

How to Begin Your Journey as a New Author

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Greetings to all!

My name is Felecia Killings Searvance, and I am the Founder and CEO of LiyahAmore, Inc., a company dedicated to empowering writing entrepreneurs across the globe. I am delighted that you have taken your time to read this e-book, which I'm confident you will find both helpful and inspirational.

I first decided to compose this book after receiving multiple requests from individuals who wanted to break into the publishing industry; and since my company works primarily with independent authors, I thought it best to create multiple resources, including video sessions, to give each person an opportunity to glean from the experiences of those before them.

To begin, I want to share with you the purpose of this book. As every published writer and author will tell you, creating a book is no easy feat, at least, not at the beginning. In fact, there are so many factors that go into cultivating a successful piece that it seems almost daunting to begin. For many people who can't afford one-on-one consultations with expert coaches like myself or others, financial obligations often restrict them from gaining full access to valuable training. Realizing this, I decided that the company needed to move in a direction that allowed clients and potential clients to fulfill their dreams of publishing without worrying about the massive costs associated with the educational process. For this reason, I created a series of videos and reading materials (the e-books) to give each person an opportunity to learn something at a reasonable price.

As the title of this work suggests, this book is about helping you begin the journey as a new author. I will pull from the experiences of others as

well as my own testimonies of working with some profoundly successful indie-authors today. Keep in mind, however, that success is determined by each one of us individually. What may look good for one will not be right for another. So, as you read through this book, don't allow yourself to feel intimidated by what others are doing. You have to be you. You have to see yourself as a unique contributor to the world of independent publishing.

There is much information contained in this small, but powerful book. So, be sure to take notes on what resonates well with you. Periodically, I will insert information about the company and our vast services as a reference point for you; and as you begin to put your publishing dream into motion, we want to assist you as much as possible with your efforts. Without question, you will need the expert services of an established company or brand; and LiyahAmore Publishing may be just the right place for you.

So, grab your coffee (or hot water with lemon and honey, in my case); grab your pen and notepad; and watch the subsequent video, "How to Begin Your Journey as a New Author."

And as always, let's grow together!

Felicia

STEP 1: BRAIN-STORMING PROCESS

Remember back in high school when your English teacher provided you with various methods for generating your ideas for an essay? Well, if not, then welcome to my class, because that's exactly what you must do in order to begin your journey towards authorship.

Some people would argue that the best way to start your writing career is to simply start writing; however, that only makes for a weak argument. In truth, the best authors take the time to carefully plan their author's brand, creating one that is unique to the industry, and one that allows their work to maintain momentum throughout the course of their career.

What you have to understand as a new writer and author is that you are also becoming a business person, and your books are a part of your company's brand. Allow me to explain.

When people purchase Stephen King's books, they understand that he only writes for a particular type of genre, one that usually entails fear or the other-worldly. In essence, King has established himself over the years as being a representation of that particular style of work, and as such, is considered truly successful because he has treated his writing as a business and brand. In other words, he takes care to work his craft so that it reflects the essence of his trade.

In like manner, you have to see your products, i.e. your books, as a part of a broader vision; they are a part of your brand or business, and one that people will readily reference if you are able to stick with your given niche. For this reason, it is imperative that you take the time to brainstorm what you truly want to be your name, your mark, and your brand for your works. The most successful authors are the ones that do what is necessary at the beginning stage in order to bring about quality work. And why? Because their name is on it!

So, how does one begin the brainstorming process?

For one, the best way to do this is to consider your personal learning style. For most people, visuals work exceptionally well, and they help individuals map out their thoughts in a cohesive form. These visuals can come in the form of outlines, diagrams, charts, etc. The key here is in knowing what works for you.

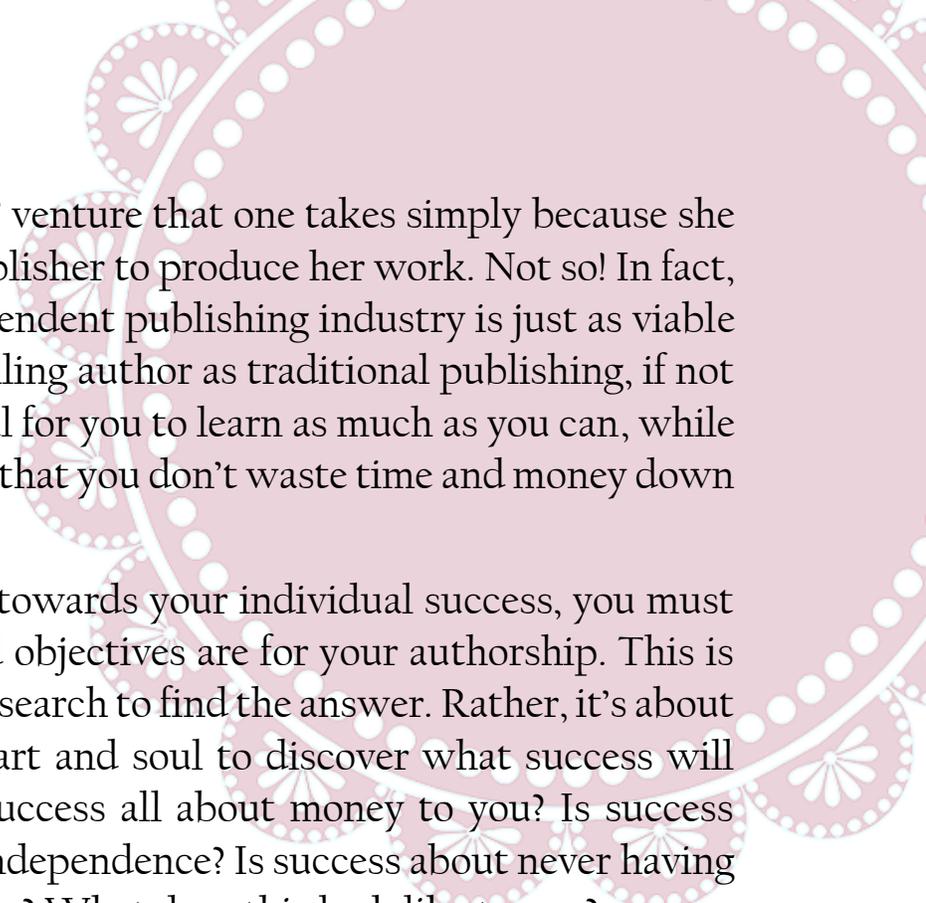
Still, there are those of you who may glean from more visual representations to get going. Whatever the case, the key is to get your ideas out of your mind and onto something concrete. As you begin to generate ideas for what you want to do with your book-publishing business, there are several aspects that you must consider.

