where you're going to be every day from 9 'til noon or 7 'til 3.

If he does know, I assure you that sooner or later, he'll start showing up, chomping his cigar and making his magic.”

Stephen King, “On Writing”

You wouldn't go to a job in the outside world and then do nothing because you are blocked, so why do this with writing?

Beware of procrastination. It will kill your book and your motivation slowly. Just get the words onto the page and your book will come. Editing will fix issues later.

13. WHEN WILL I WRITE? I AM SO BUSY

Many people say they are waiting for the right time to write their book but that perfect time may never come, so just start where you are, one tiny bit at a time.

“If writers had to wait until their precious psyches were completely serene, there wouldn’t be much writing done.”

William Styron

“If I take a year off I could write it” or “when the kids have left home and I have more time” are common phrases used to put off the task of beginning to write. But by focusing on the time involved, you are creating a block in your mind. Life happens, but you can still fulfill your dream of writing a book at the same time.

There is a myth of creativity, that you need some perfect space and perfect time to create, that you can’t do it where you are. But what you write is real life, so you have to be in real life to create it in words.

A few years ago, I decided that I needed time to write the book I had been talking about for years. I had some money from the sale of my house, took 3 months off and tried to write every day. It didn’t work. I didn’t have anything to show for it, and went back to work disheartened at my inability to write. It was 4 years until I actually decided to try again.

Then I wrote “How to Enjoy Your Job” in 9 months of evenings, weekends and days off while working fulltime. There was no stress because my income wasn’t suffering. I just gave up TV and a lot of social life!

Only you know the details of your life, so only you can make the decision on when to make the time available.

Here are some ideas of time you can use to write.

- Get up an hour earlier and write before the rest of the household gets up.
- On the commute (train/bus).

- Find 2 hours every evening to write. Give up your TV time.
- Saturday mornings when the kids are doing sports.
- On alternate weekends instead of doing household chores
- Take a lunch hour at work several times a week, find a quiet room and write then.
- See if you can arrange for a 4 day work week through your employer and use the 5th day for writing.

“Write at the edges of the day.”

Toni Morrison, author of “Beloved”

Find some way of earning money until your book is finished, otherwise your writing becomes stressful and turns into drudgery. There is also the pressure to write the next piece that will make a few dollars, as opposed to focusing on your book every morning and night in between working.

In Stephen King’s “On Writing” he talks of when he was working in a commercial laundry and his wife Tabby was working second shift at Dunkin Donuts while they tried to raise two children. He wrote short stories when he could and sometimes got a check in the mail, but he persisted until “Carrie” started his famous writing career.

One of the benefits of having a day job that pays the bills is that you are free to write whatever you want, as opposed to needing to write an article that fits that particular magazine in order to earn money. You can work at a “real job” for the rest of your life and find extra meaning in your life by writing a book every year on a topic you care about. I can see this being a perfect way to blend income with something you love. This is writing for its own sake, for the joy of creation.

“I work fulltime in IT as a project consultant. “[Chocolate and Vanilla](#)” was written between the hours of 8:00 p.m. at night and one or two in the morning. Over the five months that I actually wrote the book, I got very little sleep.

Weekends, I wrote full-on, solidly, for those five months. I felt compelled to finish it. I am very busy, being a single mum and being a full-time consultant takes a lot of time. I’m also involved in a lot of recreational stuff and community stuff and self-development work. But writing is my one true passion, and I think that we must make time for our passions in life. We must make time for the things that stir us. That motivate us and make us feel connected to ourselves.”

[Wendy Alexander, author of “Chocolate and Vanilla”](#)

14. HOW DO I ACTUALLY GET ON WITH THE WRITING?

There are many practices of writing and each of us will work in different ways.

Here are some examples of these, all of which are valid.

- Write without stopping, re-reading or censoring anything until the end of the piece, then edit.
- Write copious notes and fragmented bits of information and then paste them together.
- Structure the whole book and fill in the gaps with writing
- Draw process flows/ mind maps of the whole book and follow them through the writing.
- Write organically as the mind wanders, and only much later, gather these pieces of writing into a book.
- Create questionnaires. Conduct interviews, then write up the results and extrapolate from there. Use quotes and anecdotes within your text for depth.
- Research a topic extensively prior to writing original work

Get the right tools

You don't need much to get on with writing, but make sure you do have the right tools and a place to work. Your pen and paper or computer are your tools. They enable you to create. But they are only useful as much as you actually use them.

You don't need to have rituals in place in order to write - you just need to get the words out. You can make a lot of excuses for not writing, but you just need to get down to it. If you don't want to sit at a desk, then don't. Write long hand in notebooks, on blank paper, on colored paper. Talk into a microphone or record your thoughts, but get going at any time. If you only have 20 minutes, make it count. Make it easy on yourself. I commute to work, but taking a laptop is too heavy, too much hassle and takes too long to start and shut down (and a pain if I don't get a seat). So I always have my notebook, pens, audios I want to listen to and a book of some kind. That way there is always something productive to do on the train.

You don't have to be completely comfortable, you just need to get words on the page.

“When I write, I feel like an armless, legless man with a crayon in his mouth.”

Kurt Vonnegut, author of ‘Slaughterhouse Five’

Then I sit at my computer and I write in a more structured style. I might transcribe things from my notebooks, but I also “free-write” and edit later. I edit by printing out the manuscript and going through it on the train with a pen. I am old school!

Find your own rhythm and writing time

Your writing style and times when you work are based on your own rhythm. I am a morning person and ruthlessly edit before about 10am in the morning. Then I slow down over the day and cannot work into the night.

Others work best in the small hours of the morning. A friend of mine tried “Morning Pages” which is an exercise recommended by Julia Cameron, in “The Artist’s Way”. You are encouraged to write 3 pages long-hand in the morning. She tried getting up in the middle of winter in England at 6am to write her pages, but struggled daily. She felt guilty for not doing it and felt that she was a failure. I asked her when she wrote all her college assignments and she said late into the night. So she now has Evening Pages and that seems to work much better for her!

Match your personality with your own writing style. There are no rules!

“My book only took off once I accepted that my best writing was done from 1-4am when I was highly caffeinated on yerba mate tea. The quality of my writing dropped miserably if I tried to do more than four hours per day. It’s not necessary to put in 9-5 hours.”

*Tim Ferriss, author of “The Four Hour Work Week”,
in [blog interview with Prologger, Darren Rowse](#)*

Write a certain amount every day.

Set yourself a target and do this amount daily, even if your efforts produce drivel that you delete most of the next day. Write your word count and review it later. If you want to be a successful writer, you have to get the words down.

Enid Blyton (1897 – 1968) was a prolific author writing 10,000 words per day to produce around 800 books in her writing life. Her books have sold more than 600 million copies and still more than a million Famous Five books are sold annually.

Just do it. Don't wait for inspiration. It is your job. Sit down and churn it out. Edit later.

Commit to writing X amount by a certain date, e.g. 2 pages by the weekend, then 5 pages per week.

**“You learn to write by writing.
Force yourself to produce words on a regular basis.”**

William Zinsser, “On Writing Well”

Stephen King describes his writing process in his book, “On Writing.” He does the first full draft with no input from anyone. Then he recommends letting it sit for 6 weeks “like bread dough between kneadings.” Do something else and work on other things. When you pick it up again, it will be far enough from you that you are able to cull huge chunks with no problem. You will pick up holes in the text, in plots or characters for fiction, and in missing chapters for non-fiction. You may add more material if it doesn't feel complete. He does 2 drafts and a polish. His first reader is his wife and then he has 6-8 friends for honest proof-reading.

Don't wait for inspiration. It is more likely to come when you actually start writing. If everyone waited for that spark of inspiration, nothing would be written. Think of it as practicing if you like and then move into “actual” writing as you progress.

I like to see results. I might not write for a few days while I am working hard at my day job and then I sit down for a whole day and just bash away at the keys. I might write 30

pages which may eventually be culled down to 5, but hey, I got words on the page and at the beginning, that is what counts.

Get productive quickly. It will help you realize your goal.

If you are concerned with word count, then every week add up your word count and keep a tally. Don't think of it as a 60,000 word book, think of it as a 5000 word week and you will soon be there.

“For me and most other writers I know, writing is not rapturous. In fact, the only way I can get anything written at all is to write really, really shitty first drafts.”

