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 Converting Your Knowledge & Research into the Written Word



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I will share The New "Book" Model
 or
 Simultaneous Publishing

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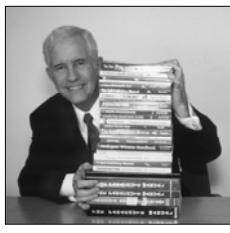
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-  Authors & publishers are collegial
-  Conspirators not competitors
-  Each book is unique
-  We brainstorm each other's promotion plans


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My Mission



**Making sure People don't die
 with a book still inside them**

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Poll

Help me to tailor this presentation to your needs



What stage are you in your book project?
(If you have more than one project, you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

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Your Book will Provide



- Credibility-You are the expert
- Prestige
 - Authority
- Exposure-Notoriety
- Another profit center-Income
 - Not hourly work
 - Passive income
 - Invest your time in your future
- Membership in a great industry
- More business
 - Other product sales
 - Speaking
 - Seminars
 - Consulting
 - For higher fees



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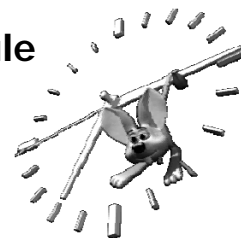
The New "Book" Model

See legible chart in handout

Creating the Content	Producing the "Work"	Promoting the Edition
<p>A. Set up 1. Use the new book 2. The Writing Template (Writing Template can be downloaded from the website, http://www.parapub.com) 3. Use the new book 4. Use the new book 5. Use the new book 6. Use the new book 7. Use the new book 8. Use the new book 9. Use the new book 10. Use the new book 11. Use the new book 12. Use the new book 13. Use the new book 14. Use the new book 15. Use the new book 16. Use the new book 17. Use the new book 18. Use the new book 19. Use the new book 20. Use the new book 21. Use the new book 22. Use the new book 23. Use the new book 24. Use the new book 25. Use the new book 26. Use the new book 27. Use the new book 28. Use the new book 29. Use the new book 30. Use the new book 31. Use the new book 32. Use the new book 33. Use the new book 34. Use the new book 35. Use the new book 36. Use the new book 37. Use the new book 38. Use the new book 39. Use the new book 40. Use the new book 41. Use the new book 42. Use the new book 43. Use the new book 44. 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Use the new book 92. Use the new book 93. Use the new book 94. Use the new book 95. Use the new book 96. Use the new book 97. Use the new book 98. Use the new book 99. Use the new book 100. Use the new book</p>	<p>B. Publish your book 1. Use the new book 2. Use the new book 3. Use the new book 4. Use the new book 5. Use the new book 6. Use the new book 7. Use the new book 8. Use the new book 9. Use the new book 10. Use the new book 11. Use the new book 12. Use the new book 13. Use the new book 14. Use the new book 15. Use the new book 16. Use the new book 17. Use the new book 18. Use the new book 19. Use the new book 20. Use the new book 21. Use the new book 22. Use the new book 23. Use the new book 24. Use the new book 25. Use the new book 26. Use the new book 27. Use the new book 28. Use the new book 29. Use the new book 30. Use the new book 31. Use the new book 32. Use the new book 33. Use the new book 34. Use the new book 35. Use the new book 36. Use the new book 37. 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Schedule



Writing: 90 minutes

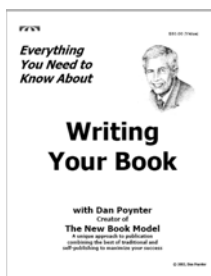
Much material. May skip break.

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What is in the Handout?

- Slides
- Take notes on a separate sheet
- "Surprise slides" not included
- Book Cover Design Sheet

Handout is also available free from the Forms Bank at <http://ParaPub.com>



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Your Book Project Overview

- Qualify the project
- Set up the book
- First draft. Rough draft.
 - Get information into binder
- Second draft. Content edit.
 - 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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Chapter Two

- ☞ Qualify idea before you write
- ☞ Inspiration may come at any time
 - ☞ Newspaper article
 - ☞ Television newscast
 - ☞ Colleague at work
 - ☞ Seminar or workshop
 - ☞ When you first wake up
 - ☞ In the shower
 - ☞ While driving



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Assessing the Market

- ☞ Proposal
 - ☞ For agent &/or publisher
 - ☞ Your own use
- ☞ Has this subject been covered lately?
 - ☞ From this angle?
 - ☞ How did it sell?
- ☞ How large is the market?
- ☞ What is the median selling price of the books on this shelf?



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Qualify the Project: the 7 Musts

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

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Narrowing the *Readership*



What percentage of the visitors to Disneyland go without kids?