Firstly, think about your goals and objectives for your publishing business. Decide who your intended audience will be. Consider the reason why you are entering this industry and how you will be different than the rest. In my latest book, *How to Become a Successful Writing Entrepreneur in 28 Days*, I discuss in more details the precise need to create a Business or Content Plan for your work; and this is essentially what you will need to produce as you work to put your ideas into an actionable process.

Goals and Objectives, Mission and Vision Statements, and Intended Audience

Imagine that you have an idea to create your dream house. What would it look like? How would you go about developing this project? What tools, resources, and help do you need to bring this vision to life?

This is how you ought to approach your book publishing career. As I mentioned earlier, too often, people decide to jump into self-publishing without first doing what it necessary to prepare for the venture. It's like jumping in the ocean without a life raft, and you've never learned how to swim. While in your mind, you can see yourself navigating through the waters smoothly, the reality is that you will sink because you have not taken the time to learn the skill. In like manner, the self-publishing

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industry is not a “poor man’s” venture that one takes simply because she couldn’t find a traditional publisher to produce her work. Not so! In fact, self-publishing and the independent publishing industry is just as viable an option for a future best-selling author as traditional publishing, if not more! In that light, it is crucial for you to learn as much as you can, while brain-storming your ideas, so that you don’t waste time and money down the road.

But in order to take the step towards your individual success, you must consider what your goals and objectives are for your authorship. This is not something that you can research to find the answer. Rather, it’s about digging deep within your heart and soul to discover what success will look like for your work. Is success all about money to you? Is success about establishing financial independence? Is success about never having to work for someone else again? What does this look like to you?

Once you begin to ask yourself these and other questions, then you can effectively begin to generate your goals for your work. So, here’s my example to get you thinking.

Back in 2011, I experienced a very difficult and dangerous situation within my career and personal life. And for a while, I could no longer receive work as an educator until my matter was resolved. This, of course, put a huge financial strain on me. What was I going to do? I realized at that moment that everything I had learned in school and in college had not prepared me for the great possibility that people who hated me could essentially destroy my career. And when that moment struck me, I was left at a crossroads.

Months went by, and my situation had not turned out any better. (By the way, if you’d like to know more details about this, I share the story in my book, *Fear, Faith & Patience: My Fight for Justice in an Injustice System*.) Rather than sitting on my hands and feet, I realized that I needed to get active. I needed to make some money wherever I could. So, I decided to provide freelance editing and writing services to authors that I met. I started very

small, and in fact had not considered the possibilities of making anything big out of it. And at the time, my goal was to simply earn some extra cash. When I realized how much I could make, however, I began to take this work more seriously.

Things became even more pressing when I discovered I was pregnant. Now, I not only had to consider my own personal needs but also that of my daughter. As such, LiyahAmore Publishing was birthed; and my goal for it was to create financial independence and a legacy for my child.

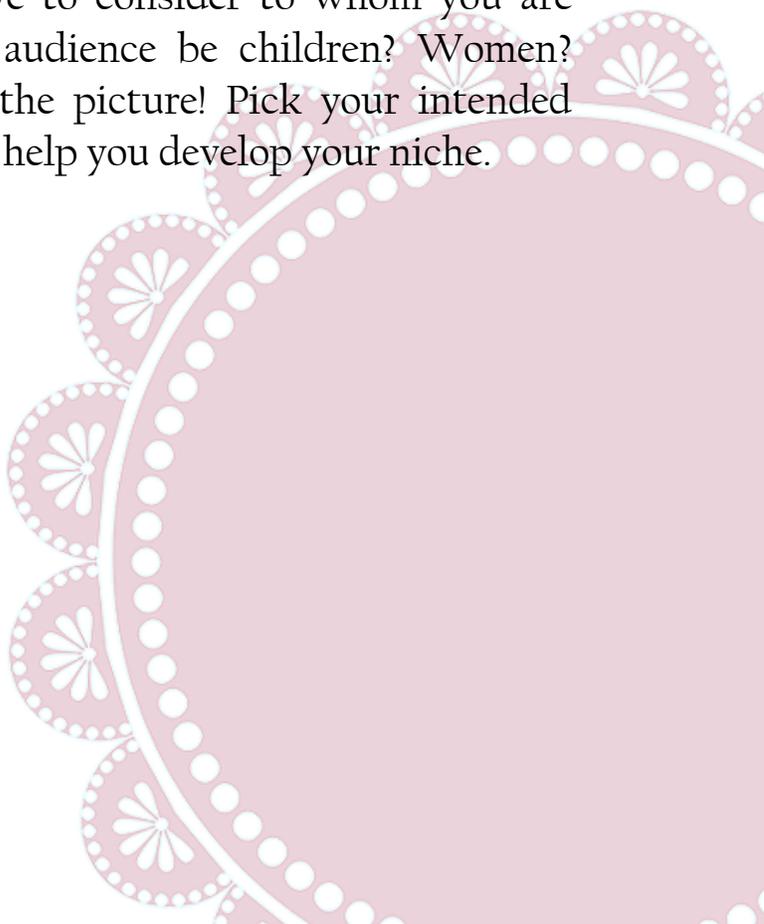
Now, your story may not be as dramatic as mine, and that's fine. But you want to think about why you want to become a published author? Is it to become famous? Is it to share a message of hope to others who are like you? These factors are more important than you realize because they add a humanly aspect to your work. Keep in mind that people want to work and buy from other people. They don't want to be inundated with products for which they have no use. So, you have to think about what will make your products, your books, a connecting factor between you and your future audience. And the best way to get that started is to consider your goals and objectives.

