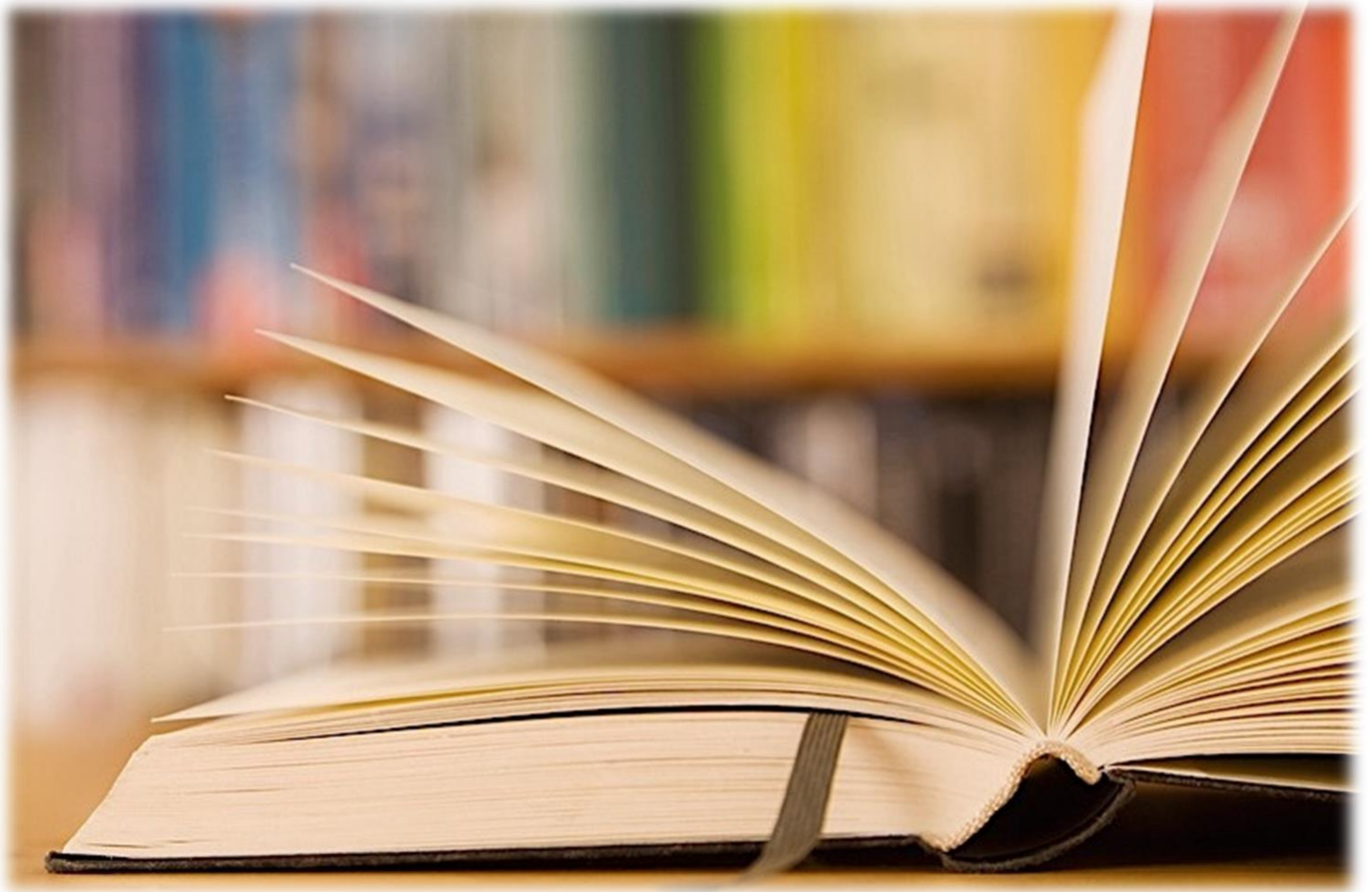


AUTHOR'S PROGRAM



Book Production, Writing Process, and Manifestation

Compilation of notes and tips refined by Ami Godsgate

Dear Yosoy Book Writers,

Book writing is joy but also hard work. This content offering is my other contribution to our Yosoy community and beyond. I see more book writers are emerging from this community to spread the word of Yosoy teaching, and I am not an exception. I have immersed myself in this field since 2022 and am happy to share what I learned along the way.

This PDF document contains helpful and useful information about the production of a book, its writing process, and other tactics that I learned the majority of from the “Complete Author Program” by Peggy MacColl, which is no longer available. Since I had full, complete notes from this \$2,000 program, including the second document, “Best Seller Program,” I transformed them into an instruction manual style so it will be very valuable to others who are thinking of writing or already writing a book, or have written one and are going for the next.

Added to the refined course contents, I included more information and updates from my personal experiences and learnings while writing my first book.

And this time, **I am offering these documents by donation.** Time and money have been spent putting all these 120 pages of precious information together. Please consider it as a worthy investment for your prosperous future, because what you give will return to you multiplied.

If you like the content, please use one of the links below to send your generosity. I thank you so much for your kind support in advance.

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I hope this sharing will help you birth your wonderful books and stories that reverberate through the planet Earth and the worlds beyond.

Love and gratitude,

Ami Godsgate

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Module 1: The Successful Author's Mindset

Session 1: Connecting to your WHY and WHAT YOU WOULD LOVE (Goal Setting)

Q1: *What is your reason “why”?*

Explore yourself, find out your deepest motivation, and make it clear about your intentions for why you are here now to write this book and your purpose of doing so.

(e.g.)

- *Why did I decide to become an author?*
- *Why do I want to write this book?*
- *Why do I want to tell this to people?*
- *Why are you passionate about writing about it?*
- *What do I want out of this book and why?*

A: (Write your answers in the attached separate Word document.)

Q2: *Your Goal: “What would I really love?”*

This is your manifestation process. Think about what you love to happen or have as a result of writing this book or in your life in general. Be as detailed as you can. Create the perfect picture and scenario that you would love to manifest from this book.

A: (Write your answers in the attached separate Word document.)

Session 2: The Successful Author's Power Life Script

Power Life Script is a manifestation technique invented by Peggy McColl—an author, manifestation expert, and successful personal development mentor.

In this session, you create your dream-life scenario, “Script,” as a successful author; have a clear vision of what it is for you to become that successful author; and create a mental (or physical) vision board of your perfect life that you absolutely love.

- Be very specific and detailed as much as you can. (place, time, numbers, etc.)
- This is your affirmation. Do not use any negative words.
- Use “I love” instead of “I want” or “I need.”

(Write your Power Life Script in the attached separate Word document.)

Module 2: Writing & Publishing/Self-Publishing Your Book

Session 1: What to know before Writing

Inclusions for Your Book

Besides your content and story, below is a list of matters you may consider including in your books.

- Your bio/About the Author (may include contact email and website here)
- Resources
- References
- Your contact email address for someone to be able to contact you

- Your website address (if you have one)
- Directions to download your freebie—Opt-in (if you have any)
- Your products and/or services (sales page)
- Recommendations: other materials that you want to share with readers. e.g., other books you like or an assignment that readers can follow.

*The point is to really create your product (book) that has experiential values that people love and tell others about.

Endorsements

The words and praise from recognized people about your book are essential to add value and credibility to your book.

- People to ask: Other experts and authors
- When reaching out to them for an endorsement, let them know how they are highlighted in your book.

*Think from the place of service. “How can I serve people even in a greater and grander way?” It’s a wonderful way to operate your life and put values in the world. You will be rewarded if you do so.

Website to support the book

It is great to have a website about your book so you can guide people to discover and purchase your book. Look at other websites to get inspiration for your website and learn a trend.

(Example website – a bit old fashion)

Session 2: Tapping into Your Creativity

Imagination is like a muscle. Use it.

Your imagination comes from your soul and unaware channeling of information that you are meant to learn and remember. What your soul wants to write is your own unique stories, no one else's. This leads you to expand your creativity.

Be reminded:

- You are different.
- You, as an author, ensure your content is unique.
- Stories of you and people you know help make your content unique.
- Even if the idea/theme may be the same, you can definitely make your book unique.

*Make your book memorable, remarkable, and a masterpiece!

Session 3: Choosing the Topic, Subject, and Theme for Your Book

Choosing a theme and the ideas behind it

Select the right theme for your purpose and intention. The theme you choose becomes the foundation of delivering the message and energy you want to convey through your story.

How to determine your central theme (or message)

When someone asks you, "What is your book about?" what would you say?

*Having a central theme doesn't mean you won't cover various subjects, additional subjects, or a sub-section of a particular subject.

Having a clear theme helps:

- You stick to the right track while creating/writing.
- Readers understand what your book is really telling them.
- Your message reaches with clarity.

Have total flexibility in your creation process.

Your central theme at the beginning may change in the course of your writing/creating process as new ideas and materials come through you and your mind.

Session 4: Timing, Writing Schedules, and Dates for Completion

How long you want to spend on writing a book is up to you, but it doesn't have to take years. There are faster ways to do it.

Set Deadlines

Decide when you want to have your book done. Set the dates for:

- Completion of writing the book
- Publishing/self-publishing of your book
- Launch of your book

Writing Schedule

Schedule yourself on when and how long you write every day, and commit to it!

- Devote specific minutes each day/each week to work on your book.
- Do your creative work at the most effective time of the day for you.
- The more you work on your book, the faster it will go and the better it will be.

Use of Time

To use your time effectively, take a careful look at how you are using your time.

- Analyze where you may be wasting time.
e.g., You are working on the same sentence over and over. Just write through it and come back to it later.
- Once you are used to your routine, think about what you can improve to get more done.

Increase Productivity

Try below. Discipline and self-care are the best friends.

- Mark your agenda with the scheduled time for the work.
- Aim to accomplish by a set completion date(s)
- Be diligent with the work.
- Hold yourself accountable for the progress you are making.
- Set milestones. This will bring encouragement and satisfaction in your achievements. Set small milestones between big ones, so you can celebrate and feel better more often.
- Reward yourself—treat yourself and relax from time to time. This will refresh your mind.

Studied Results in Increasing Your Productivity

“CHANCE OF SUCCESS” by Brigham Young University

- 10% - Made the statement “that’s a good idea.”
- 25% - Committed and said, “I’ll do it.”
- 40% - Said WHEN they would do it.
- 50% - Set a SPECIFIC PLAN of how to do it.
- 60% - Committed to SOMEONE ELSE that they would do it.
- 95% - Set a specific time to SHARE THEIR PROGRESS with someone else.

Summary of Recommendations

- Create your writing schedule and stick to it.
- Simply get on with the work.
- Get an accountability buddy (friend, colleague, mentor, another author you know).
- Commit to report to your buddy once a week with your list of accomplishments.
- Each week, provide an update on your new accomplishments with a list.
- Make sure your buddy does the same to you.
- Be supportive and encourage each other.

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Session 5: Different Genres & Different Formats

Genres: Fiction, Nonfiction, or Both

Fiction: A work of fiction is created in the imagination of its author. The author invents the story and makes up storylines, characters, plot, dialogues, and sometimes even settings. A fictional story does not claim to tell a true story.

