



# The Workbook

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# Part 1: First Principles

**81% of people want to write a book.**

**The difference between you and everyone else is....**

**You are actually going to write one!**

This workbook is aimed at helping you start the process of creating your book. It contains questions for you to answer about your writing process, and tips as to how to proceed. It is written as a starting point, a springboard to catapult you into the writing process.

In the end, it will be your book, written in your voice. But at the beginning, everyone needs some encouragement and help.



Hi! I'm Joanna Penn, author of "How to Enjoy Your Job" and Director of [The Creative Penn](#) – Writing, self-publishing, print-on-demand, internet sales and marketing...for your book.

My aim is to give you the resources you need to write your book, get it published (by any means!), sell it and market it in order to make you a successful author.

All the resources you need are on the website The Creative Penn including:

- [Top Articles](#) on writing, all aspects of publishing, book sales and promotion
- [Interview with authors](#) on their tips and tricks including downloadable audio in mp3 format for your iPod
- [Regular blog posts](#) on everything you need to know in order to be a successful author. You can also [subscribe to receive these latest posts by email or in an RSS reader.](#)

**Happy Writing!**

## Why do you want to write a book?

Studies have shown that 81% of people would like to write a book. You are one of those. But why do you want to write a book?



Here are some different reasons, or add your own to the list. Tick the box on the right if it applies to you.

I want to make a difference. I want to have contributed and had an impact on people's lives	<input type="checkbox"/>
It has always been a dream or a life goal of mine to be an author	<input type="checkbox"/>
I want to be a famous author and win prizes for my books	<input type="checkbox"/>
I want to be immortal, to have my thoughts in print – to be bigger than just my life	<input type="checkbox"/>
I want to make money. I want to change my career. I want to replace my income.	<input type="checkbox"/>
I want to live the life of an author, working from home and travelling to book fairs and conferences.	<input type="checkbox"/>
I want the prestige and status of being an author	<input type="checkbox"/>
I want to write my thoughts down for my family and friends	<input type="checkbox"/>
I have a message/ story that I need to tell the world about	<input type="checkbox"/>
I want to help people and change people's lives	<input type="checkbox"/>
I have a burning need to write. I have reams of my writing, but it hasn't been put into book form yet.	<input type="checkbox"/>
I want to be seen as the expert on my topic. Having a book will help me grow my business.	<input type="checkbox"/>
I want to write for therapy	<input type="checkbox"/>
	<input type="checkbox"/>

## What has stopped you from writing a book so far?

This workbook is aimed at helping the first time writer who often feels alone and vulnerable. The inner critic and the real life critics tear us down and we end up not creating what we dream of. So if you have identified why you want to write a book, why haven't you already written it? What is stopping you?



Here are some different reasons, or add your own to the list. Tick the box on the right if it applies to you.

I don't have the time or the energy to write	<input type="checkbox"/>
I don't know what to write about	<input type="checkbox"/>
I don't have a writing qualification or degree.	<input type="checkbox"/>
It won't be any good. People will criticise me and I will feel worthless.	<input type="checkbox"/>
No-one wants to hear what I think	<input type="checkbox"/>
There are already enough books on the topic I want to write about	<input type="checkbox"/>
I am not "an author", and I am not "creative" – how dare I try to be?	<input type="checkbox"/>
I won't make any money or become famous so what is the point?	<input type="checkbox"/>
I don't even know how to start writing	<input type="checkbox"/>
It seems like a lot of hard work	<input type="checkbox"/>
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.	<input type="checkbox"/>
	<input type="checkbox"/>

## Inspirational quotes to help you see why you should write your book!

“The soul of a human being is immortally called to do something magnificent until the body simply can’t move another muscle, until it wears out, not rusts out.”

John De Martini

“Everything you want is just outside your comfort zone.”

Robert Allen

“When we commit ourselves to writing for some part of each day, we are happier, more enlightened, alive, light-hearted and generous to everyone else. Even our health improves.”

Brenda Ueland

“To change one’s life: Start immediately.  
Do it flamboyantly. No exceptions.”

William James

“Begin at the beginning and go on til you come to the end then stop”

Lewis Carroll

## **You are creative and you can be an author!**

When I decided 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 them for my life? Maybe you feel the same way. Here are some of the tools I used to get around this brick wall.

### **a) Affirmations: Start saying what you will become.**

The more you say it, the more it will be real for you. Mine is "I am a wealthy, famous, published author. I create self help books that touch people all over the world."

When I started saying this, it sounded ridiculous – but now I have achieved several parts of this affirmation, I am sure the rest will happen.



Write your affirmation here. Claim those words you are scared of applying to your life!

