

**BOOK PUBLISHING**  
**MASTER**  
**PLAN**

**5 FAST PHASES FOR PROFITABLE PUBLISHING**

**REKESHA**  
**PITTMAN**

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# **BOOK PUBLISHING MASTER PLAN: 5 FAST PHASES FOR PROFITABLE PUBLISHING**

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Get Write Publishing  
2770 Main Street Suite 147  
Frisco, TX 75033

[www.getwritepublishing.com](http://www.getwritepublishing.com)

ISBN: 978-1-945456-77-0

Editor:  
Lisa Johnson

Cover Design:  
Ginisis Media Group

Printed in the United States of America.

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## PHASE 1

# DRAFTING YOUR BLUEPRINT

Every proposed construction project begins with a **blueprint**. A master planned community includes all of the amenities that would be desired by its residential population. Make sure that your book has all of the publishing perks that it needs.

Adding these amenities is not always about the amount of money you spend. Technology advancements are providing access to people and introducing design features that were once reserved for the financial elite. Decide what your must-haves are, and then find out how to get them.

This book aims to present many real possibilities while offering you the very tangible reality of book publishing as a sustainable venture for you. In order for you to reach the publishing phase successfully, you will need:

- Unshakeable Determination**
- A Dedicated Writing Schedule**
- A Realistic Budget**

## Unshakeable Determination

**“Publishing comes by discipline,  
not by inspiration.”**

- Rekeshia Pittman, Publishing Strategist

The time to begin your book will never be perfect. Once you make the choice to write a book, gather all of the necessary tools that you will need to succeed. Your arsenal may include coaches, teams, hardware, software, money and management. In this game, you are the coach, not the player.

Compel your environment to align with your assignment. Don't allow your writing schedule commitment to be hijacked by unexpected emergencies, irresistible opportunities, or the need to escape the pressures of life. Let everyone around you (that matters) know what your mission is and encourage them to hold you accountable for your authorship.

Becoming an author is a permanent identity change! Once you become an author, you cannot become un-**author**-ized! Set your release date!

**My Book Release Date:**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

## A Dedicated Writing Schedule

Schedule a regular time for your writing that you will adhere to, no matter what. Don't try to go overboard. You do not need 8 solid hours to get your writing done. If you only have 15 minutes, 3-4 times per week, stick with it!

The goal is to write on a regular basis with the goal of completing your book on time. This is a key difference between the amateur and the professional! Get WRITE!

### My Weekly Writing Schedule:

Mon \_\_\_\_\_  
Tue \_\_\_\_\_  
Wed \_\_\_\_\_  
Thu \_\_\_\_\_  
Fri \_\_\_\_\_  
Sat \_\_\_\_\_  
Sun \_\_\_\_\_

If you need to make changes to your writing schedule, be sure to write them down and maintain your discipline. There will always be a detour awaiting to stop your progress. Your success will depend on your willingness to keep moving. Flexibility and failure are not synonymous. Stay the course.



## **A Realistic Budget**

Your book project needs a budget. Do not limit your book publishing dreams to what you have in your bank account. Many authors raise the funds required to publish with success. First, you must be realistic about your needs.

If you are a new author emerging on the scene, you should not spend thousands and thousands of dollars on your initial book. You can publish a bookstore-quality title if you invest in what matters most.

Your publishing budget should include:

- Coaching Services
- Editing & Formatting Services
- Professional Cover Design
- Professional Photos
- ISBN & Bar Code Purchases
- Book Printing & Shipping Costs
- Marketing Materials
- An Author or Book Website

**My Estimated Book Budget:**

\$ \_\_\_\_\_

## PHASE 2

# CONSTRUCTING YOUR PLATFORM

Every author needs a platform. Yours will serve as the home base for your authorship activities. Platforms can include:

- Social Media Accounts
- Websites
- Personal Appearances
- Recorded Videos
- Livestreaming
- Podcasts
- Published Works
- Blogs

You do not need to use every single tool for success. Use what works well for you and where others engage in your content. Select the most realistic (and affordable) options that serve your demographic goals well and provide the best return on your investment. Try not to start something that you are unable to maintain regularly. Be present, engage, and advance.

