

What it Takes to Start Your Book

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'The scariest moment is always
just before you start.'

Stephen King



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Clarify Your Goals

A goal without a plan is just a wish. – Antoine de Saint-Exupéry

- Why are you writing?
(fame, fortune, self-expression, generate business leads, establish yourself as a professional, educational, etc.)
- Determine your budget/timeline accordingly
- Think about your target audience and where they might be
- Plan your marketing strategy early in the process



Plan for Publication

- Prepare bio and photo for back cover, back page
- Create a publishing company? Name? Logo?
- Research contests, radio shows, newspapers
- Prepare press releases
- Plan launch party
- Gather reviews

**I'M WRITING A BOOK.
I'VE GOT THE PAGE
NUMBERS DONE.**

STEVEN WRIGHT



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Social Media/Build Buzz

- Set up a Facebook page
- Build a website, post updates, sample chapters
- Blog about your writing process
- Add link to your “upcoming book” in email signature

**NOBODY HAS TIME
TO WRITE A BOOK.
SOME PEOPLE JUST
DO IT ANYHOW.**

SHARYN MCCRUMB



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Questions and Answers

- Questions for us?
- Comments about your experiences?
- Suggestions to help others?



A writer only begins a book. A reader finishes it.

~ Samuel Johnson