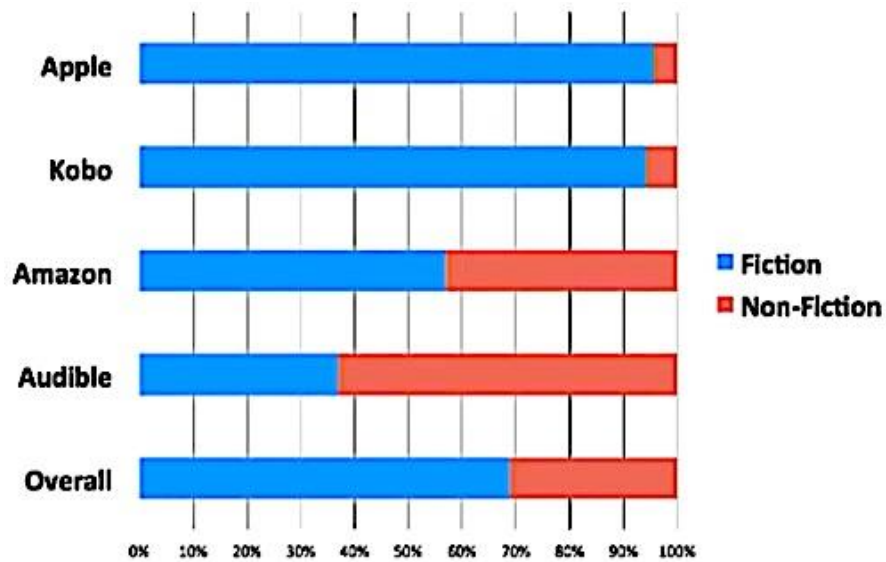
Nonfiction: Includes all kinds of categories—biographies, histories, memoirs, how-to books, self-help, business, writing, cooking, and religion. (You can check on Amazon listings for categories and subcategories.)

Multiple genres: One author can write books for both categories. You don’t need to stick to just one.

Parable books

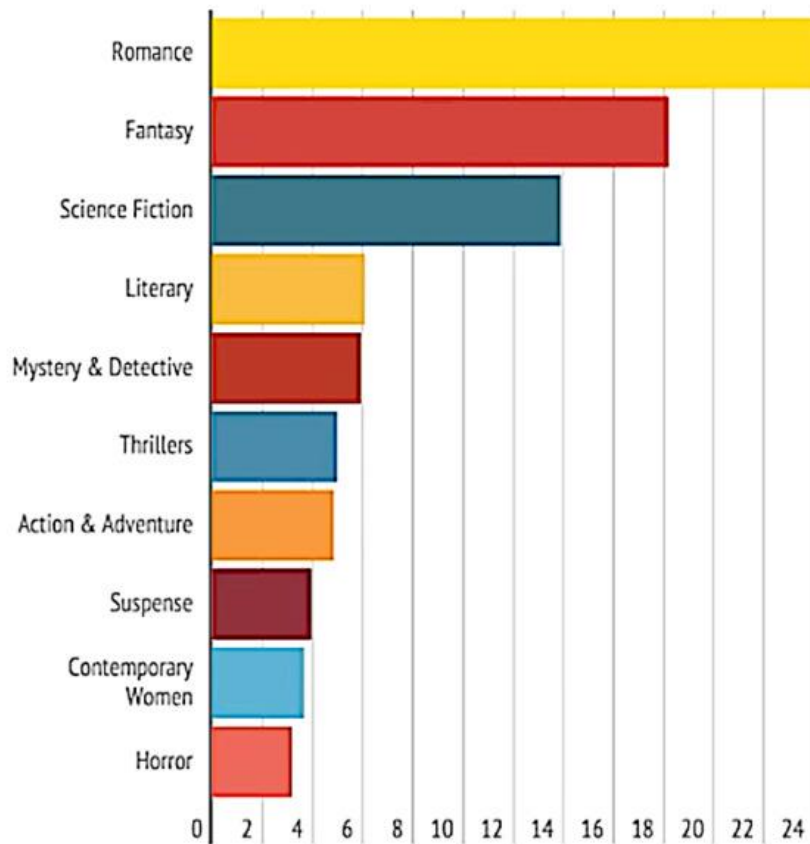
- Fiction story but transformational (entertaining + educational)
- You can create a course from the teachings of parable books.
e.g., Og Mandino, Robin Sharma, Andy Andrews
(James Redfield – who works with a dedicated fiction editor)

Ratio of Books Sold for Fiction / Nonfiction



*A large majority of authors who earned the most money are fiction authors.

Top Ten Fiction Genres:



(As of 2021)

Different formats of books

You can choose which type of book you want to publish with, depending on your budget, financial aim, purpose, and preference.

- Trade Paperback – Softcover (lower price)
- Hardcover (higher price)
- eBook – Kindle, PDF, Kobo, ePub, Mobi, etc. (from \$0 and up)
- Large Print Editions – for people with visual impairment
- Audio – popular option for nonfiction
- Multimedia – other electronic versions with pictures, etc., for different devices

Session 6: Preparing to Write

Get Started

The start can be almost anywhere.

- Title - This can be done much later, as it will likely change by completion. Or use a demo title at this point.
- Theme, concept, idea for the book (refer to Session 3: [Choosing a theme](#))
- Simply the desire to write.

Great Writers Are Often Great Readers

Reading and referring to other books are great for...

- Inspiration
- Style ideas
- Using as a sample for your book.

Research

When you need to do research for your content, make sure to do it thoroughly and have all the facts straight without any guess.

- Statics, Stories, Quotes, Verification, Specifics, etc.

Book File, Writing Down Ideas, & Clarity

- Create an electronic folder where you can store ideas for your book.
- Carry a journal with you wherever you go and write down ideas for your book.
- Have a note folder in your phone, which can be synced with your main folder (if your device has the system.)
- Voice recording

- Write down any idea that comes to you.
- Think about everything you would want to include in your book.
- Don't be concerned about the order.
- You can organize the content later.

Clarity comes with forward movement.

- Once you start and take action, more and more ideas will come to you.
- Faith is an important part of this process.
- Writing a book can be easier than you think.

Important Considerations

- Include stories: people want to be entertained MORE THAN they want to be educated.
- Be unique: if you are authentic and unique, people feel it.
- Conversation style is an effective style (most people read at a 3rd-grade level).

Don't compare or worry about your writing.

- Comparing yourself with great authors makes you feel defeated even before starting.
- Remember that editors can help you improve your work.

Roadblocks

You may have mental blocks before starting to write your book. If it happens, recognize the blockage and solve it by knowing that:

- You are the only person standing in your way.
- Resistance can show up but not always.
- Negative thoughts do happen and can interrupt you.
- Solution: "Three Step Process"
 1. Recognize the "blockage."
 2. Replace with the support statement and belief.
Example affirmation: "I'm so happy and grateful that my book is a huge success!"
 3. Move into action!

Other obstacles

- Become disillusioned with your writing process.
- Start writing, then flush it, and have to start over.
- Feel stuck in writing.
- Get distracted by other things happening in life.
- Lose interest, find the process not what you expected.
- An old negative idea resurfaces.

Remedy (Passion Check)

Pay attention to how you are "feeling," and ask yourself.

- Do I really want to write this book?
- Am I still in love with this idea?
- Am I really passionate about the idea?
- Am I blocking off dedicated time to work on it?
- Did I set a too challenging deadline?

You may need to change, reform, or remodel your idea.

- Reevaluate your approach to this project.
- Avoid going down the research rabbit hole.
- Pick up other books for inspiration.
- Lose the idea of being "perfect."

Keep this in mind:

- ANYONE can become a famous author.
- The ONLY thing getting in your way is yourself!

The Process Has Begun

- Once you get the idea to write a book, ideas will come to you.
- Be ready at any time to write down ideas.
- You can organize the content later.
- Your ideas will continue to expand and grow.

Be Flexible and Pay Attention

- to your creation
- to how you "feel"
- to the ideas that come to you
- to how this book unfolds, modifies, or expands

Session 7: How to Choose a Winning Title, Subtitle, and Book Cover

From “Think and Grow Rich” (Chapter 6):

“On imagination ... A publisher of books, which sell for a nickel, made a discovery that should be worth much to publishers generally. He learned that many people buy titles and not the contents of books. By merely changing the name of one book that was not moving, his sales of the book jumped upwards more than a million copies. The inside of the book was not changed in any way. He merely ripped off the cover bearing the title that did not sell and put on a new cover with a title that had “box-office” value.

That, as simple as it may seem, was an IDEA! It was IMAGINATION.”

**Never forget [imagination](#).*

How to Pick a Remarkable Title and Subtitle

This alone can make or break a book’s success. People buy books because of the titles and/or subtitles.

- Invest time and energy to come up with a winning title.
- Always think benefit-oriented for readers.
- When people smile or laugh from reading your title, you have the winning title.
- Subtitles are typically used for nonfiction books (not fiction).

Readers’ Buying Decision

Titles are the first parameter of books for people to make a buying decision.

- Creating a winning title is the way to go.
- Invest time to really think about a title that will catch readers’ attention.

Aspects of a Great Book Title

You want people to remember your book title.

Catchy / Intriguing / Impressive / Humorous / Shocking / Beneficial / Fun / Fascinating / Bold / or Memorable.

Short or Long?

It depends. Both work as long as it’s the right title.

Subtitles are usually longer than titles.

When You Think of a Title

These are a few tips you should keep in mind.

- Check if there are other books with the same name.
- How do you feel about the title? You should LOVE it.
- Wait for a day to see if you still love it.
- Ask others’ opinions about the title.

Other Ways to Find the Perfect Title

- Review your book and see if any words, phrases, or ideas come up.
- Be open to changes and the perfect title coming to you.
- Do affirmation: Give genuine thanks in advance for the perfect title for your book.
- Ask others to give you suggestions.

Subtitles

- Fiction books do not usually have a subtitle.
- Nonfiction books usually do, but it’s not a must.

Purposes of Subtitle

- Help buyers/readers understand what the book is about.
- Subtitles often serve as a benefit statement.
- It can be as long as it needs to be.
- Subtitles are not something that people would always remember verbatim.

Book Title and Domain Name

Once you have the title of your book, register the domain name if it's available.

- If the exact domain name is unavailable, you can add the word "book" to the title.
- You can use your main website instead of having a domain name for your books.
- When you have the book domain, you may redirect the page to your main website.

Session 8: Creating an Outline for Your Book

Outlining a Book

This is the first step to get clarity on everything you want to include in your book.

- What do you want to write about?
- What to include: Stories, Ideas, Examples, Suggestions, Recommendations, Tools, etc.
- List all the topics / ideas / conversations / items that you want to include in your book.
- This process can be either a rough draft or a detailed outline.
- Your outline could only be a small part of what you will ultimately put in your book.

Contents Organization – Be Flexible

You may change your outline many times and end up with a completely different outline.

- You may gather the contents worth more than one book. Be flexible in organizing and leaving out excess content for your second book.
- Think about If you want sections in your book.
- If your content is educational, it can lead up to creating a course and program later.

Content Example: 'Stop Digging Your Grave'

- Introduction (not mandatory)
- It starts at home
- Recognize the destruction
- Turning it around
- A little bit of poison can kill (words, intensifying emotions)
- What would you love (help people get focused or more focused)
- Building the foundation (for creating great success)
- Progressive realization (positive movement in the right direction)
- Success stories of others
- What do you do next (give practical methodologies and what to apply)
- Tools & strategies
- Resources
- Quates
- Recommendations (what they can do next)

Table of Contents: Values of Intriguing Chapter Titles

After people look at the title and/or subtitle, they will look at the Table of Contents.

- Be creative with your chapter titles.
- People will buy a book based on what they see in the table of contents.
- Benefit-oriented chapter titles can be very attractive to nonfiction books.
- Fiction books don't always have intriguing chapter titles; quite often, only Chapter 1, Chapter 2 ... (Titles are not so necessary).

