

**EVERYTHING YOU NEED TO KNOW
TO**

**Write
Publish
& Market
Your Book**

**By the
World's First
Author's
Advocate**

Patrika Vaughn

For anyone serious about writing a book – whether it’s your autobiography, a great American novel, a how-to book or a learned treatise –

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In easy how-to-do-it steps, this book will teach you how to combine solidwriting and marketing techniques that will double your chances of getting published.

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...has her finger on the pulse of today's publishing realities. A must-read for every writer who hopes to be published. *Jack Emden, Managing Director for European Operations of SAI International and author*

Throw everything else away! If you're serious about writing a book, Pat Vaughn's *Write, Publish and Market Your Book* is the only book you'll ever need on the subject. *Sandpiper Publishers, Inc.*

Calling it brilliant would only diminish its true value to writers of any kind. *Dr. Alan Kurzrok, Motivational Therapist and author*

Taken as directed, this book is a sure cure for one kind of writer's block. And the medicine is tasty and refreshing, too. *Dr. Robert Vossburg, Life Fellow, American Psychiatric Association and author*

ABOUT THE AUTHOR....

Patrika Vaughn is uniquely qualified to write this book. She now serves as an Authors' Advocate, bringing more than 25 years of experience as a literary agent, professional writer, ghostwriter and teacher of creative writing to that task. Her

works have appeared in more than 100 national publications and she is listed in the International Authors and Writer's Who's Who. She is also a Marketing and Public Relations Consultant serving business, industry, non-profit corporations and individual authors.

She now combines those skills as the world's first Author's Advocate to help you

- Write what people want to read
- Get published. Find your best publishing option in today's changing market.
- Make money. Learn the secrets of low-cost promotion and money-making spin-offs.

∞ Preparing to Write

Chapter 1

∞ BEFORE YOU WRITE

Writing a book is a lot like getting married. It is intensely personal, it calls for a big commitment, and it requires a sustained effort. And like marriage, it carries no guarantee of success.

Books and marriages often fail for the same reasons. The most common reason is that the writer doesn't know enough about the four essential components of a successful book. It may surprise you to know that the first and most important of these components is the self.

1. the **SELF**– Many writers get an idea and then jump into writing about it, never giving any conscious thought to what his or her motives are for wanting to write. As you'll see a little later, why you want to write should help determine what you write.

The second essential component is:

2. the **SUBJECT** – How much do you know about your topic? Enough to convey to your readers how your (or your character's) experiences felt; how your readers can acquire proficiency: do you know enough to teach them what they want to know about the subject?

Now for another surprise. The third essential component is

3. the **READERS** – Are you clear about who you are writing this book for? Do you know the profile of the ideal reader of this book?

The fourth component is, of course, the actual writing of the book. This includes the format, mechanics, style, tone, etc.

4. the **WRITING** – You may not yet know the writing methods that will create and sustain reader interest in your book. That's okay. You will know these by the time you finish this book. And if you have sufficient knowledge about your motives, your subject and your readers, you have already solved many of the most aggravating problems of writing.

Successful writing requires a harmonious blend of writer, subject and reader. When this is achieved, an alchemy takes place. This alchemy informs the writing process in a way that cuts through the common problems writers face. Once the alchemy is there, a writer can usually work swiftly and efficiently, avoiding many writing pitfalls and completing the book in less time than (s)he expected it to take. This is as true for seasoned professional writers as it is for beginners. Experienced writers tend to search

out this information automatically, perhaps arriving at the information without giving the searching process any conscious energy. A beginner will probably have to go through the process more consciously in order to obtain workable answers.

Achieving this alchemy depends on knowing a number of things about yourself, the writer, and your motives; about the subject to be written about, and knowing some essentials about the people you hope will read your book. Let's take a look at each of them:

WHY YOU WANT TO WRITE

The motives are many. Maybe you've always dreamed of achieving fame and fortune as an author. You picture yourself on TV talking to David Letterman or Jay Leno, or being interviewed on Good Morning, America. You see yourself autographing books for a long line of admiring readers or standing before a large audience, talking to them about your book. Perhaps your book was such a success that it is now being made into a movie. Do you know what kind of book to write to turn this dream into a reality?

Maybe you want to write as a means of self-actualization. You know you have things to say that others will find interesting but you've never taken the time to organize them into a meaningful text. Writing a book can create just the opportunity you need to organize your vast body of knowledge on a subject, or to explore your own psychological depths. Do you know who would be interested in reading this book?

Or maybe you hope to gain immortality, to perpetuate yourself through your autobiography. Other reasons for writing an autobiography include creating a legacy for those who follow after you, to give children and grandchildren a sense of belonging and continuity. Your motive for writing a book might be to help others. You may have pioneered an experience (anything from a self-cure for cancer to rollerblading across the U.S.) or discovered a new or better way to do something. What you've done or learned could be of help to others, and you want to write a book to share. Do you know who would welcome this information?