## **Social Media**

**“Go where the fish are!”**

- Rekeshia Pittman, Publishing Strategist

Like it or not, social media is a standard way of living right now. Billions of people are actively participating in some form of online engagement. Millions of marketing dollars are spent by large and small companies to get new business via online audiences. This works for authors too.

You may not be successful on every social media platform (or have the time to be), but you should definitely participate for your own benefit. Don't allow excuses to cloud good judgment. If you must take the time to learn how to use these outlets well, it is worth it. Avoid having to do damage control when reading a short book or taking an online course could have served as your protection against online calamity.

Use social sites to give you the boost and numerical reach that you need for a successful book launch. You can share photos, videos, advertisements, book excerpts and marketing campaigns on most of the popular social media sites. You can even pre-schedule your posts through various external applications. Consider this an essential investment in your authorship arsenal.

## Websites

**“Don’t be VIRTUALLY homeless.”**

- Rekesha Pittman, Publishing Strategist

You need a website. If you already have one, your book may not be in harmony with your existing information. You can always hire a professional graphic designer, or if you are a bit more comfortable with technology, you can build one yourself with drag-and-drop software. Many of these online software options are priced reasonably and provide decent results.

Your domain name selection is also very important. This is the “address” at which people will locate you in cyberspace. Each author should own his or her own personal or pen name, at least. If your name is already taken, try a variation of it.

You may also purchase your book title as a domain, or use a landing page. If you publish under your own publishing imprint, secure a web address that compliments the brand. At a minimum, you will need quality graphics, high-resolution photos and images, relevant contact information and a secure place for customers to purchase your book. Keep your website updated and make scheduled payments to the hosting service to maintain your investment.

## Personal Appearances

A great way to build relationships with new people is through personal appearances. Some people will buy your book simply because they like you. Be genuine in your interactions and you can increase your book release success as a result.

If you want to build an audience for your book in advance, begin to speak on your topic in various ways. When I release books about book publishing, I appear at workshops, conventions, conferences and networking events that allow me to share my expertise. By the time I release my new book, I have already established greater influence that results in increased book sales.

Each time you make a personal appearance, carefully consider your wardrobe, facial appearance, hairstyle, and anything that represents you in the physical sense. People *will* judge a book by its cover. Present yours at a top-shelf level.

Whether you realize it or not, someone is always watching you in public. You may never know who is in the room. Even in a small crowd, there can be major influencers present. Treat everyone like royalty and watch *your* royalties increase! Put a plan in place now to make sure that your customer service is never lacking... and then improve upon it!

## Recorded Videos

Video recordings can be edited or graphically enhanced to include your custom information. If you are publishing a book in a specific industry, you may want to record yourself training on the subject of your expertise. Your videos do not have to be long, but they should be relevant.

Recorded videos can be uploaded to:

- Social Media Platforms
- Video Upload Services
- Websites
- Blogs

If you do not have a fancy film crew at your disposal, you can upload some relatively great high-definition videos using your smartphone or tablet. There are also great webcams that you can purchase that work well. Once you learn the basic editing techniques, you can include some additional graphics. Don't let perfectionism stop you from becoming great in this area.

Until you become a pro at video, create a simple script or write down a few talking points to help you speak with confidence. Think about your wardrobe, lighting, sound and location in order to present your best content.

## Live Streaming

The ability to stream live video on demand has exploded on social media platforms. What once required a sizeable investment via a streaming service provider service has now been made readily available to the masses.

Authors are using live streaming to:

- Read Book Excerpts to an Audience
- Promote Author Funding Campaigns
- Host Virtual Book Release Events
- Conduct Live Interviews
- Reach Supporters and Gain New Buyers

You don't want to be extra "noise" in the virtual room. Find creative ways to select great locations, utilize lighting, and present yourself in ways that will make the masses tune in to watch. This is a great way to build trust with viewers and grow your audience.