There are thousands of books on Disneyland and Disney World

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Which Bookstores?

- ☞ Suburb stores
 - ☞ Relationships
 - ☞ Parenting
 - ☞ Weight Loss/Exercise
 - ☞ Spirituality
- ☞ Downtown stores
 - ☞ Business
 - ☞ Organizational skills
 - ☞ Sports related



Where is there a greater selection of your category book?

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RESEARCH

Subject, Title & Competition. Chart the information for comparison

- ☞ Bookstores
- ☞ Online bookseller such as Amazon.com
- ☞ Ingram. Call computer: 615-213-6803
 - ☞ Punch in ISBNumber
- ☞ How many magazines?
 - ☞ <http://parapub.com/maillist.cfm>

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Get a Model Book



Check:

- Binding: Hardcover or Soft
- Paper color
- Type style
- Design & layout of pages

Buy the book and use it as a model

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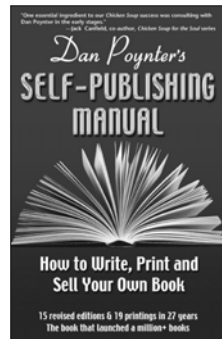
Chapter Three: Packaging

Basic Bookstore Shelving Categories

- Antiques/Collectibles
- Architecture
- Biography/Autobiography/Letters
- Business/Economics/Finance
- Computer Technology & Software
- Cookbooks & Cookery
- Crafts & Hobbies
- Current Affairs
- Drama
- Education & Teaching
- Family/Child Care/Relationships
- Fiction/Literature
- Foreign Language Instruction & Reference
- Games
- Gardening & Horticulture
- Health & Fitness
- History
- Home Improvement & Construction
- Humor
- Language Arts
- Law
- Literary Criticism & Essays
- Mathematics
- Medical/Nursing/Home Care
- Music
- Nature & Natural History
- Occultism/Parapsychology
- Performing Arts
- Pets & Pet Care
- Philosophy
- Photography
- Poetry
- Political Science & Government
- Psychology/Psychiatry
- Reference
- Religion/Bibles
- Science
- Self-Actualization/Self-Help
- Social Sciences
- Sports & Recreation
- Study Aids
- Technology & Industrial Arts
- Transportation
- Travel & Travel Guides
- True Crime

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More Room in the Frontmatter

You can tell more about yourself inside

Readers want to know what you look like

(Your readers know more about you than you know about them)



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Book Covers Work Sheet

Category: _____ (Back Cover) Book Covers Work Sheet (Front Cover)

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Frontmatter to Shownote:
 Here will shownote:
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 • _____
 • _____

TITLES of BOOK

Testimonials:
 1. _____
 2. _____
 3. _____

Why the author is qualified to write this book:
 Closing copy: _____

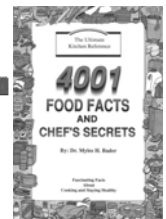
Price: \$ _____ ISBN and bar code: _____

See larger copy in handout

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Select a Working Title

- Start with the key word
- Specific, familiar & short
- Do not start with a number such as 101
- Get the DotCom for the title
- Select a subtitle. More descriptive.
- Test title/subtitle on colleagues
- Drafting your back-cover copy will help you find a title/subtitle



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Packaging



- 📖 Bruce Lansky of Meadowbrook Press took *The Rainbow Book* which had sold 25,000 copies in three years and changed the binding, cover, name, size and price.

Free Stuff For Kids sold 500,000 copies in two years and made #6 on the *New York Times* Bestseller list.

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Set up the Binder



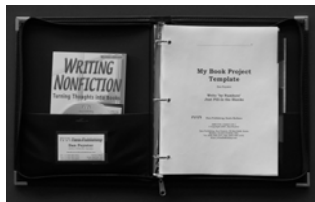
Make your writing project portable to make use of unexpected free time.

"Would that I could stand on a busy corner, hat in hand, and beg people to throw me all their wasted hours."
—Bernard Berenson, 1865-1959, American art critic.

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Template: Just fill-in the Blanks

- 📖 Zip-up binder
 - 📖 Portable & secure
- 📖 Each book page with instructions
- 📖 Copy of *Writing Nonfiction* with examples.
- 📖 CD with pages formatted and laid out.



See <http://ParaPub.com>

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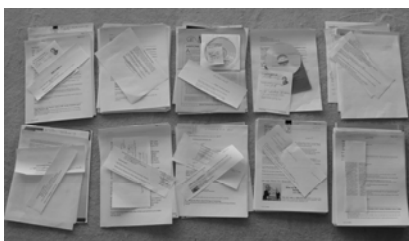
Just Fill in the Blanks



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"Pilot" System

Place Research Materials into Chapter Piles



"Great things are not done by impulse, but by a series of small things brought together."

