

Instant Authority

What to Write About

- ✓ You may already have a concept for a book, but it will take some brainstorming and research to expand and gather the information you'll need to actually write one.
- ✓ Brainstorming your book idea is a way to know how much knowledge and expertise you have to write a book on the concept you've chosen. You may choose to brainstorm ideas from a passion you have, expertise in a certain field or a passion that has led you to accomplish a goal or dream.
- ✓ Researching your book can help you structure it and add details that you may not be aware of.
- ✓ Don't be limited to the Internet for researching your book. Other methods might include the library, books and magazines and government agencies.
- ✓ The search button isn't the only way to research your subject on the Internet. Use the power of blogs, social media sites and websites to gather data on a daily basis.
- ✓ Be sure your research is accurate. Double check if you have to – but never present inaccurate or sloppy information to your reader.

An Outline in a Week

- ✓ An outline should be so complete that it's almost like filling in the blanks when you begin the finishing touches.
- ✓ Mind-mapping is a visual way to organize your thoughts and ideas so that it ends up looking like a "sunburst" or spider diagram that you can build on

later. There are online applications that can help you with the mind-mapping process.

- ✓ After you understand the mind-mapping process, you're ready to begin work on the outline.
- ✓ Use the task list provided in this chapter to plot out your book's outline on a day-by-day basis. At the end of the week, you'll have the entire outline in place and be ready to begin the actual writing process.

Write!

- ✓ Take a vacation from the book for awhile. It helps to review and revise when you can have a fresh perspective on what you've written so far. Some writers only take a few hours, while others need a week or a month.
- ✓ Take a critical viewpoint of your book. At first, you'll want to read through and understand what you've written in your first draft. Don't bother with grammar and punctuation, but instead, focus on filling in gaps and making sure you've got your facts straight.
- ✓ Be sure your book delivers what you promised the reader. The purchaser and reader of your book bought it for a specific reason. Whatever is promised on the cover or introduction of the book should lie within it.
- ✓ You'll likely go through several drafts before you have a finished manuscript. Revising and reviewing your book's draft is a process where you should take your time to get it right. Don't rush through any of the revision process.
- ✓ Hire a professional editor if you can. Choose your editor from recommendations and samples of her writing style. She can provide valuable feedback before you're finally ready to submit the book for

publishing.

You ARE a Writer!

- ✓ Choose from digital or physical self-publishing methods. Digital methods include CreateSpace and Kindle Direct Publishing. They each have features that are easy to use and that offer great options and royalties.
- ✓ Physical self-publishing involves publishing a book through a vanity, print-on-demand or electronic methods. There's no third party involved and you retain all rights as a writer. You have to take care of the marketing and other details involved in publishing a book.
- ✓ Advantages of being a published author are many and include the extra income you'll receive from royalties, respect and admiration from others, credibility in your chosen field or career and an increase in business if your book is about what you've learned from owning and running a vital business concern.
- ✓ Belief in yourself. Writing a book can instill belief and confidence in yourself like no other achievement can. Many have likened finishing and getting a book published as winning an Olympic gold medal.