If you stream a video that you absolutely hate, you can always delete it. Keep track of how many viewers your videos engage and focus on what worked well. If you are not getting a lot of viewers, try to find out why.

*I am already live streaming.*    **YES   NO**

## Podcasts and Audio Recordings

Portable devices have made access to audio materials much easier. You may not have a music project available for download, but that does not stop you from uploading your recorded voice to Soundcloud in audio format! Even without having a professional recording studio at home, you can operate like a pro through technology.

If you are not comfortable “talking to yourself,” you can practice by recording your voice on your smartphone or tablet. Create a list of exciting topics or use cue cards to stay on track. You can upload audio files directly to your website, use apps for podcasting, or upload them to online file sharing service providers.

If you really want to add the “wow” factor to your audio files, you can hire a freelancer to provide intro and outro music or voiceovers that are tailored to your company brand or book subject. Stand out when you speak up!

People can subscribe to your podcasts and you can offer special deals to your listeners. This is also great media training and preparation for remote or in-studio radio interviews. Learn as much as you can about audio media marketing, then use it. Microphone check!



## Published Works

Have you written any articles for a community newspaper? Do you have a completed thesis or dissertation that can be repurposed as a book? Have you considered participating in a group anthology?

I served as a columnist for a newspaper with a distribution of over 70,000 per month for a few years. Not only did it open up new doors of opportunity, it challenged me to sharpen my writing skills and compelled me to create fresh content each month. I also received letters from readers who admired my work. This served as a great addition to my writing portfolio!

Don't be shy. Ask for the opportunity to write or provide articles that fit well with the demographic of the targeted publication and see what happens. Even if you are not offered the opportunity to write at that moment, you will be prepared when an opening arises.

You do not have to wait for an invitation to write. Are there others you know in your industry that share your same passion and may want to contribute one chapter to a group project? Ask and see.

There are many paths to publishing that can help build your platform as a writer. Find out where they are. Get WRITE!

## **Blogs**

The face of online blogging has changed, but the concept remains the same: Produce regular content that keeps readers coming back for more ... then monetize it!

There are countless active websites in the “blogosphere” that cover just about any subject that you can imagine. Instead of solely focusing on building your own blog, you can also ask to serve as a guest blogger for an influencer with a significant following in order to expand your own platform. Be sure that you have something valuable to offer before leveraging someone else’s audience.

Don’t try to be a jack-of-all-trades. Focus on your area of expertise and provide as much value as you can in that realm. If you sell yourself as a guru in multiple arenas, you may end up delving into a subject that may cause your credibility to be questioned. Stick to what you know and then grow.

There are many “free” blogging platform providers, but a current trend is to have a blog on your own website or domain. Many best-selling authors have a blog that is used as the main website to build and boost traffic, as well as make special offers to readers. Consider this the ultimate short story.

## List-Building

Several online entrepreneurs offer high-value, free content to potential prospects in exchange for contact information. These lists are then used to sell services, courses, events, and yes, books! Be sure to build your own list too.

I often collect emails when I have a vendor booth at various events. Instead of using paper to collect the emails, I downloaded an app onto my tablet through my MailChimp account that adds emails directly to my list after someone enters their information on my device.

I also use MailChimp to generate forms that I can add to my websites to collect email addresses automatically. This reduces the amount of time that I would have taken to try to decode cryptic handwriting or perform manual email address entries. MailChimp allows up to 2,000 email addresses for free. There are other email service management providers like ConvertKit that offer bigger bells and whistles for the right price.

When you are starting out, try to use the tools that cost the least at first. Worry about investing in upgrades once your audience growth demands it. I wasted tons of money trying to have all of the latest technology before I had the customer base to pay for it. Make profits before going on a spending spree.

## PHASE 3

# ENHANCING YOUR PROFESSIONAL PRESENCE

There are too many great innovations that exist to use archaic means to success. Using word processing software to create modern marketing materials is obsolete. Although paying a graphic designer for small projects may not always be economically feasible, get professional help when it counts!