[Example: Non-fiction]

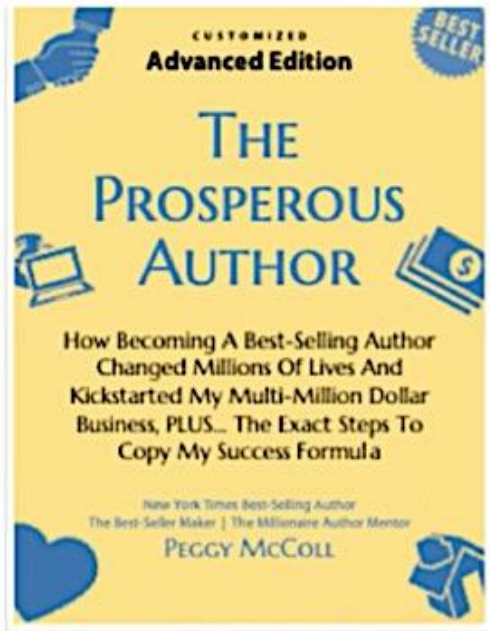
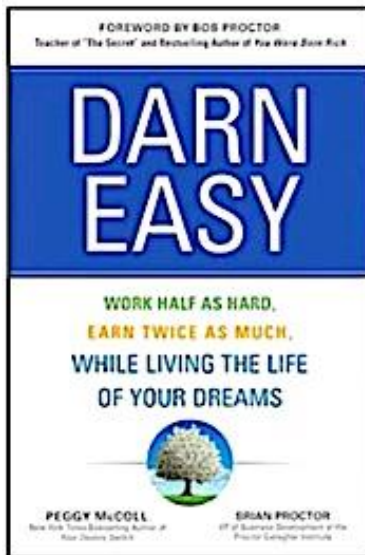


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[Example: Fiction]

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Cover
Also by Dan Brown
Title Page
Copyright
Dedication
Epigraph
Prologue
Chapter 1
Chapter 2
Chapter 3
Chapter 4
Chapter 5
Chapter 6
Chapter 7
Chapter 8
Chapter 9
Chapter 10
Chapter 11
Chapter 12
Chapter 13
Chapter 14
Chapter 15
Chapter 16
Chapter 17
Chapter 18
Chapter 19
Chapter 20
Chapter 21
Chapter 22

*You can reference other books for ideas.

Nonfictions: Outlines can be more descriptive and become part of your writing process.

Fictions: Even if you are using only chapter numbers, creating an outline or descriptions helps the flow of your book writing.

- What you will include in chapters (for your own purpose – same for nonfiction)
- Give a foundation to your writing.
- Or just start writing if it's the right style for you.

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Session 9: Multiple Ways to Write Your Book

There are a number of great ways to get your book done.

- One way is not necessarily better than the other.
- Choose the way that works for you.
- You may use more than one method for other books.

With Each Option

- You can start by creating an outline and identifying all the content in a bullet form.

Option #1: Write

Once your outline is done, you simply dedicate the time and write.

Option #2: Record

Record content, have it transcribed, then edit.

Option #3: Teach

Teach content first and have it transcribed.

Option #4: Repurpose

Take other content (blogs, articles, classes, or reports) and reorganize it.

Option #5: Ghost Writer

Hire a ghost writer to write your book.

Option #6: Collaborate

You can create a collaborative book with other authors (each contributing a chapter).

Option #7: Interview

Interview others; the transcription becomes content for your book.

Session 10: Writing Your Book

Start with the Theme

One central message or idea for the book - refer to Session 3: [Choosing a theme](#)

Theme = When someone asks, "What is your book about?" you can easily respond.

Your Outline

It becomes your working, living, breathing document.

- Your inspiration can come at any time of the day. Open your document and add to it.
- The more you think about your book, the more the outline continues to expand.
- It will change and can morph into something different.

*Outlining Your Book – refer to Session 8: [Outlining a Book](#)

Flushing Out the Content

Once you have a general outline, you organize more details and expand it.

- Make a bullet list.

- Add stories, anecdotes, metaphors, examples, and lessons.
- Think about what can make your book (or course) unique and stand out.
e.g., “Darn Easy” had darn easy assignments in the book.
“21 Distinctions of Wealth” had 21 affirmations to read 3 times a day for 21 days, plus an affirmation checklist in the book, along with a website download.
“Your Destiny Switch” included many practical tools that readers could apply right away by understanding within the chapter, and a practical approach afterwards.

Expanding the Content (Continuity of Content Example from Session 8)

Content Example: ‘Stop Digging Your Grave’ – refer to the [Content Example: ‘Stop Digging Your Grave’](#)

Introduction:

- What this book is about
- Why I wrote this book
- How the reader can get the most out of this book
- Offer a hint into what is coming

It Starts at Home:

- How beliefs are created
- My own upbringing
- The language spoken around me/you
- Give examples of common dialogue in our home

Recognize the destruction:

- Specific stories/examples of words that destroy
- How these words actually do destroy
- Stopping the destruction before it does any damage (methods for)

Once your outline is done (expanded or not expanded).

- Simply sit down and start writing right away!
- Remember to create a writing schedule - refer to Session 4: [Timing, Writing Schedules](#)

When You Start Writing

The first purpose of your book is that *you want people to read on*.

Grab readers’ attention in the beginning and keep it throughout the book.

1. Start with something that **fascinates** and **intrigues** readers to **get engaged** immediately.
2. After catching their attention, you want them to **fall in love** with the material. (So they will recommend to others.)
3. **Put your personality** so the readers can get to know you.
4. **Be confident**, so your readers will have confidence in you.
5. Write your **unique ideas** that people would **love** and **get inspired** by.

No Need to Worry About

You will be reviewing your work over and over and over again, so don’t get stuck in technicalities.

- Grammar, spelling, structure
- Your writing
- Remember: Editors can clean up your work later.

Relationship Toward Readers

You are having a one-on-one relationship—you, the writer, and your reader.

- Always think about readers.
What can I share with them? What can benefit, inspire, and engage them?

- First, look into what people WANT, then provide NEED. (What people usually need is understanding.)
- Write from your prospects, not assumptions (nonfiction).

Include Stories

Stories captivate people. (Providing stories is captivating.)

- People will remember more by stories.
- Stories can be yours or others' or even made up.
- Be relevant to the book content and theme.
- Have many stories. The more stories there are, the better it is.
- Weave stories throughout the book.
- One easy way to fill content quickly!

Get Feedback

Remember "Boring content is deadly."

- If you think your book (so far) sucks, it may very well suck.
- Ask for honest feedback from someone you trust.
- You can ask from the beginning stage of your writing, chapter by chapter.
- Be open to hearing what you don't like to hear.

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Session 11: Recording Content to Create Your Book

Recording Audio Is Extremely Effective for...

- Those who love to talk
- Those who find it easier to share their messages verbally
- Those who want an easy way
- Those who are not fans of typing/writing

You can simply start recording your thoughts.

1. Start with the theme – refer to Session 10: [Start with the Theme](#)
2. Outlining your book – refer to Session 8: [Outlining a Book](#)
3. Flush out the content – refer to Session 10: [Flushing Out the Content](#)

Once you have a general outline, you

Developing Your Outline

Flushing out your ideas by speaking can grow your content list fast.

- Continue adding audio and transcripts to your book file.
- As you record more and think more, your outline continues to expand.
- Your speaking mind will keep transforming the outline.

Recording Content

Ensure the outline is complete before recording content.

- Record the book content and then transcribe it.
- Do short segments at a time—20 to 30 minutes.
- Can be a Q&A interview style with someone or by yourself.
- Make sure to save your files!
- Listen before transcribing.
 - o You may want to add something more.
 - o If you don't like it, start over.

*Many transcription services are available online (or use voice-to-text).

Tools You Can Use

- Computer, phone, or other recording devices and save as MP3 files for transcription.

- Apps for “voice to text” (live audio to text)—software that transcribes audio as you speak. e.g., Dragon Speech Recognition Software

Simple Recording Options

- Easy Voice Recorder (free smartphone app)
- Apple/Mac GarageBand
- Windows PC Sound Recorder
- Audacity (free software downloadable)
- QuickTime Player
- Photobooth

*You can also hire a transcription service (at a charge of about \$1 per minute).

Session 12: Creating or Using Course Content to Create a Book

If you are a teacher, instructor, coach, mentor, practitioner, or such, you may have or create your course content first and turn it into a book.

Steps for Creating Program or Course

1. Start with a central theme for the program or course.
 - refer to Session 10: [Start with the Theme](#)
2. Outline the program/course – refer to Session 8: [Outlining a Book](#)
 - A program should cover ALL the materials as a package (not a course).
3. Flushing out the Content – refer to Session 10: [Flushing Out the Content](#)
 - Once you have a general outline, you Make sure to have lots of variety.
4. Complete the outline.
5. Create your teaching materials.
 - Using PowerPoint helps people follow the materials better.
 - Make sure you include all the content you want to cover.
 - Evaluate and modify while in production.
 - Understand from the perspective of your audience.
 - Help them understand that you know the challenges of the subject and what they are.
 - Let people relate to your experiences of frustration—not getting the results you wanted.
 - The more stories with variety, the better it is. (e.g., before and after)
 - Think about the objections that people would have.
 - **Who** is this person/you?
 - **Why** do they have to listen to you?
 - **What** are you going to share that they haven’t heard somewhere else?
 - **How** is this going to work for them?
 - **What** would work for them?
 - **Who else** have you worked with?
6. Design student materials—workbook, downloads, videos, audios, and support materials.
7. Record videos of all your content and teachings.
 - Engage with your audience.
 - Communicate in the way that you energetically connect with them.
 - You can use Camtasia or Zoom for recording videos and save and upload to Vimeo as private content.
8. Transcribe all of the materials.

Advantages of Teaching Content

- Generate revenue.
- Get feedback from your students.
- You can really get into the content/materials.
- Being paid to write your book.

After You Taught

You can start organizing the materials for your book writing.

- Go through all the transcriptions and segment them into chapters by following the same outline you used for the program or course.
- Ensure the “flow” is there.
- Revise and edit.
- Review the content.

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Session 13: Ghostwriters

Ghostwriters are the people you can hire to write the content for your book.

They are usually great writers and have their suggestions, concepts, and ideas to make your book better and more effective.

They work with a fee, typically a percentage at the start, and the rest of the portion when they submit the book to you.

Working with Ghostwriters

- You have to come up with the stories, ideas, storyline, materials, and theme.
- They work with your outline.
- Their fees are anywhere between \$20,000 USD and \$40,000 USD, depending on the scope of work—word count and the type of book.
- Their name doesn't go on the book (unless you make a different arrangement).

During the writing, you and your ghostwriter would communicate regularly (weekly) to discuss anything necessary and ask questions so that the writer can extract all the information to write the book. (Good ghostwriters know how to do it.)

Finding a Ghostwriter

- Look online. Experienced writers will have testimonials.
- Ask someone who has used one.
- Work with ghostwriters who have written your type/genre of books.
- Allow your intuitive factor to also guide you.
- Talk to them before hiring to see if s/he is a “match.”

Example: Table of Contents Before and After

Everything starts as an idea and expands from there.

If you did your homework and created your outline and/or wrote a portion of the book content beforehand, ghostwriters can develop your existing works.

Below is a comparison between the original outline/table of contents and the final version improved by a ghostwriter.

[Original]

Chapter Outline

Section 1

Chapter One: The Four Epiphanies

 The Prison House of Negative Emotions

 Knowledge vs. Understanding: Taking it to Heart!

 The Smallest Poison Can Kill

 You Are More than What You Have

Section 2: The World within You

Chapter Two: The Opportunity

Chapter Three: All Emotions Are Real

Chapter Four: The Creative Emotions

Chapter Five: The Destructive Emotions

Chapter Six: Shifting to the Positive

Section 3: Balancing Your Emotions

Chapter Seven: Your Destiny Switch

Chapter Eight: The Scale of Human Emotions

Chapter Nine: Moving Up the Scale (or down when necessary!)

