



Write Your Book by-the-Numbers

Just Fill in the Blanks



© 2007



Dan Poynter, CSP - Mr Publishing



I have been here



You are on the right path



Inukshuk



You & Publishing



Thank you for investing your

- ☞ Time
- ☞ Money

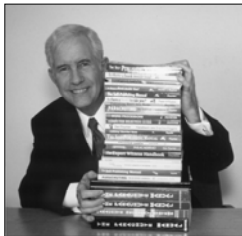


We do not Compete



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

My Mission



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



You . . .

Are a leader in your field
Your book will validate your expertise

Write what you know &
do what you love

For example, I have written 7 books
on parachutes & skydiving



Come With Me



Be a "Participant" in *Your* Field

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)

Your Book will Provide



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



Please Hold Questions

- For the end of the session
 - Write them down
- We have a lot of material to cover in a short period of time
- Questions break the momentum and flow of the material

What is in the Handout?

- Book Writing Template
- Insert into a binder
- 33-Page outline
- Just fill it in
- Book Cover Outline
- Project Evaluation & Book Promotion Resources



Template Also Available At

Speeches, Presentations
& Seminars



See Forms Bank at
<http://parapublishing.com/sites/para/speaking/formsbank.cfm>
(Free)



Free Newsletter

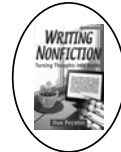
- 📖 Goes to 31,000+ authors and publishers
- 📖 Full of tips & resources
- 📖 They forward it to colleagues.
- 📖 Circulation grows by 200/week
- 📖 Sign up now
- 📖 (You can't beat FREE)

Evaluation Form

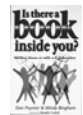
Please fill out
near end of the
program

If You Are

Thinking,
Planning
or Writing



Writing with
someone
else



Publishing
or
Promoting



Want to learn writing
and publishing through
tips, stories and
quotations



Your Learning Resources

Books

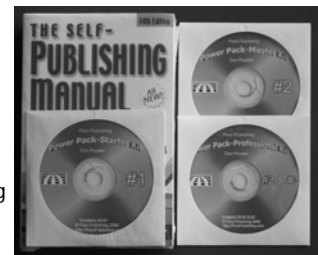


Books on the table are
For Sale

- 📖 Cash, check, credit card.
- 📖 Check Ship or Carry
- 📖 Self-service: fill out the form
- 📖 Honor system: take the books

You Can Get it All

- 📖 PowerPacks
 - 📖 Starter Kit \$297
 - 📖 Master Kit \$497
 - 📖 Professional Kit \$ 897
- 📖 Books, Reports, CDs,
Mailing Lists, Contracts,
Forms, Private Consulting
with Dan and more . . .



See <http://ParaPub.com>

Qualify the Project

- 📖 See handout
- 📖 Qualify project
- 📖 Promote the book

📖 Free InfoKit
<http://parapublishing.com/sites/para/resources/infokit.cfm>



Fiction v. Nonfiction

- 📖 Fiction is entertainment
 - 📖 Competes for attention with other forms of entertainment
- 📖 Nonfiction is valuable information
 - 📖 No competition



Set up the Binder



- 📖 Insert the pages
- 📖 Portable
- 📖 Makes use of unexpected free time
- 📖 Shows progress
- 📖 Feeling of accomplishment
- 📖 Transfer to computer

Frontmatter - Overview

- 📖 Front & Back Covers
- 📖 Testimonial pages
- 📖 Title Page
- 📖 Copyright Page ©
- 📖 Dedication Page
- 📖 Epigraph Page
- 📖 Table of Contents
- 📖 About the Author page
- 📖 Foreword
- 📖 Acknowledgement
- 📖 Disclaimer



Make Notes on the Template

Now, let's see the detail

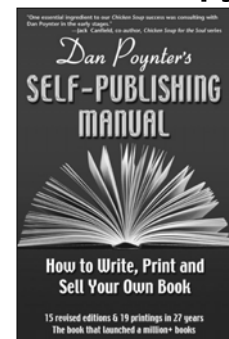
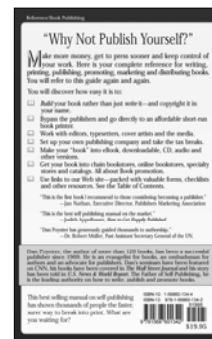
Front Cover

- 📖 Get Cover Art
 - 📖 Needed for *both* pBook and eBook
 - 📖 Good packaging sells products
 - 📖 "Anyone who says you can't judge a book by its cover has never met the buyer from Barnes and Noble."
 — Terri Lonier, *Working Solo*.




