

Your Book Publishing Coach Newsletter

*The insider's guide to writing,
publishing, and making money with information products*

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***** QUOTES OF THE MONTH *****

More on Creativity

(I just couldn't help it, these are all so good....)

"Any activity becomes creative when the doer cares about doing it right, or doing it better." --John Updike

"Your mood doesn't really matter. Some of the best creative work gets done on the days when you feel that everything you're doing is just plain junk." --Julia Cameron

"Creativity requires the courage to let go of certainties."--Erich Fromm

"Creative minds have always been known to survive any kind of bad training." --Anna Freud

"There are two ways of being creative. One can sing and dance. Or one can create an environment in which singers and dancers flourish." -- Warren G. Bennis
(I like this one because, as a book coach, I try to create an environment in which writers can be creative.)

*****MAIN ARTICLE*****

How to Find Time to Write a Book

Let's face a couple of facts: 1. Writing a book will take a chunk of time and energy. 2. Your life is already full, and you have no extra time.

Given these two facts, how can you make the time to write the book you have inside your head, the book that's been calling to you to write for months or even years?

1. First, get in touch with that deep desire within you to write and publish a book. Envision as clearly as you can what it will be like to have a finished, published book in your hands. The title encapsulates just what you want the world to know. Your name is on that book. It is bound, with a beautiful cover, and a publisher's name on the spine, along with your own.

You're a published author. What is this going to do for you? Win you the respect and admiration of friends, colleagues, and family? Increase your business by your new position as expert? Allow you to approach people you never could before, by sending them your book? Enable you to name a much higher fee the next time you're asked to speak, and to have something to sell in the back of the room?

Whatever you want from your book, imagine it vividly. Then write it down. This is a most important pre-writing exercise. This desire is what will fuel your ability to keep on going even when the going gets tough. Review this document any time you feel your motivation sagging. Or, better yet, review it every day.

2. Prune and prioritize. You may have to make some tough decisions. If your life is already full, what will you cut out in order to harvest the time and energy to write your book?

Look at the chores you already do that take up chunks of time. Can you hire someone to clean your house or do your yard work so you can spend that time writing instead? How much television do you watch? Can you forego that time to write your book? Or to go to bed earlier and get up earlier and write before you go off to work?

For more help on time management, an excellent resource is The Time Commandments by Jill Koenig, the Goal Guru. Check it out at <http://bookcoach.goalguru.hop.clickbank.net>. You might also want to look at www.GoalGuru.com

3. Start out with little blocks of time—and make sure you *schedule it*. Even 20-30 minutes spent jotting down ideas for your book, or researching, or writing can add up.

Here's another insider's tip. The little exercise I'm about to share was key in making me a very productive writer. Set a time to write for 10 minutes, say at 4 p.m. Let nothing stop you from dropping whatever you are doing to sit down and write from 4-4:10. It doesn't matter what you write; for this exercise, the point is merely to train yourself to write whenever you need to. "Write on demand" as it were. You won't believe the power of this simple exercise until you try it.

4. Get a handle on what your book is about, and then break it down into bite-sized pieces. Begin by brainstorming everything you want to have in your book. Then arrange these into chapters in some kind of logical order.

For each chapter, brainstorm everything you want to be in that chapter. (In "Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word," I show how to use a very simple, powerful, and fast technique for brainstorming any project you do. See <http://www.wordstoprofit.com/JumpStartYourBook.html> for more details.)

Highlight any topics that you don't currently know enough about. These areas will comprise your research.

When it's time to write, choose one little thing to do that will move you ahead one step. Again, it might just be jotting down more ideas for a particular chapter. Or doing one bit of research. Or writing a page.

This is what professional writers do: They set aside time to work, and then set a quota (so many pages written, or X items researched, etc.). You will do the same, only perhaps on a smaller scale. The key here is discipline. Once you begin to structure your writing into your day or week, you will see your book materialize, step by step. That will build the momentum you need to keep going.

Remember, if you want any help any step of the way, call on "your book publishing coach" via email (diane@yourbookpublishingcoach.com) or phone: 630-665-0843.

