

AUTHOR of CHANGE

Transformational Coaching Program

Module 3—*Author of Change-Inspiring Book*—Webinar #6

- **How to Traditionally Publish Your Book**
- **How to Self-Publish Your Book**
- **Best of Both Worlds: Hybrid Authorship**

With Nina Amir

The Inspiration to Creation Coach



How to Traditionally Publish Your Book

- A traditional publisher serves as your venture capital partner.
- Publishers evaluate your idea:
 - Is it unique and necessary?
 - Does it target a big enough market?
 - Are you a good publishing partner?
- A business plan provides this information.



Why Seek a Traditional Publisher

- You don't want to be a “project manager.”
- You don't want to invest your money in the project.
- You want to take advantage of publishing professionals' expertise.
- You want broad book distribution.
- You want credibility or authority in your field.



Types of Traditional Publishers

➤ Independent Publishers

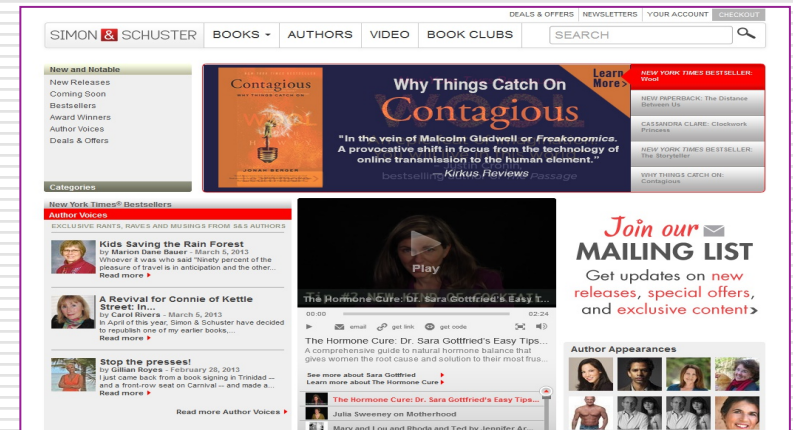
- Small
- More personal
- More accessible
- May not require an agent
 - New World Library
 - Berrett-Koehler
 - Red Wheel/ Weiser/Conari
 - Hay House



Types of Traditional Publishers

➤ Large and Mid-Sized Houses

- More risk adverse
- Higher standards
- More emphasis on platform
- Must have an agent
 - Penguin Random House
 - Simon & Schuster
 - HarperCollins



How to Land a Traditional Publishing Deal

- Literary agent
 - Door opener
 - Creative consultant
 - Contract negotiator
 - Business partner
- Acquisitions editor
 - Publisher's representative
 - Creative consultant
 - Advocate for a book
- Pub Board, Editorial or Marketing Meeting
 - Where your book idea (proposal) gets discussed



Why You Need an Agent

- Agents:
 1. Provide publishing contacts
 2. Pitch to appropriate publishers
 3. Negotiate contract terms
 4. Help with book proposal development
 5. Offer career planning



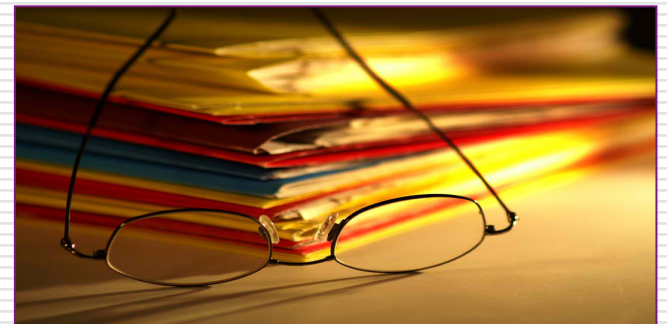
Queries and Proposals Sell Books

- Elements of a query:
 - Why you, why this book, why now?
 - Compelling lead paragraph
 - Pitch
 - Unique selling proposition and/or synopsis
 - The benefits of the book
 - Why you are the best person to write the book.



The Parts of a Nonfiction Book Proposal

- Table of Contents (for the proposal)
- Overview
- *Markets*
- *Spin-offs*
- *Promotion or Marketing Plan*
- *Competing Titles*
 - *Complementary Titles*



The Parts of a Nonfiction Book Proposal

- About the Author
 - *Author Bio*
 - *Mission Statement*
 - *Author Platform Statement*
- List of Chapters (table of contents for the book)
- Chapter Summaries
- Sample Chapters



How to Submit Fiction to an Agent

- What to submit:
 - Synopsis
 - Author bio
 - Full manuscript (or first pages)
 - Promotion or marketing plan
 - Author Platform Statement
 - Series or sequel information



The Traditional Publishing Process

- Submit query to an agent.
- Submit proposal (or manuscript + proposal) to agent if requested.
- Agent pitches to acquisitions editors.
- Agent submits proposal to editors.
- Contract negotiations.
- You write the book on deadline.
- *Fiction*: Need manuscript.



How to Self-Publish Your Book

- You finance the project and become a project manager—and publisher.
- You determine if:
 - Your idea is unique and necessary.
 - Your market is large enough.
 - Your platform and promotion plan are strong enough.
- You must be a businessperson.



Why Choose Self-Publishing

- You want to be a “project manager” and a indie publisher.
 - Manage editors, designers, accounts at printers.
- You can invest your time and money in the project.
- You want more control of your work.
- You want to earn more money.



