

AUTHOR of CHANGE

Transformational Coaching Program

Step 4

***Author of a Change-Inspiring Book*—Webinar #5**

- **How to Evaluate Your Book for Success**
 - **How to Write a Change Inspiring Book**
- with

Nina Amir and Deborah Levine Herman



Author of Change
Transformational Programs

How to Author Change



- Combine passion, purpose and inspiration with good business.
- Evaluate yourself and your idea for success.
- See yourself and your idea through the lens of an agent or an acquisitions editor.
- Determine how you and your idea need to change to succeed.

How to Evaluate Your Book for Success

- Assess your idea through the lens of an acquisitions editor or an agent.
- Go Through the “Proposal Process.”
 - Use the nonfiction book proposal as an evaluation tool.
 - Accumulate the information necessary for a book proposal ***prior to writing your book.***
 - Create a business plan for your book (not a proposal at this stage—that comes later).

The Parts of a Nonfiction Proposal

➤ Introduction

- *Overview*
- *Markets*
- *Spin-offs*
- *Promotion*
- *Competing Titles*
- *About the Author*
 - *Mission Statement*
 - *Author's Platform*

➤ Outline

- *List of Chapters*
- *Chapter Summaries*
- *Sample Chapters*



The “Proposal Process”



- 1. Know Exactly What Your Book’s About and Why Someone Would Want to Read (Buy) It***
- 2. Figure Out Who Wants to Read Your Book***
- 3. Make Sure You Write a Unique and Necessary Book***
- 4. Map Out Your Book from Start to Finish***
- 5. Decide on Your Book’s Content and Create It***
- 6. Discover Ways to Attract a Publisher and Become a Multiple-Book Author***
- 7. Create a Plan to Ensure You and Your Book Succeed***
- 8. Determine Why You Are the Best Person to Write This Book***

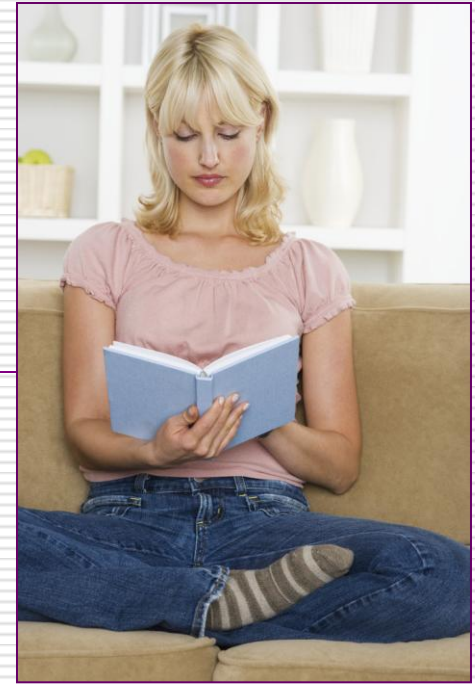
Know Exactly What Your Book's About and Why Someone Would Want to Read (Buy) It

➤ ***The Overview***

- What's your pitch?
- What are your book's benefits?
- What are your book's special features?
- Why this book, why now, why you?
- Back-of-the-book marketing copy
 - Return to rework the overview after evaluation.

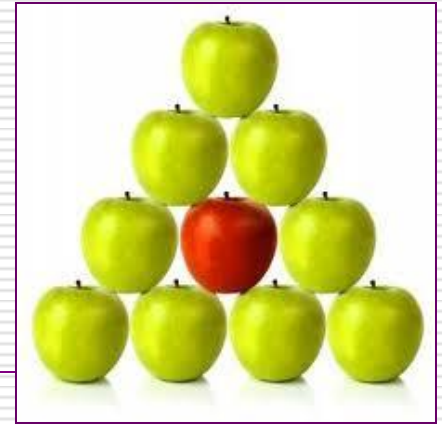


Figure Out Who Wants To Read Your Book



- ***The Markets***
- What's the size of your market (use numbers/statistics)''
- Who are your specific readers?
- **EVALUATE:** Can you angle your book for a smaller or wider market to sell more books?

