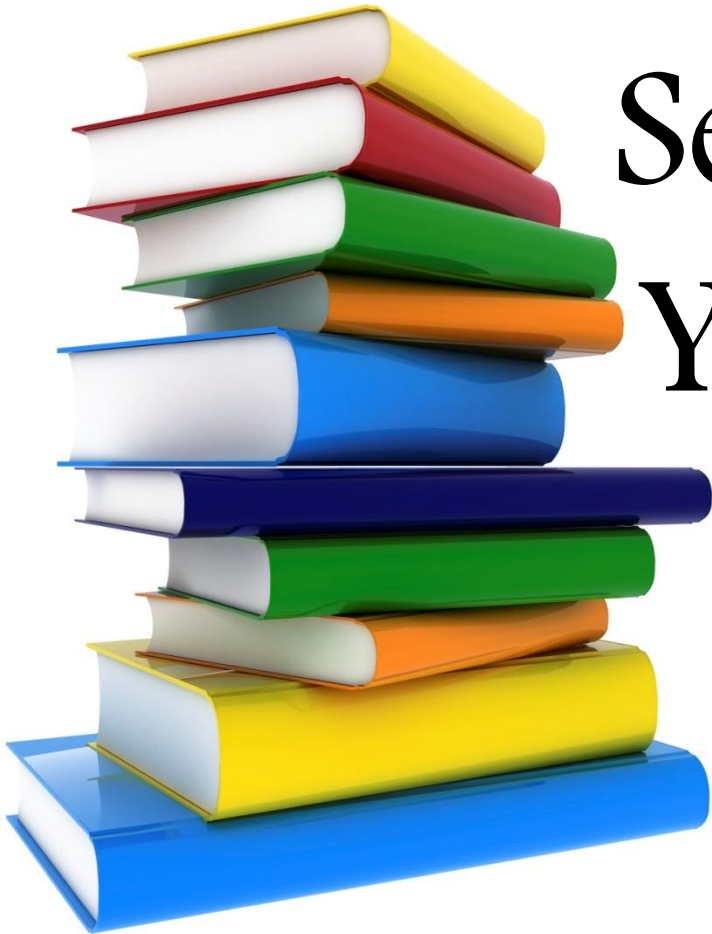


How to Write, Publish, Sell and Promote Your Own Book





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Joanna Penn

Bibliography

From Idea To Book

From Idea to Book: Writing you...
April 2, 2009
\$1.00

From Book To Market

From Book to Market: Internet...
June 17, 2009
\$19.00

How To Enjoy Your Job

How to Enjoy Your Job
April 26, 2008
★★★★★ (5)
\$21.05

From Idea To Book

From Idea to Book: Writing, se...
April 9, 2009
\$12.50

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Joanna Penn's Latest Blog Posts

Podcast: Julia McCutchen on Brilliant Book Proposals and the Traditional Publishing Process
11:21 PM PDT, September 18, 2009

On reading this blog, you might think I am against traditional publishing. I'm not, it's just not my experience (yet!) so I don't really talk about it. This blog is about my experiences and tips but luckily I can interview people with different expertise so you can get perspectives on all things

Biography

I am an author, speaker and business consultant based in Brisbane, Australia although I am British.

twitter

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thecreativepenn

On Hosting One's Own Parties and Performing a (Bookish) Autopsy*
<http://bit.ly/4DBOax> via @katmeyer

Name Joanna Penn

Location Brisbane, Austr...

Web <http://www.TheCreativePenn.com>

Bio Author, speaker and consultant - writing, self-publishing, on-demand, internet sale promotion for your book

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<http://www.TheCreativePenn.com>

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“Here’s the thing: The
book that will most
change your life is the
book you write”

Seth Godin

10.30 – 12.15: How to Write Your Book

12.15 – 1: Lunch and Chat

1 – 2.30pm: How to Publish
Your Book

2.45 – 5pm: How to Sell and
Promote Your Book



Rules of the Inn



**NO THIEVES, FAKIRS, ROGUES
or TINKERS ~**

**NO SKULKING LOAFERS or
FLEA-BITTEN TRAMPS**

NO 'SLAP an' TICKLE o' THE WENCHES
NO BANGING o' TANKARDS on the TABLES
NO DOGS ALLOWED IN THE KITCHEN
NO COCKFIGHTING

***FLINTLOCKS, CUDGELS,
DAGGERS and SWORDS***
*to be handed to the INNKEEPER
for safe-keeping ~*

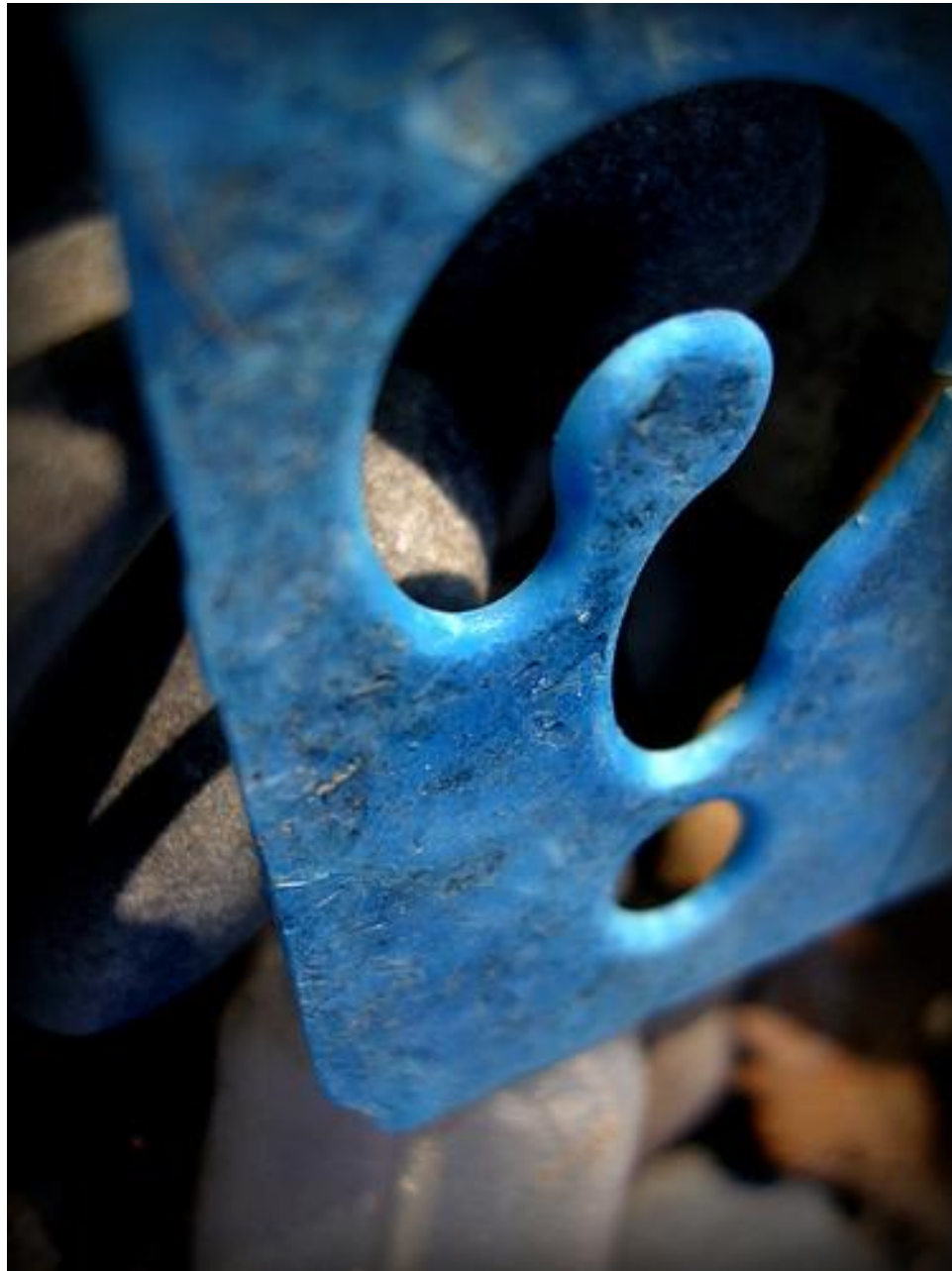
Bed for the Night 1 Shilling
Stabling for Horse 4 pence

❧ 1786 ❧

Respect others and the
time we have.

