

WRITING TO BOOK PUBLISHING  
MADE EASY!

UNCOMMON SENSE BOOK WRITING

JESSICA L COOPER

---

# TABLE OF CONTENTS

Introduction	2
Developing Your “Why”	3
Building Your Momentum	4
Eliminating Distractions	5
Setting Writing Goals	6
Deciding What to Write About	7
Creating an Infallible Content Plan	9
● Mind Mapping	9
● Bullet Point List	12
● Organizing Your Mind Map or Bullet Point List	14
Creating a Memorable Title and Subtitles	16
Adding in “Fillers”: Creating a “Filler Key”	18
Citing Your Sources	20
Editing Your Masterpiece	21
Designing an Epic Cover	22
Printing Your Masterpiece	23

---

# INTRODUCTION

Like most of you, I planned on writing a book *ages* before I finally wrote one! I would start my prewriting-brainstorming and even start on a chapter or two. But then “life” would happen, and I wouldn’t touch the manuscript again for months, (if I could even locate it again)!

But I really got serious about writing my book when the passion to share with others what I had learned from my experience, was unquenchable. Since I had developed a decent following on social media who already valued the content I was sharing, I knew I had a book topic of interest, as well as a customer base. So I got started--*for real*.

But nothing could have prepared me for the writing journey which ensued!

- I must have completely started over more than 15 times.
- I worked for weeks on the introduction, then ended up trashing it.
- I wrote sometimes, all-night, because I didn’t have the time or “mental space” during the day.
- My husband thought I was addicted to 5-Hour-Energy drinks
- I lost contact with my editor.
- My laptop broke, so I had to write exclusively from my iPad.
- I took a writing vacay for my birthday, and wrote for 10-15 hours a day.

(The list goes on & on!)

But I learned *so* much from that experience--not just how to write a book--but how to write one efficiently, inexpensively, wisely, without the assistance of editors, illustrators, etc., and one that sells. I also learned what *not* to do.

After helping my husband publish his 5th book, this time, without the help of any editors or publishers, he suggested that I take what I had earned and help others who have been in the same boat we had been in! In this workshop, you will learn the tools and tips any beginner can use to finally birth the book! You will learn what has helped us, what to completely avoid, and some of the most helpful and cost effective ways to finally write the book already!

---

# DEVELOPING YOUR “WHY”

Book writing can be a daunting task and one that can easily be put off until the infamous “tomorrow.” The problem as we all know, is that tomorrow never comes! That’s why you have to find a passion strong enough to make your tomorrow, NOW!

Below, develop a list of reasons strong enough to make your “I’ll write a book “someday”, to “I’ll write my book “today!”

## I WANT TO WRITE THIS BOOK BECAUSE:

---

---

---

---

---

## THIS BOOK WILL HELP ME TO:

---

---

---

---

---

## WRITING THIS BOOK WILL MAKE ME FEEL:

---

---

---

---

---

---

# BUILDING YOUR MOMENTUM

One of the hardest parts about getting starting with and ultimately finishing your book, is developing and maintaining the momentum necessary to finish! Write out a list of affirmations that will encourage you to keep pushing when you're tempted to quit.

## Sample Affirmations:

"I will do whatever it takes to finish!"

"I'm committed to leaving a legacy, and this book is one way I plan to do it."

"I have experience and wisdom that this world needs."

"Small progress, is still progress. I will not quit until I am finished!"

"My thoughts flow freely from my heart and mind, to the pages of my book. My book is coming together seamlessly!"

- **TIP: PUT A DATE ON IT! Set a realistic date for the completion of your book and share the release date (to friends or social media) for accountability.**

## Motivating Affirmations:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_

(Read these affirmations aloud before and during the breaks of each writing session.)

---

# ELIMINATING DISTRACTIONS

Distraction is from a Latin word that means “a drawing away of the mind” or “a mental disturbance.” Write out a list of all the things that attempt to draw away your mind and mentally disturb you as you write (or as you sit down to be productive).

