

# INSPIRATIONAL WRITERS GUIDE



Publishers of Inspiration

# The Journey begins...

Writers have never had more opportunities to market themselves and share their work with the world. The hard part for most of us, despite what we say, isn't getting published. It's the actual writing.

## Writing Your Book

- Start small. 300 words per day is plenty. John Grisham began his writing career as a lawyer. He got up early every morning and wrote one page. You can do the same.
- Have an outline. Write up a table of contents that guide you. Then break up each chapter into a few sections. Think of your book in terms of beginning, middle, and end. Anything more complicated will get you lost.
- Have a set time to work on your book every day. If you want to take a day or two off per week, schedule that as time off. Don't just let the deadline pass and don't let yourself off the hook. You **MUST** create block time!
- Choose a unique place to write. This needs to be different from where you do other activities. The idea is to make this a special space so that when you enter it, you're ready to work on your project.
- Have a set word count. Think in terms of 10-thousand word increments and break each chapter into roughly equal lengths:

20,000 words: short eBook or print book

40,000-50,000 words: good-sized nonfiction book

60,000-70,000 words: longer nonfiction book

80,000 words-100,000 words: typical novel length

- Give yourself weekly deadlines. It can be a word count, percentage of progress, whatever. Just have something to aim for, and someone who will hold you accountable.
- Get early feedback. Nothing stings worse than writing a book and then having to rewrite it, because you didn't let anyone look at it. Have a few trusted advisers to help you discern what's worth writing.

## Overcoming Writers block

Understand what is causing the writer's block in the first place. It could be a distraction from a household chore or a simple lack of interest in the subject matter. Writing requires concentration and involvement. When you're preoccupied, it is hard to snap back to focus on writing.

- Distract yourself for a few minutes. Drop the pen and focus on anything else such as reading a book, watching TV or just staring outside the window. Make yourself a hot cup of masala chai and wonder about Mesopotamian civilization.
- Kick start your imagination by reading topics of interest. Motivate yourself by reading your favorite author and revel in his style.
- Try not to criticize your work right away. Even though we reserve the editing job for later, the left side of the brain runs a constant check to perfect the imagination which affects the natural flow of thoughts.

- Stop thinking about writing for a few minutes. Get into a meditative state or ankle-crunching pose to stop you from thinking about writing. Even if you do not succeed in reaching a meditative state, you should have new ideas raking your brain.

## Staying motivated

- No matter what, finish the book. Send it to the publisher, release it on Amazon, do whatever you need to do to get it in front of people. Just don't put it in your drawer.
- Embrace failure. Know that this will be hard and you will mess up. Be okay with it. Give yourself grace. That's what will sustain you, not your high standards of perfection.
- Write another. Most authors are embarrassed of their first book. But without that first, they never would have learned the lessons they did. So put your work out there, fail early, and try again. This is the only way you get good - you practice.

## Tips for find Your Audience

You wrote a great book, one that everybody and their mother should read. But nobody is reading it. How come? For the majority of books, the reason comes down to not knowing who your audience is. When you begin the writing process, you should do so with your target audience and book marketing plan in mind. You should know why a reader would want to read your book in the first place. What message does your book communicate? What potential impact might it have? Who is the message for? And, how will the reader benefit from reading your book?

When asked who their target reader is, many authors reply, "I don't know," or "everybody who likes (insert topic here)." Either answer will reduce your book sales and profits. If your book is for "everybody," how much would it cost you to reach them frequently enough to make an impact (if you could even find a way to do so)? And how do you wrap your brain around the vastness that is "everyone".

Your book is not for everyone, and the sooner you accept this, the more successful you'll be. If your goal is to sell books, a lot of books, that's great! But no writer who has sold books in large quantities has done so by thinking, "My audience is everyone." It's hard to build a strategy on "everyone" and much easier and fruitful to narrow your focus.