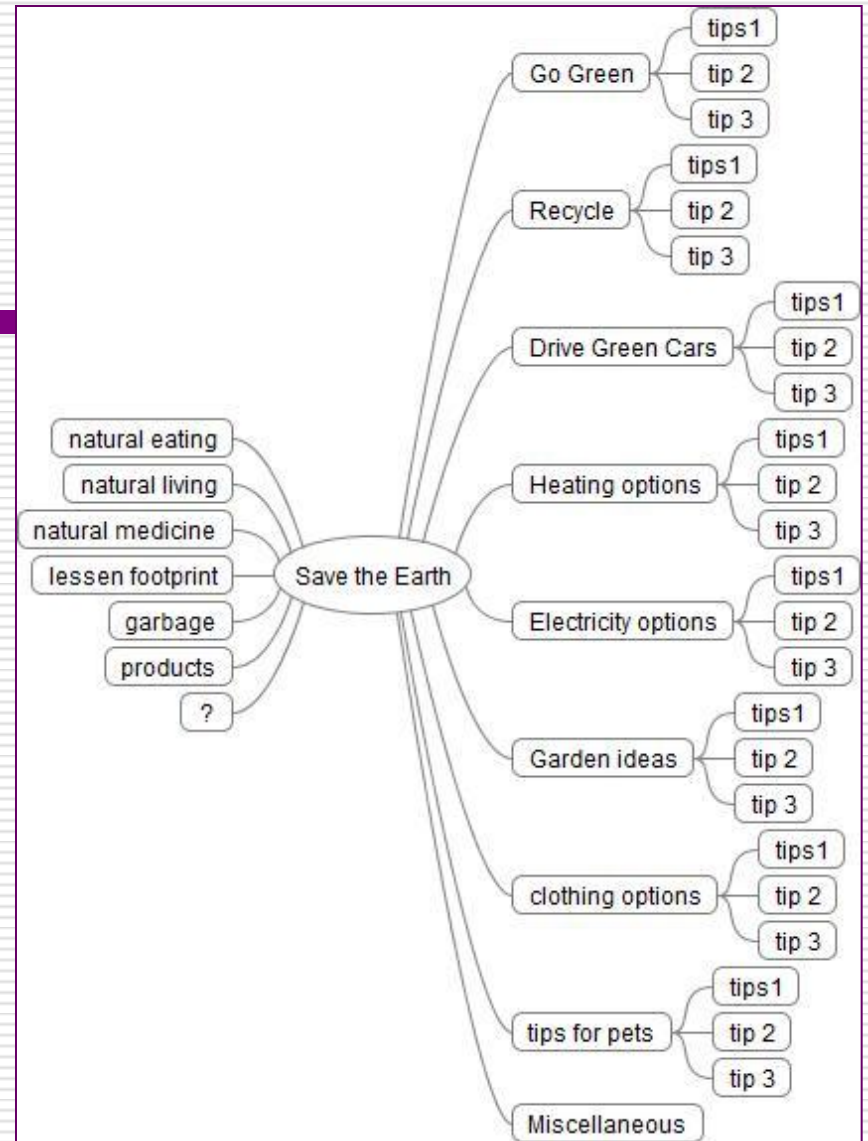
Make Sure You Write A Unique And Necessary Book



- ***Competing and Complementary Titles***
- How is your book idea different from other books already published?
- What books complement or compete with your book?
- **EVALUATE:** How can you re-angle your idea to make your book unique and necessary?

Map Out Your Book From Start To Finish

- **List of Chapters**
- Create a table of contents
 - Mind map (f & nf)
 - 10-15 questions
 - List of benefits
- **EVALUATE:** Did you keep the promises made in the Overview?



Decide On Your Book's Content And Create It



➤ *Chapter Summaries*

- Write your chapter summaries (nf) or synopsis (f)
- Fiction: Write a manuscript
- Nonfiction: Write sample chapters
- **EVALUATION:** Does your content match your TOC and your Overview and Pitch? Is the book unique and necessary? Will you keep your promises? Do you need to rethink, re-angle, retarget, retool?