Burning Questions at the
beginning , and at the end
of each session.

Take it offline if off topic or
personal.

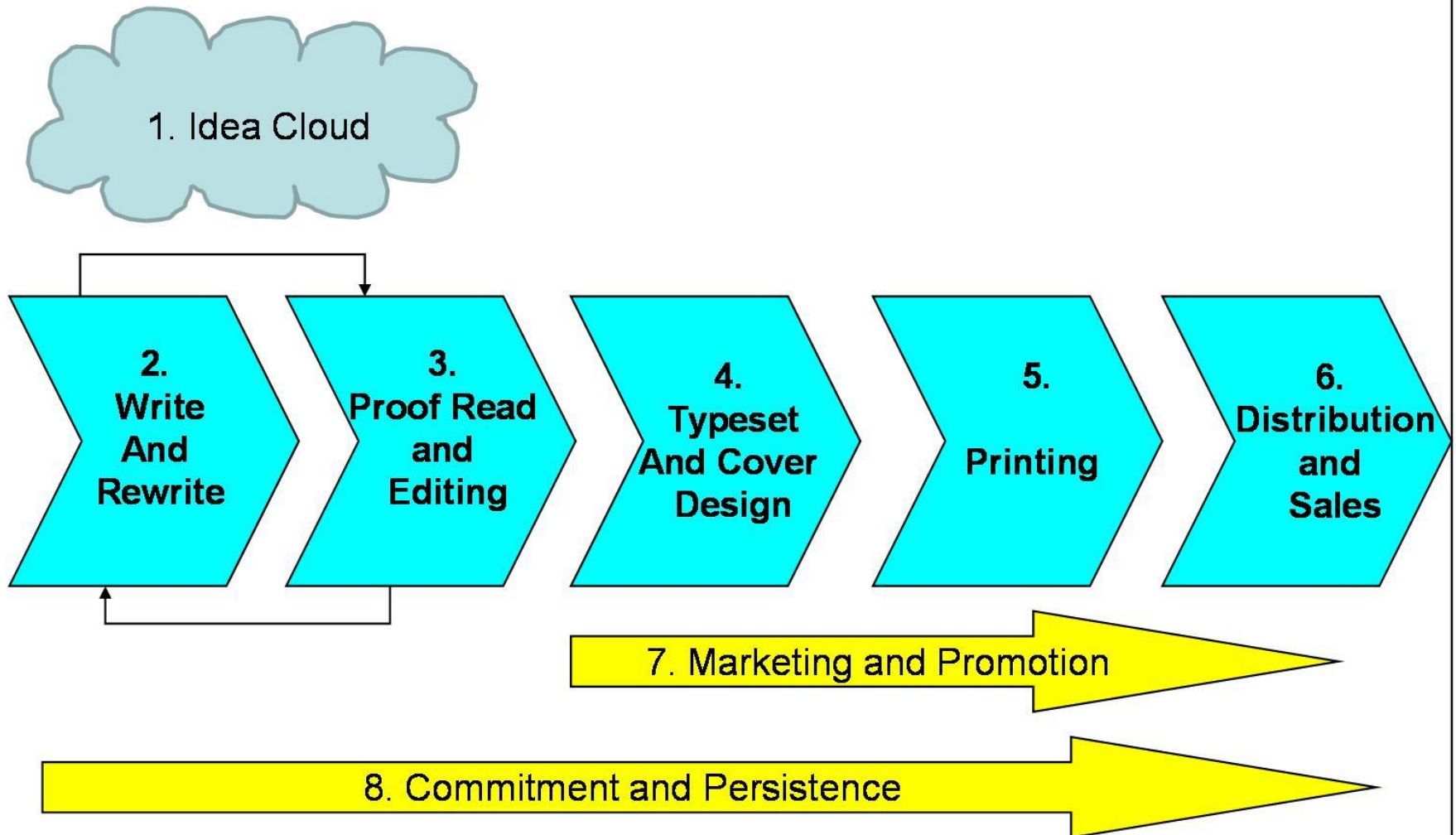


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Writing Your Book

From Idea to Book



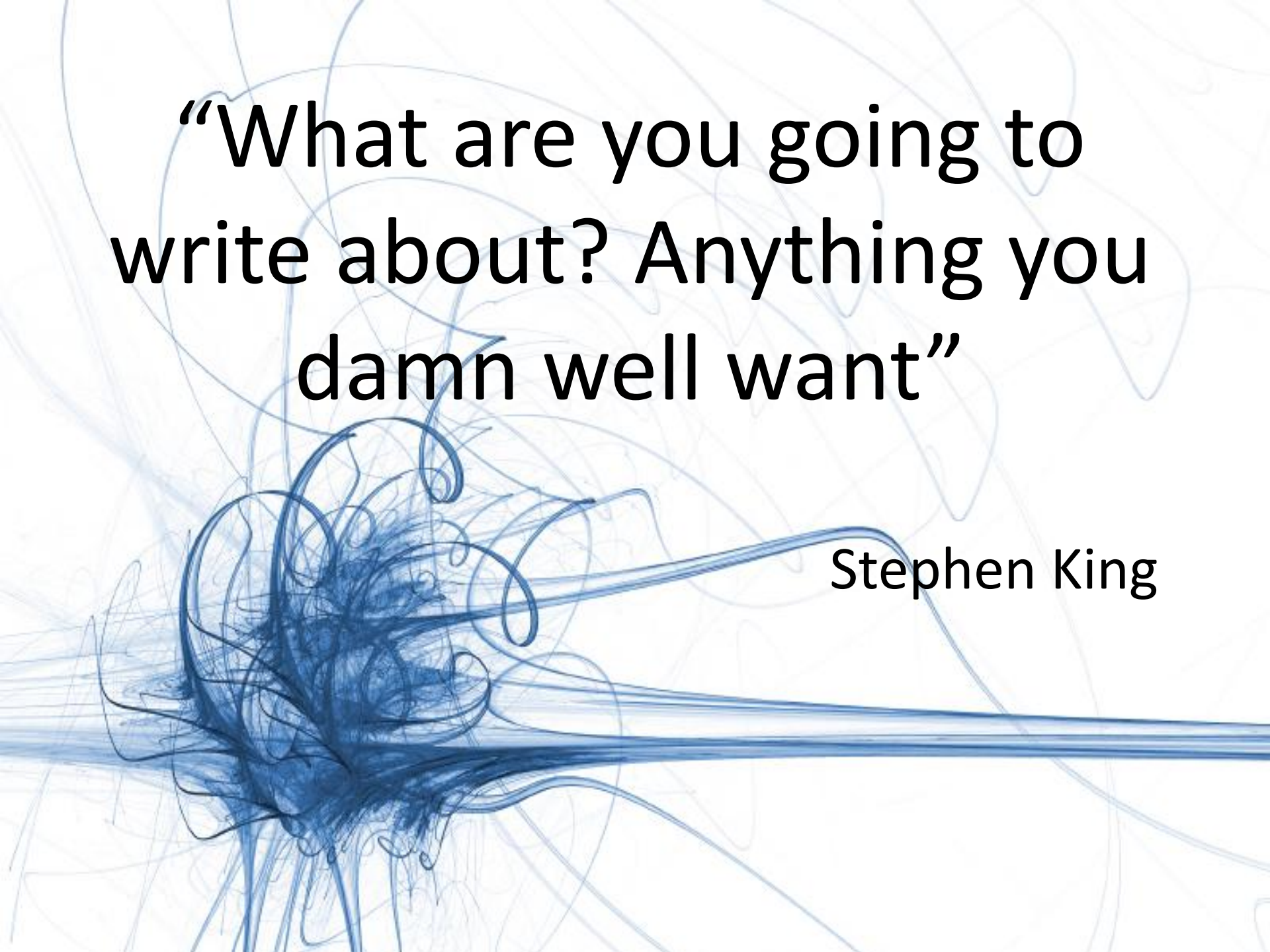


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The background of the slide is filled with abstract, light blue scribbles and lines. A more prominent, darker blue scribble is located in the lower-left quadrant, with several long, thin lines extending horizontally towards the right side of the slide.

