

# How To Write And Publish A Book To Promote Your Business

With Joanna Penn



In association with  
Corrina Gordon-Barnes

*you inspire me*

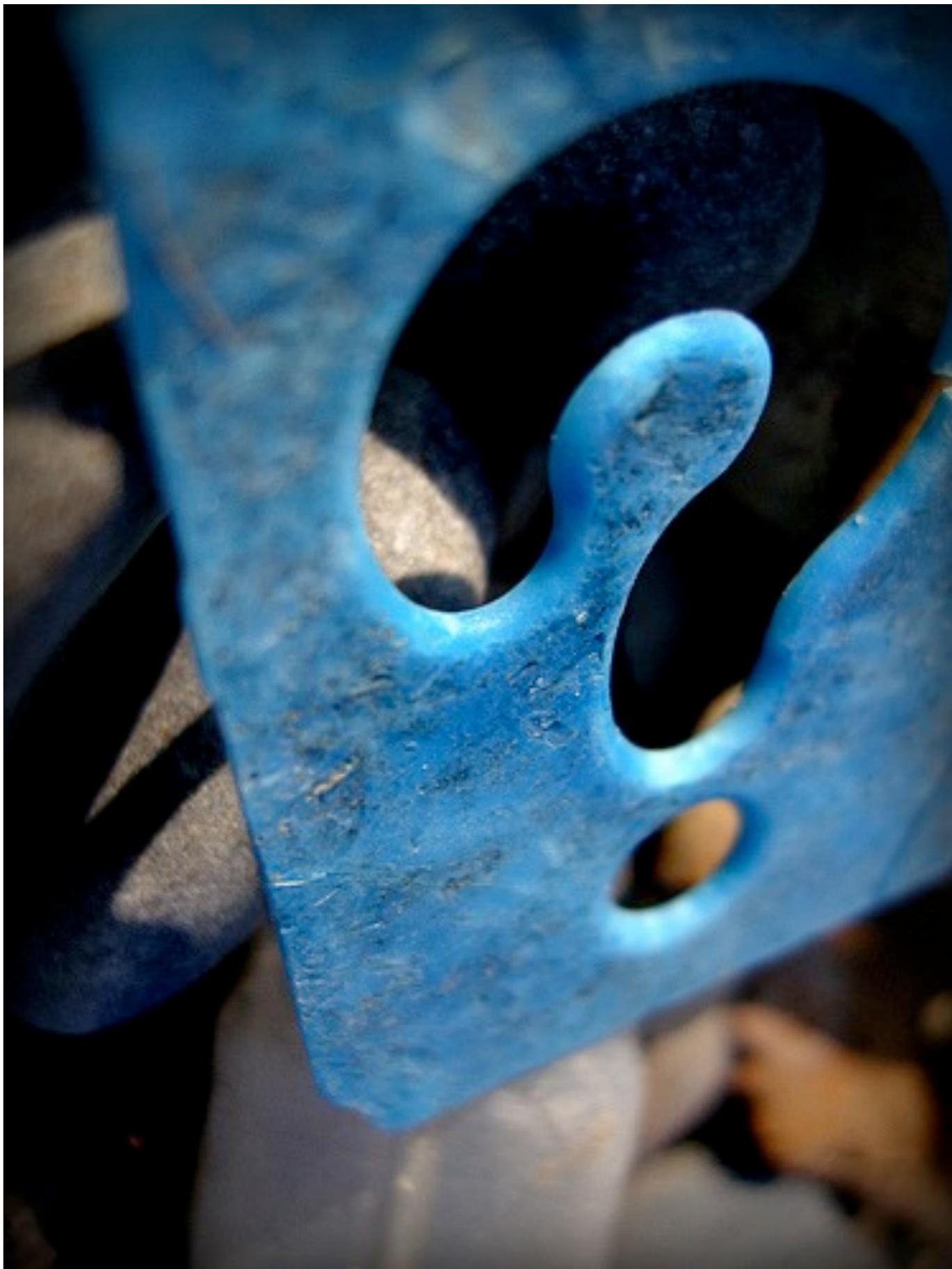
*- turn your passion into a profitable business -*

[www.YouInspireMe.co.uk](http://www.YouInspireMe.co.uk)



[www.TheCreativePenn.com](http://www.TheCreativePenn.com)

Images: Flickr Creative Commons,  
iStockphoto or my own



Thanks for joining us!

We had over 100 questions submitted so there is a lot of material to get through.

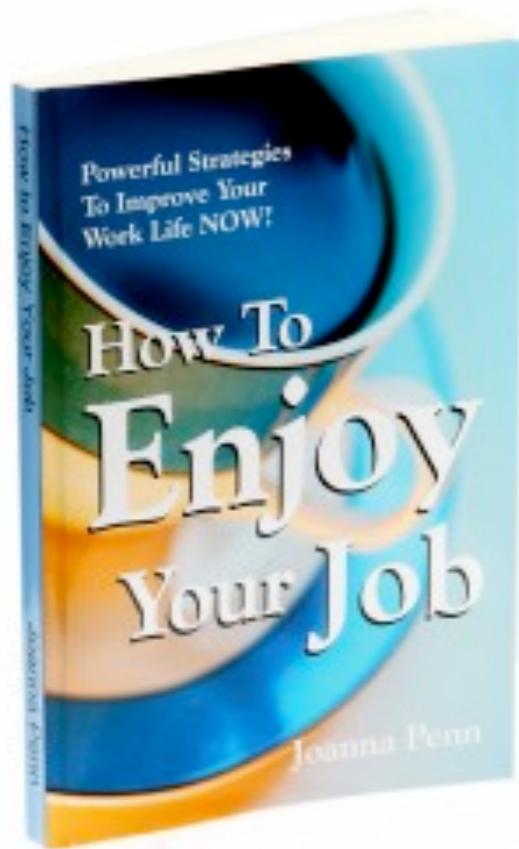
But those who joined live, **please address questions to 'Staff'** and I will try to answer them during the call.

Ask anytime and I will try to get to them all.

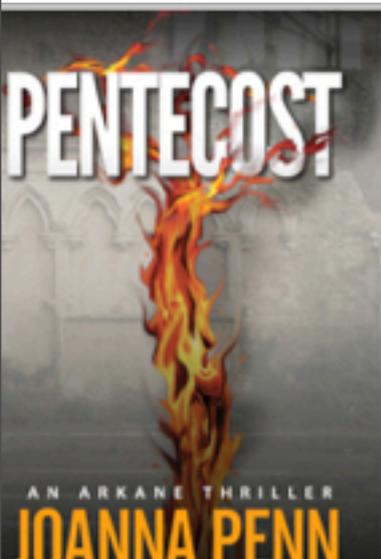
<http://www.flickr.com/photos/87765855@N00/3105128025/>

# THE creative PENN

Helping you write, publish and sell your book



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



**Joanna Penn**

@thecreativepenn London, England

Helping you write, publish and sell your books. Author of thriller novels *Pentecost* <http://amzn.to/gWfkcV> & *Prophecy* <http://amzn.to/u9jYcB>

<http://www.TheCreativePenn.com>

<http://www.TheCreativePenn.com>

Edit your profile →



About @thecreativepenn

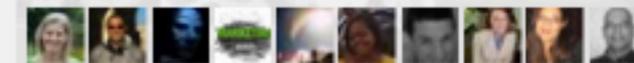
19,665  
Tweets

11,106  
Following

23,836  
Followers

2,739  
Listed

Following · view all



(1) Decide on  
your goal and  
your topic

# Possible goals for your book:

- \* Build awareness of my brand and business to as wide a global audience as possible
- \* Create another income stream. To sell online and also at the back of the room when speaking.
- \* To give to my clients as the backbone to my teaching
- \* I want to be on every Waterstones shelf
- \* It's my life goal to write a book

**What you decide will shape the book you write and also the publishing methods you use.**

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

Seth Godin

# Your Book Topic



\* What are you an expert in? Or what do you want to be an expert in? Think big. (You may have multiple books!)

\* Where do you want to be in 5 years? (my own mistake)

**EXAMPLE: I'm a coach. I help people in solo/ micro businesses achieve their business goals.**



**\* Can you narrow down your focus even more?** For example, women who are stay at home Moms starting a business or/ people who want to leave corporate jobs but don't know what their passion is

**\* Ask your clients** - what are the top questions they ask? Do a survey of your list. What are the top 15 questions or issues you can think of? What do those people want? (money but also a life?) Brainstorm. Mind Map.