Chapter Ten: Awareness is the Key

Chapter Eleven: Using Your Destiny Switch

Section 4: The Power of Alignment

Chapter Twelve: The Power of Four: From Feelings to Thoughts to Actions to Results

Chapter Thirteen: The Power of Alignment: Are You There Yet?

Chapter Fourteen: How to Control Your Emotions (before they control you)

Chapter Fifteen: The Great Symphony (from Intention to Creation)

[Final]

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Session 14: Collaborative Books

Two or more authors come together to share their story under a common theme.

Tips: Co-Authoring

- This is a lot of work to put together one book.
- Co-author with people you love, trust, and respect.
- Before you begin, be very clear about who is responsible for what.
- Set clear guidelines, expectations, and timelines among all participants.
- Ensure quality and consistency throughout the content coming from different writers.
- *You could get a collaborative editor to work together to ensure the quality of the book.
- Have Fun!

*A collaborative book also starts with a theme – refer to Session 10: [Start with the Theme](#)

Pay to Participate

A rule of authors' responsibility in book production and sale:

5% = Completing and publishing your book

95% = Marketing your book

There are different ways to go about a collaborative arrangement.

1. The authors split the production and marketing costs and share revenue.
 - Make sure that everybody understands who is doing what.
 - There should be a leader who coordinates the project.
2. (Preferred method) Have people pay to join, and you take care of marketing and promotion. What paying authors get is “exposure.”

* Have each participating author sign a “release” in a proper legal manner.

Session 15: Repurpose Materials & Interviews for Your Book Content

For interview processes, you can be an interviewee or an interviewer.

Interview Process: You Being Interviewed

1. Create the outline for the book. – refer to [Session 8: Creating an Outline](#)
2. Write out questions that draw out the content for the book.
3. Ask someone to interview you.
4. Or interview yourself by asking and answering the questions.
5. Make sure to record all your answers.
6. Transcribe the audio or use voice-to-text software. e.g., Dragon

Interview Process: Interviewing Others

1. Create the outline for the book.
2. Write out questions that draw out the content for the book.
3. Find interviewees who are likely aligned with your message in the book and may have great stories that can contribute to it.
* Make it clear about your interview purpose with them.
4. Record the interview.
5. Transcribe the audio.
6. Send the transcript to the person, get approval to use it in your book, and have him/her sign a release.
7. Rewrite the content instead of directly using it in your book.
e.g., “Law and Promise” by Neville Goddard

Repurpose Materials

1. Always start with a central theme and create an outline: refer to [Start with the Theme](#) Go through your existing materials and find appropriate content.
e.g., Blogs, Articles, Audios, Videos, Courses, Programs, Workbooks, Retreats, or other people’s materials (if you have their permission to use)
2. Include the materials in the outline of the book, and make sure the flow is good.
3. Once you have organized the added materials, review the entire book.

Use Multiple Methods

If you like to use more than one method for your book, mix them up!

- Write some content.
- Record some materials.
- Repurpose old content.
- Interview others.

Session 16: Working with an Editor

Authors typically wait until they finish their manuscript to work with an editor. But you can start working with one as early as you like. Early feedback from a professional is valuable to help construct the rest of your book.

- Write the first chapter and get feedback.
- Or finish your manuscript first and have it edited.
- Editors can work on additional content such as acknowledgements, testimonials, etc.

Types of Editors

[Developmental Editor] – The highest level

- Help with the overall structure of the book—content creation, organization, tone of voice, and character development (when applicable).
- Work on the whole levels of content creation, not simple grammar corrections.
- The fee is very high compared to other types of editors.
- Similar to ghostwriters but don't do the whole writing.

[Copy Editor] – The most common

- Identify grammar issues, punctuation errors, awkward phrasing, inconsistency, or repetitive language.
- Sometimes provide minor rephrasing or light writing.

[Substantive Editor] – aka. content or line editors

- Go a step further than copy editors to address clarity and style.
- From moderate rephrasing at a sentence level up to major rewrites of entire paragraphs, sections, or chapters.

[Proofreader]

- Find formatting and grammatical errors in finished documents.
- The last line of (typo) defense before a document goes to a print or web publication.

* Publishing houses, for example, use these layers of editors before publishing.

A type of editor(s) you may need or want. (Self-publishing)

You may wait until you finish the content to determine what you would require for your work. You can also ask an editor for opinions on what type of editing is suitable.

* If you obtain a publisher, they will take care of all the editing work.

Cost of an Editor

It completely depends on two things.

1. The quality of your writing and the size of the project
2. The type of editing you request
 - Normally \$800 to \$1,000 (no more than \$1,500 for substantial work)
 - Ask for a quote first.
 - Find or ask for endorsements/testimonials from some of their clients.

Discuss how much time is needed to edit your book.

Two weeks should be enough for standard editing on a shorter book (less than 100,000 words) or up to six weeks for developmental editing with a full novel-size book (150,000 words, more or less).

Session 17: Legalities

Alert: This is not professional legal advice but only recommendations. You'll need to consult with a legal authority for any questions you may have.


Copyright

- Use the © symbol.
- You can submit your book to the copyright office in your country. (Free in the USA and Canada)
- The copyright information is found inside every book (usually at the front of the book).

(Example for self-published book)



(eBook)


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A formal statement to protect yourself by limiting or waiving your responsibilities, liability, and legal rights regarding the content in your book. You should include it.

- Put at the beginning of the book (e.g., This is not professional advice, etc.)
- Consult with a legal authority as needed for more details.

(Example)

IMPORTANT NOTE: Not everyone will produce results like you're about to see in this book, but anyone can and anything is possible; Your success is up to you. Please see the important disclaimers at the end of this book, and always perform due diligence when taking actions such as investing in any program or beginning any real estate transaction.

* Don't copy and paste others'. Consulting with legal authority is recommended.

Agreement & Release

When you are using information or stories about other people,

- You should get an agreement for using their content.
- This also applies to interviews.
- Have them sign a release document.

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Session 18: Finishing Touches to Your Book

Improve/Complete Your Writing and Book

Fill Content

Add or expand stories. Be creative for more ideas and content. (Only if that makes sense.)

How to Expand Stories

- Set new scenes.
Too many explanations bore readers. Instead, creating a scene increases the content's volume and entertaining value.
- People think in pictures. Include enough visual descriptions.
Can you see the story as you read it?

Take Your Time

Invest your time; do not rush. Contemplate and quiet your mind with the materials. Ask yourself, "Have I given my best?"

Reviewing

You WILL go over the content of your book again and again.

- Do it with "fresh eyes": Stay away from your manuscript for a week or a month if you can.
- Get beta readers: Ask others to read your manuscript and give you feedback.
- Read other books to refresh your mind. You may find new ideas.
- Examine if there is anything else you would like to include.

Final Steps to Completion

Additional matters for your book. There is more, but these are fun and easy.

Front Matter: (before the main content begins)

- Half title page (optional), Full title page
- Copyright page

- Other books by the author
- Dedication, Acknowledgements
- Endorsements/Testimonials (can go on the back cover)
- Author's note (can be in back matter)
- Table of Contents (TOC)
- Foreword, Preface (more for nonfiction)
- Prologue (fiction), Introduction (nonfiction)

Back Matter: (at the end of the book)

- Afterword (nonfiction), Epilogue (fiction)
- Appendix (nonfiction)
- Reference/Bibliography (nonfiction)
- Index (nonfiction)
- About the author page
- Recommendations (other authors' books)
- Opt-in page (an online link)

Dedication

The person(s) you want to dedicate the book to.

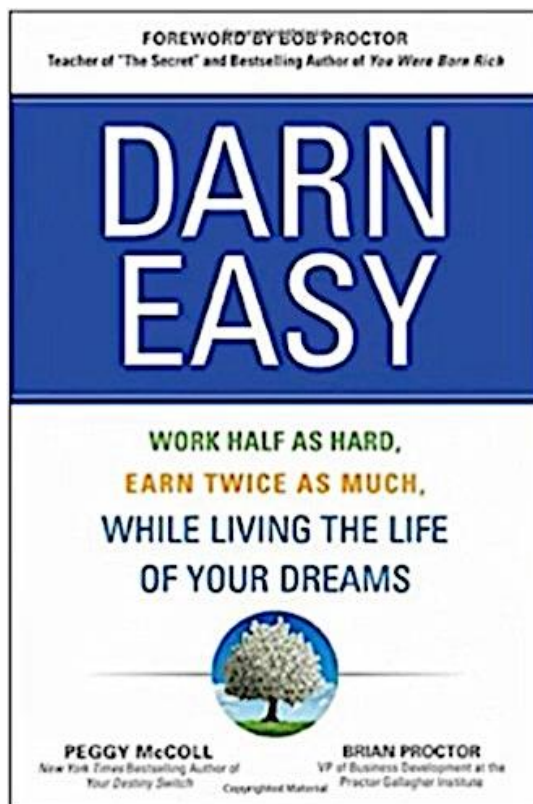
- Family member(s)
- Friend(s)
- Mentor(s)
- You can dedicate to more than one person.
- Or your readers



Acknowledgments

Written by the author to acknowledge people who were influential and/or important to him/her in creating the book.

- Write from the heart.
- Make sure to include everyone you want to include who is related to the book creation.



Acknowledgments

We feel extremely grateful to be represented by the best literary agent in the world, Bill Gladstone. Bill is a tremendous support. Bill kindly connected us with the talented ghostwriter Randall Fitzgerald, who delivered a fabulous piece of work on time and perfectly written. We are also grateful for the warm welcome we received from the good folks at McGraw-Hill and how embraced we felt being a part of the McGraw-Hill family.

From PM: It was an easy decision to dedicate this book to the wonderful Bob Proctor, who has had such a powerful and positive influence on our lives. Bob Proctor came into my life more than three decades ago and continues to enrich, inspire, and challenge me to be more, give more, learn more, share more, and, as a result, experience more. People often ask me, "Who has had the greatest influence or impact on your life?" and I answer, "That's easy! My son, Michel; my husband, Denis; and my mentor and friend, Bob Proctor."

My son, Michel, and my grandson, James, inspire me to be a better role model to them and to the world. My husband, Denis, is my constant companion who shares everything in my life and my business and supports me in every way imaginable. My life is enriched by the men with whom I gratefully share my life.

My sister, Judy, continues to support me, my business, and my books with her unwavering strength. You are much more than a sister. You are a valued friend.

Endorsement/Testimonials

Short comments that other people praise about your book. This is one of the easiest parts of completing your book.

- Simply ask others to provide a review.
- You can get endorsements at any time.
 - Before the book is finished
You can ask for it with your rough draft.
 - After the book is finished
 - After the book has launched
When people love your book, get endorsements from those people.
- You want to include those endorsements before the final editing.
- Make sure to show their first and last names and titles.
- (You can write for them if it's preferred.)

How to ask and make a request

You don't have to personally know the person. You may ask in person, via email, or through social media.

- When you first ask, DO NOT send a copy of your book.
- Once they agreed, send them the manuscript/book.
- Be respectful of their time.
Give them enough time (1 to 2 weeks) but also a timeframe for when you would like their endorsement back.
- Be flexible.
- Ask early.

Where to use testimonials

- On the back cover of your book
- Inside your book
- On your website
- On social media
- In the signature of your emails
- On Amazon
- All of the above

Author's Note

You may put a greeting or note at the beginning (or on the end for a note) of your book to explain the authenticity, what kind of impact the readers would get, etc.

- Start with "Dear readers," or add more specification. e.g., Beloved readers, Curious readers, Enthusiastic readers, etc.
- Be authentically YOU!

Foreword

Written by someone else to show another perspective of the book and designed to get the reader excited about reading the book. (You don't have to have it.)

- Usually for nonfiction books.
- Ask someone you respect, admire, appreciate, and who you would love to have write the foreword for your book.
- This is a big ask. Respect the person's time (do not force).