***** **CASE STUDY** *****

Success Story in Process

Maria Veloso, a very successful copywriter and the author of

[*Web Copy that Sells*](#), aspired also to be a successful novelist. She wrote and self-published a beautiful love story called [*Midwinter Turns to Spring*](#). The unique thing about this novel is that it is the very first novels to come with its own soundtrack of songs that go along with the novel.

Maria is one of the most innovative people I know, and it may well pay off big. I encourage you to visit her web site at <http://www.1shoppingcart.com/app/aftrack.asp?afid=325020> and study everything she's done here to promote the book.

1. She has many ways for the reader to “experience” the book: read the first chapter, listen to the music, even view a video with the lyrics and music. Note that she also provides a way for you to pass this on to other people—creating what’s called “viral marketing” effect.

2. She uses testimonials from readers and mentions her five-star amazon rating.

3. She even offers a free, 2-night-3-day vacation package with the book.

4. She created a Digital Personal Journal that contains excerpts from the book and gives people a place to their thoughts on their own computer. (I offer this also on my Abundant Gifts web site, and it is very popular: <http://www.abundant-gifts.com>)

5. She created a publicity ploy: a petition to nominate [*Midwinter Turns to Spring*](#) to Oprah Winfrey’s Book Club (see <http://www.nominatemidwinterforoprah.com> for how she did it).

Here’s what else she’s doing, that isn’t so evident from the web site:

6. E-mail Marketing: She’s sending out a "musical" e-mail featuring testimonials – see <http://www.midwinterturnstospring.com/HTMLemailTestimonials.html>

7. Viral E-Mail: She sends out a postcard e-mail that invites people to view a 3-minute feel-good movie (the mini-movie features excerpts from the novel, as well as the instrumental song from the soundtrack) – see <http://www.TheMinuteMovie.com>

8. Postcard Marketing: The headline is her USP (Unique Selling Proposition)—“The very first novel that comes with its own music soundtrack.” The card shows a photo of the book cover and the music CD, and then features 10 testimonials.

9. Amazon.com Campaigns (February 2006): "Single New Product" mailing to Amazon.com buyers of similar-genre books; and "Buy X Get Y" campaign (Buy a Nicholas Sparks book bundled with *Midwinter Turns to Spring*)

The results? Not only has she sold 4,672 copies in her first 9 months (very good numbers), but a reporter for the *Chicago Sun-Times* recently did a story that included her. Within a couple of days, an editor for Simon & Schuster called Maria to express interest in publishing the book! Maria is now talking to publishers (including the publisher of Warner herself) and literary agents (including one who has the reputation of being "the most powerful literary agent on the West Coast") about getting her a publishing deal.

Maria is an example of what Dan Poynter calls "The New Book Model" of Publishing: You print your book first and generate attention and exposure, then if a major publisher comes in with a good offer, you sell to them. Not everyone will have the resources to do all Maria Veloso has done, but her example is worth studying. Brainstorm what you can do for your own books as you consider her innovative approaches. (By the way, her publishing company's name is apt: Think-Outside-the-Book-Publishing.)

I'll report on Maria's progress in my blog. Sign up so you won't miss a thing: <http://yourbookpublishingcoach.com>.

*****INSIDER'S TIP *****

More on Publicity

In my blog, <http://yourbookpublingcoach.com>, I mentioned how I got three different publicity exposures in one week, and gave some tips on how you can do the same.

The biggest thing to remember in all your marketing and promotion is: It's all about building relationships. You want to build relationships with your current readers (who will tell their friends, if they like your stuff), with people who might become your readers (through linking with other people who are currently serving the same type of readers—e.g. other authors of romance novels, if that's your genre).

You also need to be building relationships with media people and with booksellers.

Here's another insider's tip: one way to get written up in a major newspaper or magazine is to find freelance writers who cover your topic, and pitch them on your idea. Again, this takes a bit of research. But it's not difficult.

For instance, if you're covering something related to employment, read the article on the cover page of the Classified section of the Sunday newspaper. I just read an article

on interviewing, and noted that the author is a freelance writer who “reports frequently on job-related issues.” If I had a book (written or in process) on anything related to jobs, I would write to this author, compliment her on her article (it was very good), and mention my specialty and that I would be happy to be a resource person for her.