There are many apps on the market that can help you present your brand with excellence. Canva, Pablo and PicMonkey are growing in popularity among do-it-yourself-ers. Fiverr is also a very economical place online to find professionals that can help you save time and money.

Understanding your personal brand will help you choose what will work best. For an overview of the publishing process, grab a copy of *ABC's of Authorship* by Rekesha Pittman on Amazon.

<https://www.amazon.com/RekeshaPittman/e/B004KAZ7HC>

## Photos

You need high-quality digital photos that will work well for any purpose. “Selfies” may be great for promoting your personality, but you will need professional images for your book, flyers and online marketing. You do not have to spend tons of money to get great photos. Using substandard photos reveals more about you than you think.

Even if you like to take fashion risks with your wardrobe, be sure to have a conservative look option to work well with images of other speakers that may be placed on websites and printed marketing materials. A clever clothing change during a photo shoot is a way to get more for your money.

Photos that promote a warm personality can be used on your book jacket, websites, promos and business cards. With this in mind, be sure to craft the exact type of look that you want in order to appear relatable to your readers. Don't be afraid to hire a stylist or image consultant. Images are used to make money every single day.

Be sure to have jpgs saved of your selected headshots. You can store them in an email account or cloud-based storage system so that you always have photos that are ready to be sent for various graphic design needs.

## Book Cover Design

“Do it yourself” for your book cover should not be an option—unless you are a professional graphic designer! There are far too many stunning graphics options available for you to settle for a basic book template.

Some authors spend thousands of dollars to secure ideal cover design artists while others use more economical services like Fiverr to assist. Be sure to have an overall plan in mind for your cover. Think about colors, imagery and binding type. You want your book to match the caliber of what is in mainstream bookstores.

Your book jacket includes:

- The Front Cover
- The Back Cover
- The Book Spine

Be sure that all of the professional elements for each section are included to avoid looking like an amateur. Common first-time author mistakes can be avoided. If you want to release a book that you can be proud of, let Get Write Publishing help!

**[www.GetWritePublishing.com](http://www.GetWritePublishing.com)**

## Interior Layout

Don't sabotage an interesting read with a boring presentation. The way that your book appears on the inside is equally as important as having an outstanding cover design. If you are not trained in terms of how to do this according to industry standards, find someone who has experience! Not everyone claiming to have skills in this area is truthful.

Color choices used on the inside of your book should make sense (because color costs more to print). The front matter of your book should be well-designed. Your interior layout for a nonfiction/fiction book should include:

- Title Pages
- Copyright Page
- Running Headers
- Proper Pagination
- Professional Font Selection

These should be presented in a way that makes the reading experience pleasant for the reader. Font selection should be what is current to industry trends and should not be too fancy or difficult to read. MS Word or InDesign are popular formatting tools in use today.

## Graphics & Logos

Your business, organization, cause, or special event should be represented with excellence. Software has advanced, giving designers and artistic types the ability to render images that are vivid, crisp, colorful, and unique. If you understand the core of what you represent, the imagery that is chosen should always support your mission.

Working with a designer can be challenging. Many authors have no idea where to start or have impractical ideas or unrealistic expectations for graphic design options. This is why you need a strategy for your brand. Colors, specific fonts, and stylization will aid authors in making appropriate choices with designers.

If you already have a logo, it may need to be updated. “Clipart” and amateurish drawings may make it difficult to compete in our highly visual world. Get honest opinions about it and don’t be afraid to make some changes if you need to.

Even if you do not have a business, your personal brand could use a great logo. This will be useful for websites, social media, marketing efforts, and your professional presence. Make sure that your graphics are high-resolution and that you have the rights to use all imagery represented.



## Marketing Materials

Printing physical copies of your book is a huge accomplishment, but you may need to give it some accessories! Clever marketing materials can be used in several ways to help get the word out. You will have to think every campaign through objectively so that you are not wasting your marketing dollars.