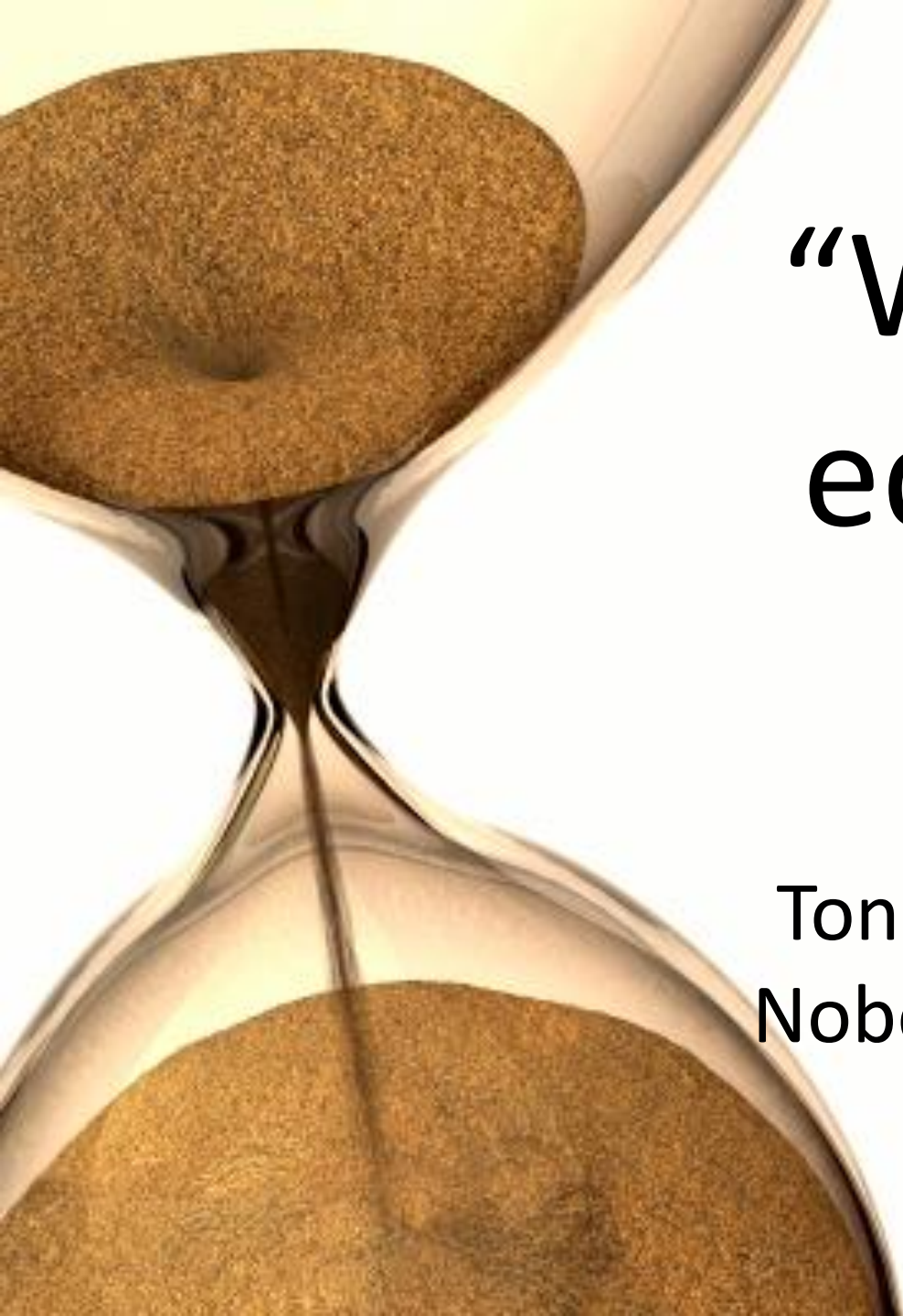
“What are you going to
write about? Anything you
damn well want”

Stephen King



What has stopped you so far?

What do you need to break through in order to write?



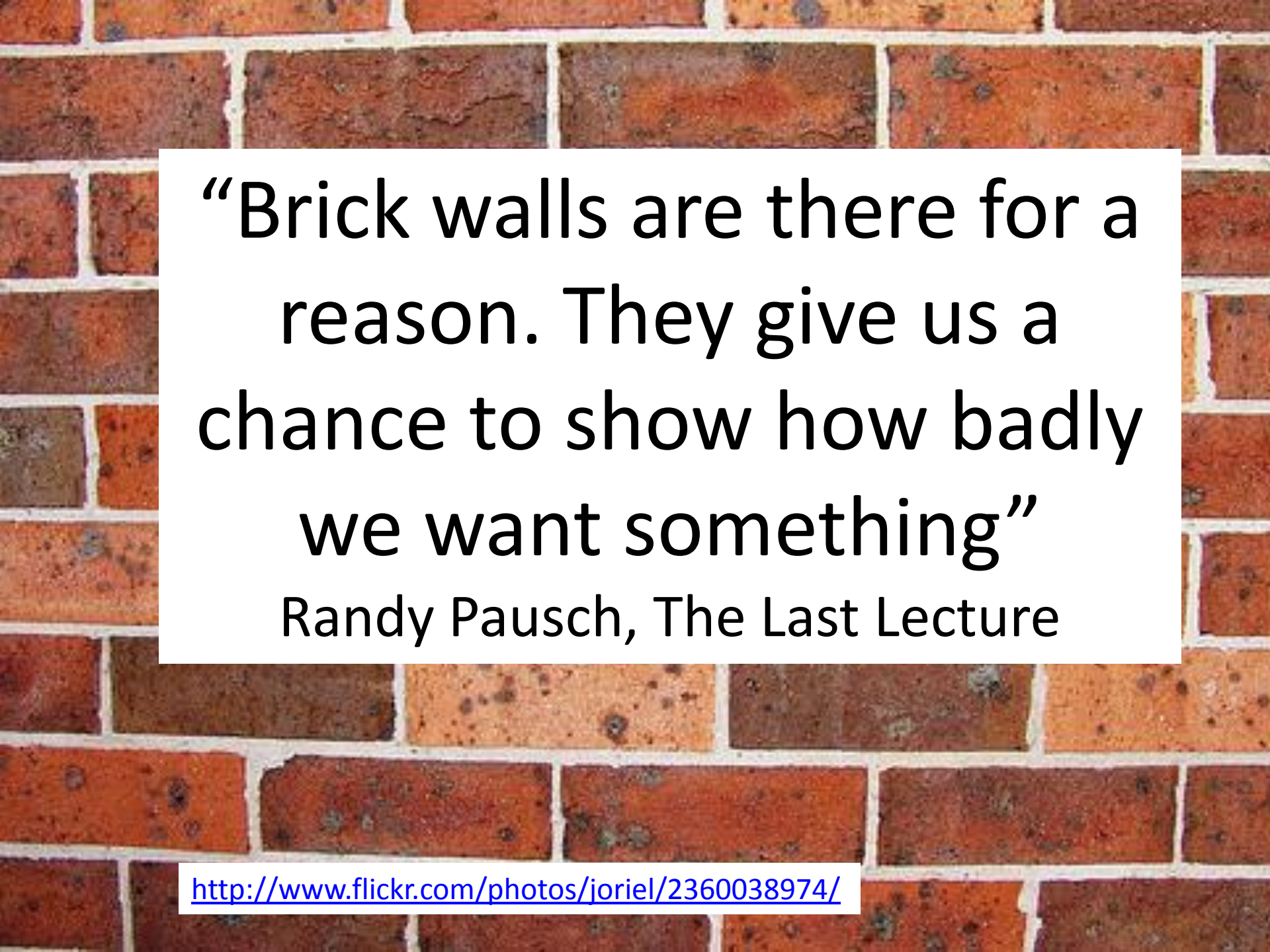
“Write at the
edges of the
day”

Toni Morrison, author of
Nobel Prize winning novel
‘Beloved’



What do
you need to
give up in
order to
make the
time to
write your
book?

