

HOW TO WRITE A SUCCESSFUL HOW-TO BOOKLET

7 Introductory Tips by Carl French

Please note

If you want to write a full length book (typically at least 100 pages) this is not a suitable method.

1 Have very good reasons to write the booklet (It's too much work to be done on an impulse)

- It can establish or extend your reputation
- It's a calling card
- It's a demonstration of your expertise
- It's a way of showing independent endorsement of you
- It can help develop your ideas for other IP products
- It is a very good warm up before writing a full length book
- It can make you money
- You'll teach yourself a lot
- It can be very enjoyable

2. Come up with the best title and subtitle you can

- Pick a narrow deep niche – specific beats general
- Be very clear who your readers are and what they want
- Play to your strengths
- Devise a powerful subtitle that spells out the benefits
- Use the title as a beacon to lead you in the right direction and keep you on topic
- Be willing to improve the wording later – but don't change the topic

3 Adopt a proven format

- Use A5 or pocket size
- Work to a template
- Devise well defined sections
- Use numbered paragraphs
- Use paragraph headers that are questions or instructions
- Write short paragraph content that belongs to the title
- Provide a clear table of contents
- Use pictures and diagrams consistently

4 Make sure the cover is a brilliant shop window (People do judge books by their covers)

- The design is a statement
- There is a format that works (Dan Poynter's)
- The cover is a marketing and sales tool
- Reviews are needed before publication
- Don't design your own cover!

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5 Adopt a writing method that fits the job

- Don't just start writing
- Work top down
- Keep to the point (title)
- Work off the structure.
- Keep to a consistent style
- Schedule time in sensible chunks
- Write in sensible places where you can concentrate and be uninterrupted
- Remember the right side of the brain – linear thinking can get dull

6 Take responsibility for the production but don't do it yourself

- Publishers are not book promoters they are mostly box shifting distributors
- Either self-publish with outsourcing or use co-operative publishing**
- Take e-Book formats seriously (they major in sales!) Publish your e-Book first.
- Consider a limited edition small print run once your e-Book is selling
- Understand the financial model you are using for cost , price and volume

7 Promotion is part of the overall plan not a job at the end

- Promotion costs money – build it into the price - 50% even
- Lots of brilliant books don't sell because nobody knows of them
- Marshall your supporters early – good reviews on-line and off-line are vital
- Get early reviews from the right people – endorsements by thought leaders
- Give away review copies to the right people
- Remember to use the internet, blogs and other media any way you can

If you want to write and publish your own book or booklet or if you want to better promote a book you have already written then there is help available at **The Endless Bookcase** (a co-operative publisher*) www.theendlessbookcase.com

There is FREE membership for many useful tips hints and downloads plus, for a paid author membership, (£60 plus vat) ***you also get your first book published.***

The Endless Bookcase helps with...

- Preparation – how to get started, what to do, advice & guidance, edits, reviews.
- Production – lots of different formats including Amazon Kindle and ePub.
- Promotion – via the internet, social media, PR etc
- Sales – we load our books onto various directories, major web sites (like Amazon) and also sell through our own web site.

** Co-operative publishing is an arrangement which is a half-way house between self-publishing and traditional publishing. It's collaboration with the publisher taking care of all the tricky bits like obtaining the ISBN number and registering the book with various parties but the author has much more say generally.