## **b) Acknowledge what you have already achieved in your writing.**

You might think “I have never written anything” but just think about it...what about:

- Your journals from the last 10 years
- The technical / business writing you do at work
- 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 essays you wrote at school



What have you written in your lifetime? What have you done that already makes you an author?



# **Part 2: Write your Book!**

## What shall I write about?

If you don't know what to write about, try these questions to help you identify a topic/area of focus.



What am I passionate about? What can I see myself immersing in, researching and spending my weekends and evenings doing?



What do I know about? What am I an expert in? What knowledge can I share with the world?

## When will I write?

Only you know the detail of your life, so only you can make the decision on when to write. But you need to make a decision about when and where you will write.



Here are some suggestions. Tick any you think you could use.

Get up an hour earlier and write before the household gets up	
On the commute (train/bus)	
On the commute while driving. Buy a small voice recorder and speak ideas into the machine.	
For 2 hours every evening, when I usually watch TV	
Saturday mornings when the kids are doing sport	
At weekends when I am not doing household chores. I will get a cleaner to do the household cleaning and use that time to write.	
Take a lunch hour at work several times a week, find a room and write then.	
Organise working 4 days a week and use the 5 <sup>th</sup> for writing	

## Ways of 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, or 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 write in structured pieces
- Draw process flows 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



How do you write now? How would you like to write?

*“Begin at the beginning and go on til you come to the end, then stop”*

Lewis Carroll

## Structuring your book

This is an example of structured writing, where you lay out the broad outline and then fill in the gaps. Once you have your idea, you need to split it down into chunks which are rough chapters, and then within those you can expand on further ideas. This is an exercise that is useful if you have no outline already. Or if you have an outline and you just want it structured.



Enter your main subject/topic/idea here:

Now, brainstorm as many broad headings as you can. Just scatter them on the page below.

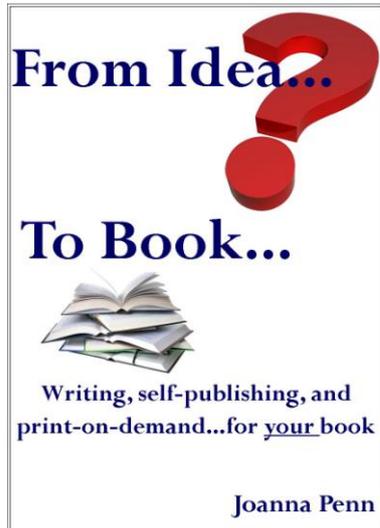
Now, take those scattered comments and structure them below into 12 chapter headings (you don't need to have them perfect, it is just a start!)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Now, take out a blank piece of paper PER chapter heading and just fill them with ideas related to that heading. These are your working sheets and you can add to them when you like.

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

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



**If you found the above sections useful, you might want to read the full book version.**

This book will help you get 'from Idea to Book' by giving you all the information you need to get writing, and pursue publishing options!

It is aimed at helping first time authors understand what is involved and how to reach the goal of holding your book in your hands.

**The book includes the following and much more:**

- What should I write about?
- Where do I find inspiration?
- How do I actually get on with writing?
- What is editing and why is it important?
- What about a cover?
- How do I decide on a title?
- What is self-publishing?
- Do I need an agent?
- What is print-on-demand?
- How do I make an ebook?
- How do I get my book on the Kindle or the iPhone?

You can see the full Table of Contents here:  
<http://www.thecreativepenn.com/books/from-idea-to-book/>

You can [Buy the Print Book from Amazon here.](#)

You can [Buy the ebook from Kindle here.](#)

You can [Buy the ebook as a PDF here.](#)

# Part 3: Publishing and Marketing

## What about publishing?

It is said that a book that isn't published is just a pile of notes, or a diary or a doorstep. I don't think that is true, as you may have written it for private reasons or as a family memoir. But now you need to decide whether or not you will pursue publishing of any kind.

The book world is different these days. Technology and cheaper printing costs mean that you can publish yourself with a little help.



Here are the options with brief pros and cons. Tick which of these you are interested in.

<p><b>Published by a real publisher and distributed to bookshops</b></p> <ul style="list-style-type: none"><li>• Long lead times. You will need a publisher well in advance of finishing your book. It takes approx 18 months from completion to publication.</li><li>• Printing and distribution costs covered</li><li>• Advance is given from potential royalties, but don't expect it to be much for a first time author</li><li>• Status of being published</li><li>• Lack of control over the process and finished product (but people do it for you)</li><li>• If the book does well, this can be a longer term arrangement</li><li>• Potential need to invest in the publicity of the book</li><li>• Rights are kept by the publisher (negotiable)</li></ul>	
<p><b>Self publish and self distribute</b></p> <ul style="list-style-type: none"><li>• Can get a book printed very quickly after finishing it so it can be ready to distribute and sell within a month</li><li>• Full control over whole process (but you have to get it done yourself)</li><li>• You need to put up the money for printing, distribution and publicity</li><li>• You can sell by any means you like</li></ul>	