**\* Who is the target market for your book?** Where do they hang out? e.g. small business blogs? Mommy blogs, Look at AllTop.com for your niche



Books

Business & Investing

Small Business & Entrepreneurship

Bookkeeping (568)

Business Plans (456)

Entrepreneurship (16,361)

Franchises (116)

Home Based (3,490)

Hospitality Businesses (184)

Legal Guides (227)

Mail Order (266)

Marketing (835)

New Business

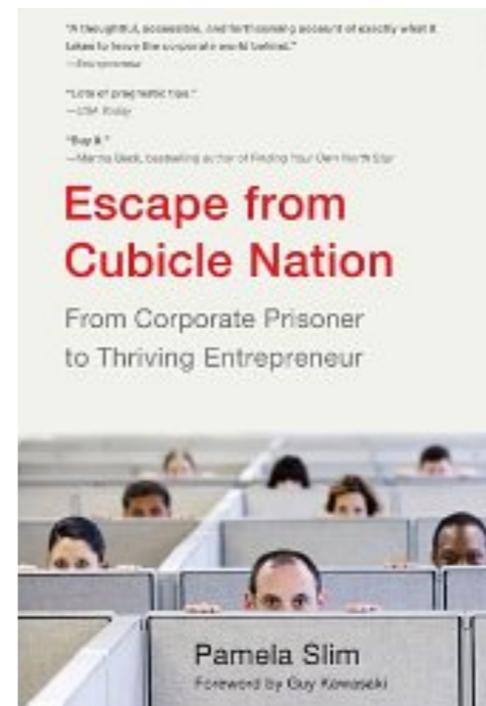
Enterprises (2,528)

Raising Capital (409)

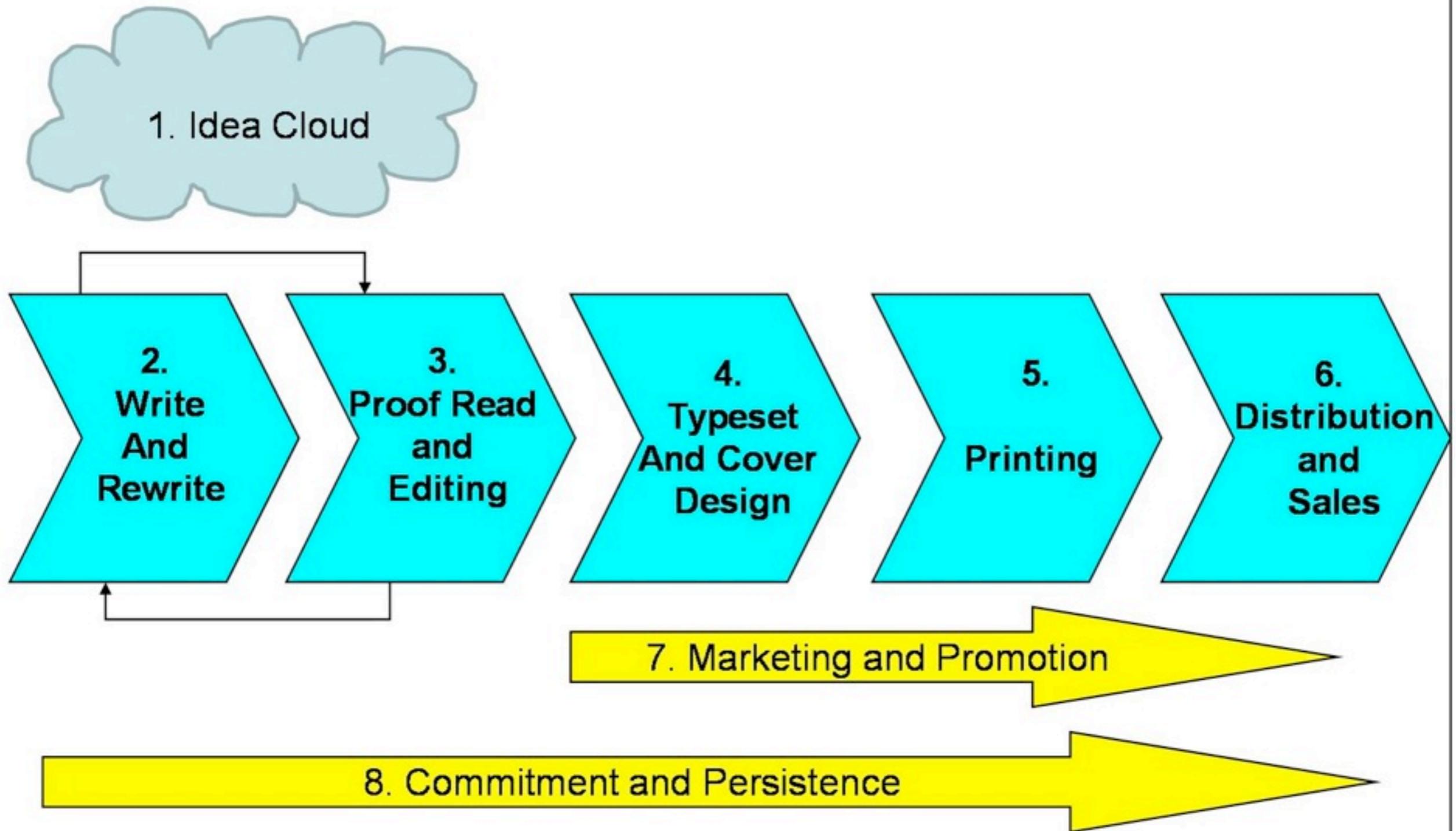
Retail Businesses (282)

\* **Decide on your unique angle.** What is your own personal story? This is your credibility.

\* **Research on Amazon.** What are the categories where your book would sit? What are the bestselling books in this category? (You should have read some of them!) Gather ideas/screenprints in a document.



# From Idea to Book



© The Creative Penn (2008)

# (2) Structure the book



\* Go through piles of notes, courses, blog posts, articles, audios, workbooks, journals for what you can use.

\* Focus your research so you are up to date with the industry

\* Create a list of chapter headings (at least 15 which you will refine later)

\* Free Write



[http://www.flickr.com/photos/rocknroll\\_guitar/3734269090/](http://www.flickr.com/photos/rocknroll_guitar/3734269090/)

What is the effect of insignificance?

feeling small in a big corporate pond - bad way - the cases

better her articles

feeling part of a bigger world, a sense of impermanence that enables you to live with more focus - a necessary loss at your prime maturity.

my corporate space

losing interest in impermanence

what threat

what others think of us?

Always having to prove worth -> evaluations

-> appraisals

my space facebook } part of trying to feel significant in same way  
western culture focus on the individual and yet within a big corporate, we are not treated like we are.

on self esteem?

+ of many spots  
- of being replaceable

impermanence of jobs now don't expect to be part of a company for long

breathing health

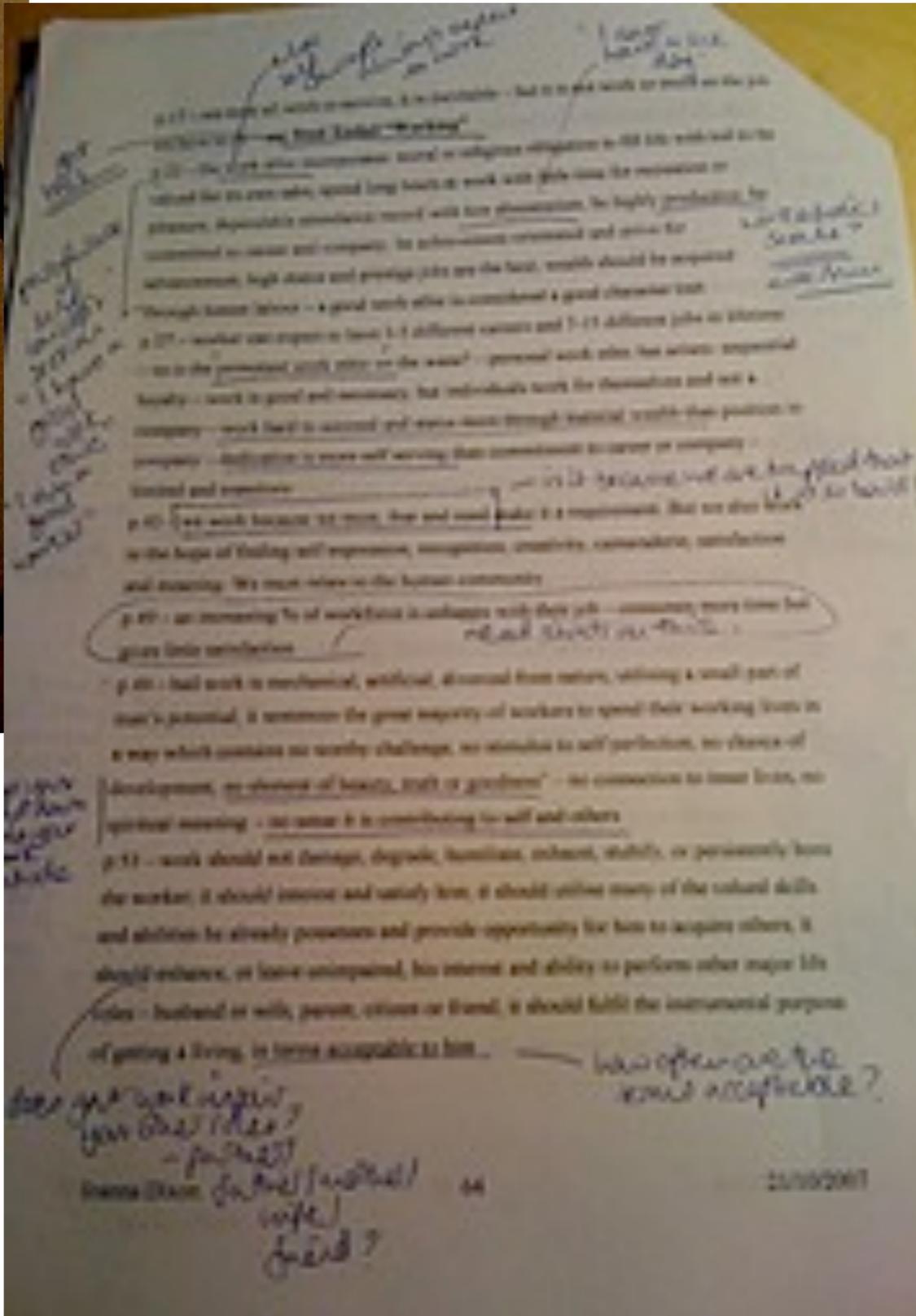
or are caution? no time to create self made here? for rest of what you have been in nature