Anne Lamott, “Bird by Bird”

15. I DON'T LIKE WRITING...CAN I JUST DICTATE MY BOOK?

There are a number of ways you can now have a book without writing it from scratch. Here are a few suggestions:

- a) **Record it yourself.** Buy an audio recording device that creates digital files (under \$100) and talk into it. You could also get someone to interview you if you work better that way. Create mp3 files. Put an ad on <http://www.elance.com/> and get bids for someone to transcribe it for you. Then get an editor to craft it into a finished product. If possible, do the proofreading yourself and it's done. I use a basic recorder for interviews which I get transcribed professionally and returned to me over the internet. It's cheap and fast.
- b) **Record over the internet.** Use a service like www.IDictate.com where you can do the recording direct over the internet.
- c) **Speech to text software.** Use software like Dragons Naturally Speaking <http://www.nuance.com> where the software recognizes your voice and writes it on the screen for you or use www.EasyBookRecording.com.

All of these will give you a written file that you can then edit and shape into a book, but the bulk of the writing is done a different way.

"I think faster than I type and so typing would have been too slow. So I actually did some research and found some software by a company called [Dragon](#). It's a speech-to-text software. It converts your speech to text. It types for you. That's how I got the big pieces of the book done."

[Ron Nash, author of "How to Find Your Dream Job, Even in a Recession"](#)

16. WHAT ABOUT A TITLE?

There are a few key points about titles you should consider:

- **Start thinking about it early, but don't obsess.** You might decide on a working title and then change it later. It needs to be the “hook” that catches attention. Use shorter, more distinct words to capture your audiences' attention.
- **Get the URL.** Make sure you can also get the domain name or URL link to the title of your book or website from where you will sell your book from. (This is covered in detail in *“From Book to Market”*.)
- **Keywords.** If it is non-fiction, include keywords in your title and sub-title. People will find your book online if you have keywords in it that people are searching for either on Google or Amazon. This is easy for non-fiction books as you can just use a title that describes your book. For fiction writers, it must catch the imagination.
- **Use a sub-title** to give a clearer idea of what the book is about, especially if your book is non-fiction. These are also picked up as keywords.
- **Reuse.** There is no copyright on titles so you can use someone else's if it fits. But make sure you have the webpage.
- **Get the cover done.** If you have decided on a certain title, you can get the cover designed and start marketing early. Even if you just have a webpage with the title and cover, you can start generating interest so it is good to decide on it earlier.
- **Test your title.** Timothy Ferriss, author of the #1 New York Times bestseller “The Four Hour Work Week” [tested his title ideas using Google Adwords](#). He tried several adverts with the same body text but with the different book titles. He chose the one that generated the most hits.

I agonized over my title as I wanted it to portray the topic in depth. I came up with “How to Find Meaning in the Corporate Life.”

This was not very catchy!

I finally decided on [“How to Enjoy Your Job”](#) which does what it says. It is similar to Dale

Carnegie's "How to enjoy your job and your life" but his book is over 50 years old and not similar in content.

This time around I learned about how search engines and Amazon work in terms of titles and sub-titles. Hence the title for this book is quite long and contains keywords for my market. This is obviously applicable for non-fiction books.

17. HOW DO I STRUCTURE MY BOOK?

Your structure will be different whether it is a fiction or non-fiction book. However, both need to be structured in some way in order to draw the reader through the book. They must want to turn the page and continue reading.

A top-down approach to structure

One way of structuring is to lay out the broad outline and then fill in the gaps.

- Outline your main idea/topic e.g. job satisfaction
- Break this down into 15 chapters or areas of investigation e.g. stress, workplace bullying, money, status etc.
- Expand each of the 15 chapters into sub headers and fill them with information
- Edit based on this structure

One way to do this exercise is with mind-maps which are a graphical representation of ideas on the page. Put your main idea in the middle and add spokes from the centre with all the topics you can think of. Then add further spokes from those with the detail.

These are your pages, so be wild with them – no one will see them but you.

Use colorful pens, drawings, diagrams, quotes or collages – this is your inspiration!

A bottom-up approach to structure

Perhaps you don't know where your book is going yet. That's ok! Try this:

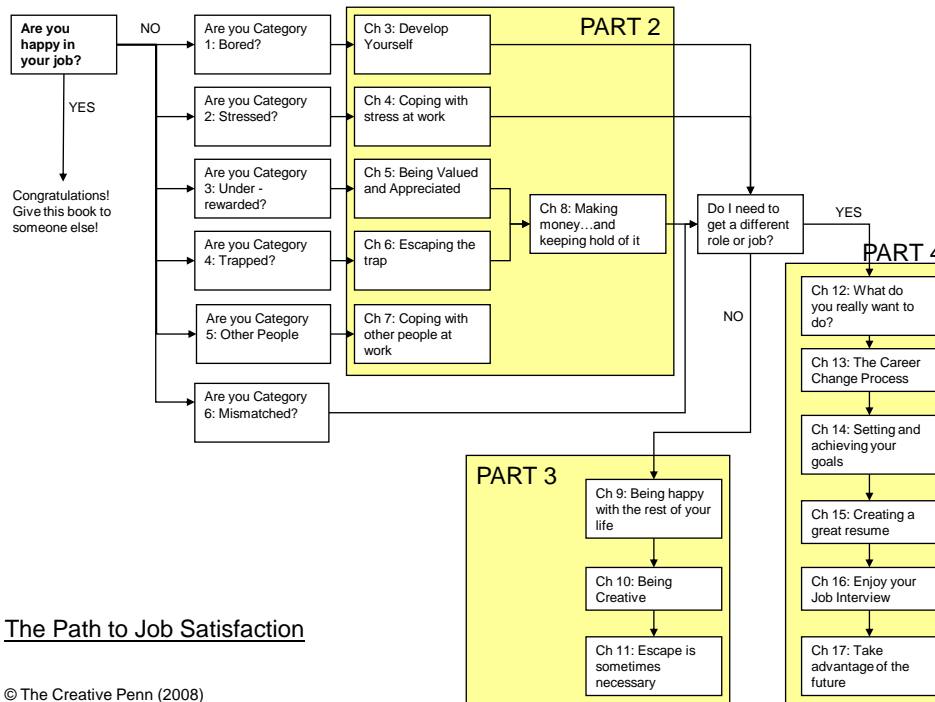
- Do your research and writing in whatever order seems right to you
- Paste all your disparate material into one Word document under multiple sub-headings
- Re-order it based on what you can see the patterns or/ print it out and reorder on the pages themselves with a pen.
- Edit based on this structure

One way to make sure you have a good structure is to keep printing your drafts and reading them with a fresh eye to see if the text flows. After you are finished, give it to your proof-readers who can then determine what else needs restructuring.

Here's my process for writing including the order in which I categorized all my bits and pieces of information:

- I made a master file (Word document) containing all notes and comments in rough groupings.
- I kept a separate file of all references for quotes and bibliography – especially website links as these may disappear later.
- I ended up with a lot of material in dribs and drabs format with no coherence, but included them in my file anyway.
- I then decided on my rough chapter order.
- I copied and pasted the master file in roughly ordered chapters.
- I edited and reread this file, reordering each time
- I gave the book to proof-readers who gave me feedback and restructured again
- I repeated the process with an editor

Seven months after starting my book, I came up with this diagram which is essentially the guide I used for my book, [How to Enjoy Your Job](#). It makes a coherent path through the material and links it all together.



The Path to Job Satisfaction

In hindsight, I should have done this first, but I didn't really know how it was going to turn out.

So this comes back to your reason for writing. Do you have your specific topic in mind and all your material at hand? If yes, then you could do a diagram like this now. People need to be led through text. You don't need to put the diagram in the book like I did, but you need to know how the material will flow. A book needs flow whether it is fiction or non-fiction.

Until I did this, my book did not feel like a coherent whole. Once this diagram was done the book solidified in my mind, and the feedback I got was that it was now "a book" and not just a collection of material.

For this book, I used a top-down approach. I wrote down all the questions I had when I started to write and also solicited questions from others. Then I answered the questions. The flow of the book is based on the process from Idea to Book so it was easy to structure.

If you are unsure about your structure, just start writing and structure later.

18. HOW DO I RESEARCH MY BOOK?

Research is necessary when writing a book. If you are writing fiction you need information on places, characters, events, clothes, history, technology; and if you write non-fiction you need up to date research on the topic itself.

Some people may do a lot of research up-front before even writing. Others may write first and fill in the gaps later.

Research may include:

- Reading other books and finding source material
- Internet searches for information
- Interviews with experts or people for characters
- Visiting places if you need topical information for your book

All this material should be recorded in some way so you can go back to it for reference. You also need a time limit for research or you can be doing it forever!

I joined a University library for books on work and jobs, career change and related topics. If I found a good idea I would investigate that angle further in more detail. I used other bibliographies to find more books on the subject. I also bought books from Amazon and other online shops.

[LibraryThing](#) can also be used for researching what others read on your topic and what they want to buy.

I took note of formatting and layout. Many career change books were crammed full of text on the page but I wanted more diagrams and more white space to make mine easy to read.

I would read books on my daily work commute making notes on the book, generally by hand as I was on the train. Later, I would type those notes into my master file and expand upon them. This helped to avoid plagiarism as copying notes or quotes, not whole chunks of text is allowable.