Marketing materials may include:

- Bookmarks
- Postcards
- Posters
- Retractable Banners
- Promotional Items

You may distribute visual promotions during vendor opportunities, have them placed in event bags or be included on sponsorship materials to boost your promotional efforts. People who may not be ready to make an in-person purchase can use your information to complete online orders or contact you for speaking engagements later. This is why your materials must be professional and well-designed. Your materials are a virtual interview. Making the sale or booking the event means that you got hired!

## **Grammar, Spelling & Punctuation**

Don't even think about publishing a book that has not been proofread by a qualified person! For many emerging authors, editing services may be beyond the budget. Find someone (or a group of people) to read your work and provide helpful feedback.

But first, be sure to run your document through a spellchecker or a free add-on service like Grammarly. I receive many manuscripts that are full of obvious typos and errors that a free spelling tool could have easily eliminated! Desire professional results? Submit professional work.

Although social media has relaxed the rules on how many quotations are normal, this does not apply to professional writing. Emojis may not translate into print well, so unless you are writing about them, you might want to avoid giving them a starring role in your book.

You do not need an English degree to compose great work. This does not exempt you from expanding your vocabulary or varying your verbal creativity. Marketing gurus work hard to stand out in a crowd. If your words refuse to leap from the pages, it may be challenging to get many readers to rave about them. Need help finding the “write” vocabulary? Get it!

## Contact Information

If you have enough information to pour into a book, you are expected to have mastered your professional presentation on some level. This should apply to the way you invite people to contact you. If you want to be booked for media opportunities, large platforms, and speaking engagements, bolster your credibility by securing a professional presence.

If you do not feel the need to run out and create a new phone bill for your career as an author, there are services like Google Voice that offer a virtual number that will ring to your existing mobile phone for free or at a very low cost. You can also record a customized greeting that is tailored to your business as an author.

Email addresses matter! Technology has made it very easy to get an email account that reflects your work in a complimentary way. Be sure to set up your account and check it in case your big break arrives in your inbox!

Social media handles are also very common ways for people to get in touch with you. Be sure to have accounts that are relevant, active and engaging. Take the opportunity to interact as much as you can to win some new readers to your tribe.

## PHASE 4

# BOOK YOUR BUSINESS

There are too many great innovations that exist to use archaic means to succeed. Using standard word processing software to create a book cover is an absolute book blunder! Everything that is possible is not exactly practical. Publish like a pro!

Book publishing is a small business. This means that you must understand the basic concepts of time management, investing, profits, customer service, operating costs, liabilities, tax obligations... Don't run just yet! You may not have mastered all there is to learn about running a business, but if you know enough, you can launch a book that can change your future forever.

The next few pages are in no way meant to be all-encompassing when it comes to the business of books. As with any public offering, be sure to seek out professional advisement to choose the best course of action for your life as an author. Get your "books" in order and do business the "write" way!

## Understanding the Investment

I admit that I get a bit offended when authors expect my publishing services for free or at deeply discounted rates. Then, the same people will turn around and pay a less knowledgeable company *more* money for less... and then come back to me to fix it! Why am I ranting about this issue? Authors must understand the business side of books to know what is a waste of money and what costs cannot be eliminated.

If you need funding to publish, don't say, "I don't have it." Ask instead, "How can I get it?" Publishing is an investment and you should get a return on it!

There are countless vanity publishers that are eager to earn money from ignorant or over-enthusiastic emerging authors. Unless you pay a premium for elite-level services, no one may honestly tell you that your book cover, interior formatting and images are unprofessional or unmarketable. This is why I became a Publishing Strategist and not just another book coach.

You should know exactly how much your book costs to produce and be able to forecast your profits. Decide how your inventory is going to be managed and what shipping options exist. Get the basics "write" first!

## “FUN” Raising

Businesses ask for money. They raise capital. They want to gain and retain customers. You should too.