<http://www.flickr.com/photos/grantneufeld/11792994/>



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

Randy Pausch, The Last Lecture

<http://www.flickr.com/photos/joriel/2360038974/>

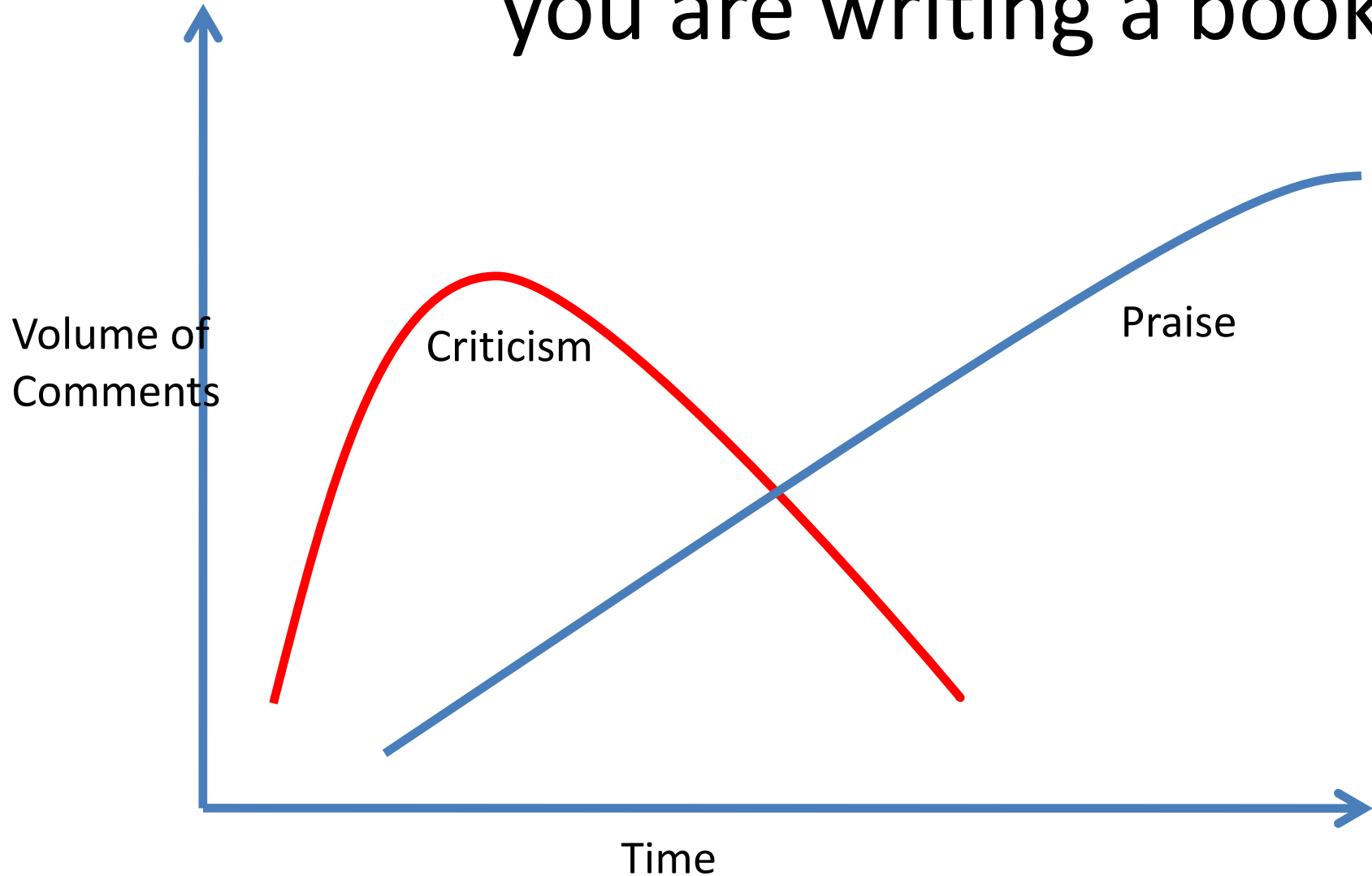
I must not
fear.
Fear is the
mind-killer.



“Don’t wait for the muse. Your job is to make sure the muse knows where you’re going to be every day...If he does know, he’ll start showing up, chomping his cigar and making his magic”

Stephen King

What do people say when you say you are writing a book?



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

Maeve Binchy





<http://www.flickr.com/photos/whisperwolf/>

Passion and excitement

Scared

Embarrassed

Self doubt

Bored and 'over it'

Frustrated

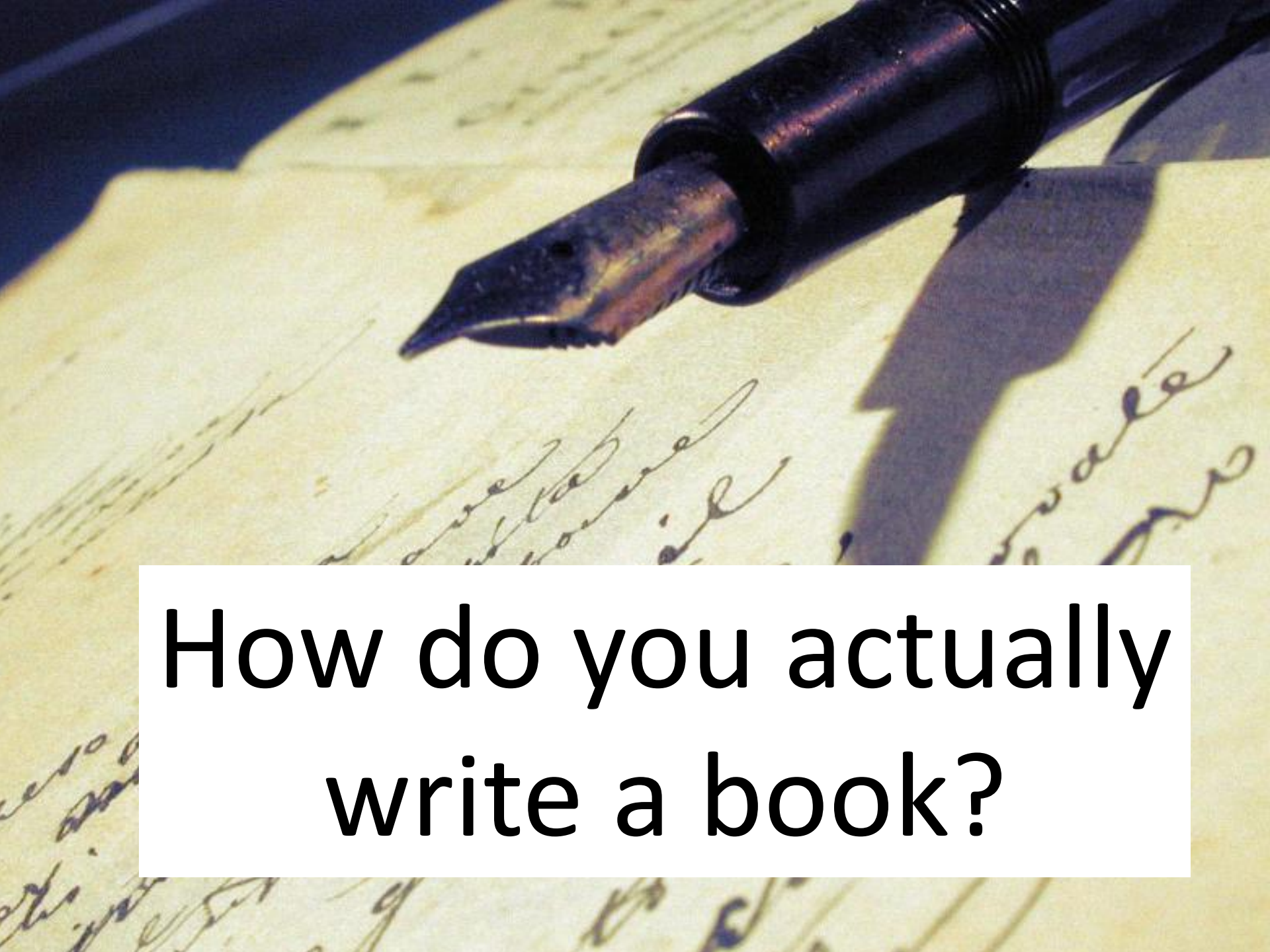
Exhausted

I am creative.

I am an author.

I am a wealthy, famous,
published author.