19. PROTECT YOUR WORDS

One of the biggest nightmares is losing your work. Even if you have earlier drafts, you may have spent days honing this latest version.

Remember the following:

- Backup your computer regularly
- Set up regular virus checking to ensure you don't corrupt your files
- Save your latest working version on a memory stick each time you do significant work
- Email yourself the latest working version . Try [Gmail](#) which is stored online, so you can never lose it.
- You can also use [Google Docs](#) to write and edit online although this needs an internet connection at all times.
- Cloud computing is also taking off where you can actually store your files online securely as if it was on your PC. [Google's G drive](#) is just one version of this new technology.

20. WHAT DOES EDITING INVOLVE?

Editing is the process of revising the book in order to improve it. You do not have to be a great writer to be an author. If you have the raw material, professionals can clean it up, correct errors and make your manuscript perfect.

You will be editing your drafts but you will also need a professional for the final version at least. Your book needs to be easily readable and grammatically correct.

Editing typically includes:

Copy Edit: Correction of grammar, sentence structure and punctuation.

Hard Edit: Improving the manuscript through elimination of repetition, wording changes, suggestions to add text, delete sections and paragraph rework.

Technical Edit: Fact checking, flaws in logic, or in technical books checking codes/equations.

If you use a professional editor to review your manuscript, you should receive back an electronic copy with changes tracked for ease of manipulation in a normal desktop application like Microsoft Word. You can then make the suggested changes (or not) and repeat the process as necessary.

“For the version that I’m going to release to the world, I’ve hired a professional editor to edit the book for me and then I have a professional person doing layout and art for me as well.

I wanted the book to be next to the books in Barnes & Noble without any second thoughts in terms of publishing.”

[Ron Nash, self-published author of “How to Find Your Dream Job, Even in a Recession”](#)

21. THE IMPORTANCE OF REWRITING AND EDITING

What you write initially is not good enough to go directly into print. This was the hardest lesson for me but entirely normal for even the greatest writers. Drafts are an important part of the process.

“Writing is *work*. Perfect characters, plots and sentences don’t spring fully formed from the mind of a writer onto their screen.

They are only achieved by time, patience, thought and constant rewriting.”

Maeve Binchy, ‘The Maeve Binchy Writer’s Club’

The important thing to remember is that editing does not necessarily change the essence of what you write. If you get a freelance editor to edit your book, they may change sentence structure and slash paragraphs, but the idea and the essence of the book is yours. They cannot change that. It remains your book.

I was very defensive with the first round of editing comments. I felt it was a personal attack. But after a while I realised it was making my book better each time. So that you get a sense of what it involves, here is my process for “[How to Enjoy Your Job](#)”:

- Write, research, do diagrams, write and self-edit it into chapter format so it could be printed and read end to end
- Read it myself end to end mostly while commuting and made changes on the hard copy.
- Full read of first full draft manuscript by my Mum and my husband (bearing in mind I had already edited it a number of times before having a printed version).
- Re-edited based on feedback.
- Full read of manuscript by 4 friends who fit my target market.
- Re-edit based on comments including redesign of chapter structure, addition of new chapters. It felt much more “complete” here and more like a coherent book.

- Full read of manuscript by professional editor (hired and paid, so unbiased and no relationship with me).
- Re-edit based on comments.
- Full read by my Mum and husband again of new version. Much better feedback because of the improved text.
- Re-edit based on comments.
- Full read by 2 more friends – one American.
- Re-edit based on comments.
- Submission for printing

This was four months in the editing and rewriting process. Even after all those iterations, I can still spot things I want to change in the final version.

However, in the end it's better to have a completed book than one that is forever being changed.

The important mindset to have is that every comment improves the finished product. I also found that I resisted some changes, but when several people mentioned the same thing, it was obviously an issue so I changed the text. You don't have to make all the changes that people suggest, but try to consider them objectively.

Cutting whole paragraphs is sometimes the way to go even if you love them. Cut out chunks of text if they labour the same point, or when they border on moaning, ranting or self-indulgence.

Patience is also important in the editing and rewriting process. Sometimes it takes a quantum leap to rejig your manuscript from what it was to where it should be.

“Books aren't written – they're rewritten. It is one of the hardest thing to accept, especially after the 7th rewrite hasn't quite done it.”

Michael Crichton, author of “Jurassic Park”

22. WHAT IS PROOFREADING AND WHO WILL DO IT FOR ME?

Proofreading is generally done by your target market or ideal reader to pick up broader issues than sentence structure.

Proofreading can be of two kinds:

- a) **Specific text changes, spelling, and grammar** – also done by the editor
- b) **Improvements and reader comments:** This type of proofreading can be done by friends or family – and ideally, your target market.

Use a number of proofreaders, to get wider opinion. Make sure they are your target audience so they enjoy their read. It is useful to give your proof-readers direction as to what feedback you want. For example,

- What did you like about the book?
- What was missing?
- Did it fulfill your expectations based on the title?
- What can be improved?
- Was there anything you didn't understand?

If proof-readers like your book, then consider asking them for a testimonial/recommendation. Ideally, ask them to put one on Amazon.com by your book when it is published. Reader reviews are very important as they provide social proof of the book.

Reward your proof-readers in some way. Buy them lunch, give them a bottle of wine, and remember to credit them in your book! In the Acknowledgements, you will find my wonderful proof-readers!

23. HOW CAN I GET A PROFESSIONAL EDITOR/COPYWRITER/ PROOFREADER/ FORMATTER?

Finding a professional to do any of this work is very easy now. The main problem is deciding which ones to use!

You can find any of these professionals online: proofreaders, editors, type-setters, cover design, web design, illustrators, ghostwriters, article writers, blog writers, PR, or press release writers. You can even outsource your whole project.

Services like Elance.com mean there is transparency, a rating service and escrow for payments. They also use Paypal which means cross-currency payments are no problem. Freelancing sites generally work as follows:

- Create your profile on the site.
- Define your project, e.g. "Proofread non-fiction book – 50,000 words." Include your terms, e.g. timeframe, expectations. The more detailed your requirements, the better the result.
- Submit your project for bidding.
- Freelancers will bid online from all over the world. You can view their bids and their profiles which include their previous work, testimonials from customers and other information. You can correspond by email.
- You accept a bid and agree terms, e.g. initial payment, then progress payments.
- The work is completed with progress payments as necessary. Final payment is made and then you rate the service. This rating is posted on their profile so it is in their interest to provide a high level of service.

I have used Elance.com for researching an e-book and articles I've wanted to write, press releases for my book, transcription and editing. I have also used it for getting an audio version of my book for commuters to listen to in the car, and have also had logos, blog headers and cover designs done. I found that I didn't always accept the lowest bid, but balanced out the previous work and the testimonials with the price. I also kept in the

touch with the person doing the work regularly and expected updates from them. The best way to be satisfied is by very clearly defining your project and expectations.”

You can now outsource anything that does not require a physical presence. Virtual Assistants are becoming more commonly used by entrepreneurs and businesses.

For a great discussion of outsourcing and Virtual assistants, check out Timothy Ferriss’ [‘The Four Hour Work Week.’](#) As an author you might want to concentrate on writing and outsource the rest.

24. WHAT IS A MANUSCRIPT ASSESSMENT AND WHY WOULD
I GET ONE?

A manuscript assessment is when an agency charges you for reading and commenting on your manuscript. It is not a submission to a publisher.

Agents and publishers are not allowed to charge for reading a submitted manuscript, but manuscript assessments offer an additional service to the author. Some publishers and agents may only accept a manuscript that has had an assessment completed.

If you have had your manuscript professionally edited, you may now want to consider a manuscript assessment for additional comments about your work that are aimed at making it more suitable for publication.

25. WHAT IS COPYRIGHT AND HOW DOES IT APPLY TO ME?

Copyright is legal protection of your work produced in certain forms, e.g. writing, music, visual images. The idea is not protected, only the work itself.

This is an automatic protection so you do not have to apply for it. You do not even need to put the word 'Copyright' on it in some countries. Your work is protected as soon as you have written it down or produced it in some way, as long as it is your own work.

It is important to know about as it relates to your own work and also to other peoples. It is a form of protection and a statement of ownership. Your work is your intellectual property and as such it needs protecting. Even out of print books are now making revenue through print-on-demand, so your book could go on earning money for years to come.

26. WHAT IS PLAGIARISM AND HOW DO I AVOID IT?

Plagiarism is copying other people's work and claiming it as your own. However, nothing is stopping you from taking an idea and putting a whole new spin on it. As long as the work is your interpretation and written using your words, then it is not plagiarism. An [interesting court case was between Dan Brown and Michael Baigent over "The Da Vinci Code"](#). Baigent claimed his ideas were stolen from "The Holy Blood and the Holy Grail" but lost the case. The idea was certainly the same but the form was so different so it was not considered to be plagiarism.