Next to it, write what you intend to do to overcome these distractions.

<b>DISTRACTIONS</b>	<b>SOLUTIONS</b>
<i>Ex: Someone calling or texting me.</i>	<i>I will turn my phone completely off when it is time to write.</i>

# SETTING WRITING GOALS

One way to remain on target with producing your masterpiece is to set writing goals. Writing goals basically will be anchored around one or more of the following:

1. Number of hours spent writing per day (or week)
2. Number of pages produced per day (or week)
3. Number of words written each day (or week).

The only person you can ultimately be accountable to in book writing is YOU. Set your goal *realistically* and *wisely*. (BTW, you can always alter them).

To start, choose *one* main writing goal:

- I will write \_\_\_\_\_ hours per day or \_\_\_\_\_ hours per week.
- I will produce \_\_\_\_\_ pages per day or \_\_\_\_\_ pages per week.
- I will write \_\_\_\_\_ words per day or \_\_\_\_\_ words per week.

**TIP: Schedule out your writing in a calendar.**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Kidgen@kfy.com

# DECIDING WHAT TO WRITE ABOUT

For your first book, it is usually best to write about a topic you know well or about a topic you are fairly passionate about. Sometimes you may have several ideas of what you *could* write about. To help you to choose a topic, write out all the book ideas/topics you have in your head. To the left, rank them according to the urgency for which you desire to see them birthed out.

⇒ **The title that ranks highest in the one you should begin writing.**

Example of Ranked Book Topics:

3 *Birthing the Vision*

1 *Living Life to the Fullest: How to Overcome Fear*

2 *From Rags to Riches: How I Overcame Poverty and Made my First Million*

## Topics

RANKING	Book Title/Topic





---

# CREATING AN INFALLIBLE CONTENT PLAN

If there is one tip I can offer that will help you to write your book more quickly and efficiently than any other, it would be this one:

⇒ ORGANIZE AS MUCH OF YOUR CONTENT AHEAD OF TIME AS POSSIBLE!

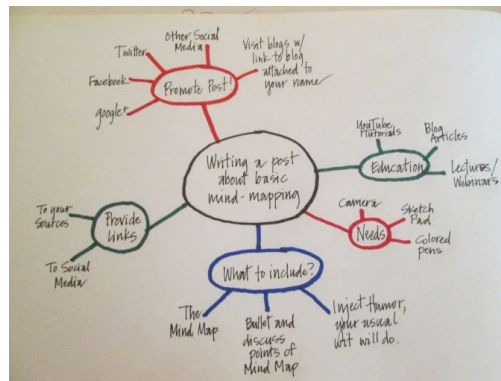
The more you organize your content, the easier it will be to avoid hours of sitting at your desk with writer's block and to remain on course with your content. I am going to share two highly effective ways to organize your content. Choose and use the one which works best for you.

---

## Mind Mapping

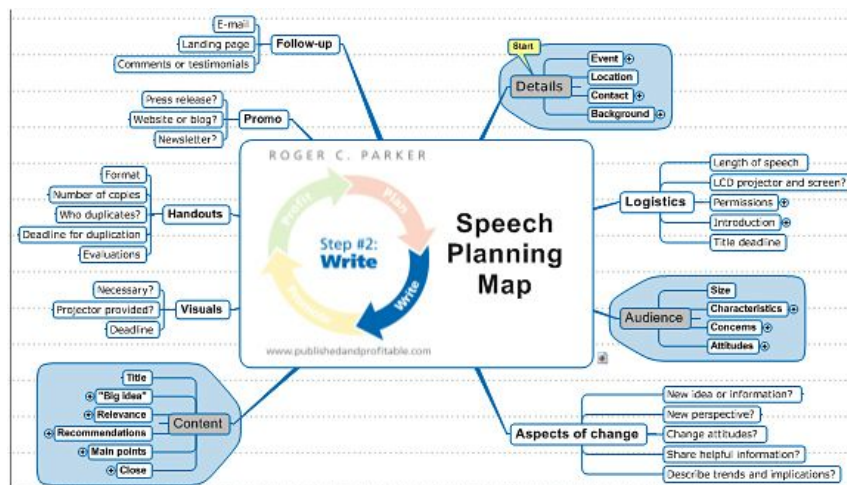
Mind mapping is simply braining storming on paper. The idea is to get all the thoughts out of your head and dumped onto paper in an organized fashion. Here's how it works:

