

Write Your Book

Getting Started



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Successful authors begin with the end in mind. This booklet provides specific pointers that will help you plan and write a successful book.

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Successful authors know their role

Choose Your Role As An Author

Before you begin writing your book, determine the role you want to play as an author.

Review the following list and select the option that best fits your needs:

- **Expert:** You want to be seen as an expert in your field. Your writing is authoritative, definitive and informative. You educate your audience based on your experience (mistakes and successes), insights and knowledge.
- **Interviewer:** Although you're not the expert, you connect your audience to those who are. You provide an invaluable bridge for your audience, introducing them to people they may never encounter. As the interviewer you shape the information that is presented.
- **Researcher:** You choose an area that interests you and do research to uncover and package information that appeals to your audience. In time, your research may allow you to become an expert. In any event, your audience will view you as the 'go-to' person on this subject.
- **Repurposer:** You envision a different purpose for information that has already been presented. Gather the information and modify the content to apply it to your market's needs.
- **Repackager:** You take existing material and put it in a different package, without modifying the content. The material is presented to fit your unique brand.

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Clarify Your Purpose

Why do you want to write a book?

Some common reasons include:

- I want to share information that will improve the lives of others
- I want to create a product that I can sell
- I want to use it as a marketing tool for my business
- I want to become a professional writer
- I want to leave a legacy for my children

Write down your purpose for writing your book and refer to it *every time* you sit down to write and as you prepare to make publishing, distribution and marketing decisions.

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Clarify Your Subject

What is the main subject your book will address?

You should be able to describe it in a few words or at most, 1-2 sentences.

Write it down in a way that will be self-explanatory to anyone who reads it. Test it out on a few people to be sure it's succinct and clear.

Once you've finalized the subject description, write it down on, underneath your purpose statement.

Review this statement every time you sit down to write will help you stay focused and avoid veering off on tangents while writing your book. It will also help you easily identify when you've written something that doesn't belong in this book.

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Identify Important Topics

Now that you know your subject matter, it's time to dig a little deeper and identify 3-5 main topics that must be covered in order to talk about your subject.

Think about several key points that are crucial to this book. You may start this process by brain-storming – creating a long list of topics. As you review the list, you will realize that some of the 'topics' on your list are actually sub-topics. You may also realize that there is some repetition in your list or that some ideas just don't fit.

Cull the list down to 3-5 major topics (it's ok to include the sub-topics). You can use this list as a guideline for developing an outline or book chapters.

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Your Market

Before you begin writing, take some time to identify your target audience. Taking this step now, will help you develop specific content and use a writing style that appeals to your audience. It will also help you when you begin to think about publishing, distribution and marketing.

- Who is likely to be interested in this subject?
- Who is going to spend money on your book?
- What are their specific concerns/interests regarding this subject? Why would they be interested in a book like yours?

Check out your competition; review other books that address the same or similar subject

Look for hot sellers and failures

- Identify topics, techniques and approaches that appealed to readers
- Identify topics, techniques and approaches that didn't work
- Identify topics, techniques and approaches that were missing from these other books

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Deadline & Schedule

We not only want you to start your book, we want you to finish it. Therefore, we recommend establishing a deadline; when do you want to finish writing this book?

Give yourself a deadline. Pull out your calendar and circle a date. It may be 3 months from now or even 12 months, it's up to you. Determining factors include:

- the amount of information you've already compiled
- the amount of time you commit to writing and
- the amount of research (if any) is required.

Establish a daily schedule. Plan to write or work on your book at least 5 days a week.

Identify a specific time during each day when you can dedicate a minimum of 1 hour for writing. This should be a time when you have no distractions and are most creative.

Write it down, put it on your calendar, set your alarm clock, wrist watch or cell phone.

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Space To Write

There's one more thing to do before you start writing; find the perfect space. The trick is to find a place that works for YOU, no matter how unconventional it may seem.

Here's a list of some common places:

- Bathroom (hey, if that's the only place you can find peace & quite, GO FOR IT)
- Library
- Home office
- Car (again, if it works for you, who cares what other people might think)
- Restaurant/Bar (a good glass of wine just might break your writer's block)
- Park (sunshine and nature can be great creative catalysts)

Once you identify the best place to write your book, make it as comfortable as possible; fill it with the things you need; make sure it's available when you need it.

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GET IT WRITE

Now that you've identified your:

- Role as a writer
- Purpose
- Subject
- Topics
- Market
- Deadline & Schedule
- Space To Write

you can begin writing your incredible book. Don't forget to ask for help – no one achieves success without support.

The **GET IT WRITE** Approach

In this competitive world, success comes to those who find new ways to communicate and win!

That's where I come in; I'll show you how to author your own success story by writing books, articles, reports and marketing messages that deliver incredible results!

The GET IT WRITE Approach is my way of empowering individuals and organizations to achieve success using the power of the written word. I give business owners, executives, entrepreneurs, speakers and college students tools to:

- Attract More Customers
- Climb The Corporate Ladder
- Get Better Grades
- Share Cultural History
- Increase Sales
- Build A Team Of Effective Communicators

Why am I The Write Author Coach? I show you how to use creativity, strategy, marketing and writing in new and unique ways to get you to the finish line. You'll benefit from over 20 years of marketing, writing, customer service and speaking experience. Trust me, I know that in order to GET IT WRITE and achieve the success you desire, your message has to sound good, but above all, it's got to work!

Take a peak at some of the organizations who've benefited: BellSouth, Cingular, Georgia Pacific, The Miller Urban Entrepreneur Series, the Georgia Department of Education, Kennesaw State University, WAOK Business Network Education Series, The IndUS Entrepreneurs (TiE), The Black Business Professionals Conference and the U.S. Army Reserves



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Choose the GET IT WRITE Approach that's best for you:

- **It's Your Business, *GET IT WRITE*** - Build awareness, generate sales and outshine the competition by creating books, articles, white papers and other publications that serve as influential marketing tools
- **It's Your Education, *GET IT WRITE*** – College students can drop fewer classes, get better grades and land the ideal job by following a few simple steps. Write papers, develop projects and create websites that reflect personal interests and unique skills
- **It's Your History, *GET IT WRITE*** – This is the perfect program for individuals and organizations focused on uncovering and sharing personal or cultural history. Use these tools to honor important people from the past and present
- **The GET IT WRITE Author's Circle™** - Serious about becoming the author of your success? Then join Tara's exclusive Author's Circle and get the *write* support, guidance and resources to start and finish your book. Learn to develop a marketable concept, use creative writing techniques, choose an editor, work with agents and select the *write* publishing option. Tara uses her connections to 'hook you up' with literary and publishing professionals in this series of group coaching teleclasses. This convenient format gives you the freedom and flexibility to speak to traditional and independent publishers, agents, editors, publicists and coaches, simply by picking up the phone.



Tara Y. Coyt

The Write Author Coach is...

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