If you are writing a non-fiction book, you can use other books as references. It is important to cite any quotations and reference the authors/books. If you take notes, then make sure you write down direct quotations, versus your own ideas. It is easy with computers to paste in detail from online or other texts and forget later that they were not written by you.

When you re-read your work, check again to make sure all words are your own. Does this passage sound like your voice? Or is it a copy from another work that you may have inserted to remember later? Do you use these words? Rewrite the phrase if you are unsure.

27. HOW LONG DOES IT TAKE TO WRITE A BOOK?

It takes as long as it takes. This is a terrible answer, but if you don't start, you won't finish!

There are 2 ways to go:

- Give yourself a deadline and aim for that. Make word count goals and get it done.
- Meander your way through your writing and don't stress. Let it happen and see how long it takes.

Either way is fine but it depends on how quickly you want to have a finished product in your hands.

Some people can dash a book out in a few months, or even weeks. Other people may take years. It is not a race as you are the only competitor.

As an example, here is my timeline for "[How to Enjoy Your Job](#)". You can see how it starts to speed up near the end!

- **23 years:** from age 10 – age 33: Dreamed of writing a book, talked about it, started a few times, and never finished it.
- **January 2007:** Decided this time I would actually write a book ...and had a few false starts.
- **July 2007:** Changed my job to 4 days a week, researched and wrote notes on the extra day, evenings and weekends. Did not make much headway.
- **October 2007:** Decided that I had a year to succeed, or I was letting myself down. I seriously made efforts in researching and writing.
- **December 10, 2007:** First full draft complete and given to proof-readers
- **January 5, 2008:** I got feedback from everyone and felt like giving up. I crashed and burned, no one liked it. It was a mish-mash, disorganized and a pile of notes, not a book.
- **January – March 2008:** I started the rewriting and editing process. I had a brainwave and reorganized the whole book which made it a coherent read. I

added some chapters. I got a professional editor to make changes. I rewrote it again and got more feedback before I was happy and people were saying it was now a good book.

- **April 2008:** I self-published “How to Enjoy Your Job” and on April 26, 2008 it was placed for sale on Amazon.com worldwide.

28. HOW DO I KNOW WHEN I AM FINISHED?

It is hard to know when to stop research, editing and rewriting, especially if you are self-publishing. As a guide, you are **not** finished:

- ...when you have completed your first draft.
- ... when you are sick of reading your manuscript over and over again.
- ... unless you have had it read by someone who doesn't care about you personally, e.g. a professional proofreader or editor.

However, avoid perfectionism or you will never be finished.

I could have carried on writing my book for a very long time, but I had a target date by which I wanted to hold my book in my hand. Therefore, it needed to be at the printers by a certain day, so I worked backwards from there. You cannot write everything, and there has to be an end point or you will never have a book, just a lot of "writing."

A finished product is always better than lots of work in progress.

Remember Parkinson's Law: "a task will swell in (perceived) importance and complexity in relation to the time allotted for its completion."

Set your date to complete the book, aim for that and try to get it done in time. STOP and check that you really really need to carry on with the editing process. Do you need more research?

Having a blog also helps as you can continue to post additional information there as it comes to light. This may help for the second edition!

"Begin at the beginning and go on 'til you come to the end then stop."

Lewis Carroll, author of "Alice in Wonderland"

PART 3: PUBLISHING, SELF-PUBLISHING AND PRINT-ON
DEMAND

29. WHY SHOULD I PUBLISH MY BOOK?

Writing is important for its own sake, but a book is the result of a finished process. Publish in order to create something lasting and worthwhile, for yourself and for your audience. Pursue your dream and your goal – because it is achievable!

There are many definitions of “publishing.” It’s not necessarily a fiction bestseller published by Harper Collins to global acclaim. There are alternative writing and publishing options which will be outlined in this section.

- You could write your story and self-publish 50 copies to give to family and friends.
- If you are a speaker, you could write around your keynote subject and self-publish 500 copies to sell at your seminars.
- If you are a business owner, write your inspirational story and give it to your clients.
- You can write your novel, self-publish and promote it to get the attention of publishers.
- Collect the stories you tell your children, your favorite recipes or diary excerpts and sell at your school and local bookshops.

All can be crafted into something worth publishing. This section aims to broaden your knowledge enabling you to see the possibilities available to you.

30. WHEN SHOULD I THINK ABOUT PUBLISHING OPTIONS?

Think about it right now even if you haven't started writing anything yet.

If you want to be published by a publishing house, don't approach them with a completed book, but with an idea, a proposal and three draft chapters. If these are accepted, they will fit your book into their publishing timetable, so that by the time your book is finished, the cover and promotional aspects are also ready. If you already have a finished book when you are accepted, then you may get impatient with the process as it does take time from the date your book is accepted until it actually goes to print.

I made the mistake of writing my book and then deciding to look for a publisher. I had a finished product and was raring to go! However, the process for publishing houses is not so swift. They expect to have a proposal accepted, and then a book written, edited, designed, marketed and then finalized. It may be 18 months to two years before you see your book on the shelves. If your acceptance was at the beginning of the process and you are writing during that time, then great. If you have finished the book, then you might not be so keen to wait that long.

So learn from my mistake. If you want to go through the publishing house route, then approach them with a query letter and a proposal near the beginning of the process.

31. WHAT ARE THE BENEFITS AND ISSUES OF “TRADITIONAL” PUBLISHING?

Most authors would love to be published by a famous New York or London publishing house, be a multi-million dollar bestselling author and be in all the bookstores around the world. I still want this and maybe you do too!

But perhaps that is in the future... so in the meantime let's look at reality.

The benefits of a publishing house include:

- The kudos and prestige of gaining publication with them.
- They are the professionals at editing, printing and distributing books.
- Your books are more easily accepted at bookshops and other retail outlets (although this doesn't guarantee sales).
- Some marketing costs are covered and you may be provided with a publicist.
- Advance is given from potential royalties (but don't expect it to be much for a first time author).
- If the book does well, you could be offered a longer term contract for multiple books and enter into a long relationship with a publisher.

The drawbacks are as follows:

- There may be long lead times so you need to be patient.
- Lack of control over the process and finished product. For example, you might hate the cover, but you are unlikely to get much say.
- The rights to the book are held by the publisher. This depends on the contract, but usually includes digital, audio and country specific rights.
- If you don't sell many books, you may not be important anymore. Beware the publishers pulping meeting which may destroy your books if they do not sell. You will need to carry on promoting your book after the initial gloss has worn off to keep sales going, as publishers move onto the next big thing very quickly.

Some statistics show that 80% of books don't even make money for the publishers. There are always more books coming up behind yours that will take precedence the next month. You are not very important in the mind of the publisher or the promotions team - you are a small cog in a big process. You may not even get any publicity budget. (I would be happy for comments refuting this!)

Please note that as of writing this book, I am not published by a publishing house so do not have direct experience of agents or publishers. However, I have been part of forums, writer's events and have done a lot of research for this book. I made my decisions based on the information that I share with you in this book. I am still interested in a publishing deal at some point, and absolutely encourage you to chase one.

Don't let the lack of a publishing deal stop your dream of publishing your book. It certainly didn't stop me!"

32. WHAT IS SELF-PUBLISHING? WHAT ARE THE PROS AND CONS?

Self-publishing is where you organize everything yourself or engage a project manager to do it for you. You get your own editor, typesetter, proofreaders, cover design and printing, as well as distribution, sales and marketing. You have control, you can also reap the financial rewards but you have all the risk.

The benefits of self-publishing include:

- You can get a book printed very quickly after finishing it so that it can be ready to distribute and sell within a month.
- You have full control over the whole process as well as timing.
- You can sell by any means you like, e.g. digital, e-book, audio, print, rights to TV, movies etc.
- You can write for a small niche market that a large publisher would not consider, but in which you can still make sales in.
- You keep all rights to the material.
- More money can be made per book.
- You can test the market and then approach a publisher with evidence of sales.
- You can get into the game and become an author. As you establish your credibility, you can approach a publisher with a later project.
- Your time and effort go into marketing and promoting the book instead of chasing a publisher.

The drawbacks include:

- You need to put the money upfront for printing, distribution and publicity (although this doesn't have to be expensive).
- You may have no experience and no contacts in the industry, so it will be harder to get distribution and sales.

- You might not sell as many books, so even if you make more per book, you will make less overall.
- Self-published books are not considered as “important” as published books by the literary establishment. (Although you will find that on Amazon, it doesn’t matter as long as your book is professional).
- You need to do it all yourself, unless you outsource the tasks and management.