De Botton Architecture of Happiness  
- How as mundays feel as daily life?  
-> view of nature?  
-> windows  
-> machines?  
-> one people

focus of depression is internal  
or what about mundays??

no space open plan offices - no peace - no still mind. exchange workers or disengage

# Notes from books on subject



## First ideas written during conference August



- ▼ Draft
- Beginning
- Quotes.
- DAY 1
- Prologue.
- Morgan Sierra in Oxford
- Ezra Institute.
- Morgan gets a call
- Sedlec
- Milan Noble with bonsai
- DAY 2
- Morgan arrives at Ezra
- Ezra explosion
- The God Helmet
- Jerusalem police station

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

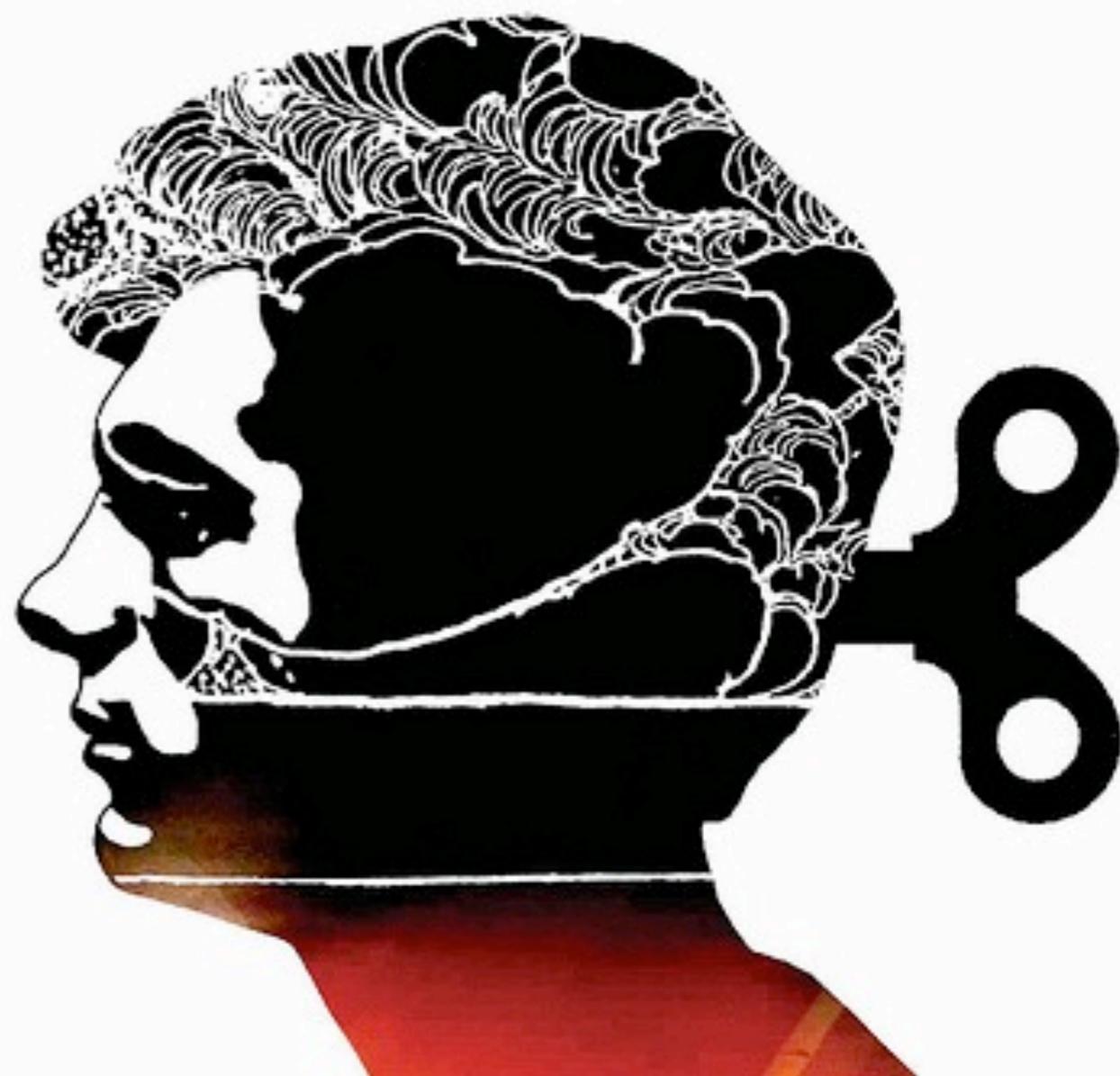
I used to use Word and chapter headings or separate documents but Scrivener is life-changing!

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



<http://www.flickr.com/photos/em0rix/25108614>

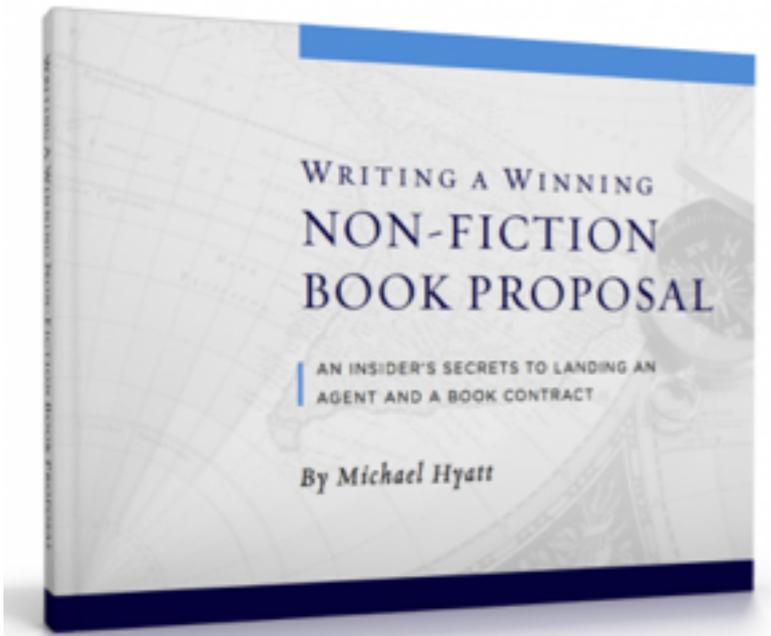
# Non-Fiction Traditional Publishing Starts With A Book Proposal

## Good Budget Option:

In these fantastic little ebooks, author and former publisher and literary agent Michael Hyatt goes through the steps you need to create a winning book proposal based on many years of experience at Thomas Nelson, a huge publisher.

These books are just \$19.97 each or \$29.94 for both.

More at: <http://tinyurl.com/CreativeHyatt>



## If You're Really Serious:

Another product on book proposals is [Danielle La Porte's Big Beautiful Book Plan](#) which is a full multi-media course and much more extensive - but also more pricey at US\$150.

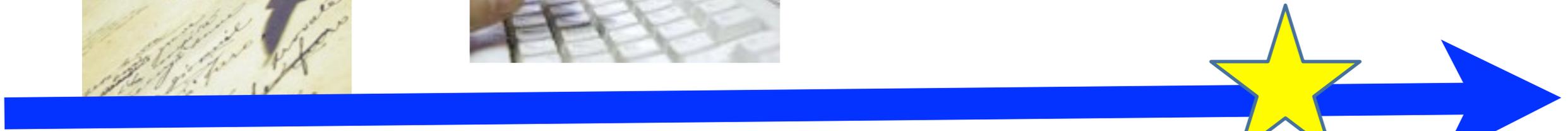
Danielle has had several big book deals herself but the course also includes the proposals from Tim Ferriss 4 Hour Body, Educating Millionaires by Michael Ellsberg and more.

I am a huge fan of Danielle's work, so check out all the details here:

<http://tinyurl.com/CreativeProposal>

*(Yes, I'm an affiliate because they both rock!)*

(3) Decide on  
your plan and  
timeline



Feb

Mar

Apr

May

Jun

Jul

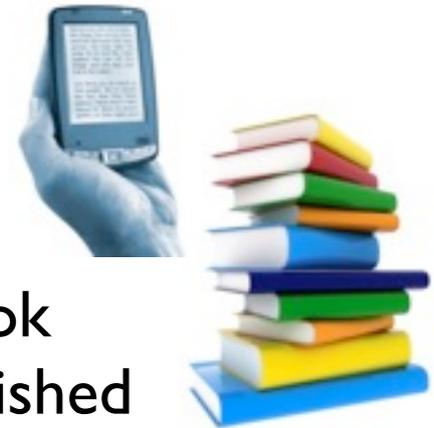
Aug

Completed goal, target market and chapter headings

Completed rewrites. Submit to editor.