Successful authors know who their book was written for and they go after those people in particular with very targeted book marketing. Maybe you've written a mystery and you're thinking to yourself that your audience is people who like mysteries. That's a start, but do you know how old your average reader is? If they're male or female? If they tend to live on the East Coast or West? If they listen to certain radio shows, read particular magazines, or shop in specific stores?

Or consider you wrote a book about ways to resolve fear and your premise is that everyone is afraid of something on some level. But how can you tell "everyone" the ways in which your book will help them? One way is to divide your target readers into categories. Using these techniques, you might address the people who are afraid of starting a business, being in a relationship, or other types of fears individually, building a message specific to those audiences.

Narrowing your audience and knowing the details behind who they are and how they live can

help you sell more books, fine-tune the way you communicate to your audience, and determine how best to invest your time and money.

Who is your audience really? Here are a few ways to find out.

## **Identify Books That Are Similar to Yours**

Take the time to research other books that would be in the same category, genre, or niche. Search for 'established' and 'top-selling' books within your category and make a list of the titles and authors. Once you recognize who your competition is, it may be easier for you to pinpoint your potential readers because chances are, you share the same target audience.

## **Look at Social Media**

When you have identified the established and top-selling books within your genre, look at who is following them on social media. Don't be surprised how much information can be gained by looking at the interactions and posts. Keep an eye out for the demographics, trends, and other habits that might not be obvious, but can provide a tremendous amount of useful information.

There are several free and paid tools to help you determine your audience. The most obvious places to start, however, are social networks—namely Facebook and Twitter.

Another strategy for social media is to connect with groups and online communities that have shared interests. Run a search on Facebook for groups who are interested in books similar to yours. Look for followers for your book's genre on Twitter by searching for tweets that contain related hashtags. Carve out some time each day to work on these strategies.

## **Find Other Channels**

A few simple Google searches will direct you to online communities, blogs, and networks where your target audience is already engaging in information sharing and promotion activities. Look for blogs that are within your genre. Look at the author websites of established and top-selling book authors to see what their articles are about and who is commenting. Engage in guest posting and guest hosting activities to gain exposure to other's audiences within your target audience.

## **Refine Your Ideas with Technology**

You can also research current trends to formulate new ideas or refine existing ones. To do that, use tools like Google Trends and Google Adwords. Both platforms will show you how popular a given keyword or subject is. Keep in mind that too much popularity is not a good thing, as there will likely already be hundreds of books on the subject and make it harder to be found or stand out. Find a keyword or phrase that has a decent search history, but is not overly used. This should help you see where there are gaps in the marketplace. For example, you may be great with interior design, but the marketplace is already flooded with design books. Perhaps instead you want to focus on a particular area, like working with specific materials, how to mix patterns, or something

else. The trick is to pick a general subject that pertains to you, and chisel it down into something that doesn't have an overwhelming amount of competition.

## Think of Readers as Actual People

Think about who would be interested in the content of your book. Visualise who they are, and what they look like. Remember that you are marketing your book to people, not to faceless segments. So who is the typical person in each segment who will actually purchase your book? If you can describe those individuals and the problems that consume them, you can communicate the ways in which the content of your book can help them.

## Expand Your Target Audience

It's also important to consider secondary markets. Secondary markets are those that are not the most obvious, but that would also be interested in your book. For example, a children's book written to help kids manage anger would have a primary audience of children, and a secondary audience of parents, educators, therapists, or others working with children. As tempting as it might be to think the parent would be your primary book audience (children don't usually buy their own books), avoid overthinking this process and focus in on who will be reading the book.

Try to come up with at least five markets for your book—a primary market and four secondary markets. To help you discover other secondary markets, you can start in reverse with a broad audience and then narrow it down.

## Building A Following

Once you find your target audience, the focus shifts to building a following. Here are a couple of ways to do this.