Discover Ways To Attract A Publisher And Become A Brand



➤ *Spin-offs*

- Are you a one-book or a multiple-book author?
- **EVALUATE:** How can you prove to a publisher that you can produce more books to support this one? How can you create a long-tail effect? How can you create a brand?

Create A Plan To Ensure You And Your Book Succeed



- ***Promotion Plan***
- What can you do to promote (help sell) your book after release?
- How will you target your book's market?
- **EVALUATE:** Will a publisher consider you a good publishing partner based on this plan? Are you a good businessperson—a strong promoter and marketer? Are you putting time, energy (and money) into selling the book?

Determine Why You Are The Best Person To Write This Book

➤ *About the Author*

- Bio
- Platform
- Mission Statement



- **EVALUATE:** How do you stand out (or not) compared to the other authors in your category? Do you have enough expertise or life experience? Do you need more training? Do you need to bring in co-authors?

What to Do With Your Evaluation

- Change the angle of your book
- Rethink your content
- Change the market for your book
- Rework your Overview (pitch, benefits, etc.)
- Find a co-author
- Consider new ways to promote
- Consider different publishing options

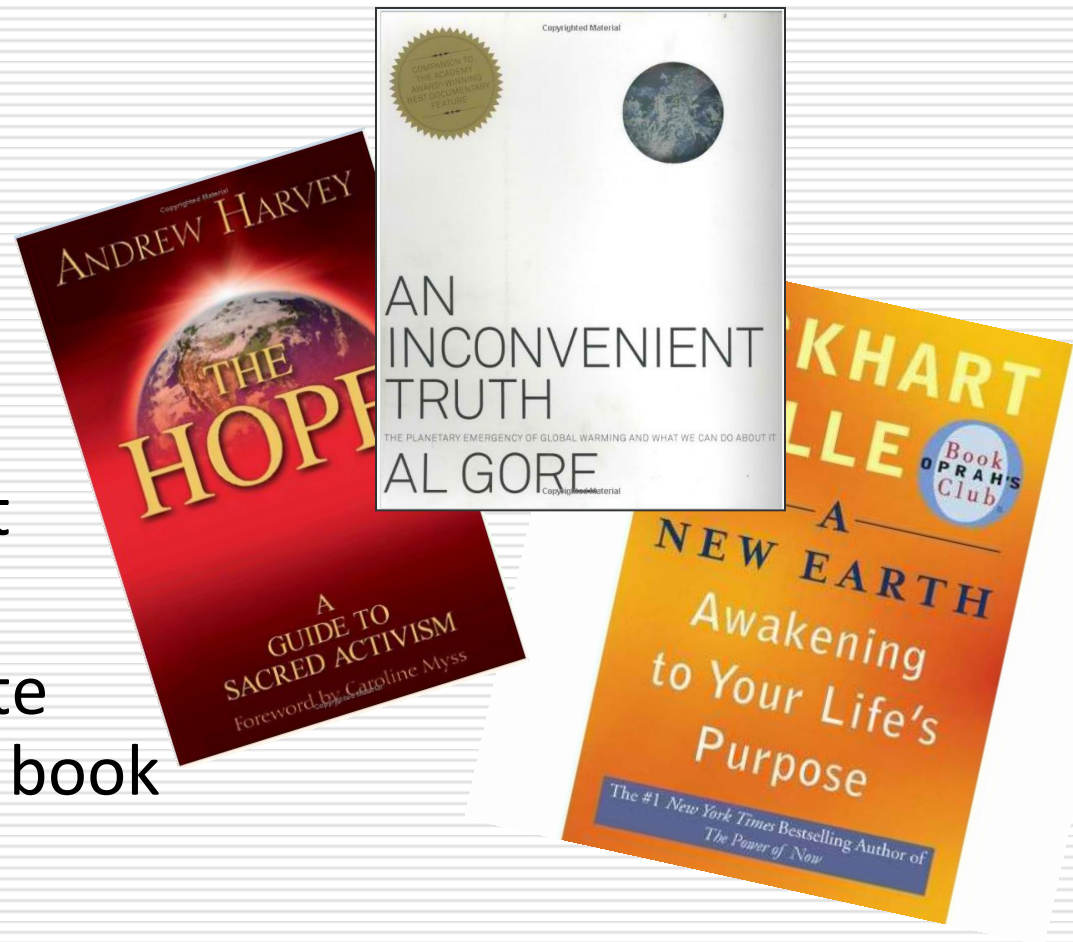
How to Write a Change-Inspiring Book



- Take your evaluation a step farther and compare change inspiring books.
- Use books that inspired change as possible models for the structure of your book.
- Look at other Authors of Change as models for yourself as an Author of Change.
- Consider what really makes a book inspire change.

What is a Change-Inspiring Book?

- What books have inspired change?
- Which ones have been bestsellers?
- Which ones have created the largest change?
- Use models to write a change-inspiring book



What Qualities Do Change-Inspiring Books Share?

1. They are based on concrete data.
2. They offer convincing arguments.
3. They are written from a place of expertise.
4. They move readers to take action.
5. They hit readers on an emotional level.
6. They contain the author's passion.
7. They showcase the author's authentic voice.
8. They contain the author's purpose or mission.