In terms of personality, you need to be more of a ‘project manager’ in order to self-publish. You have to coordinate a number of things at the same time, and if you don’t keep to the list you will not end up with a book.

“I am still self-publishing. Because you’ve got more control and I know the process, backwards, frontwards, sideways. I know it in and out. I know what it takes. I know what I have to do, and what—if you’re talking about “4 Ingredients,” Kim and I know what we need to do in order to move “x” amount of books per month.”

[Rachael Bermingham](#), co-author of “4 Ingredients” which has sold over 1.2 million books in Australia, as at November 2008. The duo has a TV show and foreign rights interests.

33. WHAT IS PRINT-ON-DEMAND AND HOW DO I DO IT?

Print-on-demand publishing is becoming more common especially in the self-publishing world. Books are printed individually when there is an order placed for them. A print-on-demand publisher will have digital files of your manuscript and cover, and they will just print the book out when it is ordered and ship it to the customer.

The benefits of this are:

- No stock is held so there are no bulk up-front printing costs and no holding/storage costs.
- Your book can be ready for sale immediately anywhere in the world on completion and upload of the manuscript.
- There is the ability to change the text and publish changes more quickly.

There are lower profits per book as printing costs are higher than bulk printing, but the benefits of not spending the money up front often outweigh this.

I use Print-on-Demand for my Amazon.com sales of “How to Enjoy Your Job.” The files are held by a US publisher, Lulu.com, and when people order the book from Amazon, they are printed then shipped direct to the customer. I get US\$4.03 per book. However, as I am not a US resident, 40% of that goes in with-holding tax, so I receive about \$2.90 per book. However, I do nothing for this. It all happens without me doing anything as they print and ship the books per order direct to the customer. Once sales increase, it is a brilliant business model! It also means you can sell your books all over the world. I now [sell my books in India](#) with a print-on-demand service!

Even if you do print-on-demand, you will still need some copies to do promotion and publicity with, as well as to sell at events/speaking engagements. You can combine a small self-publishing print run with print-on-demand. Think multiple sales channels and mix and match!

34. WHAT IS A VANITY PRESS? HOW IS IT DIFFERENT FROM
SELF-PUBLISHING?

A 'vanity press' will market themselves as a publisher, but they publish books at your expense. They make money from fees for professional services and not necessarily from book sales. These fees cover the editing, cover design and possibly the distribution and marketing of your book.

This is different from self-publishing where you do all the work yourself or outsource it, but you remain in control.

However, the lines between the two are blurring with online self-publishing and print-on-demand services. You can get services that are halfway between, so you will be able to find something that suits you. Although 'vanity press' have a stigma attached in the eyes of the traditional press, most book buyers will not know the difference if they purchase a professionally edited and bound book online.

35. WHAT ARE SOME TIPS ON COVER DESIGN?

You need a professional to do your cover design unless you have some graphic design skills. However, it does not need to be complicated. Some very successful self-published books are just words on a plain color or even a white background. Another option is to go with a basic design for your ebook and a professional designer for the print version.

If you do use a professional, you need to guide them with the design. Graphic designers cannot read minds. The more you can explain what you want, the nearer your vision of the finished result will be. Make sure you include multiple design changes in your contract so you can change your mind.

Get started on brainstorming and searching for images as soon as possible and then you can hone it down to the detailed final image as you go. Keep all drafts and ideas as you may return to them later. Make sure you set a time limit for your cover design to be completed as you can spend a long time on it. It's an important part of the impact, but it's just part of the process.

Here are some sites for ideas:

- [Book cover examples](#): lots of book covers to give you ideas for yours . Some are terrible covers but probably sell a lot of books ([Warren Buffett](#)), some are brilliant and eye-catching ([Leather Maiden](#)), and others go for plain and simple ([Secret of Scent](#)).
- [The Book Design Review Blog](#) – examples and commentary on book covers
- [Archive of book cover designs and designers](#) – over 1000 covers to view
- [Cover as brand – how Penguin uses the classics look](#). Also, think “For Dummies” range and other book brands where the cover distinguishes the content.

You need to know approximately what you are looking for when searching online for images. Targeted searches are best. You might also want to brainstorm images that are associated with your title. For my book, “[How to Enjoy Your Job](#)” I decided to use a coffee cup as pictures of people at work is just too obvious.

After searching online for several nights, I ended up with 2 images I liked – one with dominant brown and one dominant blue. I did 6 mock-up images of cover options and sent them to friends. People let me know what they liked. In the end, I chose the blue one as I don't like brown! Frankly it is your cover and you will be looking at it more than most! For future books, I will go for a more simple front cover which will mean less costs and less potential for error.

Here are some tips for the front cover, spine and back cover.

Front Cover

- **Look on Amazon.com and notice what book covers you like and don't like.** You need to consider what your cover will look like as a thumbnail picture on Amazon and other book-sites. It should be visually appealing, but also portray what the book is about.
- **E-book covers** tend to be more explanatory, whereas books you will sell in a store or in person can be more evocative.
- **Buy images online at a number of sites.** If you find an image online that is not for sale, then approach the photographer or site for permission to use. Images are also subject to copyright.

www.GettyImages.com is the most well-known and also the most costly. They will charge you depending on how many books you intend to sell and where. You could use this site for browsing and then approach the less expensive sites to buy the image.

www.iStockPhoto.com is much less expensive and have millions of images. I use this site for book cover images as well as for my websites.

- **The important points** for your front cover are:
 - Title
 - Author name
 - Tagline or sub-title - if you want one

Tip: Sub titles are excellent for search engines, so make sure you include keywords there as well. Keywords are the words people use to search on the internet.

Back Cover

If people pick up your book, they will immediately turn it over and read the blurb on the back. Back covers are also shown online at Amazon.com. Back covers should include:

- Back cover headline and blurb. Make it like a sales letter so they want to read inside. The headline should be in different size font so it stands out.
- Smaller image (optional).
- Website (recommended).
- Barcode. This can be generated by the cover designer for you. It is a barcode representation of your ISBN.
- Picture and short biography of the author (optional).

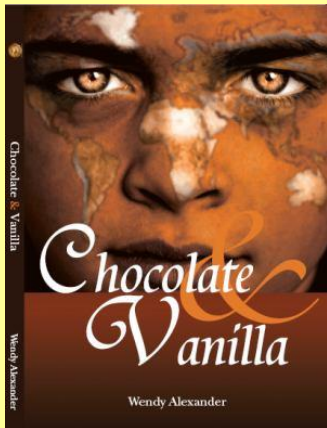
Tip: Don't print the RRP (Recommended Retail Price) on the back of the book. If you are selling overseas then it will be in the wrong currency and you will sell it for different prices to different people anyway. Bookstores will price it if they take it and you can sell it for whatever you want.

Spine

Look in your bookshelf and notice what spines catch your eye. Can you read the title on the spine? If you want to sell in bookstores, then the spine is important as people see that on the shelf. Check the size and readability of the font. It should include:

- Spelling of title and author.
- Publisher (optional but adds no value unless the brand is recognisable).
- Note: If you have a multi-colored front cover, make sure you get the same color for the spine, otherwise the print may spill over and the spine looks multi-colored on the edge. Therefore, one color over the whole book is the best. If you have an image on the front, move it away from the spine on the left.
- If you are making your own files for upload to a Print-on-Demand site, use a [spine calculator](#) to check the width.

“With the cover for “Chocolate and Vanilla,” I wanted the cover to have shades of chocolate and vanilla in it. I also wanted the map of the world because somewhere in there I was promoting global and cultural harmony.



And I somehow wanted some racial integration or mixing represented, and so I communicated this to the designer, and about within a week or two they came back with that cover and it absolutely blew me away, because I didn't envision that. And I described what I wanted and he obviously got it. Really clearly.

I was thrilled with their cover. My tips for cover design is be clear about what you want and then choose something that really represents the core message.”

[Wendy Alexander, author of “Chocolate and Vanilla”](#)

Make your own cover – here are some helpful sites:

- Dan Poynter (guru of self-publishing) has a fill in the blanks [Book Cover](#) worksheet. He also has a short document for sale which has some interesting points.
- [Interactive book cover creator](#) – quite a cool gadget
- [Publishing learning centre at Cafe Press](#) – lots of great technical information about how to design one yourself.
- **Buy images online at a number of sites.** If you find an image online that is not for sale, then approach the photographer or site for permission to use. <http://www.istockphoto.com/> has millions of images. I use this site for book cover images as well as for my websites.

If it's all too hard, get it designed for you – here are some of the sites I found online (although I have not used them myself).

- [Book Cover Express](#) – email for price list
- [Book Cover Designer](#) – various options from ebooks to hardcover, can also do type-setting
- [Book Cover Pro](#) – some very nice covers on here. You can buy their software, use their templates or they will do a custom cover
- [Killer Covers](#) – for ebook covers that look good as thumbnails
- Get a professional from [Elance](#) – post your project and get bids from professionals. See section 25 for more details on freelancers.