- First start with creating and sharing well thought-out content appropriate for your audience. As an author, sharing content is your strong suit. So why not share brief pieces? You can do this in the form of blog posts, contributor pieces on other websites, and social media posts. These shorter pieces help keep your audience wanting more and feeling connected between books.
- Figure out the right times and platforms to post the content. There's a correct outlet for various pieces of content. Be sure to take our Social Media Course to learn more about these and what to share, where.
- Use software to automate and track your posting schedule.
- Be generous with your time and thoughtful about promoting others.
- Promote your message and book to your audience no more than 20% of the time. The other 80% should consist of promoting others along with tips, quotes, and content relevant to your message.

- Once you're posting consistently, whether that means having an established author website with a blog or a solid social media presence, reach out to connect with or follow others aligned within your target audience. With more activity on your social media platforms, you should have more success with others following you back.
- Connect with like-minded people and promote each other. Go beyond just following or liking their profiles. Retweet or repost relevant content and connect with their followers as well.

## **Blogging**

Blogging is one of the easiest and most beneficial things you can do. While your blog serves the purpose of testing your subject matter, it also works as a built-in way to market your book before it's published and to start to build traction for your author website. By the time your book actually is ready to publish, you'll have an established readership ready and waiting on your author website. Try to publish a few blog posts a week, and track results with Google Analytics or another analytical platform. Analytics will tell you how many unique visitors you're getting each day, and how many people are engaged (i.e. commenting or sharing) on your blog. It will also tell you where your readers are coming from, so you can identify your most popular market.

## **Wattpad**

Wattpad is a popular sharing site that is growing at a phenomenal rate. It turns reading into a social experience, tapping into a global audience of millions of readers. There's also inline commenting capabilities that allow readers to share their thoughts and interact with your story while they're reading it, providing you with valuable feedback.

## **Scribd**

With Scribd you can upload your story to share and make it public or private. People can rate it and comment on it, serving as a platform for a virtual writing group. You can even sell your stories or completed books. Scribd also provides a document preview widget that you can embed in your author website.

# **Marketing Your Book**

## **Why People Buy Books**

Millions of books are published and purchased every year, but the ones that succeed are the ones with authors who understand their audience and understand what compels a reader to buy. Understanding what motivates readers helps inform your book marketing strategies by addressing both a reader's emotional and logical impulses in order to form a connection, leave an impression, and, ultimately, capture the sale.

We buy groceries to feed ourselves, clothes to wear, and furniture to sit on. Why we choose to buy what we buy in each of these categories is generally personal preference, but the fact remains that we purchase things to meet a need.

Books are no different. People buy books to meet a need they have in their life. That need is usually for entertainment (fiction and biography/memoir books) or to learn something (nonfiction books). It might be that a person wants to lose weight, improve a relationship, or learn a new skill. Books provide both entertainment and education.

When you honestly consider how often people think about your book specifically versus how often people think about personal challenges they're facing, you will probably agree that people think more about how they can solve their own problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how reading your book helps them achieve these things, you are likely to increase your book sales and revenue. Your promotional efforts should highlight the need your book addresses. Point the need out to your potential reader and assure them that your book provides a solution to that need. What does your book offer readers? A stress-free life? Knowledge to be a better parent? A great romance story? Make sure your readers know how your book fills a specific need in their lives.

## **How to Capitalise on Impulse Buying**

Impulse buying is a spur-of-the-moment, unplanned decision to buy. Research suggests that emotions play a large role in triggering an impulse purchase. A consumer sees the book and decides to buy it. What draws them in? Most likely, it's the book's cover. The cover is one of your book's top marketing tools. Make sure your book has a cover that draws people's attention and makes them want to own it, and that it includes strong back cover copy and a good title. That way, whether they are browsing online or in a physical store, your book catches their attention, tugs at their emotions, and creates the urge to buy now.