Submit to beta readers.

**Manuscript complete.**



Ebook published

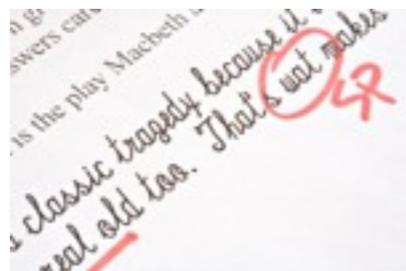
Completed first draft. 60,000 words.

Start rewrites from editor.

Final rewrites & copy-edit

Print book published

Decide on publishing route.



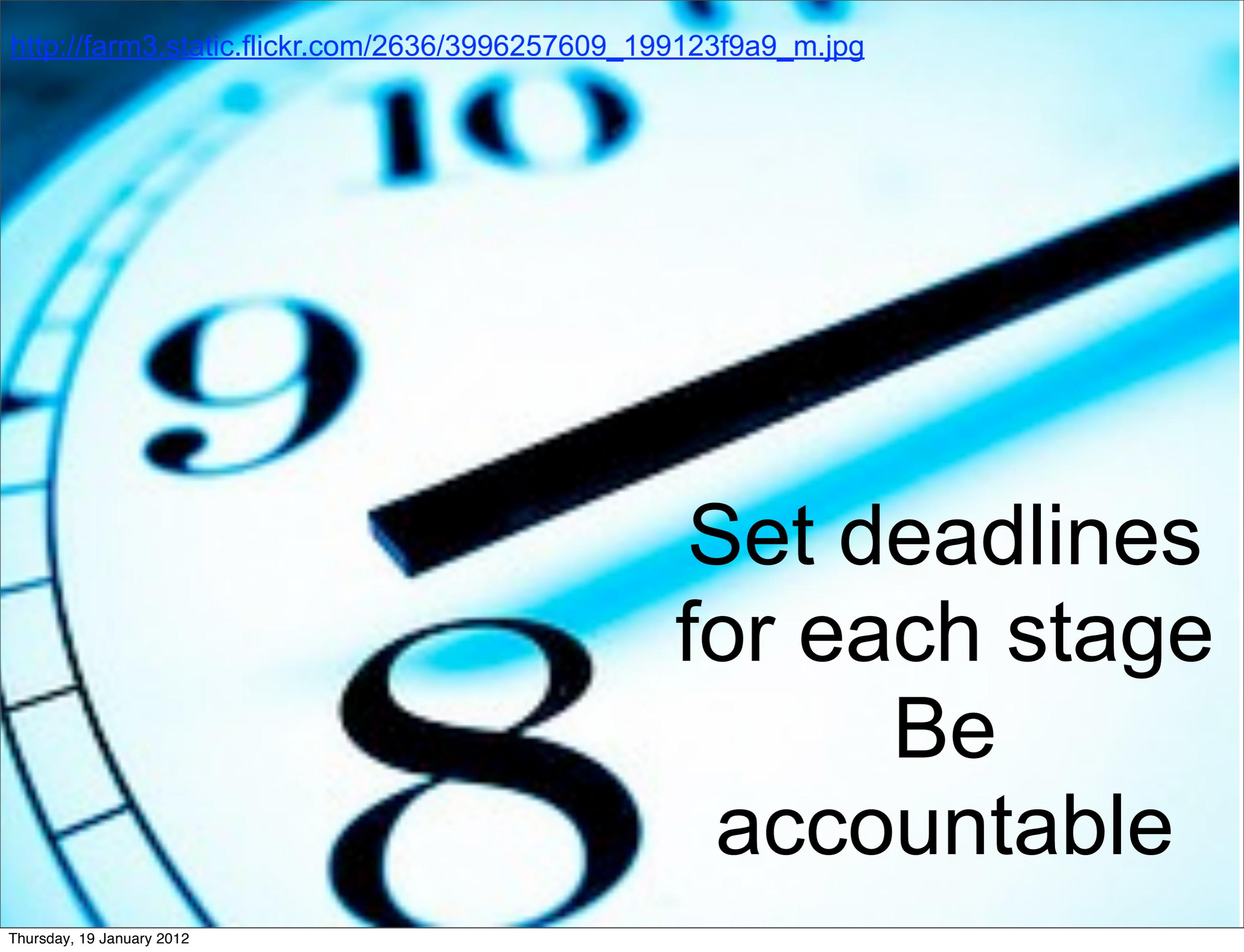
**Book Launch**

Book editor.

Decide on Title and Cover design

Platform building and marketing plan/ launch organization





**Set deadlines  
for each stage  
Be  
accountable**

(4) Create your  
first draft

# “Get black on white”

Guy de Maupassant ,  
19<sup>th</sup> century French  
writer



<http://www.flickr.com/photos/woandy/215152161/>

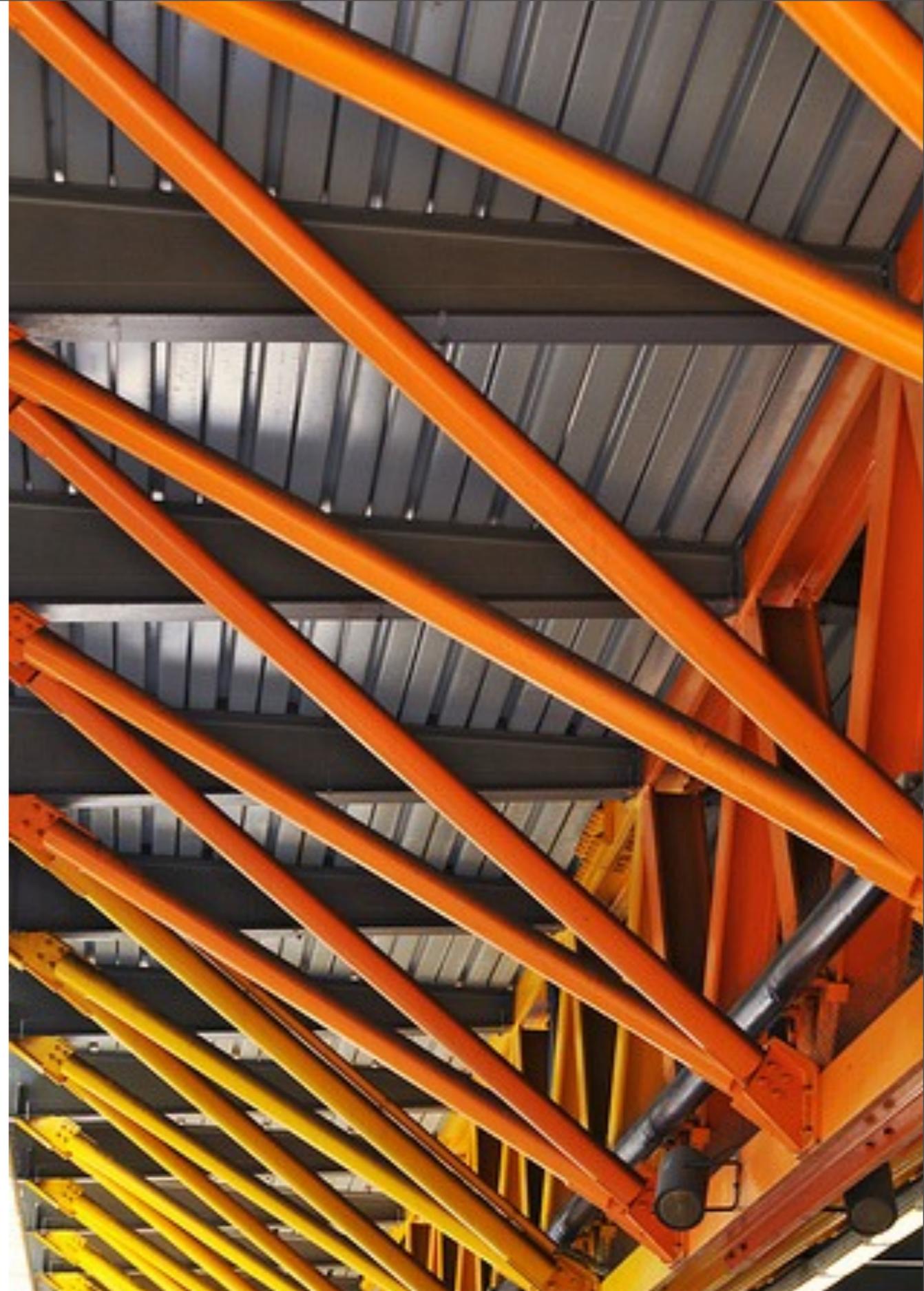


What do  
you need  
to give up  
in order to  
make the  
time to  
write your  
book?