1. Write the topic/book title in the center of your sheet of paper or poster board and put a circle around it.
2. Draw a line from that and at the end of it write out one of your main objectives/(chapter titles) from the book.
3. Continue to do #2 until you have written out all the main objectives (chapter titles) for your book.
4. From each main objective point (chapter title), write out several subtopics that support it.



(<http://mlswift.me/tag/mind-mapping/>)

Mind Mapping can also be done on the computer. Below is an example of what that might look like and some software options to create a mindmap on the computer.



(<http://blog.publishedandprofitable.com/2008/11/11/mindmanager-template-for-authors-writing-a-speech-to-promote-their-book/>)

There are a number of websites online that create mind maps. Do a Google search to discover one that works best for you.

---

Draw Your Mind Map Below:

---

## 2. Bullet Points List

The next option is to create a bullet point list.

1. Write the topic/book title at the top center of the paper.
2. Skipping 4 to 5 lines in between each, write out 6 or more main objectives (chapter titles) you want to discuss in your book. These will become your chapters.
3. Under each main objective (chapter title), write three or more sub topics that expound on your chapter
4. From each main objective point, write out several subtopics that support your main objective.

### EXAMPLE:

Example Book: *Activating the Gift Within Your Child*

1. Every Child Has A Unique Gift
  - a. That gift is from God....
  - b. His or her gift is unlike any other gift....
  - c. His gift is specific to his life purpose...
2. How To Identify Your Child's Gift
  - a. Observe What Your Child Loves
  - b. Observe What your Child Hates
  - c. Study Your Child's Temperament
3. How to Help Your Child Operate in Her Natural Gift
  - a. (subtopic)
  - b. (subtopic)
  - c. (subtopic)

---

Draw Your Bullet List Below:

Book Title: \_\_\_\_\_

A. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

B. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

C. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

D. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

E. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

F. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

G. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

## Organize Your Mind Map List

The next step is to organize your mind map list. Take the topics (chapters) and subtopics (subheadings) you have above, and organize them into the correct order you will have them in your book.

Book Title: \_\_\_\_\_

A. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

B. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

C. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

D. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

E. \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

F. \_\_\_\_\_

a. \_\_\_\_\_

- b. \_\_\_\_\_
- c. \_\_\_\_\_
- G. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- H. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- I. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- J. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- K. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- L. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- M. \_\_\_\_\_
- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_



---

# CREATING A MEMORABLE TITLE & SUBTITLES

## TIPS FOR A GREAT TITLE!

*Lynn Serafinn says:*

### The Title of Your Book Should be the 'HOOK'

- It should contain the 'brand', the gimmick, the USP (unique selling point) or the paradigm of the book.
- It should be able to 'hook' the mind of the reader so they cannot confuse it with other book titles.
- It should not contain words that are too vague or too common or whose meaning could just as easily refer to something completely different

Write Your Title Ideas Below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**TIP: Chapter titles flow best when they are consistent. (Example: Each beginning with a verb; each having the same number of words; each having a consistent theme; etc. (Ex. See the table of contents for this workbook).**

---

## Tips for a Great Subtitle

*John Acuff says:*

- ❑ Often your audience is trying to quickly scan your book and decide it's not for them. In the subtitle you have a single moment to convince them that this is the best book in the airport for them to buy. Do that by directly speaking to their needs.