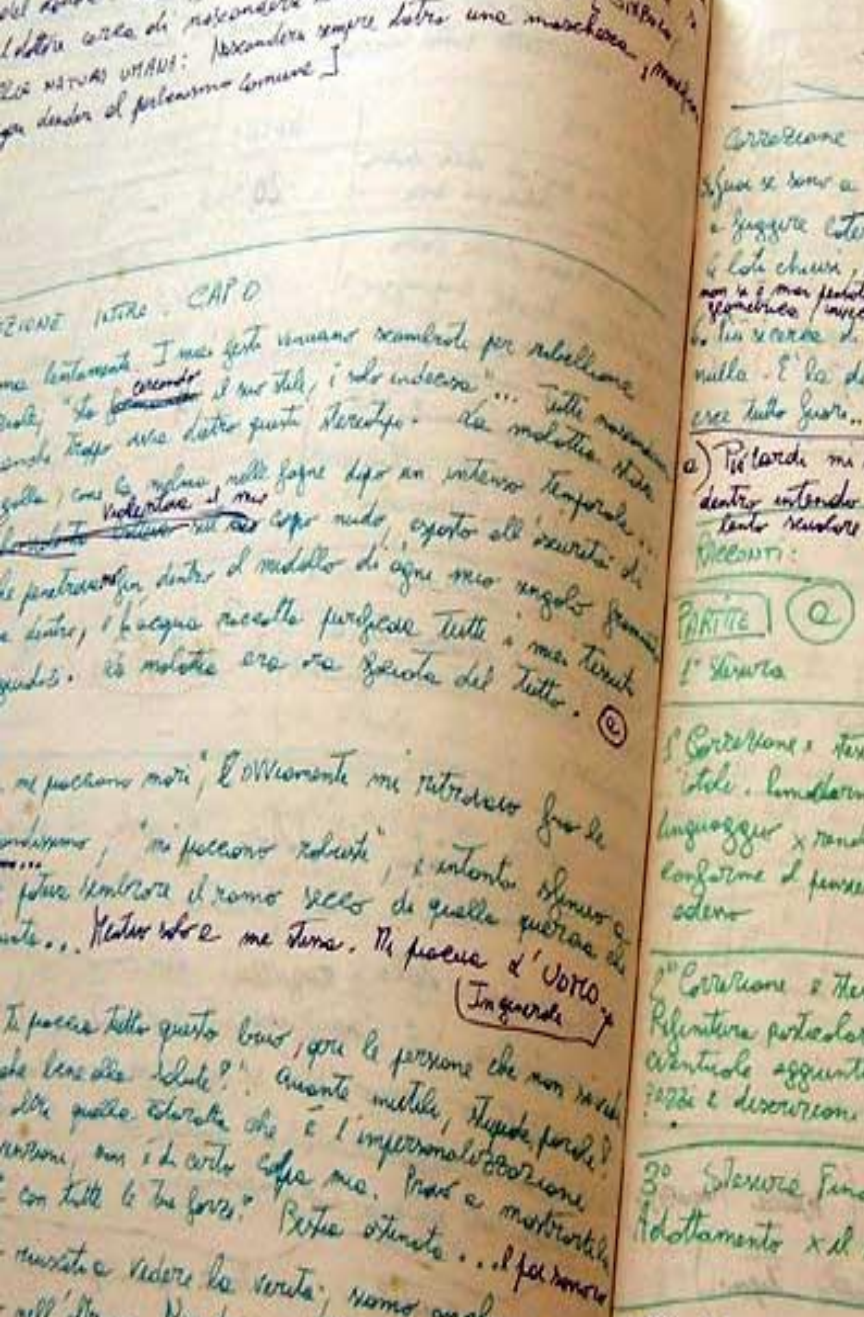


How do you actually
write a book?

“Get black on white”

Guy de Maupassant ,
19th century French
writer





Write without
stopping or
editing until you
have finished
first draft.

Put it away and
then edit.

Structure your
book into
chapters, and
sub-headings
and then fill in
the blanks



<http://www.flickr.com/photos/tambako/2625985714/>



Write lots of notes on your
material and then stitch it together



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Draw process flows or mind maps of the book and then put them into words



<http://www.flickr.com/photos/deathtogutenberg/321549648/>



Speak into a recorder for
each chapter, get it
transcribed
(or use speech to text
software)
and then rework

Create questionnaires,
conduct interviews.
Write up into book format
with your own ideas.





- 23 years : aged 10 -33
Dreamed of writing a book
- July 2007: Decided this time I would manage it
- Xmas 2007 First draft
- Jan – March 2008: Rewrites and editing
- April 2008: Published on Amazon

A close-up photograph of a desk. In the foreground, a black fountain pen with gold-colored accents lies diagonally across a piece of paper covered in handwritten notes. The background is slightly blurred, showing various items on the desk, including what appears to be a small box and some papers. The lighting is warm, creating a focused and creative atmosphere.

“Books aren’t written – they’re rewritten”

Michael Crichton, author of ‘Jurassic Park’



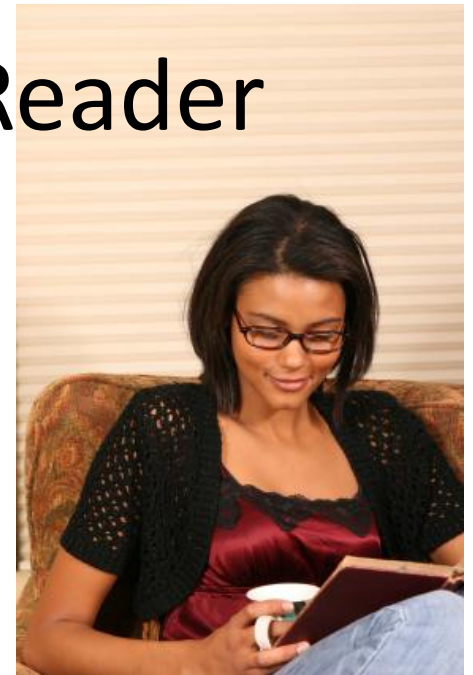
Write



Editor


Read and Edit

Proof-Reader



Great English literature

Tress
 Tess had never before visited this part of the country,
 & yet she felt akin to ^{the landscape scenery} ~~the land~~. Not so very far to the left of
 her she could discern a dark patch in the ^{scenery} ~~landscape~~, which ~~she~~ ^{King's-Bere}
 confirmed her in supposing to be trees, marking the environs of ~~the~~
 hill Regis - in the church of which parish the bones of her ancestors - her
 useless ancestors - lay entombed.
 She had no admiration for them:
 Not a simple material thing of all that had been theirs did she retain
 but ~~the~~ ^{the} old silver spoon, yet to diverge from the direct route in order to glance
 at their resting-place was no serious task for so active a walker, & this it
 was that ~~she~~ ^{Tess} entered the church about ^{two in} the middle of the afternoon, and
~~she~~ ^{she} for the first time in her life ~~reposed~~ ^{visited} the spot whereof her father
 had spoken or sung with painfulness ever since ~~the~~ ^{Parson Thomas} ~~his~~ ^{amusement}
~~the~~ ^{Here} ~~she~~ ^{of the Durbervilles - former} ~~strove~~ ^{strove} the tomb of grey Purbeck-marble; canopied, altar-
 shaped, & plain; their carvings defaced & broken; & their brasses torn
 from their matrices. Of all the reminders that she had ever received
 that they were ^{socially} ~~practically~~ an extinct family there was none so forcible
 as this spoliation.
 She drew near to a dark stone, on which was inscribed:
 [Blank line]
 [Old English] "Ostium sepulchri antiquae familiae Durberville."
 [Blank line] Tess
~~she~~ ^{she} did not read down ~~but~~ ^{but} she knew that this was the
 door of her ancestral sepulchre, & that the pale knights of whom her father
 chanted in his cups lay inside it in their leaden shrouds.
 "Pooh - what's the good of thinking about them!" she said, with a sudden sigh.
 She left the church, & resumed her course.
 "I have as much of mother as father in me, & she was only a dairy maid."
 : all my prettiness comes from her.



“The only way I can get
anything written at all is to
write really, really shitty first
drafts”

Anne Lamott, ‘Bird by Bird’

[illegible]

First ideas written during conference
August 2007

1. self efficiency grows in
 culture over time.
 This is a long section.