--Vincent Van Gogh, Painter.

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Note

You have been working on your book but you have not done any writing yet.

Planning & research will establish a roadmap that will speed the writing.

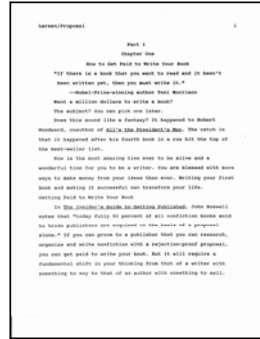
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Chapter Four

- 📖 The First Draft
- 📖 Layout the pages before you write.

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A Traditional Manuscript Double-spaced Courier typeface



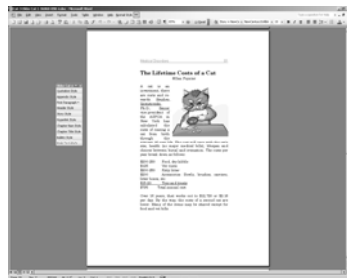
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Write in Page Layout Format with MS-Word

Note Tag Box →

Margin settings are in *Writing Nonfiction* or follow your "model book"

Build Your Book



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Starting Chapters

Note Tag Box →

Set chapter number and chapter title

Build Your Book



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Writing Your Book

- 📖 1st draft (rough draft)
- 📖 Start with chapter that is the shortest, easiest or most fun.
- 📖 *Build* the book rather than just write it.
 - 📖 Assemble the elements
 - 📖 Use words, color, motion, sound, hyperlinks for more info, etc.



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Type or Talk the Text

- 📖 Keyboard
- or
- 📖 Dictate

- 📖 Get Dragon 9.0 for XP, 9.5 for Vista

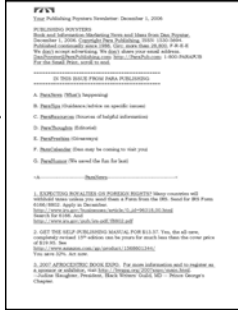


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Chapter Five

- 📖 2nd Draft (Content Edit)
- 📖 Now you have quantified the project
 - 📖 See what you have and don't have
 - 📖 Fill in the holes
 - 📖 Research



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Research



- 📖 The Internet
 - 📖 The world's largest library
 - 📖 Google.com and other search engines
 - 📖 Quotations
 - 📖 Stories
 - 📖 Illustrations
 - 📖 Photographs
 - 📖 Drawings
 - 📖 Interviews

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Import Photographs (halftones)

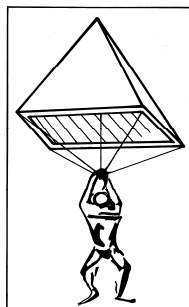
- 📖 Take your own with a digital camera
- 📖 Scan existing photographs
 - 📖 Crop & size to fit



Use *PhotoShop*, *Paint Shop Pro* or *PhotoSuite*

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Crop & size to fit the page

Easy now that computers are faster.



(Leonardo Da Vinci, 1495)

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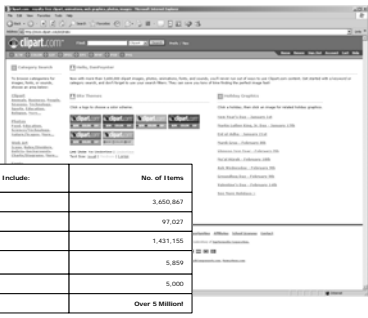
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Relevant quotation
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 Dates
 Background



"I quote others only the better to express myself."
 --Michel Eyquem de Montaigne, 1533 – 1592

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If You Are

Thinking,
Planning
or Writing



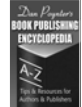
Writing with
someone
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Promoting



Tips,
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Your Learning Resources

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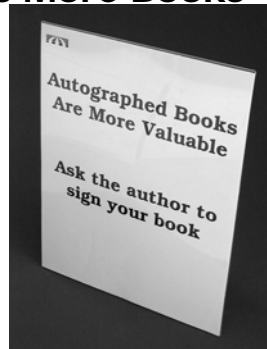
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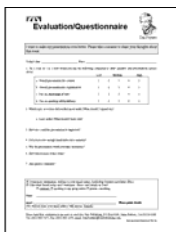
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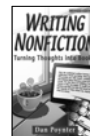
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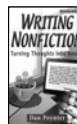
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