*Lynn Serafinn says:*

- ❑ **The Subtitle of Your Book Should be the 'PROMISE'**
  - It should tell the reader exactly **WHAT** your book is about.
  - If possible, it should tell the reader **WHO** the book is for.
  - It should contain **KEYWORDS** that will appear in searches if people are looking for a particular topic.

Write Your Subtitle Ideas Below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_

## ADDING IN “FILLERS:” CREATING A “FILLER KEY”

It is highly likely that you will need more information or “fillers” in order to write this book. It’s best if you do not stop writing to do *research* if you realize you do not have enough information. Fillers could be:

- more research
- stories
- scripture
- quotes
- excerpts
- diagrams
- more research needed

Create a key\* (below) to determine the symbols you will use to alert you to the type of info you need to go back and fill in at a later date.

A Sample Key:

Symbol	Type of Infor/Research Needed
(Q)	Quote
(S)	Scripture
#S	Story
(MR)	More Research



# CITING YOUR SOURCES

Unless you are an expert on a topic, you will likely use someone else's thoughts, ideas, or facts, to enhance the details of your book. Here we will discuss ways to create a works cited page.

## Easiest Ways to Cite Your Resources

1. Compile all your resources and allow your editor to create your works cited page (We will discuss getting an editor in a later section)
2. Use Microsoft Word's easy to use "Insert Citation" function under the *References* tab to save references as you go. (Or if using Google Docs, create footnotes).
3. Reference your author and source within your document (common for non-scholarly) books

Regardless of whether or not you have chosen a system as you begin writing, DO KEEP A LIST OF the books/articles/people/etc., you are referencing, as well as the author, (if applicable), and the page number.

**Better to have this handy rather than go hunting for it later!**

**TIP: Do a little research and choose which system is best for your book.**

Define each style below:

In-book citation only:

---



---



---

Footnotes:

---



---



---

Endnotes:

---



---



---

---

# EDITING YOUR MASTERPIECE

You'll need to edit your masterpiece! Here are a few options for editing on the cheap:

1. **Self Edit:** I would recommend this only if you are a fairly decent writer, and have some background on grammar, punctuation, etc. Be sure to print out the entire manuscript versus trying to read it on the computer. But even if you do #1, I'd still recommend #2
2. **Group Edit:** Have a second or third pair of eyes on it.
3. **Find an Editor Online:** Try site's like Fiverr.com and GigBucks to find an affordable editor. (My husband has had success with this!)
4. **Hire a Professional Editor:** Use word of mouth or find a traditional editor (\$)

TIP: Things like budget, timeframe, purpose of book and your overall goal, should all play a part in what type of editing you decide on.

1. Is this book primarily for you or are you hoping to distribute it to the masses?

---

---

---

2. How soon are you looking to get your book out on the market?

---

---

---

3. How much can you afford to pay for an editor?

---

---

---

---

# DESIGNING AN EPIC COVER

Your book cover should be **symbolic** of what your book is about. Ask yourself: “What is the general point of my book? What pictures/ideas/themes can I use to represent that symbology in the cover? Brainstorm your ideas below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Here are a few options to help you create your cover:

## 1. Pay someone else to design it

- a. Fiver.com
- b. Word of mouth
- c. Others:

---

---

---

## 2. Design it yourself

- a. Lightstock.com and other “stock” sites for quality images
- b. Canva or Powerpoint for creating a design
- c. Other Options:

---

---

---

---

# PRINTING YOUR MASTERPIECE

Printing does not have to cost an arm and a leg; nor do you have to buy, store, and ship books if you do not wish to. Here are a few options below to assist with printing.

- ❖ Each site walks you through its easy-to-use process. Upload your information. Order a proof. Authorize your proof. Order copies of your book.
- ❖ Or, upload your book to a major distributor--Amazon.com, Barnes & Noble, etc., and let them take a cut, print and distribute for you.

## DIY Printing Options

1. Createspace.com
2. Lightning Source.com
3. Find a traditional printer

TIP: Decide which option works best for you.

***Congratulate yourself on becoming one step closer to becoming a published author! :)***