## **The Reader Knows the Author**

We know people on many different levels. Some people we know personally, others we know from following them on social media, still others are influencers or famous personalities with whom we are familiar. The same is true with authors. The number one reason that readers buy books is because they know the author. This does not always mean that the reader is a personal friend of the author. The reader may know the author because they have:

- Heard the author speak
- Read other books by the author
- Heard the author interviewed on a radio show or podcast
- Seen the author interviewed on television
- Read an interview or article by the author on a blog or other publication
- Listen to, watched, or followed the author because the author is an influencer

If knowing the author is a top reason why people buy books, don't be shy. Help people get to know you. Take advantage of radio and television interviews, blog and podcast interviews, and social media. Show people that you are likeable and that they can trust you. When people feel a

positive connection to you, book sales follow.

## Recommendations

The second biggest factor driving book purchasing decisions is recommendations. When a friend, family member, or coworker recommends a book, people take note. However, books can be recommended by trusted resources in a number of ways:

- From an influencer the reader follows (blogger, thought leader, pastor, etc.)
- By a trusted publication such as a book review publication or website
- From online bookstores, library websites, or other websites
- From staffers in bookstores and libraries they visit in person
- Through other consumers via online reviews, social media, or community forums

Bottom line here: word of mouth sells books.

No matter how many times you say your book is amazing, unless you're close to your readers or you're a tastemaker in the book publishing industry, readers probably won't just accept your word for it. They'll need a bit more proof before they purchase, and if you can get someone they do know and trust to like your book, you're that much closer to getting them to like it too. Spend time getting your book in front of the influencers who are most likely to enjoy and recommend your book to others. Ask your readers and fans to write a review of your book or to share it with their friends on social media. The more positive reviews you garner, the more readers will trust your book and make a purchase.

## Free Excerpts

When it comes to purchasing something, people fear what they might lose more than what they will gain. In purchasing a book, people fear they will lose money if they don't like the book. Allowing readers to read a portion of a book helps them see what they will gain and helps convince them that the book is worth their investment. People often decide to buy a book once they know they'll like what's inside, either from reading just a portion (or the first book in a series) for free. This may seem counterintuitive since most authors have the goal of achieving book sales, not giving their book (or parts of it) away for free, but this is one of the quickest ways to introduce and build a new audience for your book, because it lowers a reader's financial risk.

Allowing readers to experience your story without the fear of losing something is powerful. Give readers a chance to read part of your book (or the first in a series) for free. Doing so can help drive sales. You can provide readers access to one or more chapters of your book on your author website. The subject of free content will be discussed in more detail in Chapter 7 of this online course. Knowing what drives readers' book purchasing decisions helps you make strides to market your book more effectively and capture your audience.

# Publishing Your Book

## **LIFE AND SUCCESS PUBLISHING lets you have your book published fast - and affordably!**

Few new authors - and especially those with books for which there is limited or untested market potential, or only a niche audience - will be able to get a contract from a conventional publishing house. Conventional publishers have little capital to risk on an unproven venture. Some publishers reject thousands of proposals for every manuscript that they do accept. Clearly this isn't a solution for most aspiring authors. Until recently, the determined author was faced with only a few unsatisfactory options:

- do-it-yourself (imagine the complications of ISBNs, copyright, legal deposits, barcodes, editing, layout, designing a cover, tendering the printing, paying for a press run, arranging warehousing, setting up accounts with wholesalers and retailers, notifying the book trade, creating a website, securing merchant credit card accounts, receiving a trickle of orders, packaging and postage, invoicing, collecting accounts, etc., etc.)!!!!
- use a "vanity publisher" and pay £10,000 to £20,000 or more, or...
- GIVE UP!

## **The breakthrough**

LIFE AND SUCCESS PUBLISHING can turn your manuscript into a superbly designed, high quality, legally registered, perfect bound book with a full color glossy cover, marketed to a limitless international audience and sold through the worlds leading book stores without YOU having to pay for one book!

We are specialists in the publishing and the effective marketing of inspirational books. A self-publishing enterprise dedicated to the success of others, we provide first class book publishing services for both new and seasoned authors. We publish books on subjects like: business, wealth creation, personal development, motivation, inspirational fiction and the invaluable lessons gained from experiences.