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



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



[http://www.flickr.com/photos/tambako/  
2625985714/](http://www.flickr.com/photos/tambako/2625985714/)



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

<http://www.flickr.com/photos/readerwalker/146648823/>

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



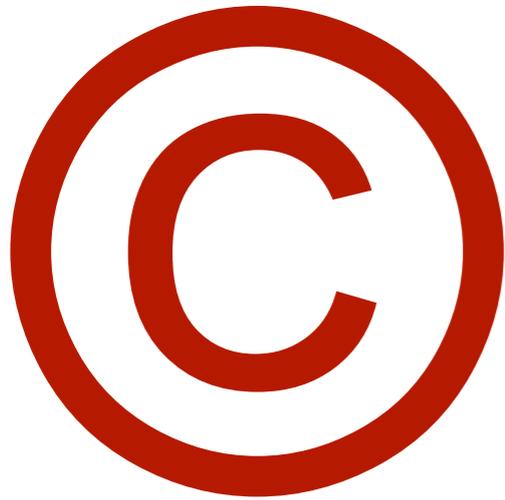




**“The only way I can get anything written at all is to write really, really shitty first drafts”**

**Anne Lamott, ‘Bird by Bird’**

<http://www.flickr.com/photos/wvs/474506143/>



[http://en.wikipedia.org/wiki/Fair\\_use](http://en.wikipedia.org/wiki/Fair_use)

<http://creativecommons.org/>

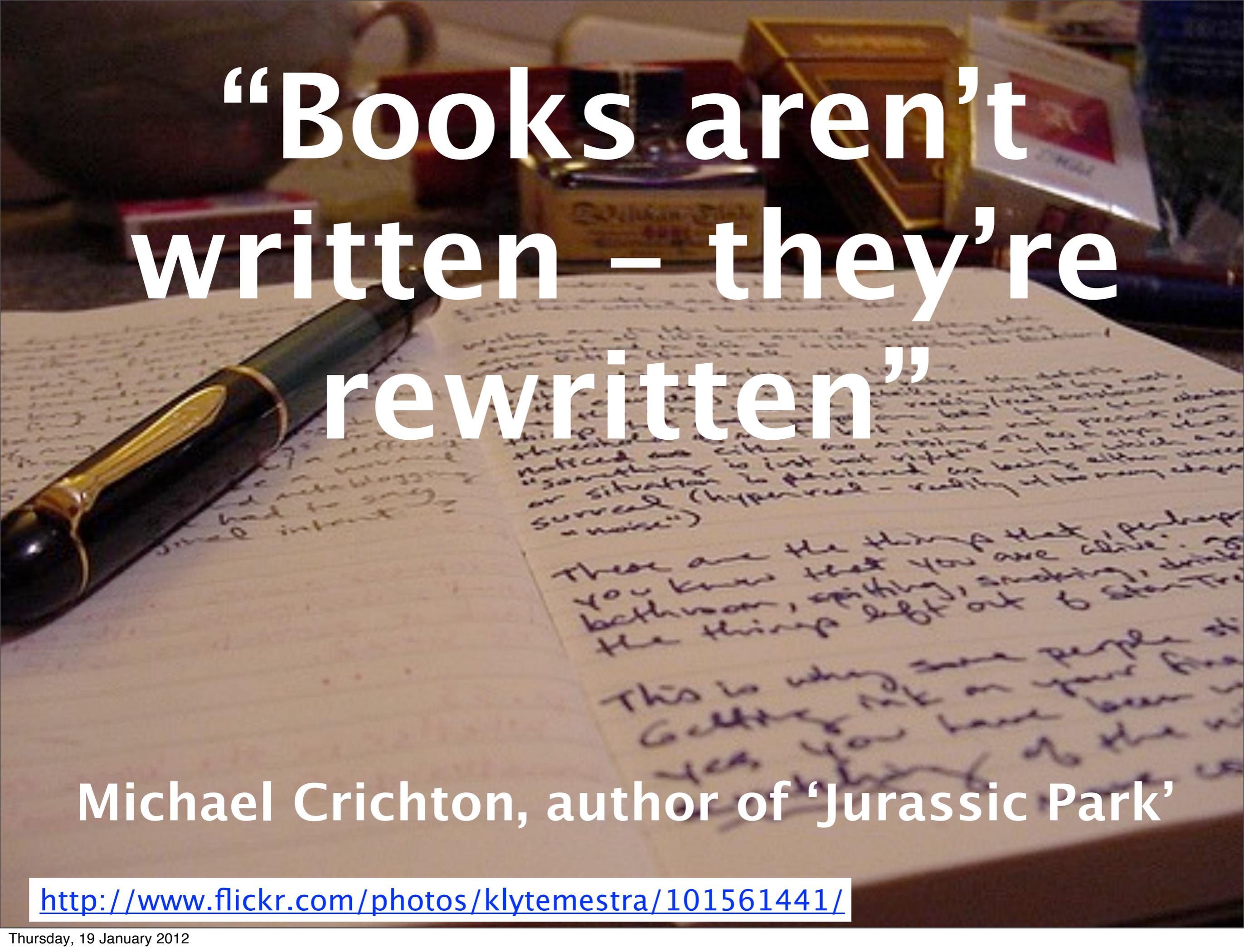
[http://en.wikipedia.org/wiki/Legal\\_issues\\_with\\_fan\\_fiction](http://en.wikipedia.org/wiki/Legal_issues_with_fan_fiction)

When copyrighted text must be quoted, see the [plagiarism](#) and [non-free content](#) guidelines. Extensive quotation of copyrighted text is prohibited.

Although quoting involves copying of another's work without permission, it is generally considered one of the uses permitted under [fair use](#) in the United States. However, [just as with fair-use images](#), fair-use quotation has limitations:

- The copied material should not comprise a substantial portion of the work being quoted, and a longer quotation should not be used where a shorter quotation would express the same information. What constitutes a substantial portion depends on many factors, such as the length of the original work and how central the quoted text is to that work. In one extreme case, [Harper & Row v. Nation Enterprises](#), 400 quoted words from a 500-page book were ruled to be infringement. Editors are advised to exercise good judgment and to remain mindful of the fact that while brief excerpts are permitted by [policy](#), extensive quotations are forbidden.
- The quotation must be useful and aid understanding of the subject; irrelevant quotations should be removed.
- All quotations must be [attributed](#) to their source.

