

HOW TO PUBLISH IN 2019

WRITING TO GROW YOUR BUSINESS, SPEAK YOUR TRUTH, HEAL THE WORLD

WITH PUBLISHING CONSULTANT AND EDITOR STEPHANIE GUNNING

About Stephanie Gunning

Developmental editor, publishing consultant, and book packager **Stephanie Gunning** is a 34-year veteran of the publishing industry. Formerly a senior editor at Bantam Doubleday Dell and an associate editor at HarperCollins Publishers, she has worked on numerous New York Times and national bestselling authors. Books Stephanie has ghosted and cowritten have been published by companies that include HarperCollins Publishers, HarperOne, Hay House, New World Library, Harmony Books, Three Rivers Press, Broadway Books, New Page, McGraw-Hill, Jossey-Bass, Putnam Perigee, and Health Communications Inc. She has edited and packaged hundreds of self-published books and is passionate about helping writers doing meaningful work to promote their businesses and achieve their purposes. Stephanie has mastered the art of transforming powerful ideas into marketable books.

3 Basic Overlapping Parts of Publishing

- ▶ Writing—including research, writing, and polishing
- ▶ Production—cover and interior design, and administrative tasks.
- ▶ Marketing—promoting to the consumer and to media people

What Is Successful Writing?

Making progress toward your goal.

Writing—3 Aspects to Consider

- ▶ Gathering information
- ▶ Producing your content
- ▶ Revising and polishing the manuscript

Writing—1st Aspect: Gathering Info

- ▶ Online or library research
- ▶ Interviews with experts or subjects of case studies
- ▶ Surveying people in your target audience, such as your clients
- ▶ Sitting and thinking,
- ▶ Drafting a simple outline of your individual chapters

GET IT ALL ON DOWN PAPER

Writing—2nd Aspect: Content Creation

- ▶ Measure progress in word count tallied by day, week, or month
- ▶ Speed process with automated typing features built into Word and Mac software
- ▶ Transcribe audio recordings with Rev, Dragon Dictation, Evernote, and Dictate2Us
- ▶ Blog your content and get dual purpose from it (or reverse for sake of marketing: book becomes blog articles)

Writing—3rd Aspect: Polish & Revise

- ▶ Hire a professional editor
- ▶ Use software built into your computer that checks grammar and spelling
- ▶ Use web-based software that can check usage and style as well as grammar and spelling—and even search the Net for plagiarism
- ▶ **Apps:** Grammarly, GrammarLookup, PunctuationCheck, GingerSoftware, WhiteSmoke, JetPack, Hemingway

EASY BOOK IDEA GENERATION

30 days to... (thinner thighs, lower your cholesterol, meet the love of your life)

YOUR BOOK:

Other time frames: 1 week, 8 weeks, 3 hours, 1 hour, 60 seconds, 3 seconds, 10 minutes, 8 minutes, 90 days, quarterly, year, weekend, Sunday, Monday, etc., morning, nighttime.

EASY BOOK IDEA GENERATION

7 steps to... (getting off sugar,
financial freedom, organize your
workspace)

YOUR BOOK:

EASY BOOK IDEA GENERATION

10 tips for... (Instagram success, raising self-esteem, building a wine collection)

YOUR BOOK:

EASY BOOK IDEA GENERATION

5 rules/habits of ... [ADJECTIVE] [TYPE OF PERSONS] (happy moms, successful teachers)

YOUR BOOK:

EASY BOOK IDEA GENERATION

The secret of ... [VERBING] (cooking like a professional chef, skiing like an Olympian, singing like a pop star, giving a TED Talk)

YOUR BOOK:

EASY BOOK IDEA GENERATION

Books for Events: birth, death, marriage, separation, divorce, meeting in-laws, graduation, starting new job, quitting old job, retirement, holiday party, vacation, shopping, cleaning, home decorating, organizing, saving or investing money, etc.

YOURS:

EASY BOOK IDEA GENERATION

- ▶ **101 ... [DESIRABLE OBJECTS]** (easy homemade products, Asian dishes, affirmations, sex tips, Halloween costumes, juice recipes)
- ▶ **365 daily reflections/meditations on ... [ANY TOPIC]** (bible verses, things to do with LEGO bricks, meditations for grandmothers)
- ▶ **How to ...** (bake bread, win friends and influence people, shoot a movie with your iPhone, act Shakespeare in 21 days)

EASY BOOK IDEA GENERATION

- ▶ **Books for Lifestyle:** Paleo, Gluten-free, running a marathon, greening your business, overcoming distraction, staying in touch, getting a good night's sleep.
- ▶ **Books for Diseases/Emotional States:** Diabetes, ADHD, high blood pressure, Parkinson's, dementia, cancer, anxiety, depression.
- ▶ **50 Ways to Do [SOMETHING] to/for [SOMEBODY]**

Production

- ▶ Cover Design
- ▶ Interior Design
- ▶ Administration Tasks