In the July issue of this newsletter, I talked about how to use Google Alerts to keep abreast of your topic. Note who’s writing about your topic and begin a relationship. Build your file of contacts, starting now. Do it at your next writing session (which you’ve already set up after you read the article above, right?). ☺

***** PUBLISHING TRENDS *****

Special Report Preview

In preparation for my teleseminar with Annie Jennings PR (see blog for links), I interviewed several top-level publishing executives in editorial, marketing, public relations, as well as agents.

I will write up a Special Report on publishing trends eventually, but in the meantime, I’ll post some thoughts regularly in this newsletter and on the blog.

Book publishing has changed dramatically since I began in it, some 28 years ago.

In the “good old days” (if you can call them that), one would write up a manuscript and approach editors/publishers with the idea. If they liked it, they would publish it. The publisher did most of the promotion. They published books they liked, largely, and hoped the public would catch on. Some few books made it to best seller stardom. These books subsidized the other books the publisher believed in, but that never caught on enough to even pay out the advances. (Most books did, and still do, lose the publisher money.)

This is an oversimplification, but it provides the basis for comparing how things are today.

Nowadays, it’s very difficult to get published by a traditional publisher. Publishers are way more savvy about marketing, and they expect authors to be, too.

This is one of the biggest trends I’ve noticed in the past 5-10 years: It is crucial for every author to have a “platform” to even be considered by an agent, let alone a publisher.

What’s a platform? It’s industry jargon for an audience. A definable market *that you are already influencing*. You must already demonstrate that you have a platform, and that you will continue to grow it.

No longer can an author be someone who just writes books. If you aspire to be an author, know that you must learn marketing and promotion skills—preferably before you even try to get published.

This was a difficult transition for me to make at first. I'm a writer, first, but I have learned to love marketing. It too calls upon creativity in a completely new way.

The thing is, many authors are Introverts, in the sense that we prefer to do our work in solitude. That is how we gain our energy--through reflection and solitude. Book marketing and promotion call upon more Extraverted skills, but there is no reason an Introvert can't learn these as well.

In fact, there are Introverted ways to market your book. (I should know—I've made it a point to discover and/or create them!)

You simply cannot be a successful author today if you don't want to learn how to promote yourself. But not to worry—if this is a problem for you, there are plenty of resources to help you. A major purpose of this newsletter, my blog, and my book coaching is to teach you those skills and tactics as well as what you need to write a great book. So stay tuned ... and contact me (see below) if you ever need help.

***** **ON THE BLOG** *****

Here's what was covered in the past few weeks on my blog:

- A list of recommended books on the creative process
- How I got three publicity exposures in one week, and how you can, too
- Links to a great blog on writing, especially if you're in the Christian market niche
- A simple tool that I've used for the past year to get more done than I ever thought possible
- Links to the teleseminar I did on publishing trends for Annie Jennings PR, the Daily Herald article on my Words to Profit business, and the Midday Connection national radio show that I did on MotherStyles with Janet Penley, and the *Chicago Sun-Times* story on Maria Veloso

If you missed anything, go here now: <http://yourbookpublishingcoach.com>. While you're there, why not subscribe so you won't miss a thing? I post more often to the blog, mentioning resources and ideas that come up between newsletters. Some things, such as teleseminars I hear about that I think would interest you, are time sensitive. So do sign up and check things out.

Get Your Questions Answered ...

If you have a question for Diane about writing, publishing and/or promoting a book, send your question to questions@WordsToProfit.com.

I will be answering all questions on a free upcoming teleseminar. Even if you don't have a question but you would like to tune in, send a blank email to the address above and you will receive notification of the next teleseminar. You can listen in and hear the questions other people have and still learn a lot.

*******JUMP START YOUR BOOK*******

If You're Ready to Start Your Book Now ...

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Also, when you get **Jump Start Your Book**, you'll get a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch. Even more valuable, when you finish, you get a complimentary one-on-one laser-coaching session with me.

For details, go now to
<<http://www.WordsToProfit.com/JumpStartYourBook.html>>

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