As I mention in *How to Become a Successful Writing Entrepreneur in 28 Days*, there is a difference between goals and objectives. Goals are the umbrella that cover your objectives. They provide the general roadmap, while objectives are the measures you take to meet those goals. Let's say your goal for your first year as an author is to write and publish three books. What steps or measures will you take to reach that goal? One of your objectives could be to hire a writing coach to work with you through the process. Another objective could be to write a chapter a week to help you complete one book within three months. The point is to keep your goals in mind as you develop the steps to achieve them.

In addition to creating your goals and objectives, you will want to consider the vision and mission statements of your publishing career. Keep in mind that your vision and mission can be as vast as you want.

Don't think you have to be like everyone else in terms of creating them. For instance, your vision might be to create a publishing career that will allow you to write books for children in orphanages. Maybe you have noticed a gap between the type of books that are given to this population, and you know they need something more. Or, maybe your vision is to be a curriculum writer and publisher for homeschooled children in your neighborhood. No matter what it is, you must take the steps to not only ponder about the vision and mission, but to write them down! Don't keep all that information in your mind because it must be visualized for you and others to see.

The final aspect that I will address in this section is your intended audience. Whenever an author constructs a book, he or she will consider the type of person the work will serve. In my case and with the books that I am currently publishing, my audience members are individuals that have a desire to become writing entrepreneurs, and this will typically entail those who have little to no experience in this field and industry. As such, my works have to reflect that group. If I was writing to advanced authors who have several years of experience, then my content would reflect that. In such manner, you have to consider to whom you are addressing in your books. Will the audience be children? Women? Teenagers? Men? Bald men...you get the picture! Pick your intended audience and stick with that. This will help you develop your niche.



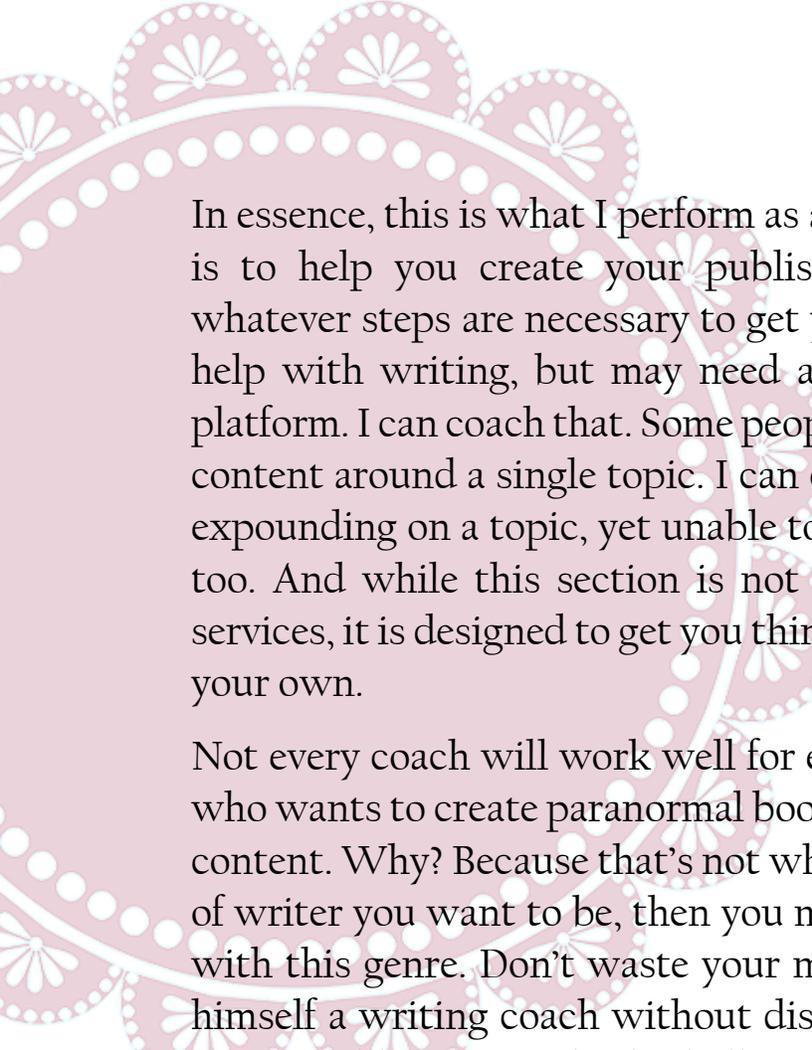
STEP 2: MENTORING AND COACHING

One of the great things about working with and becoming a member of LiyahAmore Publishing is that you will find yourself receiving useful content to help you fulfill your dreams. We don't simply want to perform publishing work for you; we want to also empower you to create a life-long journey of success through our educational and coaching membership.

In everything that we do, we need the help and support of those that have done the task before we have. This is the essence of coaching and mentoring. It's like having your own personal teacher and tutor to walk you through your journey, using all the available resources and experiences that are vital to your success. Without this help, you will inevitably encounter obstacles and challenges that will cost you later in time and money. You must see coaching and mentoring as your own personal investment for the success of your career.