The difference between a good author and a best selling author is purely down to the ability for one to market themselves effectively. Therefore instead of paying to print 1000's of books with the risk of unsold books stacked in your living room, we believe that your money is better spent selling your book – so that is all we charge you for. For one low price we take care of your cover design, barcode, marketing and distribution.

## **Our Marketing Strategies**

As part of the ever-expanding Life and Success Media Group (LS Media), we're able to offer a raft of marketing strategies, some of which is through media we own or control. This includes magazines, websites, email marketing services and various social media marketing services.

Still interested? Then read on...

# Our Publishing Packages

With our many years of providing a first class media, branding and marketing services in the personal development arena, we are uniquely positioned to help inspirational authors everywhere to maximize their publishing and bookselling potential. Our strategy for your success is to offer you a cost effective publishing services specifically designed to give you the leverage you need to make a strong and lasting impression in the marketplace. Each publishing package will give your book a strategic advantage as well as create the positive buzz needed to generate sales.

We currently provide three winning packages:

## OPTIMUM PUBLISHING PACKAGE

- 1.) LS Publishing looks after all the legal and administrative tasks, and prepares the your book for printing “on demand”.
- (2.) LS Publishing will include a copyright notice intended to protect your rights in all copies of the book produced.
- (3.) LS Publishing will send the authors book’s description to the main book industry reference databases - so bookstores and libraries around the world can locate your book for special orders.
- (4.) LS Publishing will carry out the cover design of the author’s book to your approval.
- (5.) LS Publishing will make your book available worldwide via the major booksellers and distributors like Amazon, Barnes and Noble, Ingram Books, Bertrams Books, Gardner Books, Baker and Taylor
- (6.) LS Publishing will carry out a marketing campaign consisting of:
  - 12 months marketing campaign, using faith based media marketing services or our self Help media marketing campaign if appropriate.**
  - Emailing marketing via our 50K database**
  - A Social Media Setup Service that puts your book in front of millions of potential readers through key social media sites and book-focused communities.**
  - A book website built for the purpose of promoting your book.**
  - The site will have a blogging feature and an interactive sneak preview of your book. Our extensive marketing campaign will also drive traffic to your book website.**
  - FREE BONUS: we now include our e-BOOK PUBLISHING service in conjunction with this package**
- (7.) LS Publishing will fulfill orders from individuals, bookstores and wholesalers, printing the books one-at-a-time “on-demand” to match incoming orders.
- (8.) From the sale price, we will pay the author a **100%** of gross profit margin-total selling proceeds minus, the retailer’s discount of 35% and the direct cost of production as quoted by the publisher. The author’s royalties is calculated in pounds sterling and is paid to the author by BACS

(bank transfer) every three months. Please note currently authors outside the UK will be remunerated via PayPal.

(9.) LS Publishing will provide copies of the author's book the number of which will total no more than £25 or £40 free of charge, based on the unit cost of each book.

**IMPORTANT NOTICE:** the Author has and always will retain copyright to the work published by this agreement. It is understood the Author shall always have the right to publish their work elsewhere if they wish.

**Price for the entire service:**

**£1479.00**

Terms: Full payment upon order

## **IMPACT PUBLISHING PACKAGE**

1.) LS Publishing looks after all the legal and administrative tasks, and prepares the your book for printing "on demand".

(2.) LS Publishing will include a copyright notice intended to protect your rights in all copies of the book produced.

(3.) LS Publishing will send the authors book's description to the main book industry reference databases - so bookstores and libraries around the world can locate your book for special orders.

(4.) LS Publishing will carry out the cover design of the authors book to your approval.

(5.) LS Publishing will make your book available worldwide via the major booksellers like Amazon, Ingram, and Baker and Taylor.