[Here is an interview from a professional book cover designer with some more tips.](#)

36. WHAT ABOUT PAGE LAYOUT/ TYPE-SETTING?

When you are writing the first draft, don't worry about formatting. You just need to keep your manuscript tidy and organized so you can add to it easily.

Once you are happy with the content, you have two options:

- **Format the book yourself.** If you have a black and white text based standard size book and some Microsoft Word ability, you can easily do it yourself. Save your final version as A5 (or 6"x9" in the US). Then go through the document spacing and altering the layout using basic Word tools. Recommended book is Aaron Shepard "Perfect Pages".
- **Get a professional type-setter.** If you have a more complicated book with photos or colour inserts, you should use a professional. You can pay someone to typeset the whole document which would include the size of the margins, the page numbering, the correct blank pages, the table of contents, photos and anything else. You can find someone online at [Elance](#) or other outsourcing or Virtual Assistant sites.

When you use a Print-on-Demand service, you will need to buy a proof copy first to check the formatting. Then you can then change the file before publishing if you need to.

Page layout is important for your book to be easy to read. That means plenty of white space, consistent fonts and well-formatted content.

Here are some tips for layout:

- Make sure you set your page layout size to the size of the book. Most people write in A4 format but a print book is A5 or smaller. You can space as you go through the manuscript onscreen and then print it out to see the result. If in doubt, give it to a friend to comment on ease of reading.
- Serif fonts are used for ease of reading in print text. The tiny lines incorporated at the bottom and top of the text make it easier to read. However, sans serif fonts are considered easier on the computer screen so you may want your e-book to be in sans serif.

- Be consistent throughout your book in terms of chapters, notes and inserts. It is easy when you are writing to forget to format these in the same way. An editor will also pick this up.
- Use left justification so the line finishes in a jagged form as opposed to spreading to the end. This is easier to read.
- You must have odd number pages on the RIGHT hand side of your book. You should also always end a chapter on an even number page and make sure it is blank if you have no text. This is something I missed and had to order a second printing of my book to change the page numbering.
- Make sure the margins are appropriate for the print size. [Lulu.com gives guidelines for margins.](#)
- Leave a lot of white space around the paragraphs, especially if the publishing is in an e-book format so it is easy to read. Shorter paragraphs are also common in ebooks.
- If you include pictures, they need to be print quality 300 dpi. They need to be embedded into the PDF. You can use a package like Gimp or another graphics package to put pictures together.
- Hyperlinks are good in ebooks, but not available in print. You will need to spell out the websites or get domain names that can be forwarded.

Once you have finished laying out your pages, you can save the file to PDF. Microsoft Vista has this feature within Word, and there are many options for other packages. You do not need the full Adobe Acrobat version which is expensive. Google 'PDF' and you will find free/cheap conversion software or free software programs on line if it is not already on your desktop. Some graphics and fonts may not convert so make sure you try to stay with standard ones.

Alternatively, www.lulu.com has a conversion service where you load MS Word files by chapter and it creates a PDF of the finished product for download.

37. WHAT IS AN ISBN AND WHERE DO I GET ONE?

The ISBN (International Standard Book Number) is a 10 or 13 digit code that identifies books and e-books internationally. There is a different number per edition of your book.

I have 2 ISBNs for “How to Enjoy Your Job.” One for my print book published in the US by Lulu.com and one for my print book published in Australia under my own company, The Creative Penn. It was easier and less expensive to be published through Lulu.com in the US so they own the ISBN there.

ISBN’s can be bought in bulk by publishers or you can get an individual one if you self-publish. You can get an ISBN for under \$50 online. They are bought per country so Google ISBN and your country to find the provider for you.

The ISBN is changed into a barcode format for the back of your book. The printer or publisher can do this for you, or there is [software for conversion](#) if you are doing the cover yourself. You don’t need a barcode if you are not selling in bookstores.

38. WHAT IS AN E-BOOK AND WHY SHOULD I HAVE ONE?

An e-book can be the same text as a print book, but sold electronically as a .PDF file or in another format. You can also have shorter versions or related material as ebooks or special reports, as well as using ebooks for material that is better digitally.

Ebook sales are rapidly growing with the proliferation of ebook readers as well as mobile phone readers like Stanza for the iPhone.

The benefits of an e-book are:

- They can be sold to anyone in the world over the internet with no printing or shipping costs, therefore your market is instantly expanded beyond local bookstores.
- You can make more money selling an e-book than a print book. For example, the profit on a \$27 e-book is about \$24 (credit card/Paypal fees). Whereas for a \$27 print book, it is about \$3. However, as ebooks become more common, prices are dropping.
- You can write e-books more quickly than print books and they have a lower cost to produce.
- There is no set price for an e-book and many people combine them with other audio and video products to create packages selling for thousands of dollars.
- Ebooks are another sales channel. You can be selling print books, audio books and e-books at the same time.
- Once setup, e-book sales are passive income. The money just comes into your bank account without you doing anything else. No printing, shipping, no receipts, no documentation - just sales and profit. A great business model!

The process for creating an e-book is:

- Finish your book/special report/information product

- Create your book in MS Word or in other word processing software programs.
- Save it as a .PDF format and sell it from your website
- Publish it as an ebook in multiple formats using a site like [Smashwords](#) so it can be purchased online or through cell phones using Stanza.

Soon after loading my first e-book, we were watching a movie at home. I logged on afterwards and I had made money. That was my first online sale and I was so excited! I made money while watching a movie! It was just a start, but I am focusing on growing this area of sales, as well as having print books. I started out by reading this e-book on [writing an e-book in 7 days](#) which gives a lot more information about how to write and sell an e-book.

39. HOW DO I GET MY BOOK ON THE AMAZON KINDLE OR THE IPHONE?

The future is digital content and it has already started. At the time of writing, the Kindle has doubled the sale of e-books in the US, and the iPhone is hugely popular with its applications growing every day. Stanza is the free application for ebook purchase and reading that can be used on the iPhone. Thousands of books and catalogues are being added daily.

The [Kindle was voted as one of Oprah's favorite things in 2008](#) so its popularity is assured. It is a hand-held digital book reader device that connects to the internet and instantly downloads books from Amazon's digital catalogue. It has a screen that makes it much easier to read and a user interface more like turning a page so there is no scrolling. Digital books (or e-books) are generally bought far more cheaply than physical books can be. You can find, buy and read instantly with wireless internet access (currently only in the US). They have a catalogue of books, magazines, newspapers and blogs which is expanding every day as popularity grows. The device itself holds over hundreds of ebooks, magazines and newspapers and you can add more memory, so you always have reading material.

Readers love print books, but they also love the internet for speed, ease and price of e-books.

How to get your book onto the Kindle

You can get your book onto Kindle by uploading it in the right format here <http://dtp.amazon.com>.

The process is as follows:

- (1) **Sign in** with your Amazon account (or create a new one).
- (2) **Add a new item** (i.e. book) to the screen and add all your information – ISBN, blurb, search keywords.
- (3) **Upload your book**. It is easy to upload, but you might find that the formatting is wrong. They have a formatting documents guide, but it is essentially HTML.

From Microsoft Word, you can save the book in HTML and edit it directly. There

is a help forum at the site if you have trouble.

(4) **Enter the price.** For this step, make sure you check out other people's books prices and price yours accordingly.

(5) **Enter your bank account** and US tax numbers. Currently you must have a valid Social Security Number (SSN), Tax ID Number (TIN) or Employer ID Number (EIN) to publish on Kindle (so non-US residents cannot use it).

How to get your book onto the iPhone

You can get into Stanza on the iPhone by publishing your ebook through Smashwords.

[Smashwords](#) is an ebook site where you can buy and sell ebooks in various formats. As an author, you can load your products onto the site for free (Smashwords takes 15% of sales), and it will convert your document into the various formats for you. Brilliant! This takes a lot of time and effort from us creative types who don't want to spend days reformatting.

You can have an author profile, and it will index your book for SEO and allow customers to sample your text. It has integration with Kindle and Stanza (for the iPhone). You can load YouTube videos, and create coupons to allow special offers for your customers. The books can also be tagged on social networking sites so it is a great service.

This is my Smashwords page "[How to Enjoy Your Job](#)"

To start the Smashwords publishing process, register for an account, and just follow the instructions. You load a profile with your websites and info, and then Publish your ebook.

Here are some tips from my own experience

- Read the [Smashwords Style Guide](#) first - definitely! Do not assume that your file is ok to load as is!
- I tried a few variations of formatting but the best one was plain Microsoft Word. Select All and make it Normal text. Then go back through and Bold or Underline or change font size. Delete all pictures and hyperlinks. Make it as basic as

possible for the best conversion. The style guide does not currently include instructions for Microsoft Vista. Reformatting my original (very well formatted) ebook into plain format took about 1.5 hours including loading and reloading. Take breaks so you don't get too frustrated!