All sections that focused on not
 to self efficiency
 to stop or not
 opportunities with
 self development
 Use as good & go with it

CV - internal sector - excellent

Some combinations
 to manage many & travel

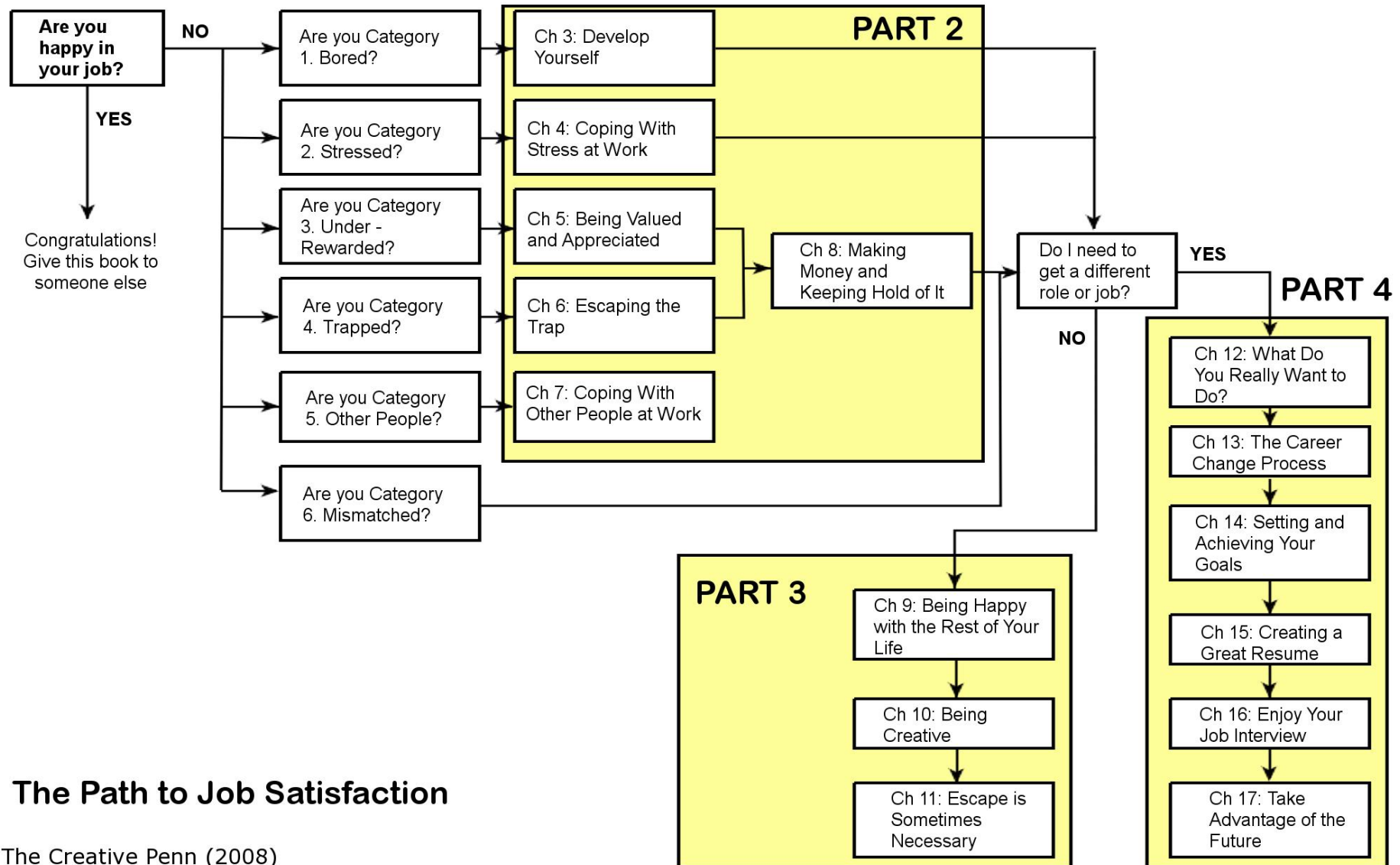
five sections except complete ^{eg. enjoying more} _{my} ^{from}
 by Part 3, (Larkin), Planning ^{more} _{capacity}

Professionally edited draft

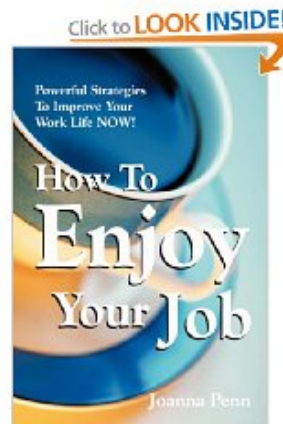
Notes from one of my proof readers

[illegible]

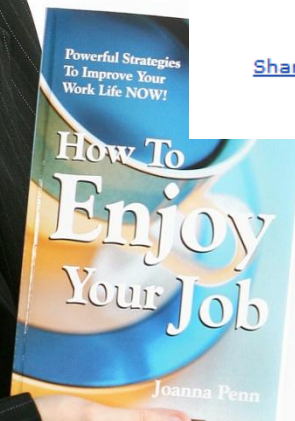
Reorganising the book made all the difference



The Path to Job Satisfaction

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Kindle Edition, April 26, 2008	\$3.00	--	--
Paperback, April 25, 2008	\$21.95	\$19.99	\$19.50

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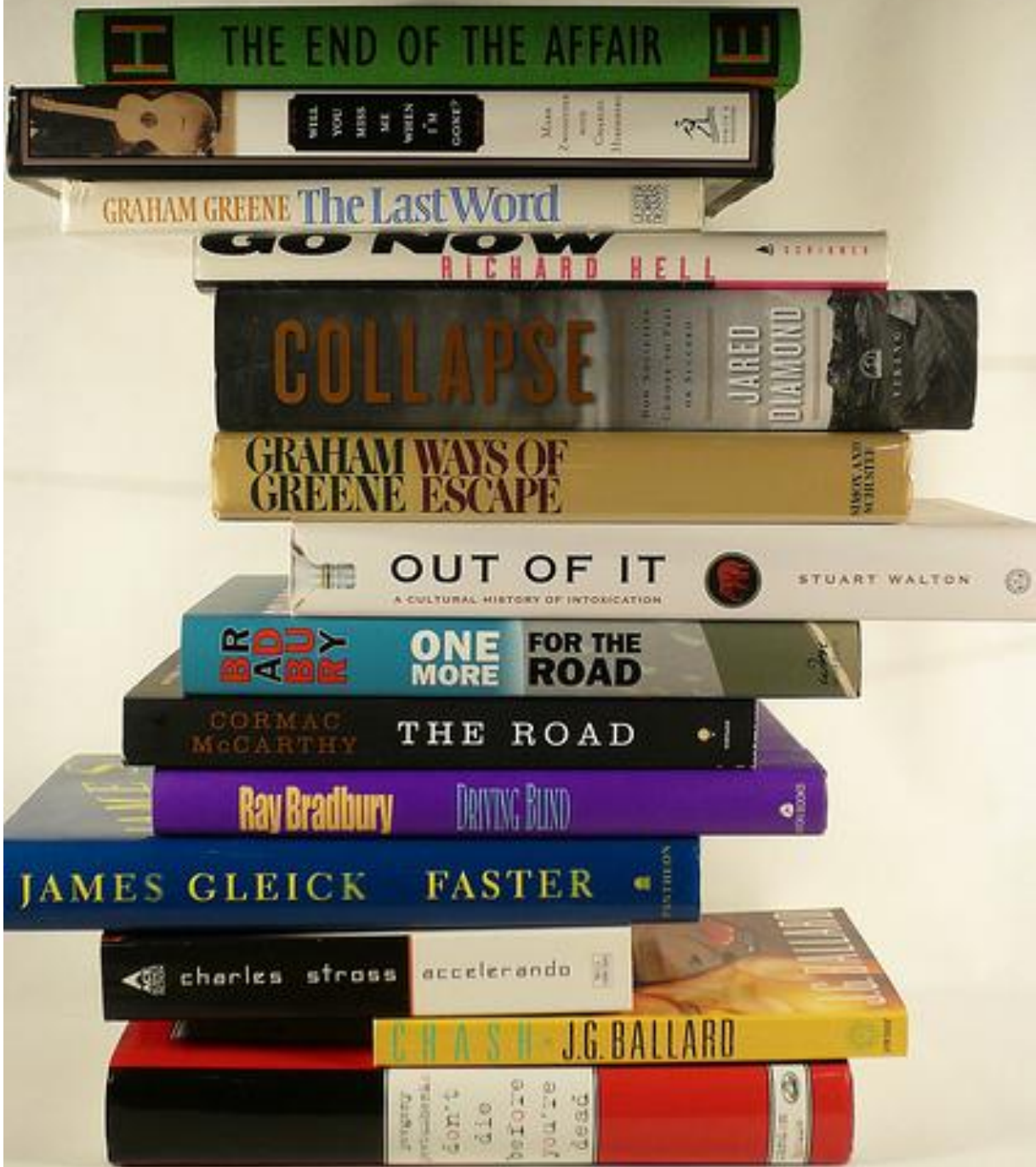
<http://awmonline.com.au/>

Elance

<http://www.Elance.com>

twitter

<http://wefollow.com/twitter/editor>



Have a working title,
but you can change
it. Think about it, but
don't obsess.