# (5) Rewriting and editing



**“Books aren't  
written – they're  
rewritten”**

**Michael Crichton, author of 'Jurassic Park'**

<http://www.flickr.com/photos/klytemestra/101561441/>



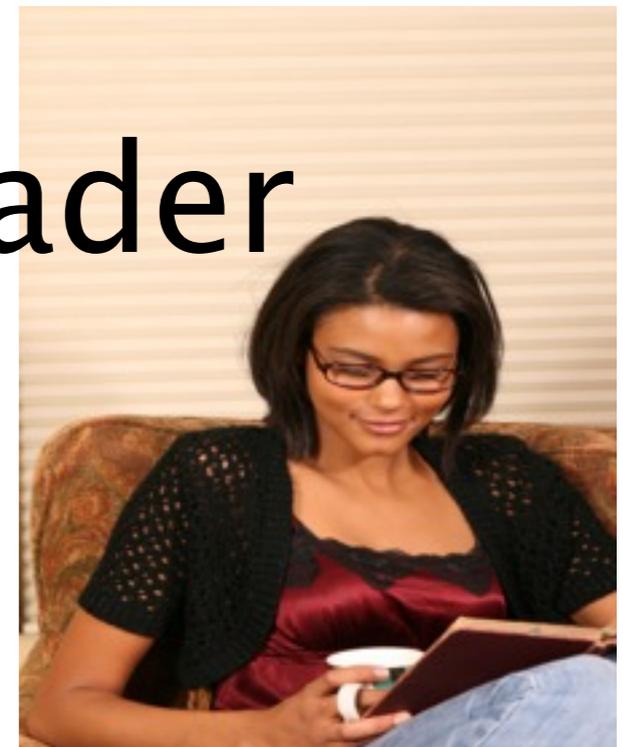
Write and Rewrite

Read and Edit



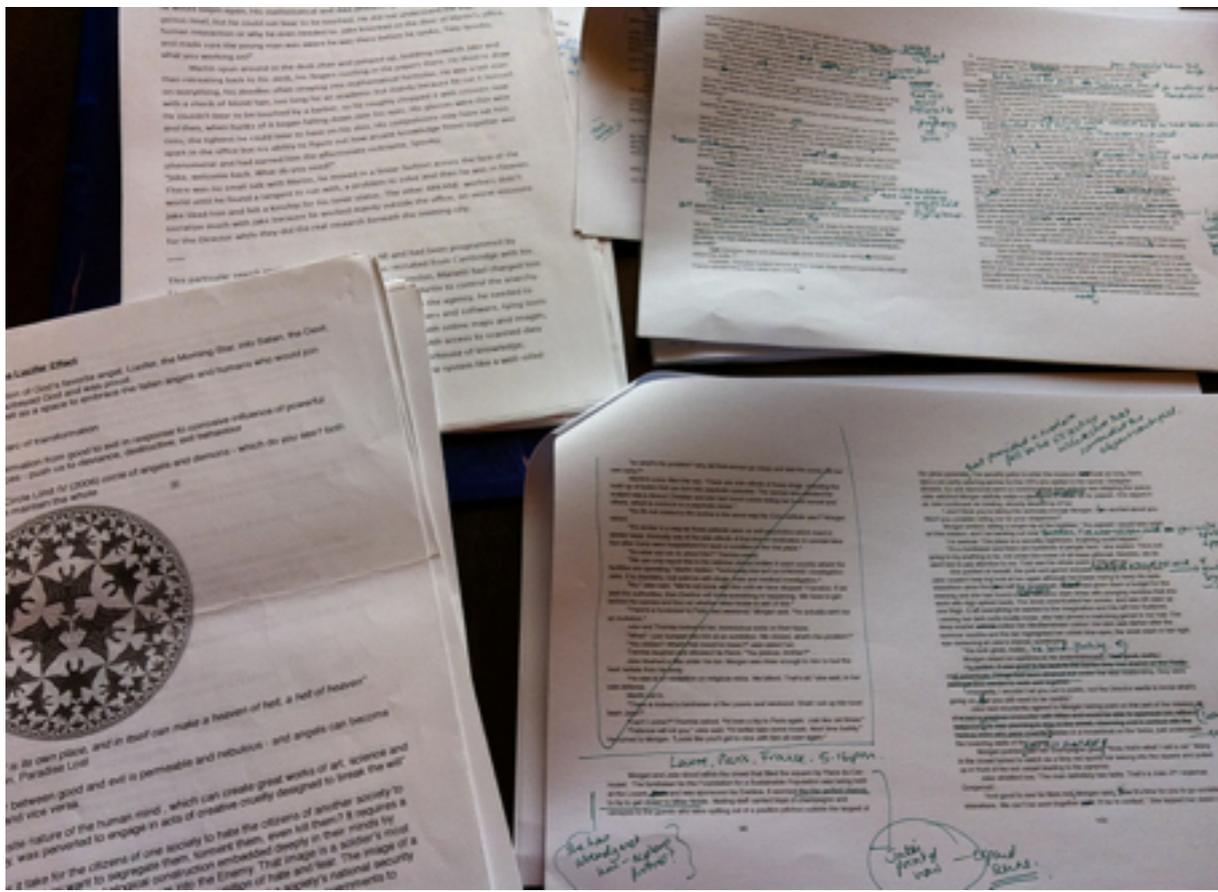
Editor

Beta Reader



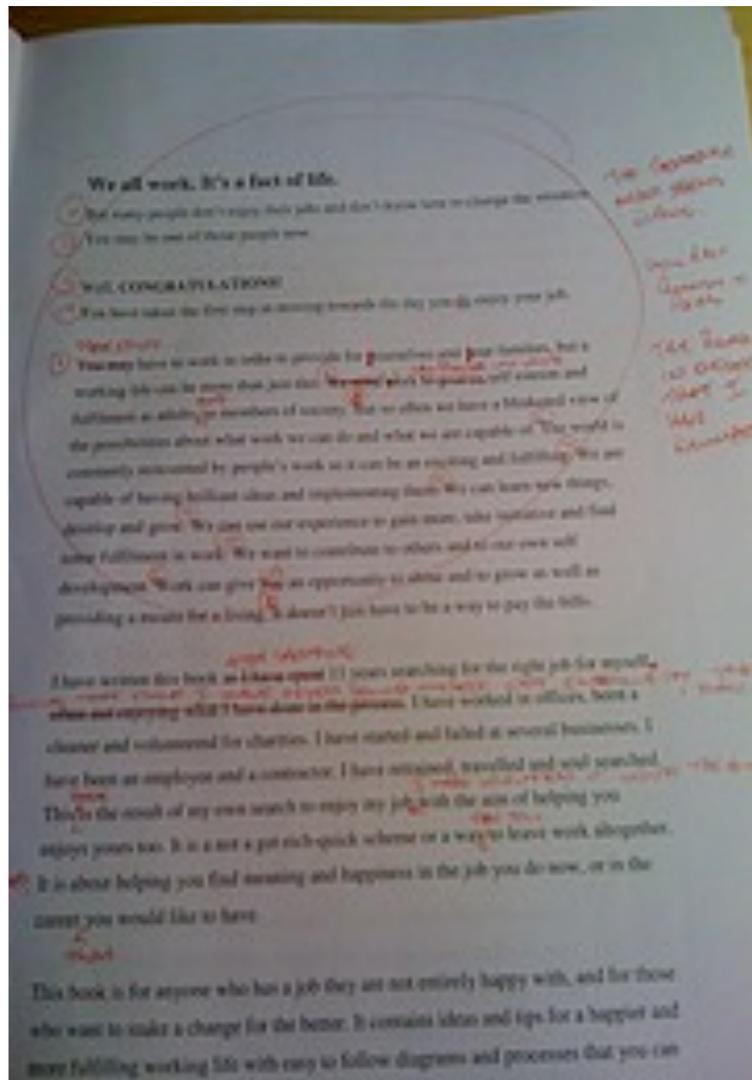
<http://www.TheCreativePenn.com/editors/>

<http://www.flickr.com/photos/10176016@N03/2046784747/>



First draft = a coherent end to end read.

Self-edits & rewrites. Adding scenes, cutting words. Cut 10% at least.



Structural edit  
Beta readers  
Rewrites

Copyedit, Proof-read  
Final manuscript.  
40 - 100,000 words

# Reorganising the book made all the difference



## The Path to Job Satisfaction

© The Creative Penn (2008)

- \* Persistence
- \* Discipline

What's best for  
your reader?



# Seth Godin “shipping”



<http://the99percent.com/videos/5822/seth-godin-quieting-the-lizard-brain>

[http://farm3.static.flickr.com/2186/1494590209\\_bdc1f95585\\_m.jpg](http://farm3.static.flickr.com/2186/1494590209_bdc1f95585_m.jpg)

# (6) Publishing in print



© The Creative Penn (2009)

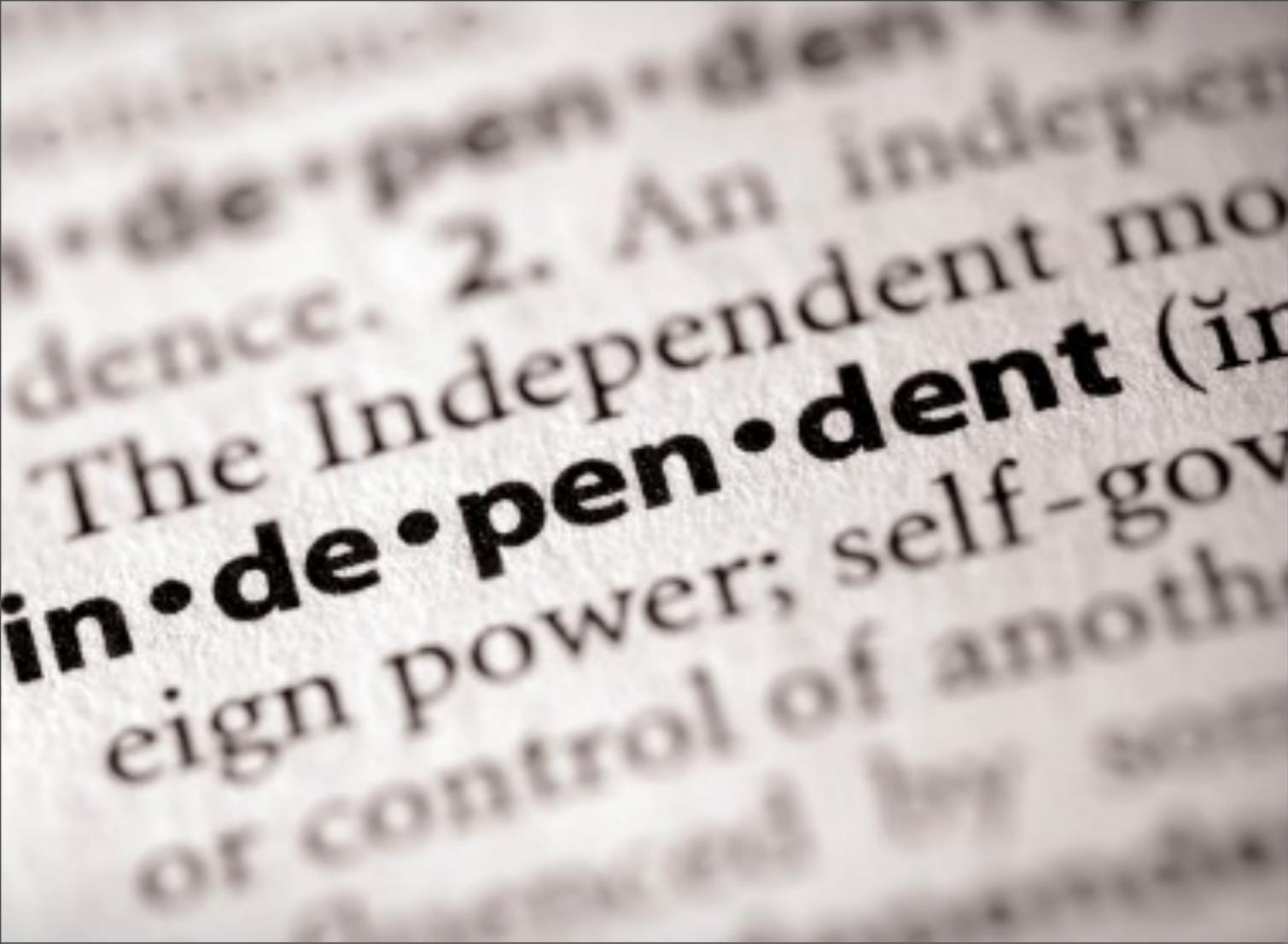
# Traditional Publishing



- \* Kudos and prestige
- \* Editorial support plus cover design
- \* Distribution to bookstores
- \* Possibly marketing help
- \* All depends on the publisher