- Check the HTML and Java versions and make changes, then reload as necessary.
- If you are a non-US resident you can still sell on Smashwords. Just email a copy of the with-holding tax form and have 40% with-held. This also happens with Lulu.com.
- Once you are all set up, use the [Smashwords Marketing Guide](#) to see how to broadcast about your book.

40. I STILL WANT A “TRADITIONAL” PUBLISHER...

DO I NEED AN AGENT AND HOW DO I GET ONE?

Agents are essentially the publisher’s screening process. You submit your manuscript to an agent and they decide whether or not they can sell it to a publisher. They have access to decision-makers, those people in the publishing houses who may like your book. That personal contact may be just what you need to be published. Relationships are key in any business, and agents have the relationships with the right people. They can also broker you to the publisher who may fit your work best. You will also get a quicker response from an agent than sending an unsolicited manuscript to a publisher.

They will negotiate a contract for you as they have experience and legal contacts. If you are successful in a contract, you pay them around 15% of advance and royalties (percentages will vary depending on the contract).

If you go through an agent, they normally advertise review times on websites and will help you shape a manuscript if it has promise. Being a good writer is not the only part of the decision. A good idea, the ability to market, and an established platform are just as important as they can always find you an excellent editor. (A platform is your existing credibility and customer base e.g. your clients, Twitter followers, previous experience etc combined).

To get an agent:

- **Research your market.** Which agents/publishers accept your kind of book? Pick out books similar to yours and search in the acknowledgements for the agent’s name. Then Google them, or go to industry events. If you actually meet a few agents in person, approaching them may be less daunting than you think.
- **Check websites for agents and publishers** as their sites often contain what is expected in a query or submission letter. Most specify that they want a brief query letter/email prior to accepting a submission.
- **Check blogs by literary agents.** There are a number who blog anonymously or under their own names who offer advice and examples for ways to approach them. Google “blog literary agents” for a list and add in your area if you want to

choose from an agent in your area. A good start is [Nathan Bransford](#), who is an agent with Curtis Brown, a large literary agency. Here is his post on [Frequently Asked Questions which is invaluable information](#).

- **Remember that people know each other** in the publishing business. Be professional with everyone you talk to. Be nice and easy to work with. Appreciate the people who help you.

WHAT IS THE “SLUSH PILE” AND WHY YOU DON’T WANT TO BE IN IT

Publishers say they don’t take direct submissions, but you can still send your manuscript directly to them. The “slush pile” is where these unsolicited manuscripts end up, and for many people their book will never make it out of there.

Of course, there are urban legends of people who made it through, but they must have been very patient as it takes a long time for manuscripts to even be read. Some agencies have junior staff who may read through them, but certainly they are not top of their agenda.

To avoid the “slush pile,” target an agent or publisher and make sure your submission is expected and directed to an interested individual. Build relationships through industry events and get to know the person you want to pitch to first.

WHAT SHOULD GO INTO A QUERY LETTER TO AN AGENT/ PUBLISHER?

Make it professional. No typos, no text -speak. This is your sales pitch. Use the name of the person you are addressing. You can find this information online or call the publishers direct to find out who is the proper contact person.

Don’t lie or even exaggerate. Don’t mention money upfront. Don’t estimate sales.

Your query letter or email is brief (less than 2 pages) and includes a few sentences on:

- **Your book/idea.** This needs to make them want to know more. It can include descriptions, statistics, reasons why people will buy or it can be a brief story.

- **Book title and sub-title.** Make sure your title/sub-title is catchy and direct.
- **You as author:** your credibility and experience.
- **Why you have picked them** to approach and what other books on their list are similar to yours.
- **Synopsis of book:** An overview in a couple of paragraphs.
- **Marketing ideas and target market.** Who would buy the book? Do you have any endorsements or celebrity contacts?
- **Include a self addressed, stamped envelope** (if the query letter is written) so it will be easy for them to send you a reply.

The good thing about query emails is that they get a quicker response than a submission letter, which may take months to be returned. I once had a rejection back within 8 hours of a query email. This enables you to quickly move onto the next prospect and not spend days wondering if they have looked at your letter yet.

There are a number of books that go into great detail on query letters. Check out [The Creative Penn's recommended books](#) for a list.

WHAT DOES A SUBMISSION LETTER TO AN AGENT OR PUBLISHER INCLUDE?

In case you get a positive response from a query letter, have your submission/proposal letter ready to go immediately. Write it at the same time as your query letters.

Publishers may differ between countries and there are often submission guidelines on websites relevant to each publisher/agent's requirements.

Here are some general tips:

- **Follow the submission guidelines!** Don't give them an excuse to throw out your query letter before reading it. Format your submission as requested by the site e.g. printed on one side, double spaced, A4.

- **Know your marketplace.** Know your competition. Know your marketing. You need to be the expert on your book and your market so communicate this as well as information on the actual content. Remember that the publisher aims to make money from your book. That is what they are weighing up when reading it.
- **Spend a lot of time on your proposal.** You should be writing it before completing your book so you will be able to see any issues now that need to be resolved before finishing the writing of your book.

Here is a brief overview of what goes in a submission letter.

- Title and sub-title.
- Synopsis of book.
- Table of contents if non-fiction.
- Three sample chapters.
- Detail of any pictures, illustrations, tables if required
- Author bio and supporting material.
- Marketing, promotion and publicity ideas.
- Your competition, i.e. similar books.
- Your target market, i.e. who will buy your book.
- Endorsements, celebrity foreword.
- Is it a series? Address what kind and how many books.
- Word count and time to complete the book.

- Self-addressed stamped envelope for returns (and rejection slips),
- Include a statement of multiple submissions if you are sending to more than one publisher. Some people consider this unacceptable, but if it takes three months for a rejection, do you want to wait for single submissions?
- You can submit to agents and publishers globally, but think about the practicality of marketing the book if you are not physically present.

For more detail on each of these sections, there are plenty of books on writing book proposals and submission letters. See [The Creative Penn recommended books](#) for a list.

There are also people who find publishers without agents.

“I went first of all to the web, and the Publishers Association of Thailand, I asked for a list of their members. Then I went through all their websites and I got it down to five. I emailed the five and said “This is what I’m doing. I’d love to talk to you.” Three of them came back, I took one out, because they weren’t suitable, and then I flew to Bangkok immediately and interviewed the others.”

[Wendy Johnson, author of “Hotspots to Shop in Bangkok”, published by Silkworm Books, a Thai publisher.](#)

WHAT ABOUT REJECTIONS?

You will get rejections if you submit to agents/publishers, so expect them and get them over and done with fast. They need to happen so you can quickly get to the publisher who is really interested. You also need the rejection experience as it is hard to take.

Don’t worry! Many famous books and authors have hundreds of rejections. Here are just a few to encourage you.

- ‘Chicken Soup for the Soul’ was rejected 140 times before going on to sell 112 million books with the series...and counting.

- J.K.Rowling's 'Harry Potter' was rejected 12 times and now has sales of over 110 million copies.
- Robert Kiyosaki's 'Rich Dad, Poor Dad' was rejected so many times, that he went ahead and self-published. It has now sold over 23 million copies.
- Stephen King's 'Carrie' was rejected 30 times before it launched his career.
- Irving Stone's 'Lust for Life' was rejected 16 times before finding a publisher and selling 25 million copies.
- 'Jonathan Livingstone Seagull' by Richard Bach rejected 18 times before getting published selling over a million copies and being made into a movie.
- 'Dubliners' by James Joyce was rejected 22 times before a small run was published with Joyce buying many himself. He is now regarded as one of the most influential writers of the 20th century.
- 'Zen and the Art of Motorcycle Maintenance' by Robert Pirsig was turned down 121 times and this cult book is still selling.
- 'Gone with the Wind' by Margaret Mitchell was rejected 38 times before publication. It won a Pulitzer prize in 1937.

You get the picture! A rejection is not the end of the world.

"Don't stop 3 feet from gold. The greatest success comes after temporary defeat."

Napoleon Hill, 'Think and Grow Rich'

Don't think of them as "rejections" in the negative sense, but more a way to get to the place you want to be eventually. Learn from them, change your manuscript or query

letter, and try someone else. Eventually, your book will reach someone who is interested (or you will self-publish if you don't want to wait).

Incidentally, there are a few types of rejections:

- **Hardcore rejection:** May include text along the lines of, "Thank you for this, but it isn't a project we wish to pursue," or it may be a stock standard rejection letter.
Just move on. Your project is not for them.
- **Nice rejection:** Includes a personalized letter or indications of what you could improve or encouragement. This is brilliant as it means you can use their feedback, but it is still a rejection, so don't keep approaching that publisher/agent unless they have specifically asked you to.