Reuse is ok, there is
no copyright on book
titles (but check
domain name)

theworkingtitle

about-face



Buy the domain name early –

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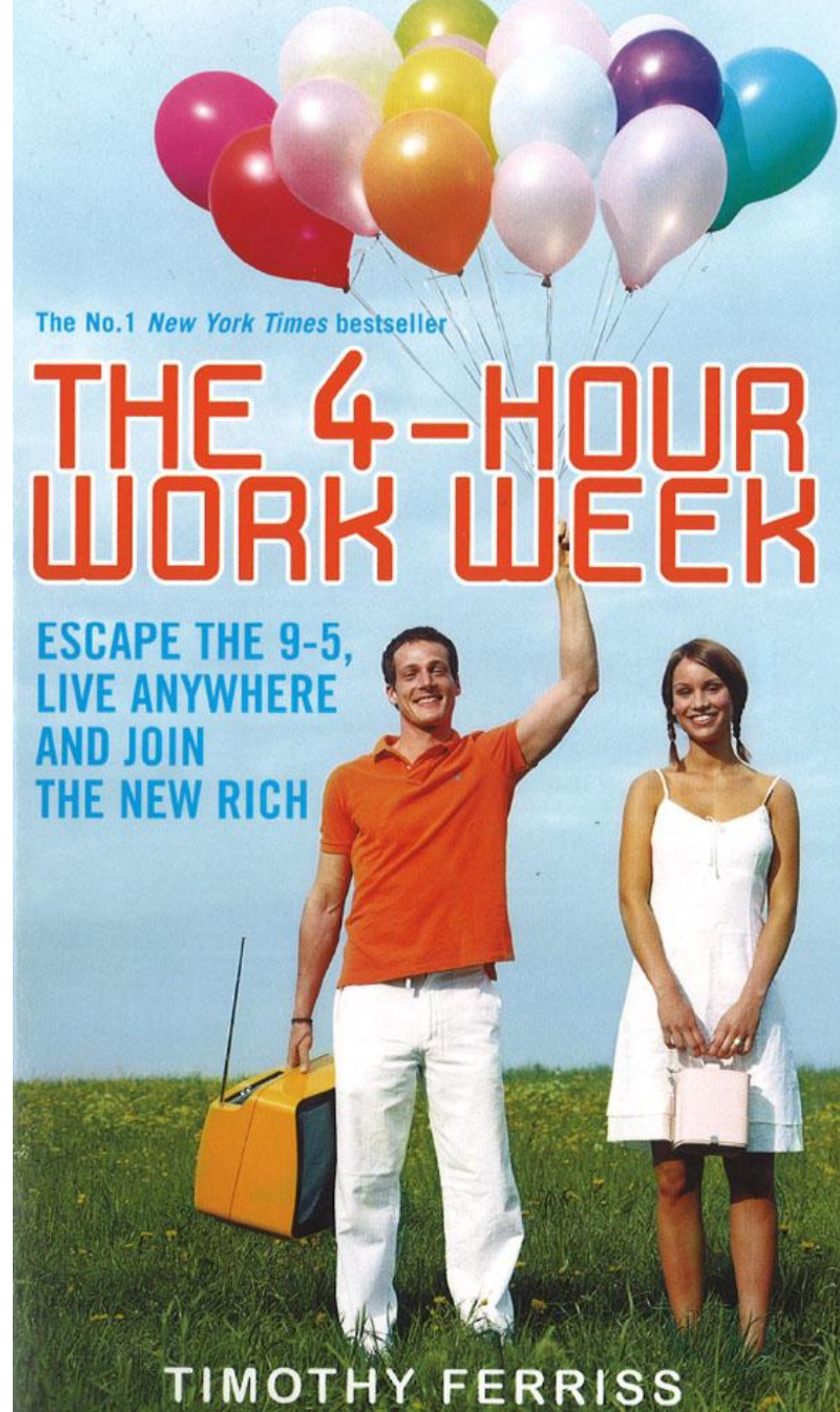
.com

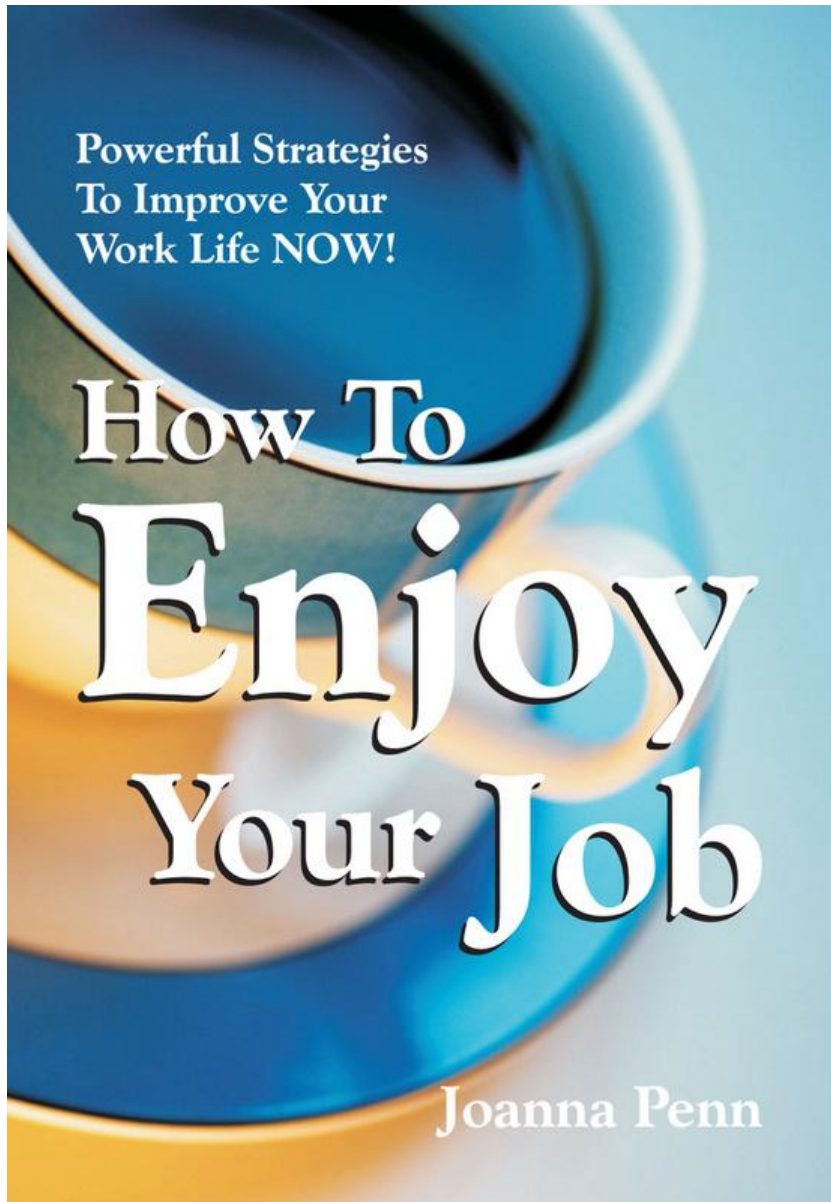
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<https://adwords.google.com/select/KeywordToolExternal>