I absolutely refuse to force myself to earn or raise money doing anything that I despise. I am not the type of person that will sign up to wash cars in sweltering heat or sell hot cocoa in the dead-of-winter. I often force myself to be creative in order to generate funds. I take inventory of my existing skill set and create money-making strategies from them.

I have presented webinars, organized group training sessions, sold specialty clothing, participated in community garage sales, launched crowdfunding campaigns, hosted concerts, and anything else that I could have FUN doing while earning money for my many book launches. If I can do it, so can you.

Be creative! If there is something that people keep asking you for, monetize it. Be warned, just because it worked last time does not mean that it will work again. Don't be discouraged. Raising a few dollars is better than earning none at all.

Recruit some willing supporters from your friends and family. If you raise money as a team, the dream works! I called that being raised “write.”

## Income and Outcome

Your outcome justifies your income! When you deliver results that work, you may find yourself in even greater demand. The more people you influence, the more your income can grow.

Your first book may not be an international bestseller. For most authors, this is not the case. Getting your book to sell thousands of units on Amazon may demand a larger advertising budget than you had planned for. Bookselling is not the only way to earn money through authorship.

Many authors leverage book sales by pairing books with online courses, selling them at speaking engagements, getting large group organizations to place orders, and so on.

Common sales outlets for authors include traditional bookstores, specialty stores, personal and business websites, online distribution (i.e. Amazon), digital downloads, and audiobook purchases. Many self-published authors clamor to be featured in traditional bookstores, until they find out that the store may keep 60 percent of the profits *in their favor*.

When reviewing potential sales channels for your books, understand exactly what it will cost you. Look beyond the surface. Know if the price is worth it before you sign on the dotted line.

## **It's Systematic**

You need a system. Don't wait until your book orders flood in to decide how to deliver them. How you manage your inventory can impact the success or failure of your future sales.

If you are busy like I am, you can outsource your shipping to a company like Amazon (for a convenience fee, of course!). If you can manage your own orders, you will need shipping supplies and a mailing service that will track and deliver your books on time. Amazon requires tracking information for all books shipped, whether First Class, Priority Mail, or another method.

Establish a basic protocol for what should happen when an order arrives through your own website or an online sale channel. Know the exact timeframe that you have to send the completed order on its way. If you lose track of this, expect your money to disappear when customers tell you that no shipment arrived at the door.

Be sure to keep good inventory and track your sales through a reliable system. This way, you can see what sales campaigns worked or make any adjustments to your printing options, the cost of supplies or anything else that needs a revision. Be flexible and willing to change your methods when needed.



## Partnerships & Launch Teams

Book publishing is a team effort! Many emerging authors make the mistake of thinking that the entire project should be handled alone or that publishing services should be free or very low-cost. While monitoring your expenses is a good business practice, avoiding them totally may also cause potential buyers to opt out of buying your book. Compromised quality will testify against you!

Your team should include both supporters and paid contractors. Paid services may include cover design, copyediting, interior formatting, illustrations, photographs, and graphics. Ask several willing volunteers to help promote your book at launch time.

If you can create strategic partnerships, the goal should be a win-win outcome. Your team may include people who will read advance copies of your book, share reviews on social media, take photographs with your book to share, or attend your book release. Ask for what you need. Encourage your supporters to help you gain momentum and spread the word to the masses. Don't be dismayed when those you thought would support the most are no-shows. There will always be new faces that will help your cause if you invite them in.

## PHASE 5

# PUBLISHING PREP

Now that you are convinced that releasing a book is a positive move in the “write” direction, preparing now will help you finish on schedule and get excellent results. If you are serious about your career as an author, now might be a good time to consider forming a business structure, opening up a new bank account, saving or raising funds, and brushing up on your speaking skills. Don’t wait until the microphone is on to figure out what you should say.

The more preparation you accomplish before your book hits the market, the less you will have to scramble to figure things out afterward. This is not a time to second-guess yourself or get anxious. If you are not a “pro” yet, find a way to rehearse or receive coaching that will help you gain confidence and skill.

