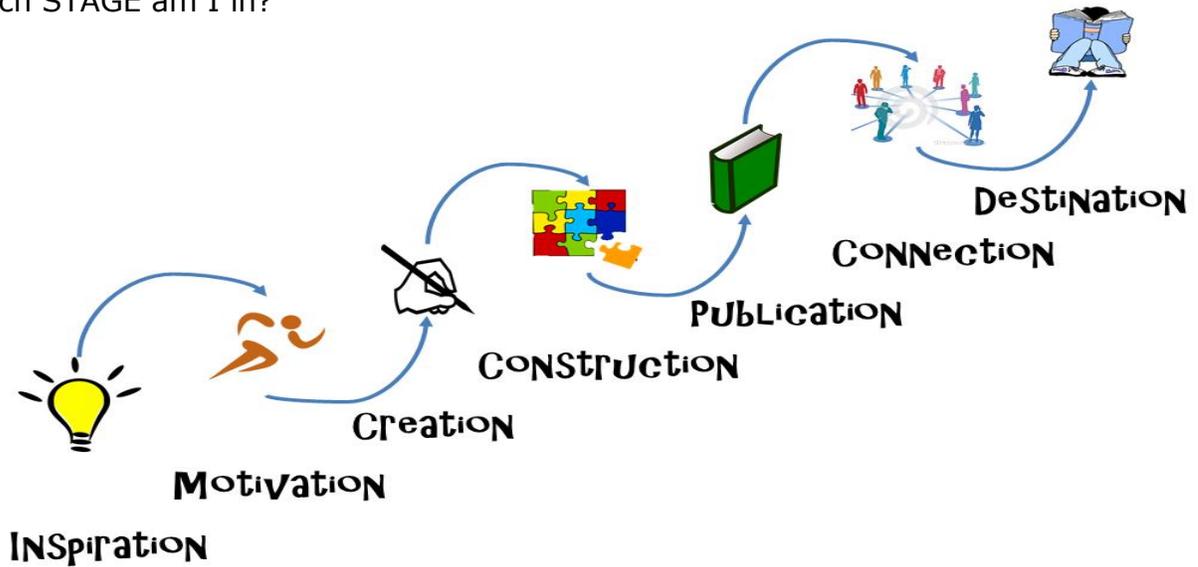


7 Truths to Becoming a Published Author Worksheet

Which STAGE am I in?



1. INSPiration

The Challenge	Is this my challenge?	My Next Step to move forward
1. Is there room for one more book?		
2. Doubt my ability to write or be a writer		
3. Don't know where or how to start		

Resources & Tools to get:

The Artist's Way by Julia Cameron

TRUTH #1

7 Truths to Becoming a Published Author Worksheet

2. Motivation

The Challenge	Is this my challenge?	My Next Step to move forward
1. Overwhelmed with "everything"		
2. No time to write		
3. Self-doubt		

Which Supportive Tribe(s) will I join?

- Find and use Accountability Partner
- Writing groups - local and online
 - [Authority Self-Publishing](#) (closed Facebook group)
- Book Mentor/Coach
 - Shawndra Holmberg CPO-CD[®], 808.937.9338, shawndra@dhucks.com
Hold Your Hand Book Mentor, www.shawndraholmberg.com
 - Bonnie C. Budzowski, 412-828-1629,
Bonnie@inCredibleMessages.com, www.inCredibleMessages.com

What task, commitment, or activity will I let go in order to write? _____

Resources & Tools to get:

- Essentialism: The Disciplined Pursuit of Less* by Greg McKeown

Truth #2

7 Truths to Becoming a Published Author Worksheet

3. Creation



The Challenge	Is this my challenge?	My Next Step to move forward
1. Starting		
2. Using the right tools		
3. Writing the whole book		

Which type of writer am I?

Outliner

Blank Pager

Content Rich

How long should my book be?

100,000+

50,000-70,000

20,000-30,000

10,000

5,000- 7,500

Resources & Tools to use:

Word processor & project management tool

Scrivener – www.literatureandlatte.com

Which online editor will I use?

Grammarly

Hemingway

Prowritingaid

Other

None

Which Supportive Tribe(s) will I join?

NaNoWriMo.org (National Novel Writing Month)

Writing groups - local and online

Book Mentor/Coach

Truth #3

7 Truths to Becoming a Published Author Worksheet

4. CONSTRUCTION

The Challenge	Is this my challenge?	My Next Step to move forward
1. Editing		
2. Book parts & pieces		
3. Where to spend my money		

Which type of editor do I want?

Developmental

Content or Substantive

Copy or Line

Proof Reader

Parts & Pieces of my book:

Key Pieces (\$)

Cover Art

Back Cover

Bio

Front Matter

Half Title Page

Dedication

Foreword

Title Page

Acknowledgements

Introduction

Copyright page

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Notes

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Glossary

List of Books

Other Considerations

ISBN

Font & Spacing

Hyperlinks

Library of Congress Number

More...

Listicle

Visuals &
Illustrations

Photo Captions &
Headings

Quotation Block

7 Truths to Becoming a Published Author Worksheet

Resources & Tools to use:

Editing/Editors

Online editors (Grammarly, Hemingway, Prowritingaid, etc)

Looking for an Editor? Editorial Freelance Association (www.the-efa.org/)

Wondering what Editor's charge? Common editorial rates at www.the-efa.org/res/rates.php

Cover Art

- Canva.com
- Fiverr.com
- Local art department

- [KDP Cover Creator](#)
- Referral

- [CreateSpace Cover Creator](#)
- _____

Truth #4

7 Truths to Becoming a Published Author Worksheet

5. PUBLICATION

The Challenge	Is this my challenge?	My Next Step to move forward
1. Getting published		
2. Which format to choose?		
3. Who to use and what needs to be done?		