So, what does it mean to have a coach or mentor in the independent publishing arena? Over the years, I have come across individuals that have a great idea for writing a book; however, they don't know exactly how to go about making this happen. Some may not even have the writing skills to bring it to pass. In the past, when I came across such persons, I offered my developmental editing services, which involves me writing and heavily editing portions of their manuscripts at a higher fee than normal. On one hand, this helped me to earn quite a bit of money from the authors that could afford my fees. But, even though I was gaining a profit on my end, I wanted to do more for my clients so that they could be educated in how to improve their skills for their future products.

I wanted my clients to truly learn this craft so that as more ideas developed for their book career, they could employ the strategies and techniques that would help them avoid costly editing later.



In essence, this is what I perform as a writing coach and mentor. My role is to help you create your publishing career, walking you through whatever steps are necessary to get you going. Some people do not need help with writing, but may need assistance in creating their author's platform. I can coach that. Some people don't know how to create enough content around a single topic. I can coach that. Some people are great at expounding on a topic, yet unable to put it into words. I can coach that, too. And while this section is not specifically drafted to promote my services, it is designed to get you thinking about hiring a mentor/coach of your own.

Not every coach will work well for each author. I cannot coach a writer who wants to create paranormal books or books with sexually exploitive content. Why? Because that's not where my heart is. So, if this is the type of writer you want to be, then you must find someone that can help you with this genre. Don't waste your money on someone who simply calls himself a writing coach without discovering his unique coaching skills. You wouldn't hire a basketball coach to train ballerinas, would you? Certainly not! So, you want to make sure that your mentor aligns with your vision and mission of your publishing career. (And in case you were wondering, I work primarily with authors of positive, uplifting materials.)

Costs Associated with Coaching

Every coach will have his or her own prices. With LiyahAmore Publishing, our coaching is embedded in our new membership fees, and we only permit 1,200 members each year. For general membership, an individual can receive our free materials, including weekly blog posts, free e-books, and free e-courses. For \$199/month, a writer/author can receive more direct coaching and educational materials from the company, including one-on-one consultations with me. And finally, for \$499/month, a writer/author can receive even more detailed services and



coaching. But with the company, it's all about empowering each client and each member for continued success.

If you find yourself shopping around for coaching services, be sure to hire a person that has a strong reputation for working well with and truly helping authors. There are a lot of people who promise one thing, but don't deliver simply because they are not really experts. If you can, ask the coaches for referrals or look to see if they have a portfolio. Ask them if they can provide you with a free consultation, just so you have the chance to see what they're about. With LiyahAmore Publishing, we provide this type of "Try for free" option, giving potential clients a free 30-minute consultation to discuss their works. We also have another feature, which is quite exceptional, where if you purchase (or pre-order) some of our book products as packages, you can receive a complementary one-hour consultation. Again, our aim is to generate clients that will become members who will continually produce work to build their platform.

Last bit of advice: You will need a coach for the first year of your work. I only say this because having someone walk you through your journey should never be a one-time event. No one has ever obtained mastery of a thing over night. Neither can you expect to learn everything there is to know unless you have repeated training. Some people are able to acquire and apply knowledge more quickly than others; but for the most part, each writer/author will need constant coaching. And in truth, this can become quite expensive when you hire professional consultants. So, if possible, and if you choose not to move forward with LiyahAmore Publishing's Membership Packages, consider asking your preferred coach if he or she could work out a payment option for you on a monthly basis. In this way, at least you will still receive expert advice on a consistent basis.

So, choose wisely. Trust your gut. And make the investment.

STEP 3: CREATING THE CONTENT/BUSINESS PLAN

Now that you have an idea of what your goals are for your authorship, and you have acquired the consultant service of an expert, it's time to begin drafting your Content/Business Plan. This action plan should be something that you discuss with your writing coach. Being able to bounce ideas back and forth is a great way to flesh through what will and will not work in the future.

The Content/Business Plan can be as long or short as you desire. No one plan will look the same. You will find that as you begin your journey as a new author, your ideas may be short and simple; however, as time progresses and you gain momentum, your plan will become more extensive and detailed.

So, what should you put in your business plan? Here is a very basic outline:

- Brand Summary
- Goals/Purpose/Objectives
- Vision/Mission/Philosophy/Principles
- Brand Uniqueness
- 5 Keys to Success
- Legal Entity & Start-Up Summary
- Blog Plan
- Service and Products
- Marketing Plan
- Financial Plan
- Five-Year Plan

I've already discussed a few of these factors (i.e. goals, objectives, vision, mission), but I will briefly share some details about the other factors.



Brand Summary: The brand summary is akin to an Executive Summary of a traditional business plan. It is your opportunity to highlight the main features of your business as an author. You can present any information that others would find interesting about your particular work. For example, as an author, my brand summary is to provide regular, educational content that will empower writers to generate wealth as entrepreneurs. So, ask yourself: “What will my brand look like? And how will it be different than the rest?”

Brand Uniqueness: As you consider your brand, think about what makes it completely yours. Are you going to create a different type of children’s book that is specific for a certain age group? How will your work stand out?

Five Keys to Success: This is an opportunity for you to think about how you will achieve success in your first year. Maybe one of your keys is to hire a writing coach; another key is to write three books within your first year. The point is to think about what success will look like for you as a new author.

