

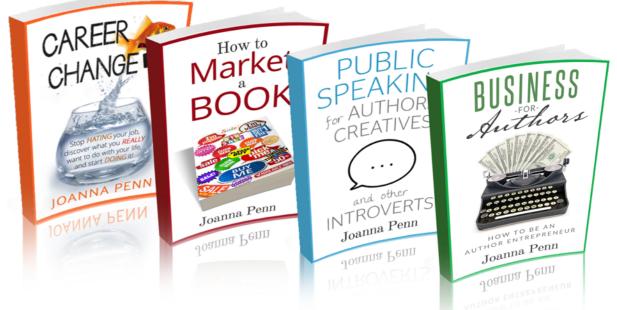
J.F.Penn - NY Times & USA Today Bestselling Author

.F. PENN PENLL PROPHECY Over 250,000 copies sold in 63 countries. Ebook, print & audio format. German, Spanish & Italian.

The Creative Penn Ltd



 * Professional speaker
 * Non-fiction books, courses, audio programs
 * Entrepreneur



Left day-job as IT consultant in Sept 2011.

Ideas and Research: Non-fiction

how to be a conservative how to be a ceo how to be a christian without being religious how to be a carioca how to be a confident woman how to be a conscious parent how to be a christian how to be a cuckold how to be a comedian how to be a cool person

how to be a c

Kindle Store -

h

Share expertise



Solve a problem Fill a need

Serve your existing market

Ideas and Research: Fiction

What do you love to read?

What fascinates you?



Do field trips Read books



Put better stuff in => Great stuff comes out!

www.pinterest.com/jfpenn/

I used to use Word and chapter headings or separate documents but Scrivener is life-changing! Makes restructuring drag & drop easy



US\$45!

http://www.literatureandlatte.com/scrivener.php



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Writing out of order

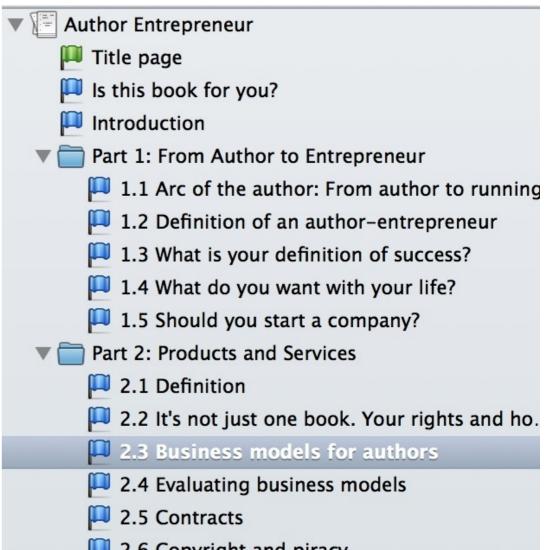
Author Mindset

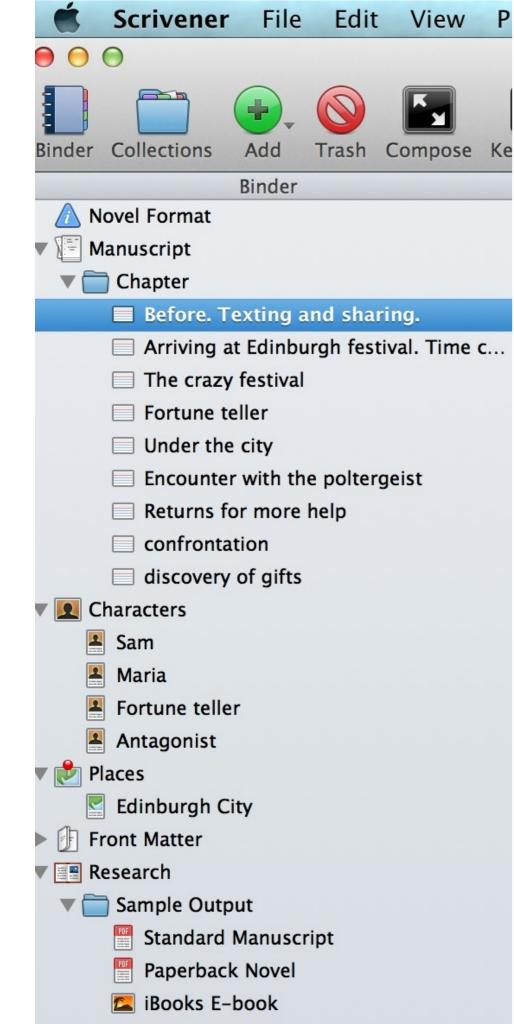
- Title and keywords
- Why this book
- My story
- Things I believe
- - What is your definition of success
 - From affirmation to reality
 - **Know Yourself**
 - Fear of failure
 - Fear of judgement
 - Vulnerability
 - Allowing yourself to write rubbish
 - Finishing
 - How do I know that my writing is good enough
 - Selling books vs winning prizes
 - Loneliness
 - I'm not selling any (or enough) books
 - Worrying about what others think
 - Do the work

For non-fiction, it's like a brain dump with a heading

Some of the things you'll experience as a Fill in the blanks and later on,

restructure





Same with fiction.