- \* Time to market
- \* Lack of control
- \* Loss of rights esp. digital
- \* Beware the pulping meeting!  
When you don't sell...
- \* Lack of support





\* Truly independent - no publisher. Direct to the platforms, no middleman (so no vanity press)

\* Indies are entrepreneurs and business people. They are professionals and invest in other pros (editors, cover design, etc)

## Self publishing or indie author?

[Self-publishing will not ruin your chances at a traditional deal \(Writer's Digest Jane Friedman\)](http://www.thecreativepenn.com/2011/12/09/self-publishing-indie-author-definition/)

<http://www.thecreativepenn.com/2011/12/09/self-publishing-indie-author-definition/>

<http://www.thecreativepenn.com/2012/01/10/getting-attention-jim-kukral/>

# Independent Publishing



- \* Quicker time to market
- \* Total control and choice
- \* Sell by any means as you retain the rights
- \* Niche markets perfect
- \* Get into the game! Test the market and then approach a publisher with evidence of sales

- \* You need to do it all yourself, or find professionals to help
- \* For a pro result, you need a budget (albeit small)
- \* Hard to get distribution into physical bookshops
- \* Less prestige than being 'published' (but the stigma is lessening every day)





To print or  
not to  
print.... that  
is the  
question

<http://www.flickr.com/photos/lexnger/100453053/>

Thursday, 19 January 2012

# Print On Demand Is Freedom and Global Distribution



- \* Books are printed individually when they are ordered by the customer
- \* Saves you money. No upfront printing costs. Royalties monthly.
- \* No stock so no holding costs and no boxes around the house
- \* Ship straight to the customer from the printer, so no postage and packing for you

The logo for Createspace, featuring the word "createspace" in a lowercase, sans-serif font. A stylized orange swoosh arches over the text, starting under the 'c' and ending under the 'e'.

<https://www.createspace.com/>



**Lightning  
Source™**

<http://www.lightningsource.com/>

The logo for Lulu.com, featuring the word "Lulu.com" in a bold, blue, sans-serif font. A stylized orange swoosh arches over the text, starting under the 'L' and ending under the 'u'.

<http://www.lulu.com/>



<http://www.blurb.com/>

<http://www.thecreativepenn.com/2010/01/21/podcast-self-publishing-your-questions-answered-with-indie-author-april-hamilton/>

<http://www.thebookdesigner.com/>

# THE BOOK DESIGNER

practical advice to help build better books



HOME ABOUT ARTICLES GUEST POSTS ADVERTISE HIRE JOEL SUBSCRIBE

## Start Here

[Authentic Writing](#)

[Getting Ready to Publish](#)

[Planning Your Book](#)

[Understanding Fonts & Typography](#)

[Making Print Choices](#)

[Ebooks & Ebook Readers](#)

[Marketing Your Book](#)

[The Indie Publishing Life](#)

## Popular Articles

[Apple iPad: E-Book Reading, Kindle-Killing, Business-Saving Product of the Century?](#)

[Top 5 Discussion Forums for Self-Publishers](#)

[36 Great Blogs for Self-Publishers](#)

[Top 10 Worst Self-Publishing Mistakes—Explained!](#)

[Apple iPad Typography: Fonts We Actually Want](#)

[Creative Commons: What Every Self-Publisher Ought to Know](#)

[26 Ways to Win at Self-Publishing](#)



**JFbookman**

<http://twitter.com/JFbookman>

Use  
professionals

# (7) Publishing as ebook

## E-book Sales Versus Titles Available

Note Explosion of ebook Sales in 2011!



<http://janefriedman.com/2012/01/18/e-book-statistics-for-authors-to-watch/>

Amazon's physical books sales versus Kindle book sales



<http://www.thecreativepenn.com/2011/09/28/amazon-kindle-fire/>

- \* Huge growth market
- \* Sell to anyone in the world over the internet without printing or shipping costs.
- \* More profit per book. JA Konrath made \$100,000 in the first 3 weeks of Feb
- \* Speed of publishing and changes - 24 hours!
- \* Low entry costs



## Welcome to Amazon's Kindle Direct Publishing, the fast and easy way to self-publish your books for sale in the Kindle Store.

With Kindle Direct Publishing (KDP) you can self-publish your books on the [Amazon Kindle Store](#). It's free, fast, and easy. Books self-published through KDP can participate in the [70% royalty program](#) and are available for purchase on Kindle devices and Kindle apps for iPad, iPhone, iPod touch, PC, Mac, Blackberry, and Android-based devices. With KDP, you can self-publish books in English, German, French, Spanish, Portuguese, and Italian and specify pricing in US Dollars, Pounds Sterling, and Euros. You will also find useful information on our active community forum.

Start publishing today with Amazon's Kindle Direct Publishing!

# <http://kdp.amazon.com>

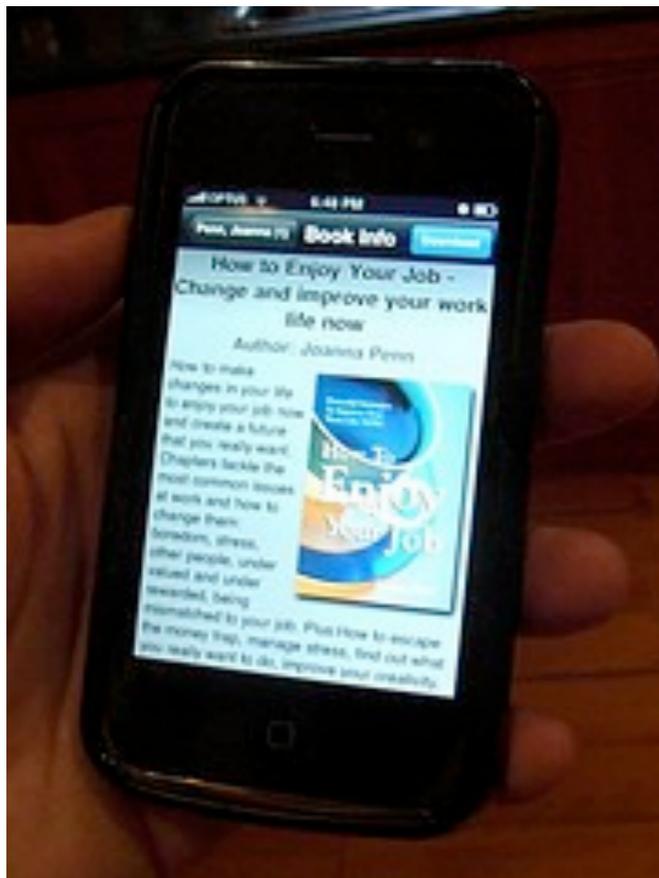
- \* Direct to all Kindle stores worldwide
- \* Published in 24 hours, change whenever you like - pricing/content etc
- \* KDP Select - your book in lending library and also free promos available for ranking
- \* Transparent reporting on ranking, sales & income
- \* Payment by cheque/bank transfer monthly 90 days later



# Smashwords™

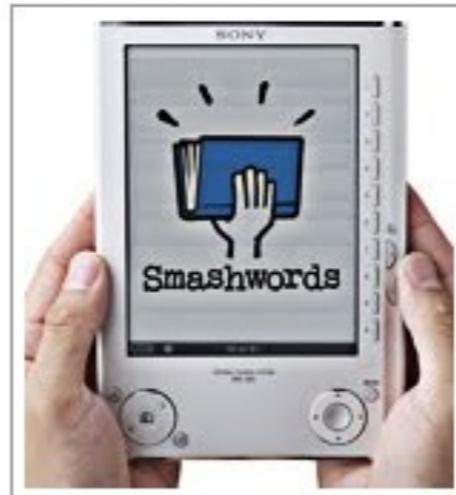
your ebook. your way.

[www.smashwords.com](http://www.smashwords.com)



On the Stanza app

## Smashwords Signs Distribution Agreement with Sony



Sony and Smashwords today announced a distribution agreement for Smashwords authors around the world.

Sony has launched the Sony Publisher Platform for authors and small publishers to sell their books.

Concurrent with the Sony Publishing Platform launch, Smashwords has signed a distribution agreement with Barnes & Noble to distribute Smashwords ebooks.

## Smashwords Signs Distribution Agreement with Barnes & Noble to Distribute Smashwords Ebooks



Smashwords has signed a distribution agreement with Barnes & Noble to distribute Smashwords ebooks.

As you might imagine, Smashwords has been a leading provider of ebooks for authors and publishers for several years now.