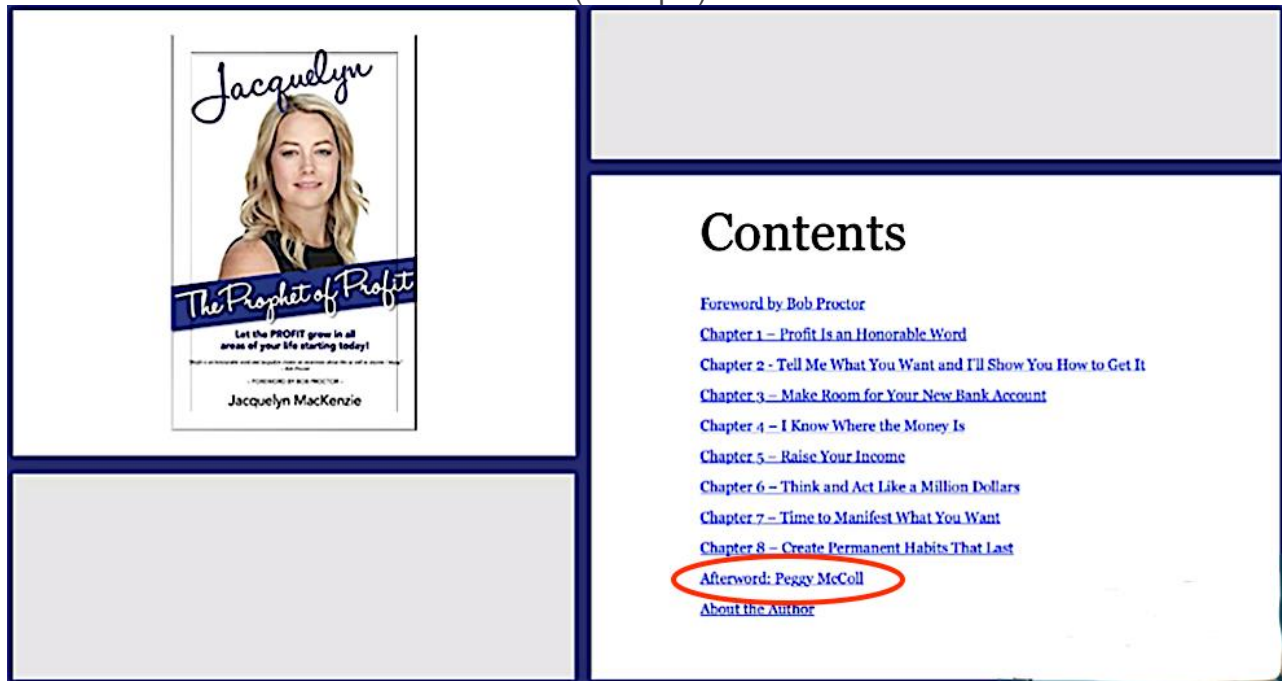
Afterword/Epilogue

Afterword (Nonfiction)

A concluding section at the end of a book, written by the author or a contributor, to provide extra context, reflections, or behind-the-scenes insights.

- Rarely used.
- Conclusion or summary of the book.
- If you are not writing, ask someone you respect, admire, and appreciate.
- This is a big ask. Be respectful of the person's time.

(Example)



Epilogue (Fiction)

A final section of the literary work, acting as a narrative bridge set after the main story.

- Bring closure, summarize events, or comment on the characters and themes.
- Provide a glimpse of the future to show characters' ultimate fates.

Appendix, Reference, Bibliography, Index

For nonfiction books—business, research, reference, and marketing types.

Appendix: A supplementary section that contains detailed, non-essential information to support deeper understandings of the main content without interrupting the flow of the primary narrative.

Reference: A list that contains items quoted or paraphrased in the main text: author(s), publication year, book titles, publishers, etc.

Bibliography: The same as Reference but also includes all the other materials used but not cited in the main content.

Index: An alphabetical list of keywords, terms, topics, names, and places mentioned in the book, paired with their corresponding page numbers.

[Index example]

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Additional Resources

Anything else you want to include for readers.

- Something that would help solidify the message of your book.
- Advertisement of future books, links to your website to download a gift, etc.

21 DISTINCTIONS OF WEALTH

DISTINCTION # 1		
1. _ _ _	2. _ _ _	3. _ _ _
4. _ _ _	5. _ _ _	6. _ _ _
7. _ _ _	8. _ _ _	9. _ _ _
10. _ _ _	11. _ _ _	12. _ _ _
13. _ _ _	14. _ _ _	15. _ _ _
16. _ _ _	17. _ _ _	18. _ _ _
19. _ _ _	20. _ _ _	21. _ _ _

DISTINCTION # 2		
1. _ _ _	2. _ _ _	3. _ _ _
4. _ _ _	5. _ _ _	6. _ _ _
7. _ _ _	8. _ _ _	9. _ _ _
10. _ _ _	11. _ _ _	12. _ _ _
13. _ _ _	14. _ _ _	15. _ _ _
16. _ _ _	17. _ _ _	18. _ _ _
19. _ _ _	20. _ _ _	21. _ _ _

**THE
21 DISTINCTIONS
IN 21 DAYS
CHECKLIST**

Use this checklist to keep track of how often you've recited your affirmations. Each day you'll make three Xs in that day's box if you recited your affirmations three times in accordance with the program:

1. When you've said your affirmations in the morning, place an X in the first space in the box.
2. After your second recitation, which you'll do at some point during the day, place an X in the second space in the box.
3. After your third recitation at night, make a third and final X in the box.

Please don't quit the program if you start forgetting to recite your affirmations! Every day offers you a new opportunity to recommit yourself to this important program for creating wealth.

About the Author

This is totally up to you about how short or long, how personal, or how much you want to share about yourself.

- Often include your profession, expertise, or background relevant to your book.
- And what else you have accomplished.
- Good to add your photo.
- A good sales tool, be benefit-oriented, and definitely include your website address.

(Example)

About the Author

PEGGY MCCOLL, known as The Best Seller Maker, is a New York Times Best Selling Author and an internationally recognized expert in helping authors, entrepreneurs and specialists create valuable products, build their brand worldwide; make money online and create international "best sellers"! Her intensive classes, speaking engagements, goal achievement seminars, mentoring, and bestselling books have inspired individuals, professional athletes, authors and organizations to reach their maximum potential. Her personal goal is to make a positive contribution to the lives of millions and she is passionate about helping others to achieve their goals. As a happy wife to Denis, a proud mother of her son Michel and the proudest grandmother of her grandson James, Peggy values her family more than anything!
<http://peggymccoll.com>

Before Sending to an Editor

- Review your book one more time.
- Write all the content for front and back matter (acknowledgement, author's note, author's page, etc.).
- Include other items (endorsements, foreword, etc.).

Should you hold back?

Ask yourself:

"Did I give everything I've got?"

"Am I comfortable with the work I did?"

"Is this book my true masterpiece?"

*Feed your readers, like an Italian grandmother feeds her family!

When do you know when done with the writing?

- When you feel it is complete.
- When you feel really good about the content.
- When you can't think of anything else you would want to include.

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Book Cover

You can work with a book cover designer. But study the trend of the genre of our book by looking up online, such as Amazon, and get an idea of what look you want for your book cover. For nonfiction, you decide whether you want to keep it clean or add a bunch of things.

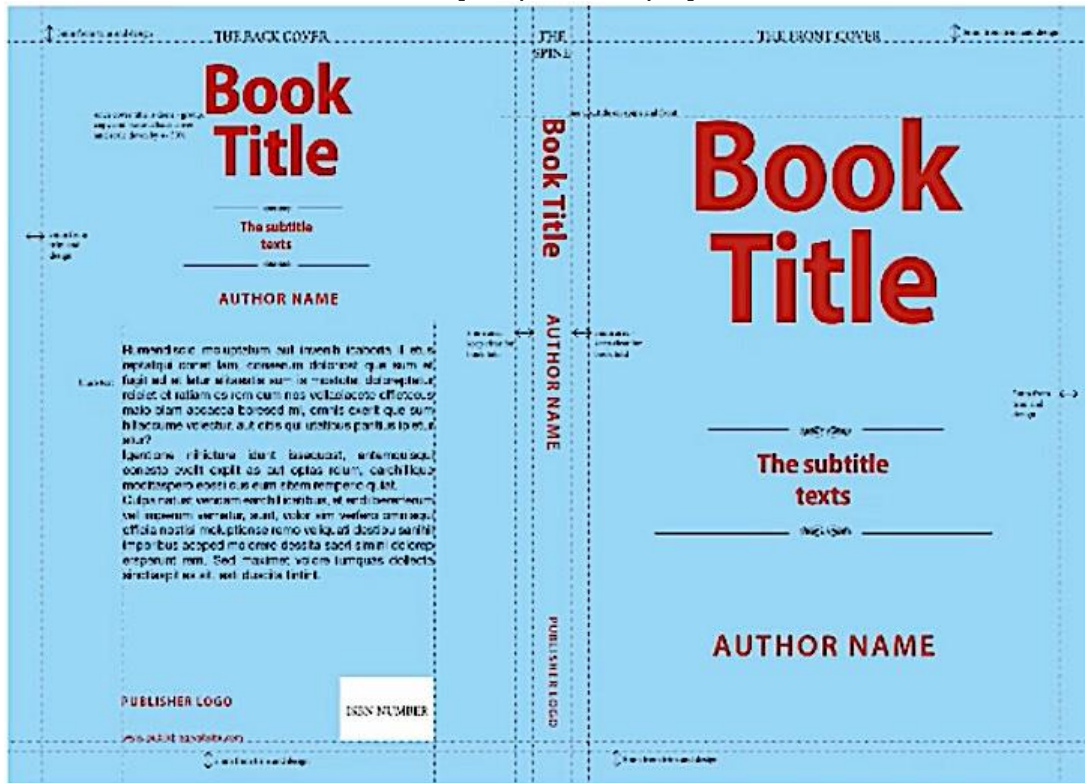
A book cover contains.

- Book title, Author's name (Fiction)
- Book title, Subtitle, Author's name (Nonfiction)
- The name of the person who wrote the foreword (optional)
- An endorsement can be added to the front cover. (Fiction and Nonfiction)
- The result from reading the book (Nonfiction)
- Blurb of the back cover (You write or hire someone to write.)
- eBooks need only a front cover.

* Look at other books as a sample.

* Make it look good.