YOU HAVE FINISHED! IS IT ALL WORTH IT?

So you have spent all this time, all this energy, and no doubt some money and you finally get your book in your hands.

Is it all worth it?

Of course, many people want to write for the money. But even if there is none, do you still want to write? Do you still want to connect minds across time and space?

I can tell you that there is extreme reward in writing a book for its own sake. You will learn about yourself and your topic, you will touch others and meet interesting people along the way.

Write to change yourself and you will also change other people. It can be your own emotional journey, but it will help someone else on theirs.

You are reading these words in another place, in another time. I am not physically there, but you are in essence reading my mind. That makes it worth it for me.

It is a great realization that you don't have to be a famous writer in order to write. You don't have to make your living writing in order to be an author. You can write, publish and sell for very little money and you can make friends globally who share your interests.

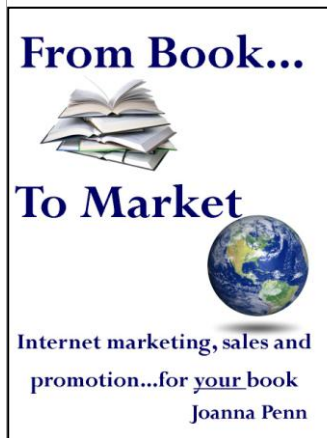
Your challenge is to write your own book now, for your own reasons... and you may be surprised where it leads you!

"Here's the thing: the book that will most change your life is the book you write"

Seth Godin

NEXT STEPS

Now you have your book written, you will want to sell and market it!



[“From Book to Market”](#) is the next e-book in the series.

It covers all aspects of selling your book online and offline, including how to sell on Amazon, the Kindle and the iPhone.

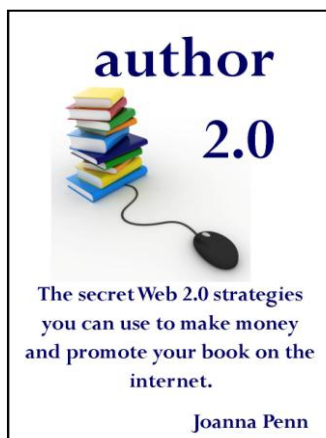
It goes into detail on marketing and promotion strategies including TV, radio, press releases, book trailers, virtual book tours, social networking, article writing, blogging and includes an Award Winning Marketing Plan.

[You can get the full Table of Contents here.](#)

[You can buy the ebook here for just \\$9.99.](#)

There is also a full **[“Get Published Secrets”](#)** program for first time authors – [more information here.](#)

Coming Soon.....



Web 2.0 creates fantastic opportunities for authors to publish, promote and sell their books online.

This product will go into specific strategies you can use to build your platform, sell your book, promote your book and yourself as well as create multiple streams of income – all using Web 2.0 technologies. It will contain video and audio as well as print lessons.

[You can register your interest here to be notified of pre-launch specials.](#)

ABOUT JOANNA PENN



Joanna Penn is an author, speaker and consultant based in Australia. She runs workshops and seminars on writing, publishing and web 2.0 for authors.

She is the author of "[How to Enjoy Your Job](#)", and the Director of [The Creative Penn](#) – Writing, self-publishing, print-on-demand, internet sales and marketing...for your book. The blog is full of interesting topics!

You can [read and watch video about Joanna and her business here](#).

You can also [read about Joanna's personal writing journey here](#).

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By email:

joanna@TheCreativePenn.com



Follow me on Twitter

<http://twitter.com/thecreativepenn>



Connect with me on [Facebook](#)



Connect with me on [LinkedIn](#)

<http://www.linkedin.com/in/joannapenn>



Connect with me on [YouTube](#)

<http://www.youtube.com/user/thecreativepenn>

ABOUT THE CREATIVE PENN



[The Creative Penn](#) is a website and blog dedicated to providing the most useful and up-to-date information in the areas of writing, self-publishing, print-on-demand, internet sales and marketing... for your book.

It provides:

- [Regular blog posts, videos, audios](#) and key [articles](#) on useful and important topics for writers and self-published authors, including 'How To' articles, news stories, and opinion pieces.
- [Updates on the latest in Publishing 2.0](#) and cutting edge news from the world of internet sales and promotion for your book.
- [Interviews and audios with inspirational authors](#) about their books, services, and how they publish and sell their books.
- Resources including [recommended books](#), programs and other useful tools for authors.

The Creative Penn is also the publishing company for the books and services of Joanna Penn.

ABOUT THE AUTHORS QUOTED IN THE BOOK

The authors listed below were interviewed for this book as I wanted to inspire potential authors with what is possible. They are all self-published authors with varying levels of success. All are inspiring!

The full transcripts and audios of the interviews are available on the Resources page at <http://www.thecreativepenn.com/resources/interviews-with-authors/>

Wendy Johnson - "Hotspots to Shop in Bangkok"

Wendy is the author of, "Hot Spots to Shop in Bangkok," the first in her series on the best places to shop in the Asia-Pacific region. A businesswoman who loves travel and shopping, Wendy published her first book in Thailand. <http://www.HotSpots2Shop.com>

You can find the full interview and downloadable audio of the interview with Wendy here <http://www.thecreativepenn.com/2008/12/03/inspirational-authors-wendy-johnson/>

Rachael Bermingham - "4 Ingredients"

Rachael is co-author of the "4 Ingredients" cookbook series that has taken Australia by storm. The self-published book has sold over 1.4 million copies and Rachael and co-author Kim now have their own cooking show on The LifeStyle Channel. You can find more information at <http://www.4ingredients.com.au>

You can read the full interview with Rachael Bermingham and download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/13/4ingredients/>

Kylie Welsh - "Impertinent Women"

Kylie is an author and writer on issues affecting modern Australian women. Her first book, "Impertinent Women," women in pursuit of the extraordinary, was published in 2005 by Zeus Publishers in Australia. She is currently writing her second book, "Freak or Unique," which is a fiction novel. She is also a freelance writer and has a blog for Brisbane women, all available at <http://www.KylieWelsh.com>

You can read the full interview with Kylie Welsh here

<http://www.thecreativepenn.com/2008/12/09/kylie-welsh/>

Ron Nash - "How to Find your Dream Job, Even in a Recession"

Ron is the author of, "How to Find Your Dream Job, Even in a Recession," as well as being a master career strategist at The Nash Group, which specializes in helping you find the job of your dreams. You can find Ron at <http://www.TheFriendZone.com>

You can read the full interview with Ron as well as download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/26/ron-nash/>

Mei Yen Chua - "Brisbane Budget Bites"

Mei Yen Chua is the author of "Brisbane's Budget Bites 2009" which is a guide to eating interesting multicultural foods on a budget around Brisbane. You can read more at <http://www.BrisbaneBudgetBites.com.au>

You can read the full interview with Mei Yen here

<http://www.thecreativepenn.com/2008/12/10/brisbane-budget-bites/>

Heidi Yi - "Pro Make Up by Heidi"

Heidi is the author of "Pro Make Up by Heidi," which will teach you how to get the best out of your skin through diet, exercise and lifestyle, as well as show you simple, great looks for everyday makeup. Heidi is also an award-winning makeup artist, specializing in wedding makeup, and has her own company in Sydney, Australia. You can find Heidi at www.heidiyi.com.

You can read the full interview with Heidi here

<http://www.thecreativepenn.com/2008/12/23/heidi-yi/>

Wendy Alexander - "Chocolate and Vanilla"

Wendy is the author of “Chocolate and Vanilla,” a book about her experience transcending apartheid in South Africa, building harmonious relationships with people from all cultures, and a journey of healing and forgiveness.

She is also an IT project consultant and single mum. Her website is www.mychocolateandvanilla.com.

You can read the full interview with Wendy Alexander and download the audio in mp3 format here <http://www.thecreativepenn.com/2008/12/28/wendy-alexander/>

Stuart Ross McCallum - “Beyond my Control”

Stuart is the author of “Beyond my Control”, the true account of his life with epilepsy.

You can find the full interview with Stuart here <http://www.thecreativepenn.com/2008/12/30/stuart-mccallum/>

Patrice-Anne Rutledge - “Web-Savvy Author: Book Promotion With a High-Tech Twist”

Patrice-Anne is the author of “Web-Savvy Author: Book Promotion With a High-Tech Twist”, for authors who want to improve their internet presence and make a difference to their online profile and sales.

You can view the complete interview with Patrice-Anne here <http://www.thecreativepenn.com/2008/12/12/web-savvy/>

New interviews are [posted at The Creative Penn regularly](http://www.thecreativepenn.com).

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