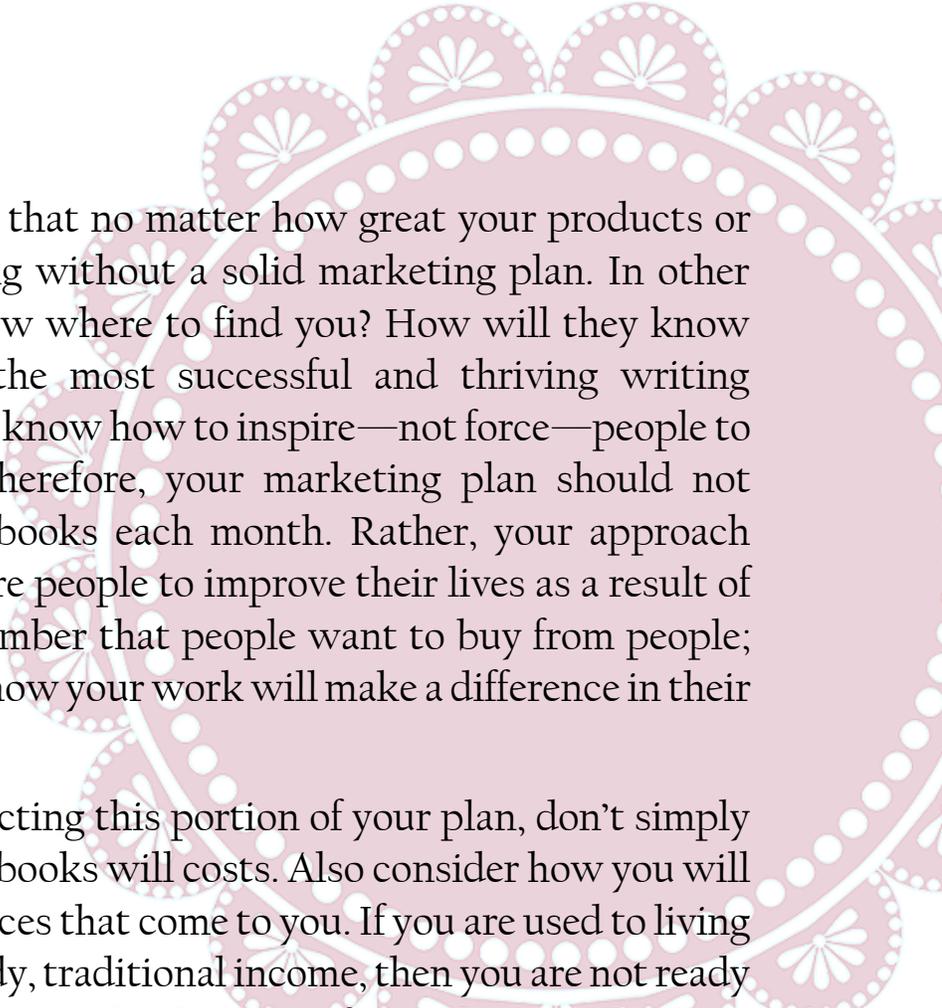
Legal Entity & Start-Up Summary: In this section, you want to consider the type of business you will form. As an author, you will more than likely file as a sole proprietor with your business; but you can also form as an LLC or other entity, depending on what your purpose is. For this area, it is best to consult a lawyer or perform extensive research on your own. This process will also prepare you for dealing with taxes and other accountant-related topics.

Blog Plan: You may be wondering what blogging has to do with you as a published writer; but in this industry, it is everything! There are several writers that have used their blog platform to generate interest, readers, and even money, including yours truly. When I first took the plunge as a blogger, I initially had my own content published; however, a couple of months into this platform, I decided to open the doors to contributing writers, which increased my blogging traffic as well as interest in my

services. As you prepare to publish books this year, one of the best ways to get more people interested in your future work is to create a blog that will house samples of your writing. As you write on a consistent basis, and as you share it with others, you will notice that people will want more from you. This is a great way to build an audience; and once you have an audience, you have potential buyers.

Services and Products: You may not be thinking about the kind of services or products (besides your books) that you will want to produce just yet; but these are some areas that you should keep in mind. Being a published author—a successful one, at that—is not simply about writing a book and selling it to the masses. It's also about honing in on your other gifts and talents, and using them to help generate interests in your books. For example, let's say you want to write books about living healthy lives. As you begin to learn more about this topic, you may find that someone wants to book you as a speaker for their health event. Now, you're not just a writer; you're also a speaker, and you can put a price tag on that! Never be afraid to explore other possibilities with your authorship, because creating multiple streams of income is vital if you intend to become a full-time writing entrepreneur/author.

Just a side note, and this is my personal opinion: As you prepare to publish and sell your books, encourage people to buy directly from you and not another platform. While it's good to have your book on Amazon because of its world-wide fame, know that you will make more money when people purchase from you, thereby cutting out the middle man. When I published my first book, I assumed that more buyers would get it through Amazon. But instead, the majority of my books were bought directly from me because people knew me. So, take advantage of that buying technique. People want to support small-business people; and they would much rather see their money in your hands than that of big businesses.



Marketing Plan: Keep in mind that no matter how great your products or services are, they are nothing without a solid marketing plan. In other words, how will people know where to find you? How will they know what you offer? Some of the most successful and thriving writing entrepreneurs are those who know how to inspire—not force—people to purchase their products. Therefore, your marketing plan should not simply be to hard-sell 100 books each month. Rather, your approach should be, “How I will inspire people to improve their lives as a result of buying my products?” Remember that people want to buy from people; and they also want to know how your work will make a difference in their lives.

Financial Plan: When constructing this portion of your plan, don’t simply think about how much your books will cost. Also consider how you will budget and manage the finances that come to you. If you are used to living lavishly because of your steady, traditional income, then you are not ready for full-time authorship because this business fluctuates. You have to train yourself financially, learning how to live on a strict budget. This, of course, is for those who want to become a full-time writing entrepreneur/author. If, however, you simply want to write books on the side while you work traditionally, then managing your business’s finances in terms of a budget may not be as challenging. Nevertheless, regardless of your ambitions, creating your financial plan is needed.