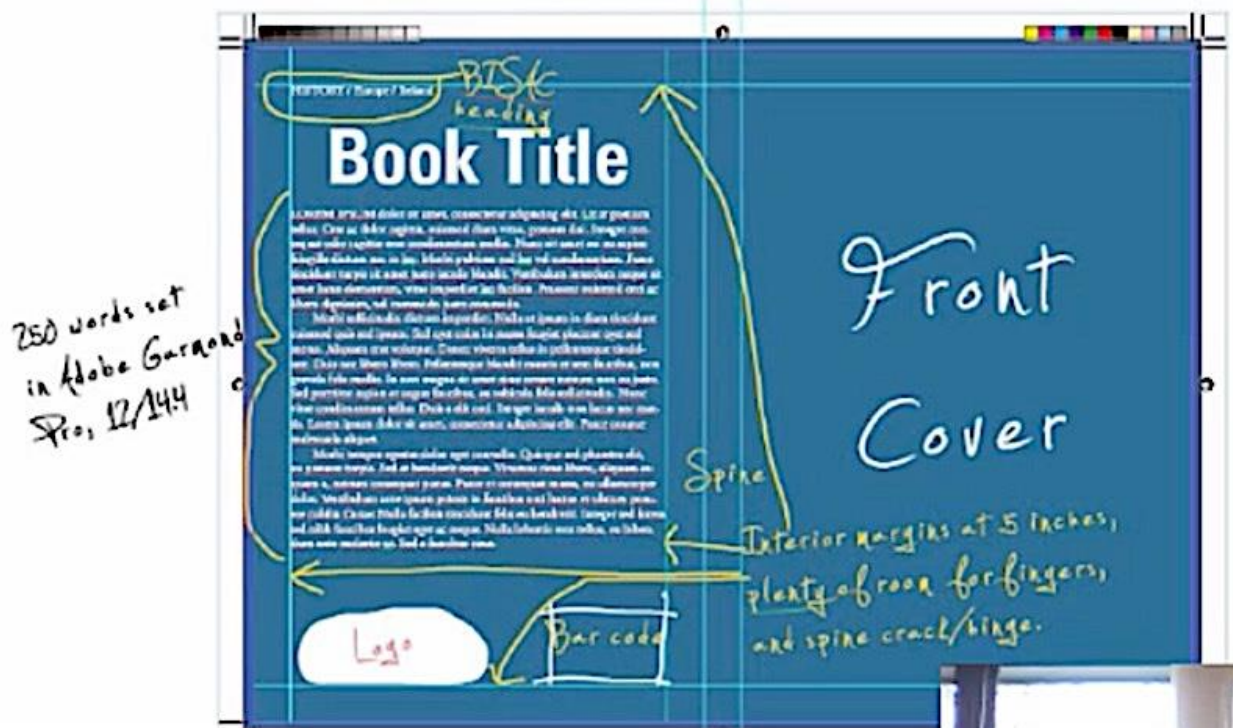
[Simple Example]



Back Cover Design

- Prepare a blurb/story description. (You or a copywriter can write.)
- Benefit-oriented statement (nonfiction)
- Author's photo (optional)
- About the author (short paragraph - optional)
- Author's website address (optional)
- ISBN & bar code

[Simple example]



[Unique Example]

"ELECTRIC... FILLED WITH STACCATO BURSTS OF HUMOR AND TRAGEDY."
—JADI PICOULT

THE FAULT IN OUR STARS

#1 NEW YORK TIMES BESTSELLER

JOHN GREEN

NEW YORK TIMES BEST SELLING AUTHOR OF LOOKING FOR ALASKA

TIME MAGAZINE'S #1 FICTION BOOK of the YEAR

Despite the tumor-shrinking medical miracle that has bought her a few years, Hazel has never been anything but terminal, her final chapter inscribed upon diagnosis. But when a gorgeous plot twist named Augustus Waters suddenly appears at Cancer Kid Support Group, Hazel's story is about to be completely rewritten.

INSIGHTFUL, BOLD, IRREVERENT, AND RAW, *The Fault in Our Stars* brilliantly explores the funny, thrilling, and tragic business of being alive and in love.

NOW A MAJOR MOTION PICTURE

#1 International Bestseller #1 Indie Bestseller
#1 Wall Street Journal Bestseller USA Today Bestseller

"**Book year genius.** . . . *The Fault in Our Stars* is a love story, one of the most genuine and moving ones in recent American fiction, but it's also an existential tragedy of tremendous intelligence and courage and sadness."
—*TIME Magazine*

"This is a book that **breaks your heart**—not by wearing it down, but by making it bigger and bigger until it bursts."
—*The Atlantic*

JOHN GREEN is an award-winning, #1 international bestselling author. With his brother, Mark, John is one half of the Vlogbrothers (youtube.com/vlogbrothers). You can join the millions who follow John on Twitter (@realjohngreen) and Tumblr (fakingpoetproceeds.tumblr.com) or visit him online at johngreenbooks.com.

PENGUIN BOOKS USA \$12.99 / CAN \$14.99
www.penguin.com/us/books

9 780142 424179

Cover design by Katrine Connel
Author photograph by Hanna Waters

THE MILLIONAIRE AUTHOR

- How to "Get Unstuck" and quickly write an amazing book (YES YOU!)
- How to build a million dollar business serving your heart's *deepest passions* & contributing to the world
- Incredible case studies that detail how simple it is to design a winning Best Seller book campaign and attract hungry buyers and book launch partners

YOU can become a Best Selling Author.
YOU can become a Money Making Machine.
YOU can Change The World.

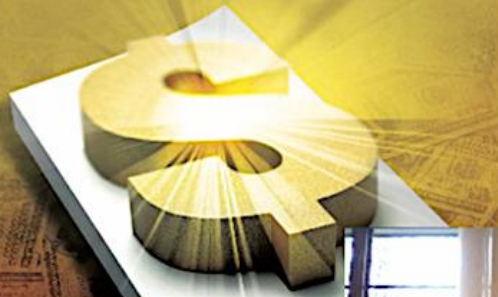
Peggy McColl, <http://peggymccoll.com>

In *The Millionaire Author* Peggy McColl goes through many case studies and methods telling you exactly how todays new authors makes millions. If being "just" an author isn't good enough for you... Then the obvious choice is... *The Millionaire Author.*

Stephan Stavakis, *Positioning Strategist*

THE MILLIONAIRE AUTHOR

The Hidden Strategies to Turn Your Book into a Million Dollar Business



New York Times Best Selling Author Peggy McColl
Foreword by Bob Proctor

ccoll.com

Cover Design

Study other book covers to help get ideas and make choices based on your taste.

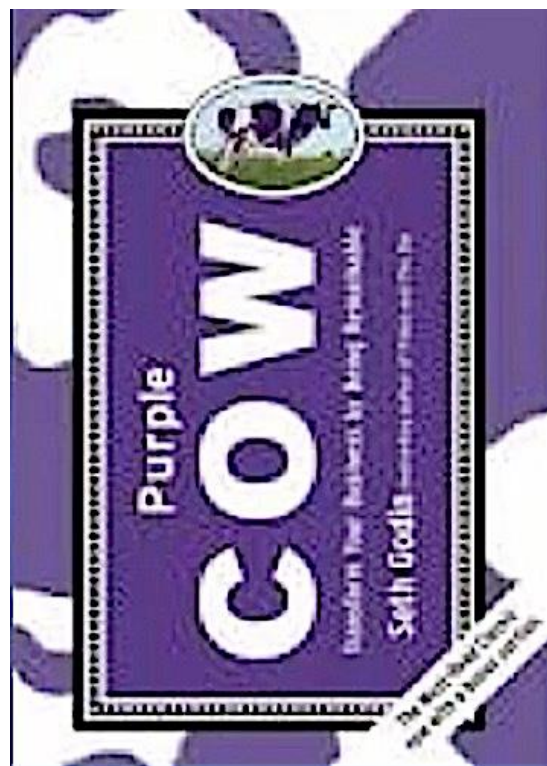
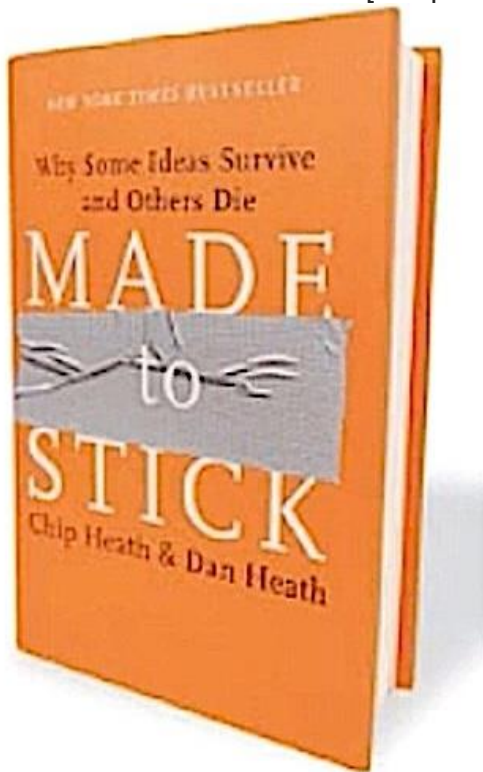
- Allow best-selling books to be your “models.”
- Colors: Study the color palette. Using complementary hues makes it look professional.
- Fonts: Nonfiction and fiction generally use a different group of fonts.
 - Study the popular fonts for your genre.
 - Avoid using more than two different fonts.
- Image: Make sure you have the rights to use it.

*Important tips:

- Readers are used to picking up books per the common design style of each genre. So, don't go too far out from the general trend of your genre.
- Using the author's photo is typically for celebrities or recognized faces. If readers can't recognize your face, don't use your photo on the front cover.

* **Killercovers.com** – front, spine, back cover

[Unique Covers Example]



ISBN & Bar Code

Identification of each book. ISBN = International Standard Book Number

- Don't need one if you are ONLY selling eBooks.
- Need one if you are selling on Amazon.com, etc.
- Over 160 ISBN agencies worldwide (search online for your country.)
- If you are using KDP/Kindle publishing or vanity publishers, they will give you one.

Illustration

Own the right to the commercial use of the illustrations in your books (website, etc.).

- Have the illustrator(s) sign a legal document.
- Unless children's books, avoid using color illustrations inside your book, as the printing cost will become higher.

Book Format

Sizes vary with physical books. The cost also varies depending on the size of books, the number of pages, and the choice of paper quality.

Traditional

- Trade paperback – Softcover (lower price)
- Hardcover (higher price)
- eBook: (Kindle / PDF / Nook / ePub / Kobo / Mobi, etc.)
- Audiobook (Mostly for nonfiction. It won't be necessary until the book becomes popular.)

Non-Traditional

- Audiobook
- Large print edition (mainly for people with visual impairment)

Word Count

Below are the general counts. Your book can have fewer or more, according to your content delivery. Shorter books have become more popular in nonfiction lately. However, if you are to print books, make sure your book has enough thickness (page numbers) for the spine (side of the book) to be able to print the book title.

Nonfiction

- Anywhere between 15,000 and 70,000 words
 - Most common: 40,000 to 60,000
- * Nowadays, shorter books are more popular (20,000 is fine).

Fiction

- Typically, between 70,000 and 100,000 words
- Full novels can go over 100,000.
- Novellas: from 15,000 to 40,000. (longer than a short story but shorter than a novel)

Page numbers

It depends on the size of the book you choose. (5"x8", 5.5"x8.5", 6"x9", etc.)

Example:

- 5"x8": 70,000 words = 300 pages (Manuscript: (8"x11") 350 pages, font 12, double space)
 - 6"x9": 30,000 words = 250 pages (Manuscript: (8"x11") 100 pages, font 12, single space)
- (*6x9 is standard for nonfiction books.)

Pricing Your Book

Look at similar books and price accordingly, and choose the price your heart feels is right.

- Paperbacks: average between \$9.99 and \$19.99
- Hardcovers: average between \$15 and \$25
- eBooks: anywhere from \$.99 to \$9.99 (or \$0 for promotion)
- Larger or color books cost more.
- The ending number with "7" tends to sell better.

Your Book into a Movie

If this is your vision, hold onto it, and don't let go!

- See it as a big success!
- Imagine who would star in the leading role(s).
- If you are with a publisher, work out the contract to keep the rights with you to sell for a movie.
- Practice accepting your Academy Award/

Session 19: Self-Publish and/or Publisher, Foreign Rights

Self-Publish

This avenue is becoming increasingly popular. Instead of looking for a contract with a publisher, you take everything into your hands and launch your book by yourself. You give birth to your book into the world!

Self-Publish Resources

- Amazon and other online self-publishing sites
Amazon and many other self-publishing platforms do “Print-on-Demand”—print books when orders come in. So, you don’t need to print books beforehand except for the hardcover option.
- Vanity publishers
Help authors produce and publish their book with fees, and authors can keep all the rights.
- Print copies through a local print shop
One of the options: so that you can take orders from your website, sell locally, and use the books for your events and promotions.