I start off with one liners per scene & over time, restructure

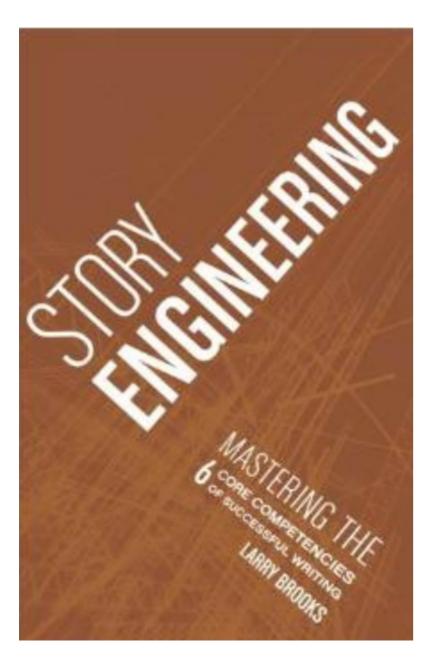
and only at the end, put into chapters

🗸 🔚 Gates of Hell	
🏴 Title Page	
📕 Quotes	
🏴 Prologue	
🏴 Chapter 1	
🏴 Chapter 2	
🏴 Chapter 3	
🏴 Chapter 4	
🏴 Chapter 5	
🏴 Chapter 6	
🏴 Chapter 7	
🏴 Chapter 8	
🏴 Chapter 9	
🏴 Chapter 10	
🏴 Chapter 11	
🏴 Chapter 12	
🏴 Chapter 13	
🏴 Chapter 14	

Get to know your characters, your settings and at least a few rough scenes before writing

🔻 🚞 Research	Û.↓ ⊟	Synopsis	
Explanation of Kabbalah		Sam	
planetary alignment	Sam		A COMPANY
Musee Rodin	Protagonist		
Gematria			les male
Kabbalah Multiple worlds			
Evil / Klippoth			J. Son I
Dark angels and Jacob's Ladder	Characters		K-A
Kabbalah terms	Adam Kadmon and the militia.		
Flamenco	Carlos		
Inquisition	Santiago Pereira. Kabbalist	General	Character Notes
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Barcelona	Mikael Levy	Document No	otes
Girona	Alejandro Akbari		
Granada	Leon Sierra		
Toledo	Jake Timber		
Safed	Elias Marietti		
Ezekiel's Tomb, Iraq			

Writing in scenes



- Point of view whose head are you in?
- Characters & interaction/ conflict
- What actually happens?
- Where does it happen?
- What's the point? How is the story advanced?

<u>TheCreativePenn.com/storyengineering/</u>

Using word count stats as a motivator for daily writing

Draft Target		
Count documents	s included in compile only	
Target applies to	current compile group only	
✓ Deadline: 22/05/2015		
Session Target		
Reset session coun	t at midnight	
Count text writte	n anywhere in the project	
✓ Allow negatives		
Automatically cal	culate from draft deadline	
Writing days:	Sun Mon Tue Wed Thu Fri Sat	
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18,213	of	50,000	words	
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	Ор	tions)	Edit	

- Show target notifications
- Show Twitter button

Project -> Show project targets -> Options

JUST WRITE! DON'T EDIT!

"It's only known as the Agency. We work covertly with governments, the Vatican and have a direct link to the UN. The Secretary General is the head of the group, although he has no operational duties.

We investigate and solve paranermal...problems. Those events that don't get into the general public - or at least only in the gutter press, the conspiracy websites. They oftwen get it right.

"so why do you need my help?"

"It's the pendant. You wear one don't you?", Morgan's hand flew to her throat. Under her t-shirt, the familiar shape of the pendant filled her hand, warm from the heat of her body.

"What's so special about it? It's a mandala, passed to me by my parents - the only link I have to them. It's how I found Kay" "It links these global killings. Every percen killed has wern a pendant and had it stolen"

"How do you know about them?"

"There is a group of people, the Philemon organisation (Need new name!). They took the legacy of Carl Jung and protect it from those who would seek to use the knowledge for evil. dung started the group to protect a specific secret knowledge passed to him by Wolfgang Pauli"

"the physicist?"

