

Writing a book can be overwhelming when you don't know where to start. But spoiler alert, it doesn't have to be! I made it my purpose to help other beginning and seasoned authors to amplify their voices and to do it with classy and trendy ways. So lets dive right in:

It is time to **CLEARLY DEFINE** your project:

Answer the following questions:

What is the purpose of this publication? _____

Who is the publication for? What does your ideal reader look like? How do they receive information? What type of learner are they?

What problem am I solving with this project or is it answering a need? If so, explain how.

What do you want your reader to experience emotionally as they read your publication?

What type of publication will you create? (Book, Journal, Calendar, Coloring Book, etc.)

Desired release date?

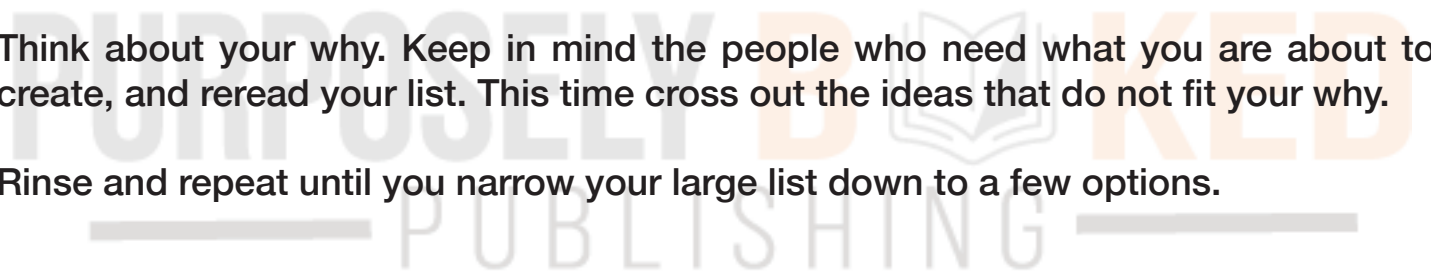
Let's ***Brain Dump!***

Write down all the ideas that come to mind surrounding the creation of your book. Whatever topic you can think of and write it down. No idea is too crazy; this is a brain dump.

Then you can look at them all and group them. Read the ideas out loud and sort them. Cross off the ones you do not connect with and Place the ones that stand out to you in a column.

Think about your why. Keep in mind the people who need what you are about to create, and reread your list. This time cross out the ideas that do not fit your why.

Rinse and repeat until you narrow your large list down to a few options.



BRAIN DUMP TIME:

The benefits of a book and writing coach.

- They can help you find ways to turn down the noise and chaos that life can bring and create a plan to get you started and keep you engaged and motivated. They are your personal coach and cheerleader, all wrapped up in 1.
- Accountability
- They help to get the ideas from your head and onto paper in a digestible and understandable format so your reader can follow you
- They can ask probing questions that challenge you to dig deeper and gives a different vantage point on your project.
- They offer constructive criticism to make sure you are presenting the best product
- Industry intelligence.

3 Most Popular Publishing Options

Choosing the best company or path for you is like building or buying a home! Be careful because this is a significant investment.

Traditional Publishers

Advantages:

- Reputation – these companies have done the groundwork and created a name for themselves. These companies already have a following, contacts, and pull in the publishing arena.
- Minimum Author Investment - When working with traditional companies, they foot the majority, if not all, of the cost of the book and development.
- Complete Team – These companies have their teams that provide specific services based on your book's developmental stage. They typically have their own team of writers, editors, coaches, and graphic designers and require that you utilize their team.

Disadvantages:

- Creative Control – This is many authors' most significant determining factor. The traditional publishers take on the majority of the creative control for the project. The publishing house has the final say from the manuscript and editing to the design and artistic elements of the book.
- Exclusivity – These companies choose you. You do not get to choose them. People submit manuscripts, ideas, etc., to these companies all the time, and most do not get picked up. These companies decide if you are a fit for their brand.
- Ownership – they almost always own the rights to the publication. Therefore you receive a portion of the finances received

Hybrid Publishing (mixture of both traditional and self publishing)

Advantages:

- Like Traditional Publishers, they typically provide the same services, editing, formatting, cover designs, and marketing/promotion of the book.
- Vast knowledge of the industry.
- Like Traditional, they have a specific network they work with
- Share the cost of producing the book.

Disadvantages:

- You have to submit your manuscript – it is up to the company to accept it.
- You share the royalties. There is a set royalty that the hybrid publisher receives per unit sold.
- Hybrids generally own the copyright.

Self-Publishing + Self Publishing Services

- You choose the services and vendors you would like to use. You get to assemble your own team. However, this can be a blessing and a curse. Be sure to vet the companies and services you choose to work with. Ask lots of questions and make sure you are comfortable with your selection.
- You have creative control! From your content to cover design, you get to determine how your baby is dressed.
- You Own all the rights to your work. 100%!

OR you can use a **self-publishing service**: these companies generally offer packages or ala carte services. You get all the perks of self-publishing.

However, if you do not adequately vet, you can spend more than you thought because of switching out vendors, etc.

Many self-published authors use services like Fiverr and upwork etc... these services can be great if you find the right person to work with.

For more tips or to book a consultation with Purposely Booked, visit purposelybooked.com.