(6.) LS Publishing will carry a marketing campaign consisting of:

**5 months marketing campaign using faith-based media marketing services or our self Help media marketing campaign if appropriate**

**Emailing marketing via our 25K database**

**Bonus option @ only £299\* - a website built for the purpose of promoting your book. The site will have a blogging feature and an interactive sneak preview of your book. A viral marketing campaign will also be carried out to drive traffic to the site.**

**Bonus option @ only £299\* - a Social Media Setup Service that puts your book in front of millions of potential readers through key social media sites and book-focused communities**

(7.) LS Publishing will fill orders from individuals, bookstores and wholesalers, printing the books one-at-a-time "on-demand" to match incoming orders.

(8.) From the sale price, we will pay the author a **100%** of gross profit margin: Total selling proceeds minus, the booksellers discount of 35% and the direct cost of production as

quoted by the publisher. The author's royalties is calculated in pounds sterling and is paid to the author by BACS (bank transfer) every three months. Please note currently authors outside the UK will be remunerated via PayPal.

(9.) LS Publishing will provide you with a FREE copy of your book

**IMPORTANT NOTICE:** the Author has and always will retain copyright to the work published by this agreement. It is understood the Author shall always have the right to publish their work elsewhere if they wish.

**Price for the entire service:**

**£797.00**

Terms: Full payment upon order

## **SOLO PUBLISHING PACKAGE**

Our SOLO package designed for authors who either already have a solid marketing foundation or intend to sell their books primarily through speaking engagements and events.

- 1.) LS Publishing looks after all the legal and administrative tasks, and prepares the your book for printing "on demand."
- (2.) LS Publishing will include a copyright notice intended to protect your rights in all copies of the book produced.
- (3.) LS Publishing will send the authors book's description to the main book industry reference databases - so bookstores and libraries around the world can locate your book for special orders.
- (4.) LS Publishing will carry out the cover design of the author's book to your approval.
- (5.) LS Publishing will make your book available worldwide via the major booksellers like Amazon, Ingram, Baker and Taylor in addition to LS Publishing's own online bookstore.
- (6.) LS Publishing will provide you with:

**30 COPIES of your book (for books upto 150 pages) OR  
20 COPIES of your book (for books from 151- 200 pages)**

**PLUS**

**1 month marketing campaign using faith-based media marketing services  
or our self Help media marketing campaign if appropriate**

**Emailing blast via our 25K database**

**We will design and supply you with your own book advertisement.**

- (7.) LS Publishing will fill orders from individuals, bookstores and wholesalers, printing the books one-at-a-time "on-demand" to match incoming orders.

(8.) From the sale price, we will pay the author a **100%** of gross profit margin - total selling proceeds minus, the booksellers discount of 35% and the direct cost of production as quoted by the publisher. The author's royalties is calculated in pounds sterling and is paid to the author by BACS (bank transfer) every three months.

IMPORTANT NOTICE: the Author has and always will retain copyright to the work published by this agreement. It is understood the Author shall always have the right to publish their work elsewhere if they wish.

**Price for the entire service:**

**£697.00**

Terms: Full payment upon order

## How are Royalties Calculated?

You, the author, set the retail price. When orders are received by the Amazon.com website for example, they will be "sold" with Amazon receiving 30% of the retail price. Your royalty is 100% of the "gross margin" (net sale amount less the printing cost). For example, the cost to print a 160-page (Demy) paperback book with a gloss laminated color cover at our print shop is £3.30 for a quantity of one. If you set the retail price of such a book at £11.99, Amazon (for example) process the customer's credit card for the full amount, and deducts £3.60 for its services (30% of the retail price). Net sale amount is £8.39 The gross margin would be the net sale amount of £8.39 less the single-copy print cost of £3.30. The gross margin is therefore £5.09.

In this example, you would receive a royalty of £5.09 per book, which represents 70% of the gross margin. That is much higher than conventional publishers' royalties of 6 to 10%. Soon you'll be sitting back, contemplating your next book as the royalties start rolling in.

**ARE YOU READY!**

Call us now on **020 7183 0175**  
or email: **info@lifeandsuccesspublishing.com**

**We believe there's a book in everyone!**

# INSPIRATIONAL WRITERS GUIDE

For further information call us on  
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