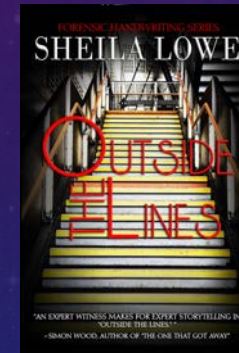
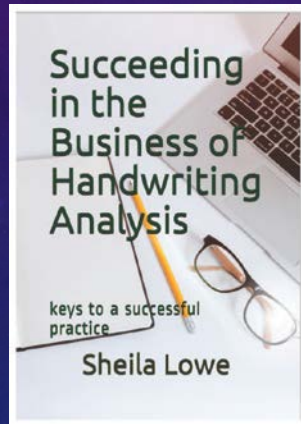
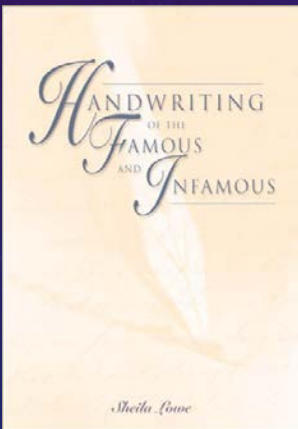
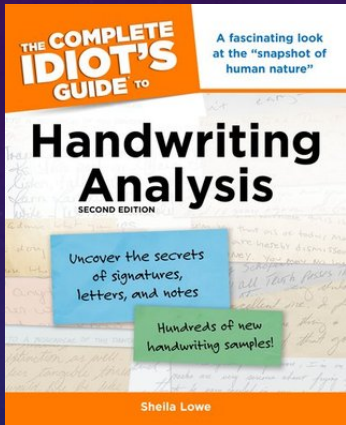
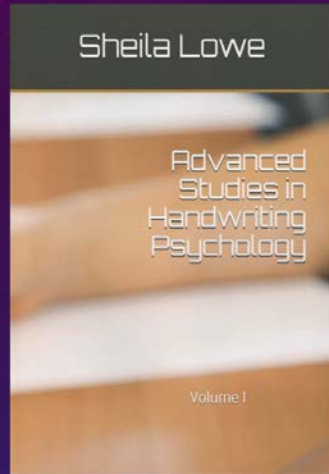
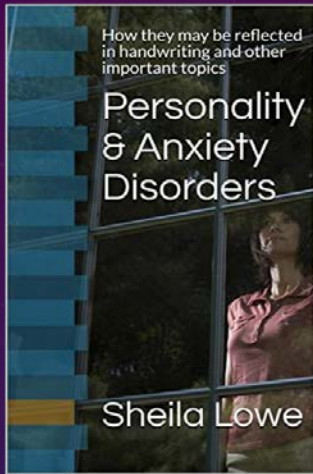
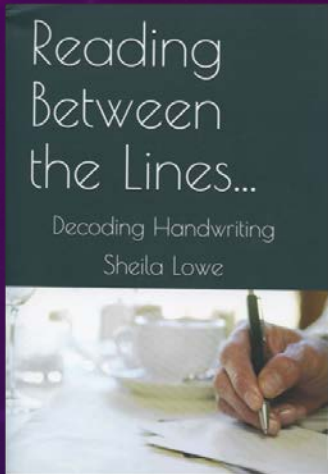


The background is a dark blue gradient with a starry texture. On the left side, there are several overlapping circular elements. A prominent one is a large white arc with a scale from 140 to 260 in increments of 10. Other circles include dashed lines, solid lines, and arrows indicating clockwise or counter-clockwise directions. The overall aesthetic is technical and futuristic.

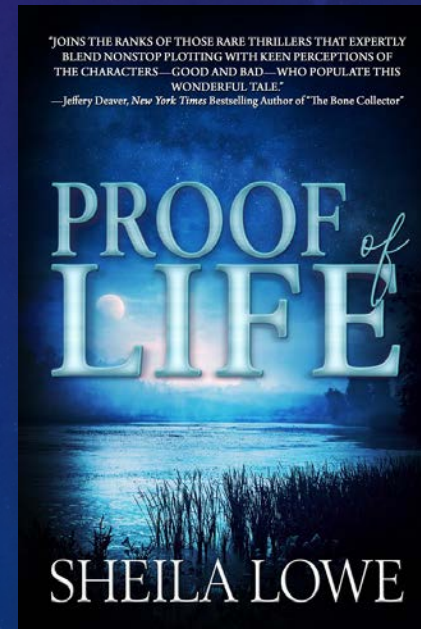
PUBLISHING TIPS

FROM SHEILA LOWE

Nonfiction



Fiction



SHEILA'S TOP TEN TIPS FOR WRITING

- 10 Write what you love
- 9 Write a good book (do the work)
- 8 Leave out most of the verbs (“ly” words, also “ing” words)
- 7 Use strong verbs
- 6 Kill your darlings (no purple prose)
- 5 Keep exclamation points to a minimum!!!
- 4 If 3 people give the same critique, listen
- 3 Hire a good editor—and listen to him/her
- 2 Don't show it to your relatives and friends until it's published
- 1 Market the book!

WRITING THE BOOK

- A — write a flexible outline that excites you
 - or
- B—just start writing (requires more editing)
- Join/form a critique group
- **HIRE A PROFESSIONAL EDITOR**
- A — Query agents for major publishers (Hay House, etc.)
 - Author 101: Bestselling Book Proposals by Rick Frishman & Robyn Freedman Spizman
 - Or
- B — Self-publish (KDP, BookBaby, Ingram Spark, etc.)
 - Cover design
- E-book/print book/ACX (Audible) – royalty share audiobook

THE WRITING PROCESS

- If you want to be a writer, you have to read and write
- Set goals: how many hours a day/words
- Find uninterrupted time and place to work
- Enjoy the process—light a candle, inspiration music, get in the mood to write
- If you don't feel like writing one day, don't force yourself, take a break
- Research, research, research

MARKETING THE BOOK

- Hire a publicist (\$500-\$1000+/mo)
 - or
- Author 101 Bestselling Book Publicity: The Insider's Guide to Promoting Your Book—and yourself
- Website, bookmarks, excerpts
- Social media presence
- Blog
- Amazon ads
- BookBub
- Podcast interviews
- Give talks (Toastmasters) (Rotary Clubs, etc)
- Write articles
- Make friends with bookstore personnel
- Book launch party
- Book trailer (Fiverr.com)