"yes, you know of their sessions together of course - but in that time, Pauli discovered how to manipulate matter itself. Known as the Pauli effect, it was the residual energy from his experiments that caused havoc in it's wake"

Morgan was searching the bookshelves now, "I have their correspondence - there is nothing about a weapon"

"Stop looking. It won't be there. It was never made public - but the keys to the weapon lie in the mandala. Jung was an expressive. He could not keep it all inside, so he wrote down the secrets in the Red Book, in the form of drawings and paintings of mandalas." She pointed to the wall,

"That is one of Jung's mandalas from the Red Book" - you mean to say it is a key to a weapon? I'm sorry but this is just too much. I can't help you with this. I think you are crazy conspiracy theorist. I am a Jungian scholar and would know about this. I would have heard something. Besides, I have to think of my sister..."

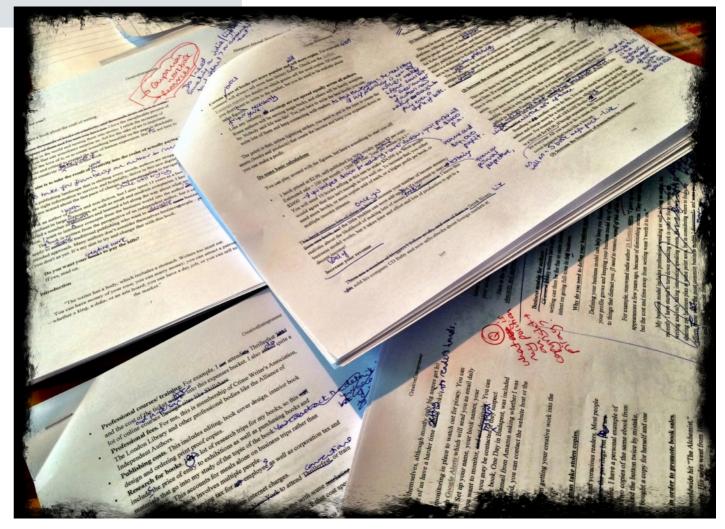
Suddenly, the room went dark and the sound of glass breaking could be heard in the lobby (need to understand physical locations of office, rooms etc)

My editing process using Scrivener

- Incoversion
- Tools to switch your mindset
- Sleep
- Look after your body
- How to keep going in the face of self-doubt and despair
- Sustaining motivation for the long term
- Dreams, goals and To Do lists
- Unlearning and play
- Cultivate a thick skin

I use yellow flags to mark first draft.

When everything is yellow, I Compile to Word and print.



I update Scrivener with the changes. Repeat & then Compile to Word again for my editor.

She gives me feedback in Word Track Changes & I input into Scrivener.

When all editing is done, I compile for Kindle & ePub for other distributors



Compile

Export or print your draft for submission or final formatting in a dedicated word pro

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Tables		Part 2: Products and Services
		2.1 Definition
		📕 2.2 It's not just one book. Yo
		2.3 Business models for authors

Rich Text (.rtf - Word Compatible) Rich Text With Attachments (.rtfd) Microsoft Word 97-2004 (.doc) Microsoft Word (.docx) OpenOffice (.odt)

Plain Text (.txt)

Print

PDF

Final Draft (.fdx) Final Draft 5-7 File Converter (.fcf) Fountain Screenplay (.fountain)

ePub eBook (.epub)

✓ Kindle eBook (.mobi) iBooks Author Chapters (.docx)

Web Page (.html)

Compile: Included documents



HAELHYATT











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Mac + Windows videos

www.TheCreativePenn.com/scrivener

Setting up for maximum efficiency; the basics of Binder, Corkboard, outlining, presets, snapshots, compiling

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Getting Started

MODULE 1

CRIVENER COACH'S

EARN SCRIVENER FAS

TUTORIALS, TIPS, TRICKS, & WORKFLOWS

Ninja Tips & Tricks

Using icons, labels, color coding, customising index cards, project statistics, word frequency tool (to identify words you over-use)

> Integration with Evernote, backing up Scrivener, iPad apps, multiple computers e.g. collaboration



Organise blog posts, track goals and tasks, using customer avatar, Markdown workflow,

Settings for export to mobi for Kindle, ePub for Kobo, iBooks, NOOK and Word for Smashwords + Word & PDF. Table of contents.











"The Learn Scrivener Fast program is the most comprehensive and easy-to-use guide to Scrivener, with short, actionable videos that will help you write more efficiently as well as publish more easily. There are tips and tricks for the newbie and the more experienced, I'm learning so much and I've been using Scrivener for years."

JOANNA PENN J.F.Penn, NY Times & USA Today Bestselling Author, www.JFPenn.com

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