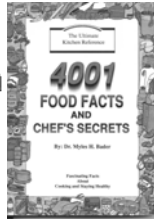
- 📖 Cover Artists
<http://parapublishing.com/supplier.cfm>
- 📖 Do-it-yourself
<http://www.ClipArt.com>

Draft Your Back-Cover Copy

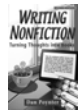
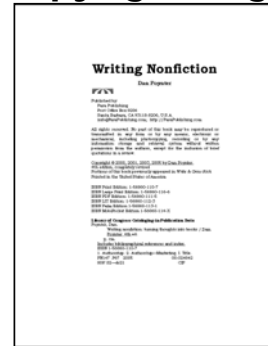


Select a Working Title

- ☞ 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



© Copyright Page ©



Dedication Page



Epigraph Page

"I've never met an author that was sorry he or she wrote their book . . . they are only sorry they did not write it sooner."

—Sam Horn, Author and Speaker

A pertinent quotation

Table of Contents

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About the Author

Readers want to know what you look like

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

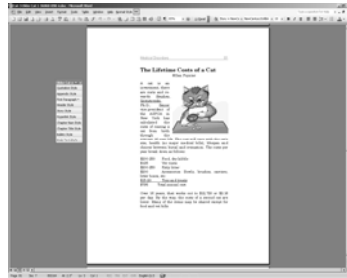


Write in Page Layout Format with MS-Word

Note Tag Box →

Margin settings are in *Writing Nonfiction*

Build Your Book



Write in Page Layout Format with MS-Word

Note Tag Box →

Set chapter number and chapter title

Build Your Book



Import Photographs (halftones)

Take your own with a digital camera

Scan existing photographs

Crop & size to fit

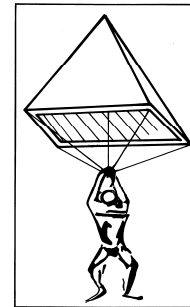
Use Adobe *PhotoDeluxe* or *PhotoShop* or *PhotoSuite*



Scan & Import Drawings



(Leonardo Da Vinci, 1495)



Crop & size to fit the page

Easy now that computers are faster.

Clip-Art and Copyright

Microsoft

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Subscriptions Include:	No. of Items
Clipart	5,650,367
Icons	97,027
Web Art	1,431,155
Fonts	5,859
Sound	5,000
Total Items	Over 5 Million!



6 million images. See <http://www.ClipArt.com>
One Week: \$15.95; One Year: \$169.95

Quotations Confirm Your Message

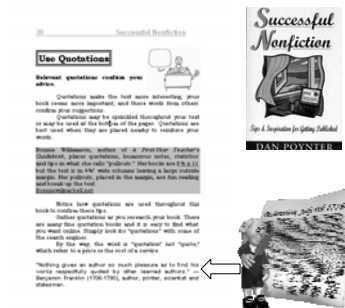
Relevant quotation

Name

Dates

Background

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



Quotation: The Truth Well Stated

Finding Quotations



Search for "quotations" at Google.com

Find Current Quotations



See Amazon's *Inside the Book* feature
Also <http://Print.Google.com>

Add to Quotations from Web Encyclopedias



Stories Request From Colleagues

☞ Use email for speed

☞ Set stories in different typeface in book

☞ Credit contributor with name & URL



Requesting Stories In *Publishing Poynters Marketplace*

-----ParaWants-----
STORIES/INFORMATION WANTED

A. I am looking for stories from WOMEN about taking SMART RISKS IN BUSINESS. What risk have you taken that's really paid off? Where were you in your life/career/etc when you decided to risk? How did you know it was the right time to go for it? Did anyone help you make that decision? Had you taken any risks before that really didn't pan out? Why not? Please send your stories to letter@creativeexpansions.com. Please write about two pages, and include your name, email address, and phone number.

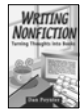
A very popular section

Reference Web Sites

- 📖 Hyperlink URLs for more information
- 📖 Link will be hot in the eBook editions
 - 📖 Download edition
 - 📖 eBook reader edition
 - 📖 CD edition

Backmatter: Appendix

- 📖 Afterword
- 📖 Resources
- 📖 Glossary of Terms
- 📖 Bibliography
- 📖 Index
- 📖 Order Blank



Now, let's see the detail

During the Next Dozen Slides, Please Take a Moment to . . .

- 📖 Fill out the Evaluation Form
 - 📖 Let me know what to keep and what to change

Afterword

- 📖 Related to "Foreword"
- 📖 Last word of encouragement



Glossary of Terms



- 📖 Words peculiar to the subject matter
- 📖 Alphabetical
- 📖 Can combine the Glossary and the Index

Bibliography of Books, Etc.

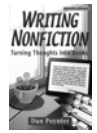
- 📖 Resources you used
- 📖 Resources you recommend



With This Template

- 📖 Your book is started
- 📖 Just fill in the blanks

Questions



When Next We Meet, Will You have?



An idea in
your head, or

A book under
your arm



It is up to you



Make a Difference



"Anyone who has ever taken a shower
has had a good idea.

The people who make a difference are
those who get out of the shower and
head for the keyboard."

—Dan Poynter



"As you grow older, you'll find the only
things you regret are the things you
didn't do."

—Zachary Scott, 1914-1965, Actor

**My name is
Dan Poynter**

and

**I don't want
you to die with
a book still
inside you.**



I have
been
here

You are
on the
right path



THE
END