<ul style="list-style-type: none"> <li>• You keep all rights to the material</li> <li>• More money can be made per book as you get to set the price (but less may be sold because of smaller distribution)</li> </ul>	
<p><b>Print on demand</b></p> <ul style="list-style-type: none"> <li>• Book can be ready for sale on completion of the manuscript</li> <li>• Ability to change the text and publish changes more quickly</li> <li>• Not able to be sold in bookstores as no stock is held</li> <li>• Cheap as only sold books are printed so no holding stock, but lower margins</li> </ul>	



Which of the above pros and cons are important to you? What other aspects of publishing are important to you?

## How do I sell my book?

If you are going to publish your book by any means, you will also want to sell some copies. This can be the last thing on a writers mind! You want to create and produce – not be a salesman!

But selling your book is what publishers are interested in, and you will have to do publicity whichever publishing route you choose.



Here are some options for selling your book. Tick those that you could use to sell your book.

Bookshops – large chains	
Bookshops – small independent	
Internet sales through your own website or other booksellers websites	
Internet sales through Amazon.com or BN.com	
Speaking about your topic – back of the room sales	
Sell to your existing clients and customers	
Libraries, schools and universities	
Book fairs	
Advertising in the print media, TV or radio	
Advertise on the internet	
Pay per click advertising	



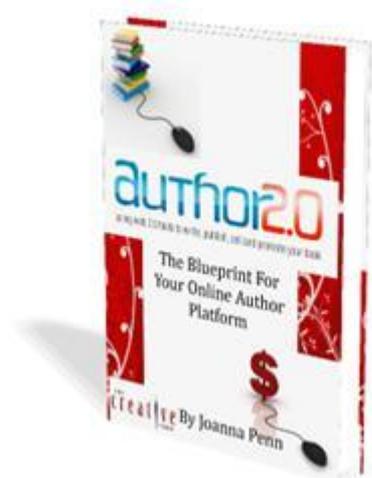
What are some other ways you can sell your book?

## How do I market my book?

It is a fantastic time to be an author right now because the internet enables us to market and promote our books for very little or no money.

Options for marketing your book include:

- Blogging
- Article Marketing
- Videos on You Tube
- Book Trailers
- Twitter
- Facebook
- Podcasting
- Internet radio
- Press Releases
- Joint Ventures
- List building with free giveaways
- Free ebooks
- Pay per click advertising
- Networking
- Old school media like TV and radio



To help you get started with marketing using Web 2.0 tools, this **free Author 2.0 Blueprint** contains 16 pages of ideas you can start implementing now.

It is a separate website so there is a separate signup, but it is still one of my workbooks.

[Click here to get your Author 2.0 Blueprint.](#)

## About The Creative Penn

My main website and blog is [The Creative Penn](http://TheCreativePenn.com)



This is packed with information on writing, self-publishing, print-on-demand, internet sales and marketing...for your book. It contains all the resources you need including:

- [Top Articles](#) on writing, all aspects of publishing, book sales and promotion
- [Podcasts](#) with authors and publishing industry professionals on their tips and tricks including downloadable audio in mp3 format for your iPod
- [Regular blog posts](#) on everything you need to know in order to be a successful author. You can also [subscribe to receive these latest posts by email or in an RSS reader.](#)

## About Joanna Penn



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

I always dreamed of writing my own books, and spent many years thinking about it before I actually took the plunge. I self published my first book [How to Enjoy Your Job](#) in 2008 and learnt a lot about the process along the way.

I have since written 2 other books, “*From Idea to Book*” and “*From Book to Market*”.

I wanted to share this information with other people who want to become authors, because I found the traditional publishing route too difficult and slow.

- I wanted my book to be available globally as soon as I finished it, and I could achieve that with Amazon.com.
- I didn’t want to hold stock so I discovered print-on-demand.
- I wanted passive income and discovered e-books, Clickbank and Smashwords.
- I wanted to share my knowledge and discovered internet marketing.
- I am excited about the daily changes in publishing 2.0 so I discovered blogging.

and now I want to help you with your journey!

**Please do contact me with other articles, posts and resources that would be useful for you.** You can email me at [joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com)

Follow me on Twitter: <http://twitter.com/thecreativepenn>

Contact me on Facebook: <http://www.facebook.com/joanna.penn>

Contact me on LinkedIn: <http://www.linkedin.com/in/joannapenn>

**I would also like to know your story, and any questions you have.**

Please email me at [joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com) with your questions or stories about being a first time author. I will then research and find the answers for you.