Five-Year Plan: I always like to challenge new authors to think about their five-year plan/goal. In doing so, this enables them to look beyond their immediate goals and to consider where they want to be in the long run.

Now, you can add or subtract any elements that are not applicable to your current authorship; but these are elements that you will want to consider as you move along your journey as a new author.

STEP 4: CONNECTING & NETWORKING

One of the most effective strategies for becoming a successful author is to develop a strong network, whether virtually or in person. We are all familiar with the power of social media, that giant internet connection that allows people all over the world to communicate with each other. But even above that is the need to connect with people in your own sphere of influence.

In this section, I want to provide you with a general list of tools and resources that will challenge you to step out of your comfort zone in terms of networking. Even for introverted individuals, there are powerful ways that you can contribute to others through your unique abilities to connect.

But what does it truly mean to network? A basic definition suggests that networking involves interacting with people to exchange or trade information for the purpose of promoting and developing one's career. You can also understand this term by recognizing its ability to link people with other people. When it comes to business, as you will find as an author, networking is about sharing what you have to offer to the greater community of readers and writers. Thus, it is imperative to develop your network at the beginning stage of your career, and to continuously build upon it through your virtual and physical communication platforms.

Ah, Social Media!

When we think of social media, often what comes to mind are the big-name social platforms like Facebook, Twitter, and Google+. These platforms have helped generate massive connections between individuals globally. The rise of social media has created a plethora of new ideas and concepts that have opened the doors of opportunities to people like you and me. Furthermore, this massive growth has even created job

opportunities for people who are skilled in marketing through social sites.

As an author, your ability to harness the power of social media is paramount to your success. At one time, authors relied on traditional forms of marketing by performing book tours, for example. This was typically made possible by the working of traditional publishers; yet, now with the growth of self-publishing and social networking, anyone can participate in this growing economic market.

For the most part, every writer and author has a social media presence, whether for personal reasons or to simply get started on the path towards publication. And it's not hard to understand why this would be important to have; after all, you want to eventually sell as many books as you possibly can.

What I like to challenge new authors to do is to not simply create a social platform where they constantly sell, sell, sell to their followers. Instead, I encourage them to establish their “stages” in order to connect with their readers on a human level. Consider for a moment the vast number of author groups on Facebook. Within each one are thousands of writers, looking to find a place to promote their “must-have” book. These groups are so inundated with “Buy-this” ads that it's almost impossible to truly establish connections with others. This is not what you want to do with your platform. (For the sake of this book and because I use Facebook as my primary platform, I will use this network as an example for this section.)

Instead, you want to see yourself as creating a community of individuals that you know would truly glean from your work, and this takes skills, strategies, and meticulous planning. Don't simply be concerned with bombarding these groups with your published book. But rather create your own page—i.e. your author's business page—where you can share content with the people that “like” your page on a regular basis. This was a lesson that I had to learn, especially as I realized how particular

Facebook is when it comes to sharing posts and content on people's newsfeed...but that's another story for another book.

When I first created LiyahAmore Publishing's business page (see here: <https://www.facebook.com/Liyahamore-Publishing-Editing-and-Writing-Services-187331608118956/>), I invited any and every one I could think of to like the page. I thought that having the big numbers would help increase revenue for the business. And while large numbers do equal more sales, I quickly learned that the right people...not just increased numbers...would equal greater sales as well as returning clients.

I realized over the years, after much trial and error, that it is more important to develop the right following, one that would remain connected to the company for the long run. And this is why, in spite of having low "likes"—compared to many other small businesses—the company continues to thrive. It's all about finding the right people to connect with.

In like manner, don't think that you need 10,000 followers before you can call yourself a successful author. If you have 100 people that like your content, that like your social media pages, and that follow you regularly, then you are succeeding! (Remember: Success is a process, not a formula.) These individuals are like a seed, and the more you cultivate that planting, the more of a harvest you will gain in the future. This is why, even as an author, you have to be more strategic when it comes to networking, because not everyone will like your stuff! Not everyone will be willing to purchase your books simply because you have a nice book cover. BUT, people will invest in your works when they know you...not just your products...but YOU!

If you take on this mindset, you will find yourself enjoying the process of networking and connecting more than if you simply focus on the quantitative side of publishing. In other words, if your focus is only to sell 1,000 books every year, then you miss the opportunity to really become a life-time author. This approach of connecting with people, not solely on

the basis of increasing sales, but more so on the hopes of establishing relationships, is crucial to your future as a published author.

This is what I have discovered among the best-selling authors with whom I've worked. They learned how to develop a following with what they had; and they treated that following with respect. They took time to learn about their followers, their needs and desires. And they tailored their content to meet those needs. While they exercised sharp skills in performing the technical work of getting their books on Amazon's Best-Sellers List, more importantly, they recognized that people—not machines—purchased their works. So, in order to keep the people interested, they had to know their audience.

So, as you consider your new journey towards authorship, keep in mind that your social media presence is crucial to your success. What you put out there will stick with people. And do your best to connect with your following on a personal, yet professional, level. Be consistent with them, especially as people come to see you as an expert for a given niche or topic. Social media networking will remain crucial to your growth.

Face-to-Face Networking

It is very easy to find yourself living exclusively in virtual land through your social media platforms. I have seen people fall deep into the abyss of social media that it's almost impossible for them to have regular contact with "the real world."

