

Introduction To...



**Instant Authority**

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## Writing a Book to Establish Instant Credibility

When a person is a published author, others look up to them as a person who is credible and has authority for the subject they wrote about. No matter what your background is, you can find an idea for a book that can:

- Establish instant authority
- Boost your business sales
- Help your career path progress more rapidly.

Now that we have the awesome tools of the Internet and instant technology, there are ways that you can get your written book online, for sale and even marketed within a few minutes.

No more sending your book off to an agent or publisher in a distant city and having it end up in a slush pile for months before you receive an almost inevitable rejection letter.

**Now, you can be receiving royalties (or just authority!) from your written book in a matter of hours after publishing your book online.**

“Instant Authority: Writing Your First Book” is a guide written especially for those who have an expertise in some area and want to share their knowledge with others in a profitable way. You may also use this guide if you have an idea for “the great American novel.”

Any and all writers can benefit from this step-by-step writers’ guide to publishing your first book.

You may already have an online or brick and mortar business that's successful and thriving. You can take that success a step farther by writing and publishing a book that establishes your authority in the subject or business you're writing about.

"Instant Authority: Writing Your First Book" will take you from concept to publishing and at the conclusion, you'll feel confident that your first book is ready to be written and shared with the world.

## **Brainstorming and Researching Your Book**

Within the pages of "Instant Authority: Writing Your First Book," you'll discover methods you may have never thought about for brainstorming what should go into your book and how to go about researching it.

Brainstorming is a fun part of writing any book and becomes the concept at the core of it. If you've got a concept about owning and operating a business (either online or brick and mortar), a hobby that you've become an expert in, an experience worthy of sharing or an idea about anything that could change the world, you've got the beginnings of a great book idea.

After you've decided on the subject of your book, it's time to research it thoroughly, ferreting out facts and interesting elements that will make your book worth reading.

Even if you're writing about a subject you know about, research is important and necessary to gather data that will entice and establish your authority to your reading audience.

The research you accomplish will help to fill in the blanks of your outline later in the book-writing process. Research for your book can be done on the Internet, in libraries or gathered from newspaper and magazine articles. Whatever facts you gather, be sure to verify that it's correct. Nothing turns off a reader more than untrue or blatantly erroneous statements.

You'll learn some of the seasoned writer's best kept secrets about brainstorming and research in "Instant Authority: Writing Your First Book."

## **Developing a Book Outline**

Developing an outline for your book is all-important in breaking down your thoughts and getting them on paper in an organized fashion. "Instant Authority: Writing Your First Book," contains the information you need to develop an outline in a week.

There's even a day by day task list included to help you along so you won't get off track. After the outline has been created, you'll have a manageable and visual method of creating the rough draft of your book.

The "Instant Authority" guide includes instructions and ideas for visually creating an outline with a method called "Mind Mapping." This method has been used for years to help professionals organize thoughts and subjects in a visual manner, but you can use it for many things and to solve many problems in your life.

When you finish your first mind-mapping task, it may resemble a family tree. You've got your concept in the middle and ideas, thoughts, notes and facts that branch out from that concept. Those branches become the chapters of your book.

You can perform this amazing mind-mapping exercise with simple tools such as pencil and paper or with some of the incredible software which uses the full power of your computer's capabilities to easily and quickly organize, add and remove content.

By the end of your seven day exercise of mind-mapping you'll have a complete outline that you can work from when you actually begin the writing process. The

next phase of writing your first book is when the fun begins – turning your outline into a first draft.

## **The Art of Becoming a Writer**

After you've finished your outline, it's time to turn that hard work into a rough draft. Now, begins the writing process. Although your first draft will hardly resemble the finished product, it's necessary to help you know what to weed out and what to keep or expand upon to keep the readers interest and make it flow easily.

The outline of your book is like a painting on canvas. First you begin with the sketch (the outline) and now you're ready to fill in your vision with colors and detail.

"Instant Authority: Writing Your First Book," provides 10 crucial tips for turning your outline into a rough draft from which your finished book will finally evolve. You'll find little-known habits of successful writers that usually take years for a novice writer to learn, such as:

- Following a well thought out routine before sitting down at your computer to write.
- Don't worry about gaps in the story or grammar and punctuation at this point. You'll get to that.
- Procrastination is your most formidable enemy when writing a book. This is true for most any endeavor in life, but with writing, it can mean the difference in getting your book on the market in a timely fashion or putting it off until someone else does it.

These valuable tips will help you transform your mind-mapped outline into a true rough draft that you can work from.

## **The Finishing Touches**

Chapter 4: Review and Revise of “Instant Authority” deals with polishing your book and readying it for the marketplace. You’ll review the draft to fill in gaps and revise it so that the book flows seamlessly from one subject or thought to another and keeps the reader’s interest.

By this point in the writing process, you may be totally bored with reading and re-reading what you’ve done so far. It may seem like a tedious process, but it’s very necessary to establishing your credibility through the book.

You can make the task of reviewing and revising much less tedious by following the suggestions laid out in the guide, “Instant Authority,” that will make the process easier and faster.

One of the suggestions in the guide is to take a step back from your work before beginning the review and revise process. It’s helpful to have a fresh viewpoint by clearing your mind and then going back to the work with a new perspective.

This is the time you need to be especially critical of your writing. Some helpful tips include reading it aloud to be sure of the flow. Here are a few tidbits from the guide that will help you get through the review and revise process:

- Be sure your book delivers what the reader expects. For example, if you’ve touted the book as being an in-depth look at herb gardening, don’t give the reader a basic refresher course about herbs.

- Check and re-check your facts. Facts are important to your readers. Don't let your readers down by sloppy research.
- Hire a professional editor. Before you send your book off into cyberspace or to an agent (your choice), you may want to hire a professional editor to get a fresh perspective on your book and give it a thorough proofreading overview. It's well worth the money and can save you lots of headaches in the future.

## **Congratulations Are in Order**

At the end of the writing process that you'll learn in the guide, "Instant Authority: Writing Your First Book," you'll be ready to publish it. The guide will educate you in the options you have to publish your book successfully – including digital and physical self-publishing methods.

Each method of publishing has clear advantages and disadvantages, and you can make your own choice with the knowledge you'll gain from the guide.

## **Benefits of Being an Author**

Besides the respect and credibility that you'll immediately gain with the writing and publishing of your book, you'll have an opportunity to receive royalties that will definitely increase your income potential.

You can also increase your business potential because those who read your book will look at you as an expert in the field. Those benefits you receive from the book aren't limited to monetary and respect from others. You'll also gain self-confidence and belief in yourself that you can accomplish what you set out to do.



Writing a book is a huge challenge, but with help such as you'll receive from the guide, "Instant Authority: Writing Your First Book," you'll be able to overcome the hurdles that most "first" authors face when they decide to write a book.