Until today, it was not possible to find Smashwords ebooks in such mainstream distribution channels as Barnes & Noble or Amazon.com anywhere in the world.

We trust this is good news for authors and publishers who want to make their books accessible to their readers.



# Scrivener 2.2

for Mac OS X

10.7 Lion Compatible

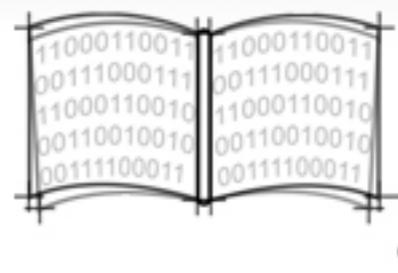
Show Windows Version

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

Write your book and publish it to .mobi and .ePub with Scrivener. It's only \$49 for a once off payment and you can format forever.



If you don't want to DIY: Simon Cheshire is an author who also formats <http://www.bookdesign.me.uk/> (please tell him I sent you)

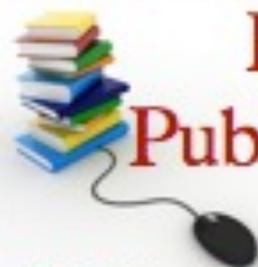


## eBook ARCHITECTS

For complicated multi-media (but book well in advance)

<http://ebookarchitects.com/>

author2.0



EBook

Publishing

for

Kindle, iPad & more

MULTIMEDIA COURSE

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

Multi-media mini-course with ebook, video and audio. Includes behind the scenes on my own Amazon & Smashwords accounts, how to use Scrivener and KDP Select

US\$39.99

# (8) Book Launch and Marketing

# The Author 2.0 Model



author2.0

© The Creative Penn (2012)



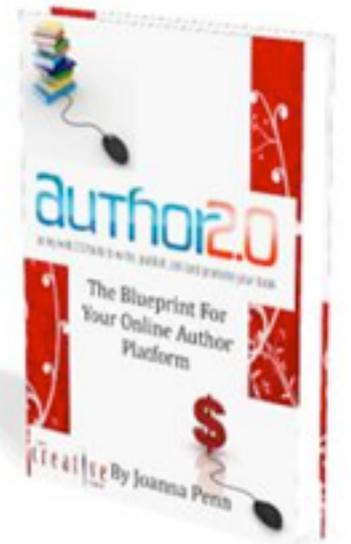
The focus on this webinar was on writing & publishing but if you want more information on marketing, here's more free resources

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

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

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

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



# Need More Help?



## LIVE full-day workshop: (Men welcome)

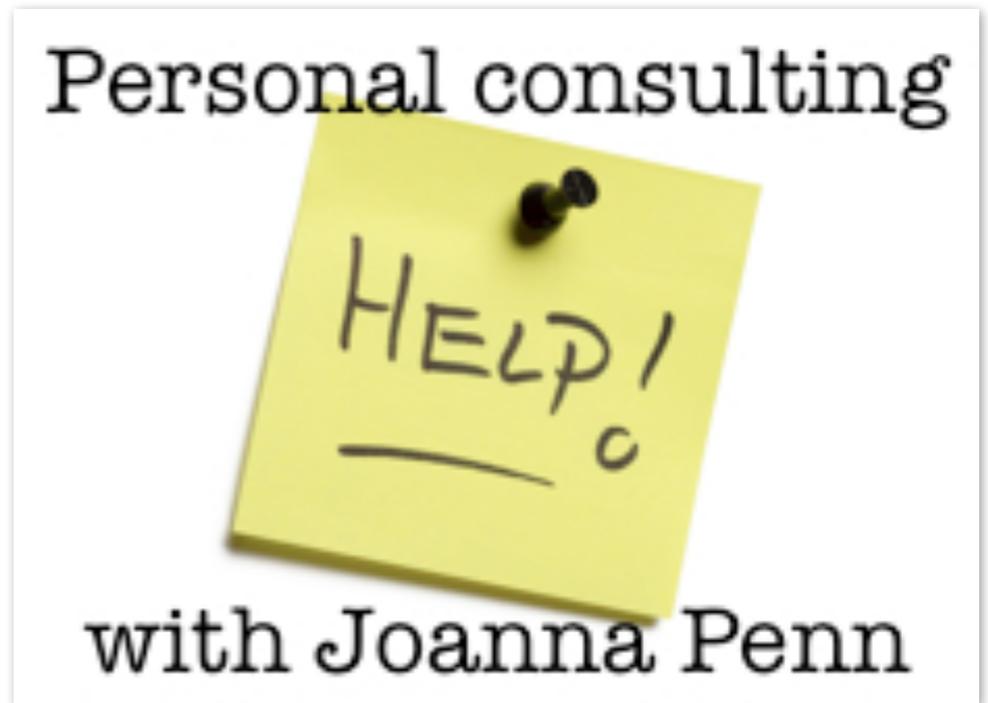
How To Write And Publish Your Own Business Book

\*\*Much more detail and your questions answered\*\*

Wed Feb 22 - central London

**£125**

<http://www.women-unlimited.co.uk/how-to-write-and-publish-your-own-business-book/>



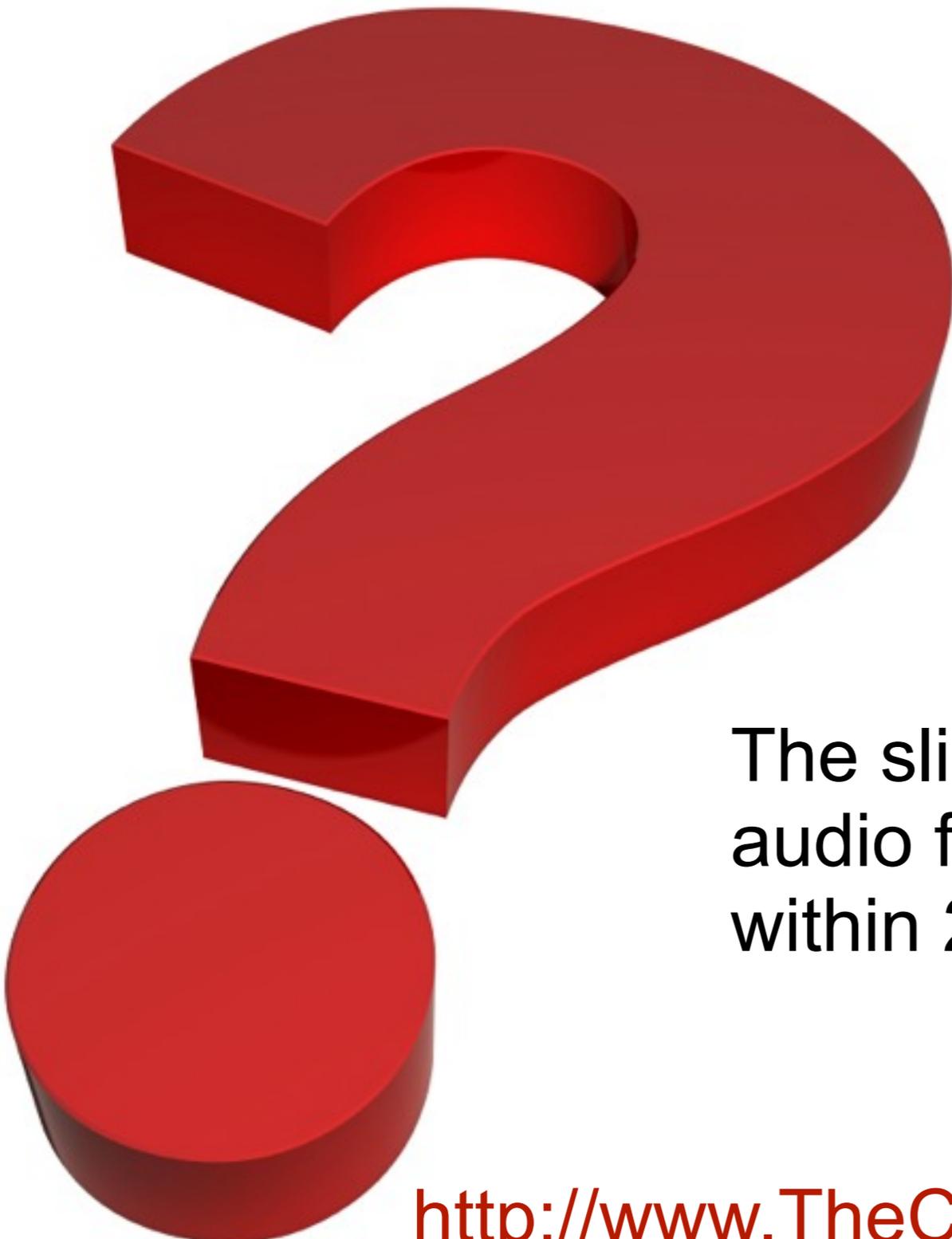
Due to demand, my consulting rates have just gone up to £125 per hour (US\$199).

**If you book a session within the next 24 hours, I'll reduce the price to £75 (US\$115).**

More details on what you get:  
<http://www.thecreativepenn.com/consulting/>

Email me:  
[joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com)

# Questions



The slides and recording in video and audio format will be available here within 24 hours.

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