Many of these publishing phases can be completed simultaneously and in a short period of time. If you create the steps in your master plan, you will have room for everything that lends itself to publishing success. Consider a few more things to give you the amenities that you desire most.

## **Champions Are Coached**

Super Bowl champions, NBA title holders, boxing legends, Wimbledon winners, spelling bee enthusiasts, and gymnastics medalists have all won with the aid of a capable coach. In experienced hands, you may be able to avoid costly mistakes, save time, and provide valuable resources that you may not discover alone.

Rekesha Pittman is a global book publishing strategist who produces massive results. She expertly guides over 100 authors per year as a strategic coach, motivator, results-deliverer, and trusted adviser. She has built key relationships with writers, editors, printing companies, graphic designers, book illustrators, interior formatting specialists, photographers, and branding experts to serve her clients well.

You may contact her if you are serious about publishing a bookstore-quality book. There are also many other coaches on the market. Be sure to check references and avoid spending money with novice authors or scammers who are eager to separate you from your dollars.

If you have had difficulty completing projects on time in the past, I highly recommend securing the services of a winning coach. It's the simply the "write" thing to do.

## **“Book” Keeping**

Self-publishing is a small business. You might not plan on becoming a full-time entrepreneur, but you must determine how your funds are going to be handled. Speak to a qualified source to determine what business structure would be best for you. The good news is that you do not have to establish an entire corporation to publish books professionally. Forming an LLC (Limited Liability Company) or establishing a simple DBA (Doing Business As) may be all that you need to open a business checking account.

It is relatively simple to connect payment processing services like PayPal, Stripe, Square, and other merchant services to your account. Without business banking, your access to processed funds may be limited or purchases may be disputed later by an uninformed buyer. Make sure to protect your profits and avoid appearing like a money launderer. Research which merchant services will work best for you or ask your bank what they can offer.

Stay flexible to get the greatest return on your publishing investments. Managing your money will help bring greater returns down the road. Assessing your income and expenses tells you if you are profiting or plummeting. A few pennies or dollars saved will add up over time.

## **Assembly Line for Authors**

Without the “write” tools, it will be difficult to build the bookcase of your dreams. Refuse to settle for cheap choices on the things that really matter. While you can save money or reduce costs in some areas, there are some hardware and software investments that you must make if you want to self-publish with excellence.

Having up-to-date word-processing software is a must. Microsoft Word works very well, but if your version is 19 years old, it's time to upgrade! You need the ability to create quality Portable Data Format documents (PDFs) from your original document that will be used as official printing files. Using an online PDF converter is not ideal as some versions contain glitches that disrupt the layout of your documents. InDesign is another excellent option for designing the inside of your book if you know how to use it.

As an author, your hardware should serve you well. You might not have a top-of-the-line laptop or desktop, but the cost of computers is significantly lower now. Although handheld devices may work in a pinch, a computer with wi-fi access will be a must-have in your arsenal. If your funds are limited, consider hosting a fundraiser or finding older models that may be a bit more comfortable for your budget.

## Tell Me About Yourself

Authorship will change your name forever. If you have been using the same generic bio to send to people when you have an appearance or host your own events, it's time to approach your narrative with a fresh set of eyes. Although it may be tempting to follow a formula that works for the masses, let your bio give you a spotlight and not just a background role.

Nobody cares if you were born in a little house on a prairie or how many cats you have—unless the information is relative to your book content. The challenge with many new authors is that not enough research is done on what makes a book launch *effective*. There is a strategic difference between writing your résumé and penning a bestseller.

Let your readers know why you are the best and most reliable source of information. Convince the masses that spending hours (or weeks) reading your material will deliver the life-changing concepts (or mental escapes) that you promised. Don't just say it, *be* it.

Exhibit your professional expertise with complete confidence. Cite compelling reasons for soliciting readers. Get “write” to the point. Don't use words that devalue your worth. Your voice in the world matters. Turn up the volume!