To think about and decide:

- Will I self-publish?
- Will I purchase my own ISBN?
- What price will I charge?
- When will I publish it?

Resources & Tools to use:

- eBooks – Amazon Kindle Direct Publishing (KDP) (kdp.amazon.com)
- pBooks – Amazon CreateSpace (createspace.com)
- aBooks – Amazon ACX (Audiobook Creation Exchange) (www.acx.com)

Truth #5

7 Truths to Becoming a Published Author Worksheet

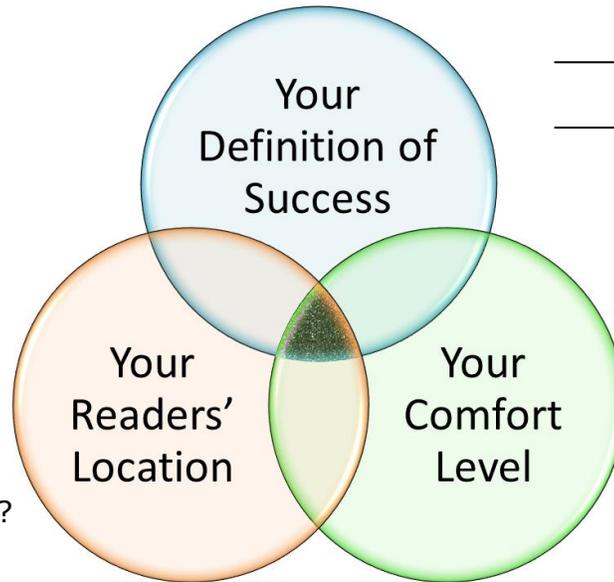
6. CONNECTION



The Challenge	Is this my challenge?	My Next Step to move forward
1. Don't want to market the book		
2. Getting the word out		
3. Getting comfortable with reviews		

Building Your CONNECTION PLAN

Success looks like:



Where are my readers?

I prefer:

- Speaking
- Blogging
- Social Media
- PR
- Advertising
- Telling everyone I meet

7 Truths to Becoming a Published Author Worksheet

My Top Three Choices to Get the Word Out

1. My email lists
2. _____
3. _____

Schedule It!

Now Join Toastmaster	Editing Stage Copy your editing cuts to your SM calendar & announce	Pre-Publication Set up Author pages & announce	Publication Announce on all platforms	Month 1 Schedule Goodreads Giveaway & announce	Month 2 Schedule Kindle Countdown Deals & announce
Month 3  Evaluate	Month 4 Schedule Kindle Countdown Deals & announce	Month 5	Month 6 Schedule Goodreads Giveaway & announce	Month 7 Schedule Kindle Countdown Deals & announce	Month 8
Month 9	Month 10 Schedule Kindle Countdown Deals & announce	Month 11	Month 12  Evaluate	Resources: Toastmasters.org kdp.amazon.com Goodreads.com	

Truth #6

7 Truths to Becoming a Published Author Worksheet

SOCIAL MEDIA FOR AUTHORS

STEP 1: START WITH A STRATEGY

WHY do you want to be on social media?

WHAT DO YOU HOPE TO ACCOMPLISH BY BEING ON SOCIAL MEDIA? THIS IS THE BASIS FOR YOUR STRATEGY

WHO is your target audience?

BE AS SPECIFIC AS POSSIBLE DOWN TO THE DETAIL. THIS IS A CRITICAL STEP IN THE MARKETING STRATEGY

WHAT problem does your book solve for your target audience?

THINK ABOUT YOUR AUDIENCE AND IMAGINE WHAT SOLUTION YOUR BOOK OFFERS THEM. BE SPECIFIC

WHERE does your target audience go to consume information?

WEBSITES, GOOGLE SEARCH, SPECIFIC SOCIAL MEDIA PLATFORMS, WORD OF MOUTH, MAGAZINES, NEWS, TV, ETC

WHEN does your target audience spend time consuming information?

APPLIES TO EACH PLATFORM. DURING WEEKDAY OR WEEKNIGHTS, WEEKENDS, ETC.

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7 Truths to Becoming a Published Author Worksheet

STEP 2: CLAIM & OPTIMIZE EACH OF YOUR PROFILES

Be consistent with your brand. Create the same user name for all your social platforms and fully enhance your profiles with your brand colors, fonts and logo/book jacket graphics

STEP 3: PLAN & OPTIMIZE YOUR CONTENT

Follow the 80/20 Rule!

20%	20%	20%	20%	20%
Curated: Third Party Content	Learn: Educate & Inform	Fun: Quotes & Infographics	Industry: Insights & News	Self: Promotional

Email

Web/Blog

Facebook

Twitter

LinkedIn

Instagram

Pinterest

Google +

SnapChat

Video

Webinar

Periscope/Blab

STEP 4: REVIEW YOUR ANALYTICS & INSIGHTS REGULARLY

Know what's working and what's not. Become familiar with the data associated with each platform.

STEP 5: RINSE AND REPEAT!

Stop doing what's not working and do more of what is working well based on findings from your analytics.

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7 Truths to Becoming a Published Author Worksheet

7. DeStination

The Challenge	Is this my challenge?	My Next Step to move forward
1. Getting your reader to act		
2. Track ranking, sales, reviews, actions, etc.		
3. The feedback		

I want the reader to:

- Write a review
- Connect with me
- Spread the word
- Take action & make the change
- Hire me
- Other _____

I can help them do it by:

Resources & Tools to use:

- Toastmasters.org

Truth #7