Self-Publishing Companies (optional)

There are many. You can find them online,

- You can work with any self-publishing company in the world, regardless of your location.
- Be aware of the upsells.
- KDP (Kindle Direct Publishing) can help you publish for free, with some services with a charge if you require.

Benefits

You have full flexibility, and all options are yours.

- You own all the rights to your book.
When you engage with publishers, the majority of the book rights go to the publisher. (But you still have to market your books.)
 - You earn all the royalties and make more money (unless you made a different arrangement with someone).
 - o 30% of retail price on paperbacks from Amazon.
 - o Up to 55% on hardcover.
 - o 100% minus credit card/admin fees if you sell from your website.
- *With publishers, less than 10% up to 25%, depending on the contract and format/type of books, while you are responsible for marketing your book.
- Produce different formats (hard/soft cover, electronic, large print, audio)
 - Set up distribution worldwide.
 - Sell the foreign rights.
 - Update/revise your book any time you want.
 - Change your cover/title any time you desire.
 - Take your book out of print if you decide to.

Challenges

You do all the work and cover all the expenses of the production.

- o Find an editor and layout/formatting designer.
Vanity publishers and KDP offer these types of services. KDP also offer DIY templates.
- o Write the copy for the front and back matter or hire a copywriter.
- o Create a book cover or hire a designer.
KDP offers templates for the respective book size.

- Manage the online platform(s), e.g., Kindle Direct, for uploading your book and handling other admin matters.
 - Sell from your own website: print books, take orders, ship, and keep inventory.
 - You make sure your book looks professional and is a quality product.
- *When you publish, you have only one chance to make a first impression.

Timing

For any work—editing, cover design, layout/formatting, copywriting, etc.—consider the timeframe to get those done. Communicate well with your contractors for completion.

1. Get editing done.
Make sure every item/content, such as endorsements, is put together in time.
2. Book cover done.
3. Have your manuscript laid out/formatted for print.

*Mark everything on your calendar to determine the time of your launch.

Important Reminder

- Put quality into the book.
- You have full creative control.
- Whether you or someone else is doing the work, the book is YOURS. Make sure everything is done right and well.
- You have one chance to make a first impression.
- You are in charge of completing your book—it's your “baby.”

IMPORTANT: Self-publish or publisher, you, as the author, still have to do the marketing!

Good News

- Print-on-Demand allows it to be no longer necessary to have your books in stock, unless you would like to sell them locally or use them for giveaways, etc.
- Amazon and vanity publishers allow you to order “author’s copies” with a discounted price. (But it doesn't affect your ranking on Amazon.)

Releasing Different Book Formats

You can release all formats of your book at the same time or start with one and release other versions at a different time.

(Example)

1. Start with an eBook from your site.
2. Make it available on Amazon, IngramSpark, etc.
3. Create a paperback version of the book and put it on Amazon and other platforms.
4. Create a hardcover version.
5. You can also create a Kindle and other electronic versions.

Release an eBook ONLY.

Options:

- Create a PDF file of the book.
- Sell it on Amazon.com (Your file must meet Amazon's specifications.)
- Sell it from your website.
- Give it away as a lead generator.

From Self-Publishing to a Traditional Publisher

This is a viable option. You can do all of the above for self-publishing and wait for an opportunity to engage with a publisher.

1. You self-publish your book to the world.
2. Market it very hard and make it a big hit or best seller.
3. Then, pursue a publisher.

Pursuing a publisher after self-publishing

When you decide to show a publisher that you believe in your self-published book, the publisher will only look at you IF you have substantial book sales (anything over 10,000 sales).

- Publishers are interested in two things.
 1. Great book ideas
 2. Authors who know what it takes and have the capability and willingness to effectively market their book(s).
- *In other words, you already have a platform, have followers, are well-known in the world, and people want to know you.

A Publishing House/Publisher

Publishers buy the rights to your book based on your proposal. The following are the typical protocols for working with a publisher.

- After a book proposal, the publisher advises you only if they accept your manuscript.
- They expect a fully edited manuscript, even though they do their own editing and proofreading.
- They expect you to abide by the contract.
You agree to their terms and conditions.
- You submit your edited manuscript by a set “delivery date.”
- They have the right to change/edit your book.
You continue to work with them to make changes and enhance the book, according to their suggestions and requests.
- They take care of production, copyright registration, and distribution.
- They decide the release date of your book.
- They expect you to indemnify them (hold them harmless).
- YOU promote your book! (You are accountable for publishing, and they expect you to market.)

Publishers’ Interests

- You/your book fits in the publishing house family/employees.
- You/your type of book fits well with other authors in the industry.
- Their existing clients will love you or want what you have.
- You would create business (revenue) for this publishing house.
- What you bring to the table allows the publisher to expand their prospects/clients. (In other words, your email list/contacts will buy the publisher’s other books.)

Requirements for Authors

- A GREAT book idea, something unique
- A solid marketing plan
- Followers, a platform, and/or email list

Benefits

- They take care of all costs of production—edit, layout, cover, design, and distribution.
- They have a worldwide distribution established.
- Sometimes have affiliations with other foreign rights publishers.

Challenges

- They own the rights to your work.
- Up to them to change your cover, title, and/or content.
- It may take a long time to release your book to the marketplace.

Niche Publishers

Specialized in certain types of books (e.g., religious, cookbooks, etc.). If you are writing a special niche kind of book, search online to find this type of publisher.

Hybrid Publishers

They appear to be the same as traditional publishers and practice the same advantages. However, they usually charge you a fee to publish with them.
(*Stay away from Valbore.)

Publishing Business Overall

It is changing. As people now have the self-publishing option, a large number of publishing houses are experiencing a decline in sales and revenue.

- Some publishing houses closed, and others are merging.
- Many layoffs in the industry
- Publishers are publishing fewer books = more difficult to obtain a publisher than before.

How to get on a publisher's radar

- Build an email list
- Build your brand
- Speak on big stages
- Get big media or social media exposure
- Be very visible
- Sell lots of your books (if you release a self-published book)

First Step: Find a Literary Agent

For larger publishers, you need to have a literary agent who can propose your book(s) to them. Smaller publishers may accept a book proposal directly from you.

How to look for an agent

Focus on an agent who works on the same genre as your book.

- Search online.
- Take a look at other authors' books. Their agents' names are often mentioned in the acknowledgment section.
- Get recommendations from other authors who know agents or have one. If the reputation is good, ask for an introduction.

The qualities of an agent to look for

- Someone who LOVES your work
- Truly in "Sales"
- Knows how to get results and has a proven track record
- Has great contacts in the business
- Intuitively and energetically, you feel good about the person.

Preparation

Do your research and homework and create a book proposal.

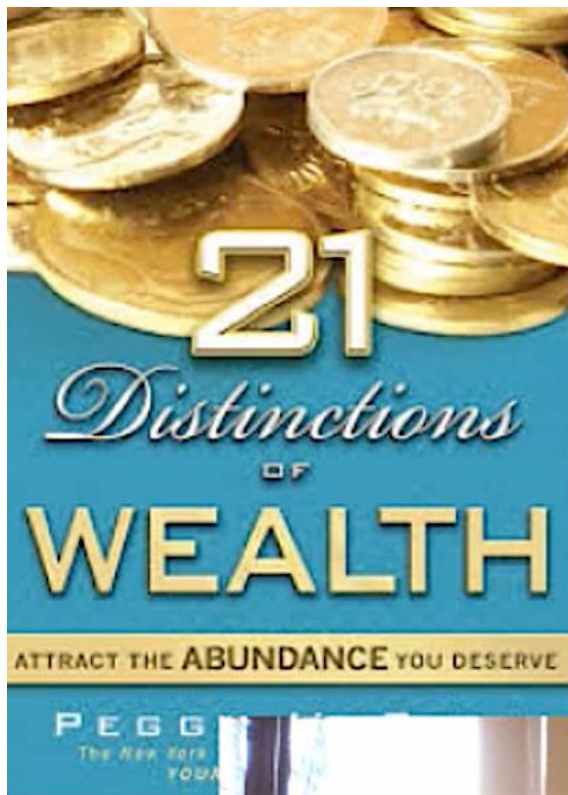
- Agents expect you to be prepared BEFORE you contact them.
- Have your proposal done and ready.
- Be professional with integrity.
- Be ready to answer any questions and provide the agent with information.

Book Proposal Ingredients

- A great book idea / creativity / uniqueness
- Well thought-out / thorough / complete

- Solid marketing plan / credibility

[Book Proposal Example 1]



- Table of Contents
- Proposal Overview
- Chapter Outline
- Introduction (Sample)
- Chapters 1
- Chapter 2
- Chapters 3 – 21 (overview ONLY)
- About the Author
- Promotional Plan – Media & Publicity
- Promotional Plan – Online Book Promotion
- Promotional Plan – Website Development
- Special Markets
- Competitive Analysis
- Endorsements for Peggy McColl
- Other Endorsements

[Book Proposal Example 2]



- Contents of the Proposal for the Book Viral Explosions!
- Viral Explosions! by Peggy McColl 3
- The Promise of Viral Explosions! 4
- Why Peggy McColl Is the One to Write This Book! 8
- Peggy McColl's Platform 10
- Promotional Plan for Viral Explosions! 13
- Contents of Viral Explosions! 18
- Success Stories and Praise from Graduates of Peggy McColl's Online Marketing Program 26
- Comparative Books 31
- Peggy McColl's Hay House Publications 32
- Endorsements for Peggy McColl. 34

Inquiry email/letter to an agent

- Do NOT send your proposal yet; send it only when they ask you to.
- Keep your email simple.
- Create curiosity to get attention.
- Personalize and customize the email for the recipient.
- Get to the point right away.
 - What you are selling: genre/category, anticipated word count, title/subtitle.
 - What makes your book unique or its unique selling proposition
 - Target audience: Who will buy this book and why? (CANNOT be anyone and everyone)

- Build your credibility: your bio, platform, credentials to write the book, and endorsements about your talent in writing, creativity, etc.
- Thank the agent and include a call-to-action.

Author-Agent Relationship

Author/you

- Prepare a book proposal.
- Correspond with the agent and be available.
- When “offers” come from publishers, review them with the agent.
- Make a decision.
- Fulfill your responsibility by providing a great book.
- If you promise something, follow through.
- Respect your agent always in all ways.

Literary Agent

- Review your proposal and advise.
- Be your representative.
- Make a proposal to publishers and “sell” your book idea.
- Secure contract(s) with publishers (You may receive multiple offers)
- Advise you whether the control/offer is good or not.
- Find the right publisher to publish your book.
- Negotiate
- Receive funds and forward them to you.
- Retain a percentage of an advance and royalties.

Contracts: Literary Agent & Publisher

Literary agent

This is a legally binding contract. Review your contract well and know what you are signing.

- Typically, 15% of all royalties and advances in North America (20% on foreign rights)
- No up-front fee
- Work with this one agent
- Usually, an option to terminate the representation with a 30-day notice (from both sides)

Publishers

Most publishers’ contracts are standard agreements.

This is a legally binding contract; review it well before you sign.

- First right of refusal (They bought the rights to your book but can refuse your next book.)
- Publishers own the rights, usually including the book title, unless you negotiate otherwise.
- Different earnings per different format
 - o You earn more with hardcover books because of their higher price.
 - o Or eBooks because of the lower production cost.
 - * Usually, you receive 10% on hardcover and 7% on paperback.
 - o Distributors like Amazon pay out more to publishers.
- Escalation of royalty payments for a higher sales volume (e.g., if you sell 50,000 copies in the first year, you get a bonus.)
- Your literary agent should give you advice.
- If you want to sell it to make a movie, keep that right for yourself.

*Even though your agent reviews the contract, you should review it as well.

Advance Payment

Payment from a publisher to an author in advance of future royalties earned.

