




Dan Poynter's
Planning Your Book
 Making the Writing Faster & Easier





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“Your book is a brochure — that people pay to read.”
 —Jack Canfield, November 2006




“A book is a lead generation device.”
 —Mark Victor Hansen
 Atlanta, March 26, 2004



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Your Book Project Overview


- 📖 Qualify the project
- 📖 Set up the book in a binder
- 📖 First draft. Rough draft.
 - 📖 Get information into binder. Portability.
- 📖 Second draft. Content edit.
 - 📖 Fill it in: Add research, quotations, stories, illustrations, interviews, etc.
- 📖 Third draft. Peer review.
 - 📖 Get feedback on manuscript.
- 📖 Fourth draft. Copy edit.
 - 📖 Use editor and proofreader
- 📖 Typesetting and cover



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Qualify the Project: the 7 Musts

1. The subject must be interesting to you
Turn your *passion* center into your *profit* center
2. You must have *expertise* or *experience*
Credentials &/or Having been there
3. The subject must interest other people
If you write it, will they come?
4. The subject should be tightly focused
Will a potential buyer *identify* with your book?
5. The market must be easy to reach
Be able to *identify* your buyer
Be able to *locate* your buyer
6. The market must be large enough—200,000 minimum
7. Meeting planners are buying the subject




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Your Publishing Sequence


- 📖 pBook (printed)
 - For credibility and foundation
 - Print 500, digitally.
- 📖 IpBooks. Large PRINT
 - Change PDF settings
 - Use LightningSource.com
- 📖 eBook: PDF, LIT, etc.
 - The file is already done
- 📖 aBook: CD and Download
 - Use the pBook as a script for the audio
- 📖 Speeches, seminars & consulting
 - Based on the book
 - Record the speeches for a “live” audio product

Repackage-Repurpose-Recycle your material



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Get a Model Book



- Respect the category. Your book must look like the rest on its shelf.
- Find a design you like. Consider
 - Binding: Hardcover or Soft
 - Paper color/shade
 - Type style & size
 - Design & layout of pages

Buy the book and use it as a model

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Simultaneous Publishing

A combination of traditional and self-publishing

Print 500 copies

- 📖 Send 3 to selected agents
- 📖 Send 3 to selected publishers
- 📖 Send 400 for review. See Mailing Lists.
- 📖 Send 5 to book clubs. See *LMP*
- 📖 Send 10-15 to foreign publishers. See *ILMP*
- 📖 Send 25 to opinion molders in your field
 - Autograph book to get it past the secretary

Test the Market

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- pBook (Just upload the file)
- eBook (Just upload the file)
- lpBook (Just upload the file)
 - Access to Ingram, stores, Amazon, et. al.
 - Test the market
- Sign up and get a password
 - Access the contracts
 - Sign and send the pBook, eBook contracts for US and UK
 - Upload your text and cover .pdf files.

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Four Stages of a Book

Stage:	Writing	Producing	Distributing	Promoting
Responsibility:	Author	Publisher	Publisher	Author
Subcontract:		Printer	Distributor	



The Playing Field is Level

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Ways to Get Published

1. Large Traditional Publisher
 - Usually through an agent
2. Medium or Small Publisher
 - Match your Work to their specialty
3. Vanity "DotCom" Publisher
 - Good if you need just a few copies
4. Self-Publish
 - Subcontract cover, design, printing, etc.



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3 Reasons to Self-Publish

1. Make more money
 - 5000 books x \$19.95 x 6% of list price (12% of net) = <\$6,000
2. Get to press sooner
 - 18 months v 2 weeks
3. Keep control of your work
 - Quality

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More help with your project



<http://ParaPublishing.com>

- 📖 InfoKits
- 📖 Book Shepherds
- 📖 Suppliers List
- 📖 Newsletter
- 📖 Marketplace

If there is anything you did not understand today, contact me.

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