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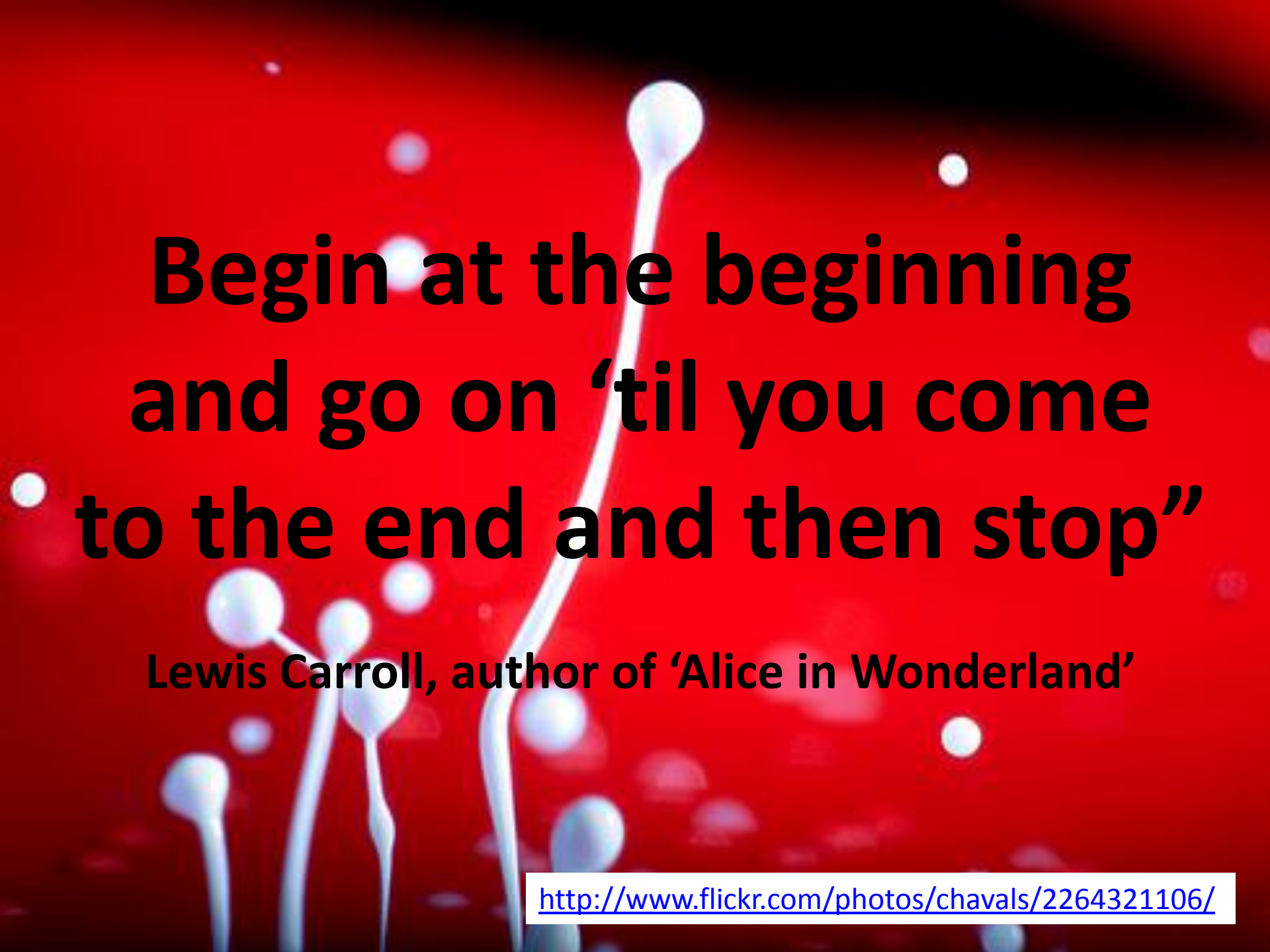
“How to Enjoy Your Job”

Feedback.... It's more like

“How to Enjoy Your Job... Or Find a New One”

It's more about career change and finding what you love





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

Lewis Carroll, author of 'Alice in Wonderland'

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**REALITY
CHECK
AHEAD**

Persistence

Discipline



“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’

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“Your
kryptonite is
in your mind”

Gene Landrum

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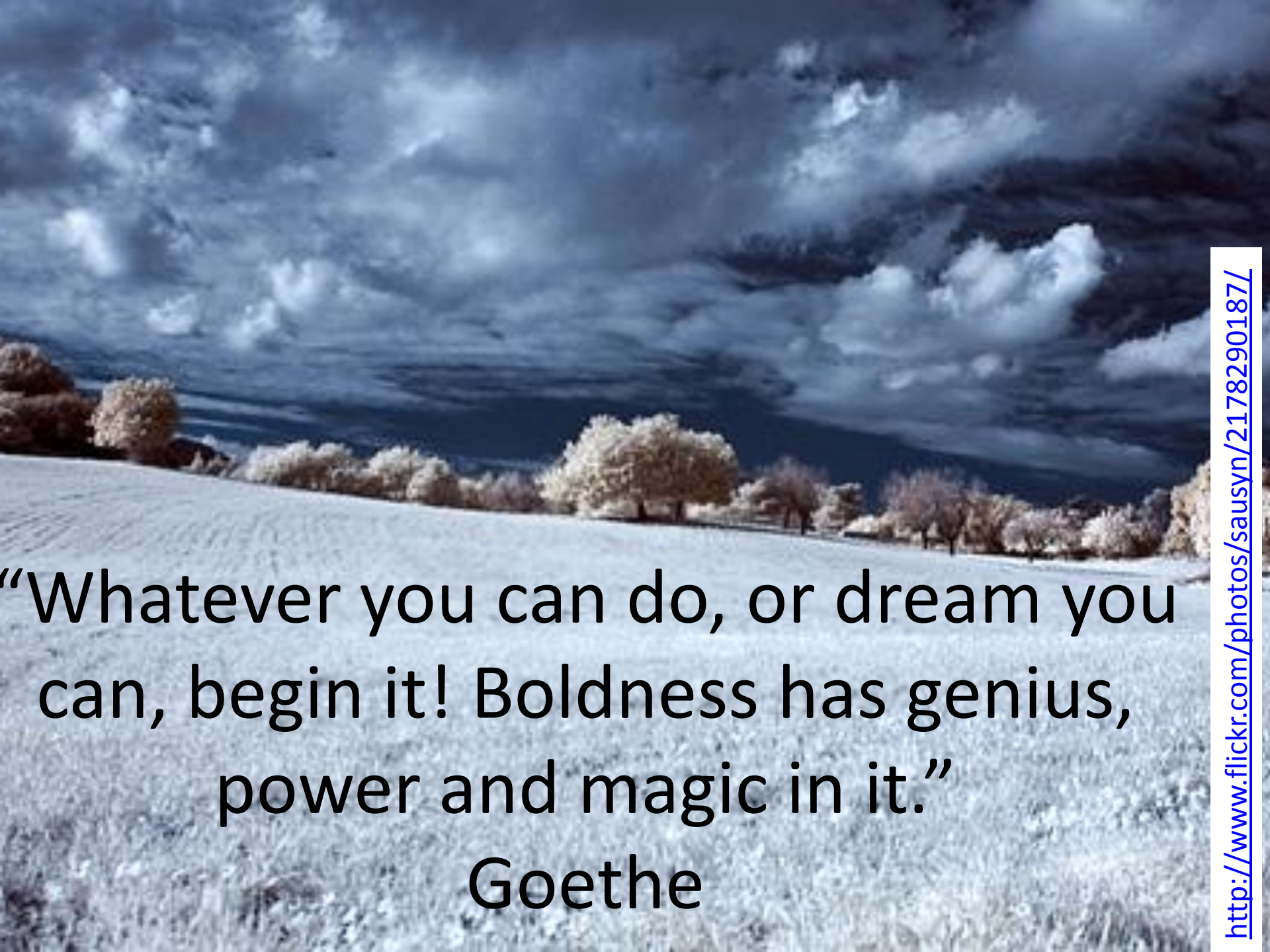
vs. Plagiarism

Write down your target now



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

Rhonda Byrne, from The Secret

A dramatic landscape photograph featuring a dark, stormy sky with heavy, grey clouds. In the foreground, a line of trees with autumn-colored foliage (yellows and oranges) stands on a grassy hill. The overall mood is intense and inspiring.

“Whatever you can do, or dream you
can, begin it! Boldness has genius,
power and magic in it.”

Goethe