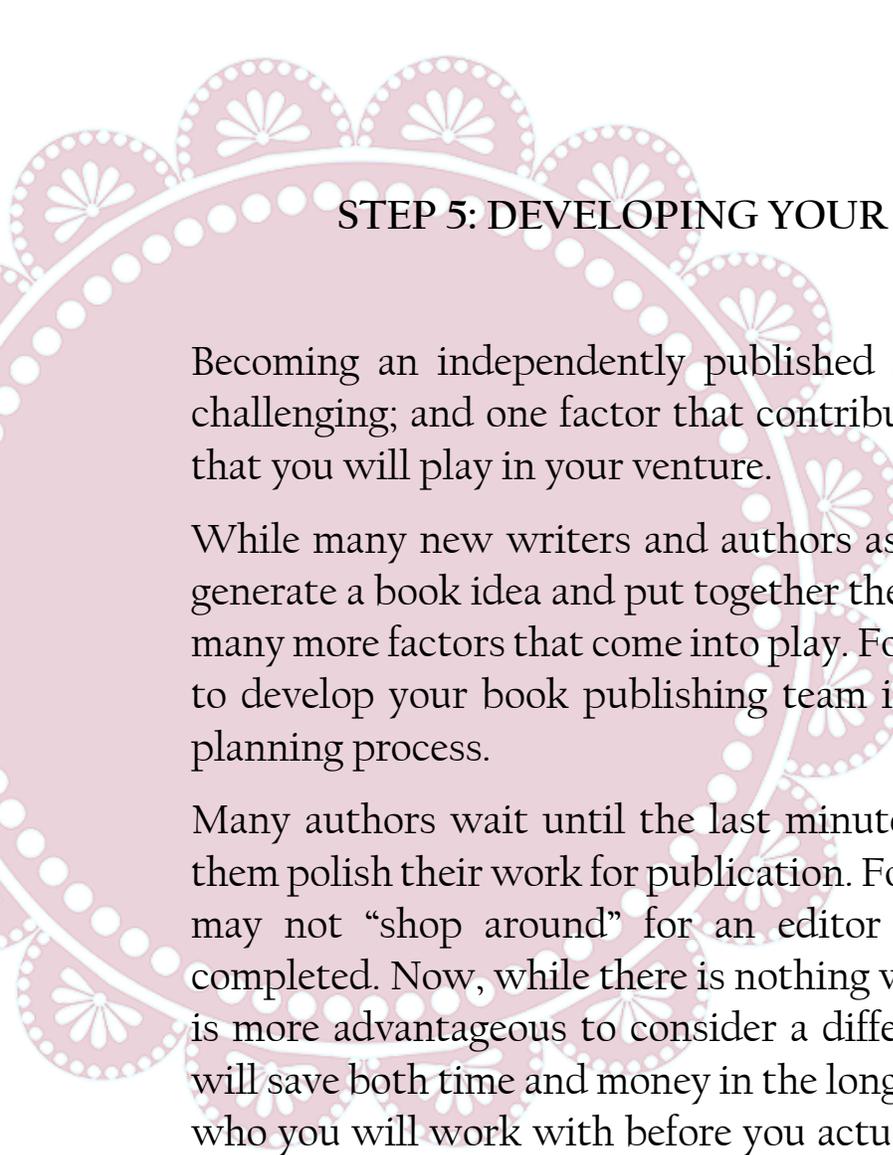
Anyone can re-create their image and persona through the computer. For example, I can lie to you and tell you that my company is currently a multi-million-dollar publishing organization, which may entice you to want to participate with our services. And as a virtual consumer, it is nearly impossible to validate my assertions. In fact, so many people have created these schemes, sullyng money out of individuals who are genuinely looking to create a better life for themselves. And while they may generate riches quickly, you often find these same companies disseminating within a short period of time. This is why it is important

to establish even traditional networking systems that involve actual face-to-face conversations and connections.

For a long time, I neglected this area with LiyahAmore Publishing. Because 99% of my clients came to me through social media, I forgot that there were actually people within my community that also wanted to write and publish books. For many years, I completely ostracized this group of potential clients, which could have increased sales exponentially. When it came time to evaluate the business, I realized that I needed to create a better marketing strategy that allowed me to network with those that I see on a regular basis.

This is what you have to consider as well as a new author. Your best customers will be those that know you, can see you physically, and can meet with you in person. The best and most effective form of marketing is word of mouth. Nearly all my clients have hired my company's services because they heard from someone else what I could do for them. And guess what? It cost me nothing! I did not have to spend money on Facebook ads or other social media tricks. I simply needed to reconnect with people so that they would be willing to share more about my work.

What implications does this have for you as an author? For one, instead of bombarding these Facebook groups with your works, contact a local library and ask if you can hold an event where you read a portion of your book to others. Or contact your local bookstore—support small businesses!—and inquire about how you can have your books sold in their shop. The community is a powerful sphere of influence. And what you have to give can be useful to others. Push yourself to think outside the box when it comes to marketing yourself and your works; but be mindful that your greatest success comes from your ability to cultivate genuine relationships with people.



STEP 5: DEVELOPING YOUR PUBLISHING TEAM

Becoming an independently published author is both rewarding and challenging; and one factor that contributes to the challenge is the role that you will play in your venture.

While many new writers and authors assume that their only task is to generate a book idea and put together the manuscript, in truth, there are many more factors that come into play. For this reason, it is advantageous to develop your book publishing team in the beginning stages of your planning process.

Many authors wait until the last minute to find experts that can help them polish their work for publication. For example, often times, a writer may not “shop around” for an editor until her manuscript is fully completed. Now, while there is nothing wrong with doing such a task, it is more advantageous to consider a different course of action, one that will save both time and money in the long run. Therefore, try considering who you will work with before you actually begin writing your book as this may prove to be more effective and efficient.

So, what is meant by developing your book publishing team? In order to accomplish this, you must consider all that must be done in order to create a dynamic product: the writing coach, the editor, the typesetter, the graphics designer, the marketing expert, and any other specialist that may assist you in the process. Now, before you start to panic about all the costs that come with obtaining this level of talent, breathe, because there is a way for you to have this team, even at the start of your career, with a very limited budget.