9. They contain the author's message.
10. They offer hope or inspiration.

Books and Authors That Inspire Change Have A Similar Voice

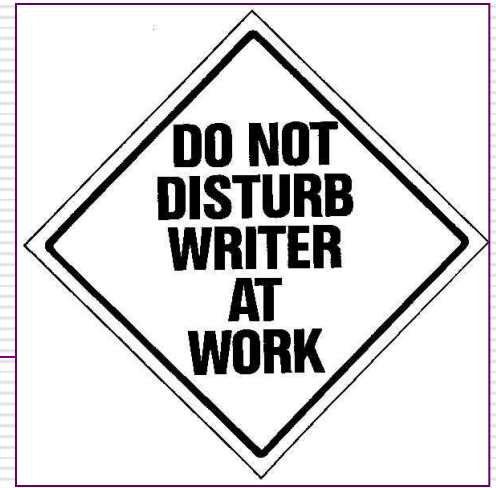
- Consider the narrative voice you choose
 - Inviting
 - Personal
 - Relatable
 - Authentic
 - Passionate
 - Authoritative



Determine a Structure for Your Book

- Readers like a map.
- Use your models to create a chapter and book structure and stick to it.
 - Similar chapter length
 - Same chapter features
 - Use stories, anecdotes, quotations, subheadings, graphs, exercises, tips, or sidebars.
 - Have a compelling lead and conclusion.

How To “Really” Write A Change-inspiring Book



- Best writing guide:
 - Overview + TOC + chapter summaries
- Write in manageable time blocks on a regular basis.
- Have a deadline.
- Use similar books as models.
- Keep your business hat on.
- Stay inspired—remember your purpose.

Get Organized to Write Efficiently

- Scrivener
- Evernote
- Computer folder named with your book's title. Save each chapter inside (Chap. 1) with version and date (V1 2-3-13).
- Index Cards for “old-school” method
- Binders--Print a hard copy of your book in a binder with separators.

Don't Get Overwhelmed!



- Research is manageable.
 - Create files online in Firefox, Explorer, Chrome, etc.
 - Create boxes, piles, folders, files.
- You can get help.
 - Free interns
 - Virtual assistants
 - Transcribers
- Critique groups and writing partners

Create a Writing Plan



➤ **Set Goals:**

- When will you write your book?
- On what date will you complete your first draft?
Final draft?
- On what date will you have your book published?
- How will you achieve success?
(Promotion/Platform Plan)
- How will you stay passionate and inspired?
- How will you write and publish your book? (Blog it?
Indie? Traditional?)

Important Information



Author of Change
Transformational Programs

- Facebook Page
 - www.facebook.com/groups/ACTCoachingProgram/
 - Nina's Email
 - namir@copywrightcommunications.com
 - Deb's Email
 - deborah@waenet.com
 - Next Webinar—March 21, 2012 at 5 pm PST/8 pm EST
 - **How Traditionally Publish Your Book**
 - **How to Self-Publish Your Book**
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