## Resources and Relationships

Throwing a big budget at a book project will not guarantee your success. When armed with the right information, you can secure a quality book cover, know which marketing materials to utilize, understand how to navigate the media, and place your book in the right outlets to reach readers.

The first referral that you receive may not be the best option for your book. Engage in supportive communities with other established authors to avoid making regretful decisions that will harm you later. Forming and maintaining the “write” relationships can save you time, money, and loads of stress. Ask questions and make decisions accordingly.

I have found that forming mutually beneficial alliances with creatives, entrepreneurs, event planners and various media personalities makes me a very valuable player in the world of books. Collaboration can help you to impact a much greater audience than you could have reached on your own.

My victory as an author is a victory for my entire team. As a result, each of us shares the release on social media, makes qualified referrals, and builds a thriving community of even more success stories.

## Speak Up

Practice talking about your book with others on a regular basis. Know your material thoroughly. This will provide comfort when you are answering questions on camera, on air, or in a public setting.

Authorship can also increase invitations to speak at events in-person. Even if you are a novice at public speaking, sufficient rehearsal will help you sound like a pro. There are also organizations like Toastmasters that can help you prepare for speaking engagements.

Record yourself speaking and listen to it. Note any needed areas of improvement. Are you boring? Do you talk too softly? Do you have a habit of speaking rapidly? Is nervous laughter apparent? These can be improved with the right techniques. People often like to hear from authors and they should continue to admire you after an encounter with you.

Avoid the temptation to brag or even diminish yourself too much. Find common ground with others and make *them* feel special. It does not matter what type of book you have written when you neglect your reader. It can affect the overall success of your writing career. Preparing for these opportunities in advance will save time (and tears) later.



## Your Next Steps

Don't hide behind thick books, blogs, and taking courses about book publishing that eventually becomes an exercise in procrastination. You do not need every single piece of information to launch. You will become better with each title that you release. Grow with each experience and continue to apply the best practices.

I have been honored to coach hundreds of authors successfully and would love to help you. My business income skyrocketed after I found the right business coach. Don't fall for the trick that you don't need any help. Avoid making errors that could affect you financially or damage your reputation. Beware of securing the services of someone who does not have a track record of success. Do it right the first time.

I am personally inviting you to visit me at **[www.GetWritePublishing.com](http://www.GetWritePublishing.com)** to begin your personal book publishing master plan today. I have guided several authors in releasing 3 or more books within the same calendar year! That is because my recipe works for the masses. Will you allow it to work for you?

Your dream home needs a builder. So does your dream book. Assemble the team that will help you build a project that you can be proud of. You have the master plan, now get to work!

# REKESHA PITTMAN



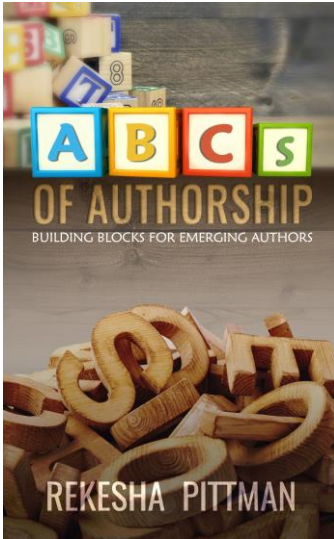
Affectionately known as “The Midwife,” Rekeshia Pittman has successfully trained over 400 authors worldwide. Her proven recipe for book publishing success has worked for the multitudes. Allow her expertise to work for you!

Rekeshia owns Get Write Publishing in Frisco, Texas. She travels the world globally, conducting workshops for emerging and established authors. More than just a coach, she assists authors in developing a winning strategy that includes marketing, branding, social media engagement, personal image consulting, and business advisement. Her goal is to help authors release books that sell!

Rekeshia is respected for her vast knowledge of self-publishing and for her ability to teach complex concepts in straightforward ways. She has written multiple books for the emerging author and hosts online training sessions that continue to attract authors by the hundreds annually.

**[www.GetWritePublishing.com](http://www.GetWritePublishing.com)**

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