Recording knowledge, experience or history is a valuable contribution. Doing it has many benefits. It can bring fame and fortune. It can help you self-actualize. It can serve to advance your career or be a way to spend your spare time constructively. Writing such a book could provide an important teaching tool. It is important for you to know which of the above motives are your reasons for wanting to write a book, because your reasons are tightly connected to whether or not the kind of book you write will be a success.

WHAT YOU WANT TO WRITE

First, what types of books are there? Generally books can be broken down into fiction or non-fiction. Fiction includes general novels; romance novels; Gothic novels; historical novels; westerns; mysteries; suspense novels; adventure novels; children's books. Also included under fiction, of course, is the short story, which can be written in any of the previously mentioned genres. Nonfiction includes all factual books: how-to books; cookbooks; histories; art books; travel books; plus

all sorts of academic books on any area of knowledge. There are also, of course, hundreds of professional and trade journals which print articles in specific areas of interest. These can be written in any of the following nonfiction forms: news, feature analysis, how-to, opinion, speculation, interview, inspirational, evaluative, study, narrative, history, journal, observations, creative nonfiction, summary, list or satire.

Now, how can your motive influence the success of the kind of book you want to write? Well, consider these facts. According to the *Writer's Market*, only 5% of writers earn over \$80,000 a year. Your chances of attaining fame and fortune will be better, therefore, if you write the type of book that the greatest number of people want to read. It helps if it's the kind of book that will translate well into a film or video format. The most popular kinds of fiction books are love stories and legal thrillers. The most popular non-fiction books are how-to's, followed by books on health care; men/women relationships; business and management advise; spiritual and psychological works; dieting, and books with a multicultural slant. We are a nation of do-it-yourselfers who gobble up information that helps us become more self-sufficient.

If your motive is self actualization or to help others, the popularity of your book will be a minimal factor for you. You may already know that your book will appeal to only a limited market. Who over 40, for instance, will be interested in rollerblading across the United States? How many people will be interested in reading the history of your home town, or your opinions, evaluations, or your life story? You get the point.

Perhaps your main motive is career advancement. Will this purpose be best served by targeting as your audience those who are beginners in your field? Your peers? Those who have been in the field longer than you? Do you know what differences in approach are needed to write successfully for these three different markets?

The same questions apply to those of you who want to write a book to help other people. Who are these people? How much do you know about them? Is your reason for helping them to impress them, to encourage them or to inform them? These are all factors in determining the contents and style of your book. Now you need to know if you have what it takes to write that book.

IF YOU CAN WRITE

Many factors determine your ability to write, beginning with whether or not you have the time to do it. Another important factor is whether or not you like to write. Then there are personality traits to consider: are you an idea person? Do you have patience? Do you have the training to be a polished writer? Can you make the emotional commitment to the type of solitude and perseverance required to write your book?

Don't get discouraged if you've answered no to some of these questions. By the time you have read this book you will be answering yes to most of them.

And by following the step-by-step approach outlined in the pages that follow, you'll find that a time commitment of as little as one hour a day can get the job done. The essential part is your emotional commitment.

You've got to believe in your project and believe in yourself. You have to be convinced of the importance of writing this book. You have to commit to it, and to firmly commit yourself to this project you must make a contract with yourself. Your contract is your vow.


Decide on a time of day when you can consistently devote time to writing. Then realistically assess how much time you can spend at it daily. Don't overestimate. It's important for you to write consistently each day, at the same time and if possible in the same location. If all you can realistically expect to devote to writing on a daily basis is fifteen minutes, then contract with yourself for fifteen minutes. Then, if it turns out that you can spend two hours at it on some days, you can consider that bonus time.

Once you are clear with yourself about when, where, and what time you can give to your writing, *write a simple contract with yourself*: Here's an example:

The following is the sworn statement made by you, the writer:

<p style="text-align: center;">DECLARATION TO WRITE</p> <p>I am a writer, now engaged in the writing of a book about _____.</p> <p>I pledge to devote _____ <i>(minutes/hours)</i> to this project every day, from _____ <i>(hour)</i> to _____ <i>(hour)</i>.</p> <p>Signed: _____ <i>(your name)</i><i>(date)</i></p> <p>Sworn to this _____ day of _____, 19 ____.</p>

Don't overlook this step. It seals your commitment to yourself to follow through on this project and solemnizes the importance of this task. It also formalizes exactly what part of your life you will carve out to make way for this accomplishment, and it commits you to getting into the habit of writing. As Somerset Maugham once said, "Writing is a habit that's easy to get into and hard to break." Forming that habit is an essential part of achieving your goal.

Now inform your family, friends and associates that *you will be unavailable at those times*. It is important that your writing time be uninterrupted. Other people will have to take it as seriously as you do, allowing you quality time for your work 

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