A while ago, I created a blog post that taught authors and writers how to negotiate for services when an individual was unable to afford an expert’s monetary fees. I shared with my readers that if they can come up with creative ways to exchange services or products, then they may find

themselves able to work with the best without hurting their wallets. Consider the fact that you will need a writing coach. If you have something to offer that the coach may personally need, then you can agree to perform that work in exchange for the coach's expertise. Still not convinced? Let me elaborate further.

Let's say that you wanted to hire my coaching services, but did not have the resources to pay for one of the fees. If you had something that I needed in order to compensate for my time and work, then present that to me and the company. To be more specific, we are looking for someone who is truly skilled in working social media. Personally, I do not have all the time and energy to promote the company as effectively as it needs simply because I am working on other administrative duties for the business. Realizing this lack, having a person to take on this portion of work for me is more advantageous than obtaining monetary compensation.

That's just one example in how you can negotiate with an expert. The same can be said for finding the other experts. By approaching your work in a different manner, you may discover that there are better ways to connect and be educated among those that can truly help your product become successful.

Once you have identified who is needed to help put your product together, start asking for references. Conduct searches online. Look through different social media groups to find referrals. But be sure to look strategically. In my years of working with authors, I came across many people who simply hired the first publishing company that promised them a lot of fluff. After the client gave them the appropriate fees, the company delivered subpar work, leaving the client dissatisfied. So, be sure to check the expert's credential in addition to their testimonials and past projects. Remember, anyone can lie and say he is the best. But let him prove it. This is one of the reasons why I take my company so seriously in terms of projecting a professional image. I not only tell people that I can truly help them with their publishing dreams; but I also prove it by

housing my credentials (i.e. resume, graduate degree, undergraduate degrees, etc.) for them to reference. I let them know that my educational background and years of work experience have prepared me to do what I do now. And to further validate my expertise, I provide either a free consultation or free editing sample, just to show them my capabilities.

So, never be afraid to ask all the right questions of the people with whom you'd like to work. Remember that you are a professional author, even if you haven't published your work just yet. And you deserve to work with other professionals. You deserve to have quality work completed. But unless you present yourself in that manner, then you may find yourself in a tough situation where you are completely dissatisfied.

There is something else to keep in mind: It is very possible for you to perform all the work that goes into publishing on your own. You can learn to format your own manuscript; you can create your own book covers; you can market your own work. But it takes an extremely long time to create momentum when you fly solo. The more you outsource, the more you are able to create content on a regular basis. And that's what you want to keep in mind as a writer. As you build your audience and your following, you will find that your loyal readers will constantly want more from you on a consistent basis. If your works are truly phenomenal, your readers may demand that you publish a book every month! This, however, would be impossible if you don't have the right people in place to help make this a reality.

For this reason, developing your book publishing team is crucial to your growth and continued success. Don't fall behind in your craft and career simply because you are too busy trying to do menial work that another person can do for you more efficiently and effectively.

So, build your team!

STEP 6: EDUCATING YOURSELF

One of the benefits of becoming a writing entrepreneur is that you are free to create whatever you desire and eventually earn a living from it. That's a wonderful benefit! And while your creativity is to your discretion, I want to recommend that you also invest in resources that will keep you educated about your particular craft.

Very often, new writers rely on their current knowledge and understanding, neglecting to enhance what they have in order to produce more quality pieces. Thus, it is vital to continue educating yourself so that your work can speak loudly and profoundly to your growing audience.

One of the ways that you can accomplish this is to continue taking writing courses (and even editing courses). It's always good to refresh your memory of what's correct and incorrect when it comes to the technical side of writing. You can accomplish this in various ways: You can take online classes offered through community colleges; you can train under an expert or consultant; you can read more and more books. Whatever it may be, just continue to add to your repertoire of knowledge.

In addition, I highly recommend finding online experts that you admire, and take part in their often-free or low-cost educational sessions. Follow their work, and read through their products to gain more insight into your work as an entrepreneur. The more you learn, the more you are able to apply that knowledge and to produce successful products.

CONCLUSION

Well, I hope you found this e-book useful and beneficial. Before I conclude, I want to highlight a few important factors for you:

1. Take your time with each product that you publish. Don't be in a rush to put something out there simply because you are zealous about your book. Make sure that what you produce is of great quality and well-edited.
2. Be comfortable in starting small. Don't feel like you have to possess a massive audience before you obtain success. Even if you only have 100 followers, that 100 is your seed, your loyal fan base; and it's important to treat each one with respect. Learn from them as you seek to add to your audience because they can give you advice and suggestions for your future works. So, never neglect or despise the small beginnings. If you can be faithful in this little, surely you will be faithful with much.
3. Continue to build momentum. Never become settled on simply doing one thing. In other words, although you want to be a published author, understand that you can also make room to be a motivational speaker or coach. What you know and share in your works can open the door to other possibilities. So, be sure to always look for ways to keep your audience engaged.
4. Remember to enjoy the journey. So often, new authors become anxious to achieve success over night. They stress about not having the large following like other authors; and this causes them to see the work as a daunting task. But if you will enjoy the journey, if you will enjoy the small successes, then you will never grow dissatisfied. I still get excited when I see that someone signs up to receive my newsletters. Although it's only another email address added to my list, still it means that one more person is interested in my work, my

products, and my services. I'm grateful for that. And you should be grateful for everything that comes your way.

5. Lastly, never give up. This is the advice that my best-selling clients would also offer. Never give up on your dreams, even if you make mistakes or people offer criticism to your work. Never give up because there is someone, somebody that will connect with your work. You just have to find them. And when you do, know that one small pebble can set forth ripples in the waters.

Be blessed!

And as always, let's grow together!

Felicia