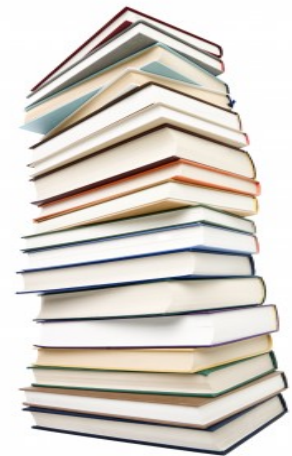
Ways to Self-Publish Your Book

- Offset Printing
 - True self-publishing
 - DIY
 - You hire all the subcontractors.
 - You create an imprint.
 - You print/purchase large quantities of books.



Ways to Self-Publish Your Book

- Subsidy (author services or vanity) Presses
 - Provide a variety of services (editing, design, promotion)
 - Provide offset printing, print on demand or ebooks
 - No imprint of your own
 - Author House
 - Balboa Press



Ways to Self-Publish Your Book

- Hybrid publishers
 - Many different structures
 - Partnership
 - Easier to land a deal
 - Less requirements
 - Variety of benefits
 - Morgan James
 - She Writes Press



Ways to Self-Publish Your Book

- Print on Demand
 - One book printed per order
 - Ingram Spark
 - CreateSpace



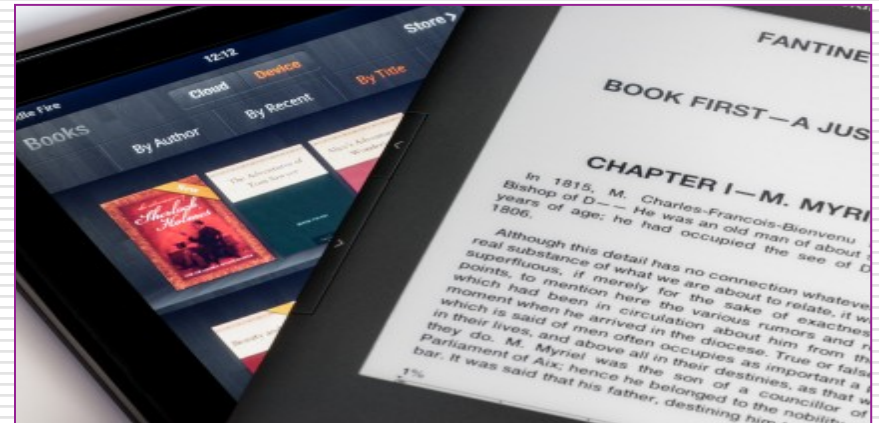
Ways to Self-Publish Your Book

- Digital presses
- Great option for short runs, back-of-the-room sales or if you want control of distribution.
 - Fast, high-quality printing
 - Small quantities
 - No distribution
 - 360Digital.com
 - 48hourbooks.com



Ways to Self-Publish Your Book

- Ebook publishing
 - Different services and distribution offered by each company
 - Bookbaby.com
 - Kindle.com
 - Smashwords.com



Ways to Self-Publish Your Book

- Assisted self-publishing
 - Your publishing company
 - Hand-holding and more
 - Educational
 - Personal
 - Keeps you on track



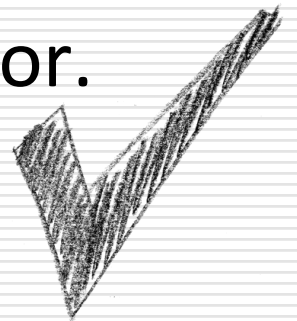
The Self-Publishing Process (P-Book)

1. Evaluate your book.
2. Have your manuscript professionally edited.
3. Have a cover professionally designed.
4. Have book interior professionally designed.
5. Create account with a printer.
6. Purchase ISBN.
7. Upload cover and manuscript (PDF).



The Self-Publishing Process (E-Book)

1. Evaluate your book.
2. Have your manuscript professionally edited.
3. Have a cover professionally designed.
4. Have your manuscript converted.
5. Create an account with ebook distributor.
6. Purchase ISBNs.
7. Upload cover and manuscript.



Best of Both Worlds: Hybrid Authorship

- Traditional publishing + self-publishing
 - Work with a traditional publisher
 - Continue self-publishing
 - No need to choose only one
 - Different path at different points
 - Different books, different publishing options



Time to Author of Change!

- Author the change you want to see in the world
 - Fulfill your purpose.
 - Follow your passion.
 - Write a marketable book.
 - Create community.
 - Publish your book.
 - Inspire change in the world.



Congratulations!



Important Information



Transformational Programs

➤ Next Steps

➤ Write Your Transformational Book Group Coaching Program

- 12-week program to help you write your book.
 - **Goal:** Write a 60,000-word book in 3 months—700 words/day or 5,000 words/week.
 - Receive **12 tips** (one per week) to keep you inspired, motivated, and writing—value \$400.
 - Get **3 bonus video and 2 bonus audio** recordings—value \$250.
 - Participate in **bi-weekly coaching calls** (6 total)—1st and 3rd week of the month—value \$1200.
 - Have **accountability** via a **private Facebook group** with 2x/week updates—value \$500.
 - **BONUS:** private 15-minute **laser coaching session** 1x/month—value \$200.
 - **BONUS:** Wrap-up **group coaching session** on Oct. 25—value \$250.
 - **Begins Aug. 9; ends Oct. 25—Wednesday morning at 9 a.m.**
 - **Cost:** \$497 (true value--\$2800)
 - **Register here:** <http://ninaamir.com/writetransformationalbook>
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