- Advances are rare.
- When they are given, the amount is typically spread out in 40/40/20.

- 40% upon signing
 - 40% upon “acceptance” of the manuscript
 - 20% upon release (official publication date)
- Advance must be “earned back” before royalties are paid.
- * Once the book is out on sale, you will start receiving royalty statements.

Representations & Warranties

The warranties you give to the publisher should not extend to the materials included in the book that you did not provide.

- You are the sole creator and owner of the material you deliver to the publisher.
- The work has not been previously published, unless it has been and the legal issues related thereto are resolved.
- The work is not in the public domain (meaning it has copyright protection).
- The work does not infringe any statutory or common law copyright.
- The work does not violate any right of privacy.
- The work is not libelous or obscene.
- If your book includes recipes or formulas, you may also be required to represent and warrant that they are correct and not injurious to the users.

Foreign Rights

Publishers from other countries publishing in different languages publish your book.

* Do not pursue them. Let them come to you. They will come to you WHEN your book is successful.

After Launching Your Book

Revisions of your book

- When you own the rights to your book, you can do revisions at any time.
- If a publisher owns the rights to your book, you can request a revision, but they have the final word.
- There are many reasons why people revise their books.
 - Update content
 - Remove content
 - Add content
 - Change of name or subtitle

* Online platforms: After the new version is uploaded, the original will remain.

* Amazon allows resales, which include the original version of your books.

Your next book

After launching your first book, you can start working on the next one as soon as you are ready.

- The decision to write the next book will come from “inspiration” and “motivation.”
- Your second book will be easier to write.

While writing your next book

The more successful your first book is, the better it will go for your second book. Keep in mind to invest enough time in marketing and promoting your first book, even if you have started working on your next one.

* For some authors, it took the 7th or 26th book to hit the biggest success.

A book series

Once you have released your first book, you may become inspired to write the second one under a series, or different book ideas may emerge as one series.

Session 20: Writing Fiction

Creative Writing

All authors have their own style. You must trust your style and develop it. Writing fiction can also help nonfiction writers' creative capacity.

Everyone has creativity; you have to fall in love with your story idea.

- The better you feel, the better you write.
- When you are in the flow, your writing is almost automatic, but squeezing a sentence word by word also brings out great outcomes.
- The more emotionally involved, the better it is, and then review later with the third person's eyes.
- Write as if you are writing the next mega-hit bestseller!

Momentum and Flexibility

- Get started and keep it going.
- Develop discipline.
- Like any other habit, make writing a ritual and routine.
- Recognize that time investment is necessary. It may take some time to complete your manuscript.
- Have a clear intent to do diligent work for your creation.

Fiction Genres

Romance / Fantasy / Sci-fi / Mystery / Thriller / Horror / Comedy / Contemporary / Literary realism / Satire / Tragedy / Tragicomedy / Mythology / Historical fiction, and more!

* Romance, fantasy, and sci-fi are the most popular.

* Check more genres and subgenres on Amazon.com.

* Upon entering your book information, Amazon will ask you for the genre(s) your book can go under. You can choose a few categories that support your book sales. Applying the wrong genres will hurt your book sales in the future, so be mindful. Amazon will also choose on its own terms.

Story Ideas & Inspiration

IMAGINATION is everything, and you can write a story about anything you like. Grab ideas whenever they come to you.

- Write down your raw ideas. Create an "idea folder."
- Any small things that happen around you or you see, hear, or even smell can trigger ideas. Dig into your emotions of the moment to create your story.
- You don't need to come up with a title from the beginning. This will develop in time.
- While you are working/playing with ideas, share them with others.

Here is what you look for in response.

"Tell me more about that."

"Oh wow, I can't wait to hear more about/read that."

"Incredible! Where did that idea come from? It's brilliant."

"I love the sound of this."

Who are you writing for?

If you are writing for everybody, you are writing for nobody. Target your audience.

- Gender, age group, social group, interests, family status, etc.

*78% of book readers are women. Writing for women has a bigger advantage.

Outline

Every writer has a different style in the writing process. Some create a detailed structure of the story first, and others just start writing. But having a structure will help reduce the amount of redrafting.

- This process can take a significant amount of time. But investing in outlining can result in faster writing.
- It becomes the bone structure of the story.
- Your writing becomes more organized.
- Less guessing work on how the story is going to be, although stories can always develop in an unexpected way. It has its own mind and will start guiding you as you write.
- What should be in the outline?
 - o Main character(s)
 - o Arcs of characters: their journey and transformation
 - o Scenes
 - o Twists and turns
- One chapter should set up the next chapter.
- Your outline should be something you can sell to a publisher.
- The story will become “real” to you in the creative process.
- You can share the outline with others and get feedback.

*This can possibly be the most challenging step, but once you are done, you should have a smoother flow.

Research

Even in fiction writing, research is often required to learn more detailed, correct information and make the story more authentic and believable. It will make you write better.

- Providing solid and clear information and descriptions makes your story stronger.
- Readers get better ideas/pictures of the scene.
- Even though the story is fiction, it shows the author’s depth of knowledge.
- Authentic reality makes more sense and the story more real.
- But “facts” are not always necessary. If you provide the “information” flat out, it can bore readers.
- So easy to find any information online.

Plot

Events, actions, or something that appears in the scene to give more flavor or plant a seed for what comes later as the story develops.

- Right plots will keep readers turning pages.
- Keeps moving the storyline (cause and effect).
 - o Sequence of events and actions
 - o Creates twists, turns, conflicts, and thrills
- Makes the story more colorful.
- Reveals different or new prospects/sides of characters.
Try to give a fresh face to characters in each chapter to keep grabbing the reader’s attention.

Condensing Plot

Create a spreadsheet to lay out all the happenings. You can see a clearer flow of the evolution of the story. (Similar to creating a theme in nonfiction)

- Summarize the story in short writing.
- A short narrative of events in each scene and each chapter.

Character Development

Readers establish relationships with characters through emotional attachments. Humans' vulnerabilities need to be displayed rather than being perfect and always strong.

- Create characters that you want to read about.
- Define each character.
 - o Give a different persona to each character (e.g., the way of speaking: different tones and vocabularies, and different demeanors, etc.).
 - o Relationships with other characters.
 - o Some can be more complex than the others.
- The protagonist(s) should be introduced as early as possible in the story (possibly in the first line or paragraph of Chapter 1), so the readers can create a connection immediately.
- You want the readers to create a strong bond with the characters.
 - o Characters will make readers emotional.
 - o Let readers have strong feelings or attachments to your characters (love or hate).
- Your characters may reflect someone you know well or aspects of them.
- Your characters have a spirit. They become vividly real to you.
- You get into the characters' heads. (Experience everything the characters think and feel.)
- Protagonist(s)' transformation from the beginning to the end of the story
 - o There should always be learning and growth in the protagonist(s).
 - o or change completely from one face to the other.
 - o or truth will be revealed towards the end.

Chapters

- **Number of chapters:** as many as it makes sense for your story.
 - o Some novels have over 50 chapters.
 - o Or could be under 20.
- Each chapter should have enough story development, information, or happenings to carry your readers through every scene.
- Compelling, intriguing, and engaging as if the readers feel like being "right there with characters."
- Ending hook: Leave a stirring factor at the closing of each chapter to tease or propel the readers to keep turning pages without resting the book.
- Always think about your audience/readers and what would intrigue and keep their attention.

Scenes

You can expand the outline by writing the scenes.

- Write a scene after a scene, just like a movie.
- It doesn't have to be in order, and you can start anywhere as your imagination flies, but keep everything organized in your folder.
- Not all the scenes you write make it into the book. (You choose.)
- Keep them visual so readers can see them in their mind's eye.

Opening Line

This can be the most difficult part to write, so take your time as much as you need until you come up with your best line. It can be short or long. All you want here is to make an impression and pull in readers immediately into the story.

- Captivate, or even shock, the readers.
- Set the tone.
- Example the opening lines from current NY Times Best Sellers for inspiration.
 - o You can look up online.
 - o Or go to a bookstore.

*This can apply to each chapter, but Chapter 1 is at the highest stake.

Purpose of the first line/chapter

To get readers to read the next line and to the next chapter (and keep reading until the end of the story, hopefully in one sitting, unless the book is long).

*The best compliment an author can get: "I couldn't put this book down!"

Intrigue/Curiosity

Readers want to go on a journey with excitement, intrigue, curiosity, fulfillment, and satisfaction.

- Don't reveal everything too early or be very predictable.
- The story has to go somewhere.
- Be a visual writer! (Turn on the movie projector in your head.)
- Bring it alive for your reader.
 - o See, Hear, Smell, Taste, and FEEL the scenes.
- Get the reader's attention and keep it!
*When the story gets boring, people close the book.
- Give satisfaction to readers at the end.

Write with Emotion

Good writers write from their emotions. Passion leads you to writing.

- Emotions come from your passion for writing the story. Your passion keeps you going. What excites you and keeps you excited?
Can you evoke emotions throughout the book?
- This is something that cannot be taught. You have to KNOW it!
- Bleed from the page: Work with your emotions and share what you feel so readers can also feel and connect with them.
- Step back and evaluate.
- Writing is a one-to-one relationship: You write for a single reader. (same as nonfiction)

As you write.

- Creativity can take a turn good or bad.
- The story could go down a different road and become so much better.

Dialogue

- Write in the style of "real" conversations.
Never write in a way that you or people would never talk or say.
 - Keep a good balance with narratives.
 - No lame dialogue: Each word is important! Don't use words as "fillers."
 - Interesting and contributing to the story/chapter/scene.
- * All aspects are to lead the readers to love the story so much that they tell others.

Ending

Very important. As true in movies as it is in books.

- The ending may not be the same as originally intended in the outline.
 - Play with different endings (pick one).
 - It must be satisfying.
 - o They close the book and feel something.
 - o Answer the questions that readers will have and that must be answered.
- * When the reader loves it, they will recommend it to others.

Writer's Block

Every great author has experienced this.

- Can be your own demons/inner critics or criticisms.
- Sometimes, writing just doesn't happen.

Every author has their own approach to solving it.

- Use your most creative time of the day for your writing.
- Move your body, go for a walk, bike, jog, etc.
- Step away from writing for long enough to refresh your mood before coming back.
- Cut off all distractions.
- If you get stuck in one part, just mark and leave it for later.

Discipline

This may be a new routine for you to improve and perfect.

- Focus on your writing.
- Dedicate time to write regularly.
- Set deadlines for yourself and stay on track.
- You should be able to write anywhere.

Once You Completed the First Draft

Rewrite for a new draft

The first draft is the skeleton of the book. Now, you start putting meat on it.

- Effective ways of reviewing
 1. Print on paper with double spacing. This changes the view from a computer. Leave enough margins to write on the paper.
 2. If not, change document format: different font, size, line spacing, and layout.

*Changing the view or even a place to read the same manuscript allows you to see your work with fresh eyes and helps improve your writing.

Additional Items to Consider

- Endorsements/Testimonials
- About the author
- Blurb on the back cover

Session 21: Lessons Learned from Writing a Fiction Book

- Ideas become new creations. Entertain your ideas and play with them.
- Nonfiction authors can write fiction and vice versa.
- There is no trying, just doing.
- Trust and allow ideas to come through you.
- Your positive attitude lets everything flow so much more and better, and you will produce better results.
- Write regularly and commit to your schedule.
- Write for a reader and connect to the feeling the reader would have.
- Use your good sense to see if you are on the right track, where to end each chapter, the flow of the storyline, etc.
- Get into the spirit of writing the book. The writer is the spirit of the story.

From Q&A

Q: Recording videos for book promotion or introduction.

A: Video can be very effective, but if it's not done right, it can do more damage.

“Disappearance of the Universe” Gary Renard

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