



30-Minute Author

Tasks authors can do in 30 minutes or less to plan, write, promote and profit from their book

VOL. 1, NO. 3

It's up to
you to
promote
your book



*Roger C. Parker's 31 books have sold 1.6 million copies in 37 languages

How to avoid the first-time authors' **12 Biggest Mistakes**

"If you want to change your life," Harry Beckwith wrote in *The Invisible Touch*, "write a book." But, writing a book can also be tremendously frustrating and unrewarding.

Following are the 11 biggest reasons most first-time authors fail to receive the rewards they are due.

1. Unrealistic expectations

Don't expect to get rich off your book, even if it's a success by publishing standards. The vast majority of books fail to earn out their advance.

Instead, develop a personal marketing plan to leverage your career off your book. Instead of trying to make money on the book itself, use your book to open doors, promote your credibility, and build relationships with readers.

2. Writing without a contract

Never write a book without a signed contract. Instead, prepare a polished proposal and two sample chapters.

Publishers are increasingly selective the titles they accept. Often, less than 1 in 20 titles proposed are published. Writing a book that isn't accepted is not a good use of your time.

3. No agent

You must be represented by a literary agent. Publishers rarely accept unsolicited book proposals. Unsolicited proposals are frequently returned unread or are simply discarded.

The right agent will know exactly which publishers might be interested in your book. Agents can also negotiate terms more effectively than you.

4. Weak titles

Spend time on the title; titles sell books. The title of your book is like the headline of an advertisement. The title represents your one and only chance to attract the attention of acquisition editors or bookstore readers.

Successful titles stress the benefits readers will gain from your book. Successful titles arouse curiosity and offer solutions. They often include consonants and alliteration (repeated "hard" sounds like G, K, P or T).

5. Title versus series

Focus on a books series rather than an individual title. Publishers want concepts that can be expanded into a series rather than individual titles.

It's up to you to promote your book

Excellent!
Jammed with
wise advice by a
man who's done
it over and over
again. From ideas
to titles to plans
to marketing,
this one has it all!

Joe Vitale
Best-Selling
Author



Roger C. Parker

Let Roger C. Parker's
How to Become
both Published and
Profitable show you
how to create a
book that will
change your life!

6. Going it alone

Successful careers involve a nurturing support group of readers and peers.

Your quest should include the support of your friends, other authors, book coaches, readers and others who will help you maintain your enthusiasm while providing ideas, assistance, and feedback.

7. "Event" writing

Write a little each day rather than "going away" to write your book.

Stress is an author's biggest enemy. When you attempt marathon writing, you're putting an unrealistic burden on yourself. "*What happens if I come back and my book isn't written?*"

Commit to write 45 minutes a day. This reduces stress and continuously reengages your subconscious mind.

8. Self-editing

Avoid unnecessary self-editing. It's far more important to complete the first draft of your book than to agonize over the perfection of every word.

Editors will ensure that grammar is correct and ideas appear in the proper order. But, they can't do anything until you submit the final manuscript.

9. Failure to promote

You must promote your own book. Publishers are not promoters. Publishers are skilled at editing, manufacturing, and distributing books. But, they are not set up to give your book the market-

ing attention it deserves. A single publicist may represent over 100 books!

If you want your book to succeed, *you* have to promote it as well as write it.

10. Failure to backup and save

Save frequently when writing. Always save before printing. Never turn off your computer without making a copy of your files for off-premises storage. Never end a writing session without printing out a hard copy of the latest version of the chapter you're writing.

11. Failure to plan future profits

Before writing your book, prepare a book marketing plan. Book sales should be just the *first step in an ongoing relationship* with your readers.

Your plan should identify opportunities from consulting, newsletters, audio/video recordings, seminars, speeches, and yearly updates etc.

12. Failure to consider options

Consider alternatives to books printed and distributed by commercial publishers and sold in bookstores. Times are changing.

Consider options like self-publishing, print-on-demand, and e-books. Many books begin as self-published books and are later acquired by a larger firm.

To learn more

With Roger C. Parker's help, you can become *profitably published*...not *just* published. Call 603-742-9673 today!