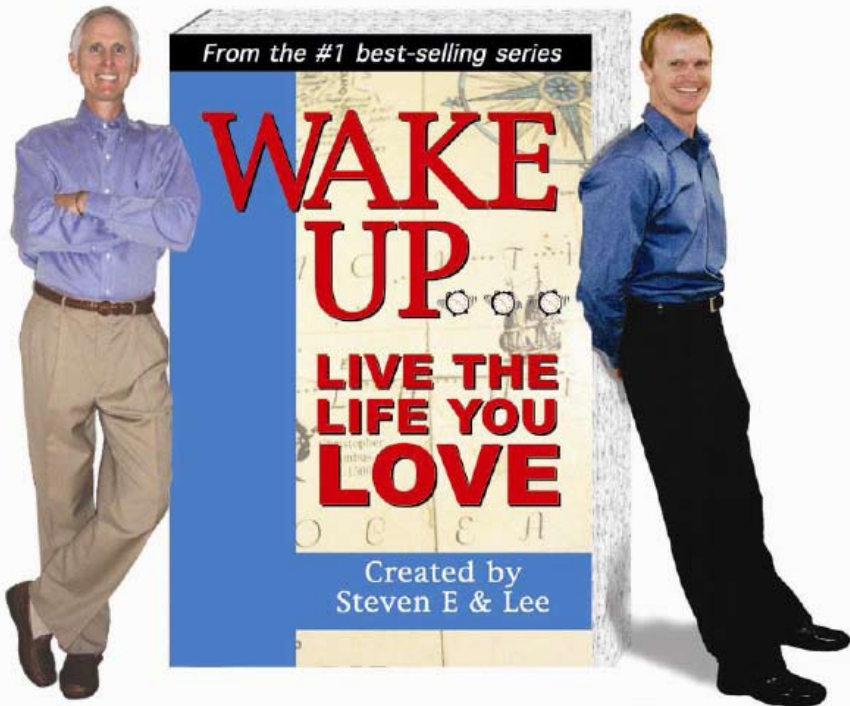

Wake Up...



and Publish Your Book!

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Table of Contents

A Forward	4
The Power of the Book	5
Why Are You Doing This?	7
How Should You Publish—the Four Ways	8
What to Expect from Your Publisher	11
A Best-Selling Author	
-Marketing Your Book by Marketing Yourself	12
“Writers Write.”	15
A Guarantee: You Win	16
What’s Last?	17
If You Want the Right Answers, You Should Ask the Right Questions.	18
Biographies	21

A Foreword

by

Lee Beard

Whenever I travel with Steven E, I'm struck by the number of people who will stop him to ask about publishing. Sometimes I think, "Does *everyone* want to publish a book?"

The answer seems to be, "Yes!" A published author has enormous credibility in our society, and many of us believe we have important insights, lessons and examples to pass along to others. Those ideas can be important and valuable gifts that can change lives – and even entire cultures. It has happened before.

Yet, many well-intended people seem to believe that the book is the end product; that books tend to sell themselves, and that publishing is closer to photocopying than it is to industrial manufacturing. As CEO of the Wake Up . . . Live the Life You Love organization, I know better. To paraphrase Mark Twain, the difference between having an idea for a book and having the published book itself is the difference between lightning and a lightning bug.

And, even though he knows it better than I, Steven E will still stand in airport waiting rooms, seminar hallways and hotel lobbies to explain the book business, as best he can, to excited writers. After all, he learned the publishing business the hard way: by making all the mistakes possible. Happily for us, he never forgot his errors, the sources of help, or the joy of becoming a published author.

In this small volume, we will try to provide you with the basics on the subject of publishing your book. There are as many reasons to publish as there are authors, and more ways to publish than most people imagine. Our hope is that these few pages will provide enough information to help you ask the right questions and make the best decisions. If it is your desire, we hope you join the ranks of those who can say, "I'm a published author."

I'll see you in the bookstore.

Lee Beard
Little Rock, Arkansas

The Power of the Book

by
Steven E

When I had my “wake up moment,” one of the things I realized was that I had been living for myself.

I awoke in the night with a revelation that I should write a book to help others. I had discovered my purpose! My dream soon became a reality, but it took years before I could publish a book that would accomplish my mission. Eventually, with the help of others, my dream evolved into the *Wake Up.. Live the Life You Love* book series. Now, by publishing more than 30 titles, I have been able to help countless people find their own paths to peace, love and service by becoming published authors. These blessings have returned to me a hundredfold. Nothing brings me greater joy than helping others find ways to serve, and in turn, find peace.

I could never have imagined that publishing the stories of others had the ability to change lives. I want to invite you to embark on this journey into the world of publishing, as I did. Publishing is a bit like opening a restaurant; every new owner thinks he has a unique idea that will lead to fun and fortune. Many are rewarded by this confidence, and go on to enjoy the fruits of their imaginations, discipline and hard work. However, they couldn't have done it alone. They needed the assistance of others: cooks and servers, bookkeepers, advertisers and menu planners to get going. It is the same with publishing.

The world of the published author is a very exciting place. The admission price is sound research, a good idea and a great deal of effort. No one who tries is a failure: The simple act of putting your ideas in print helps you sharpen the image of your belief. The thought that goes into making any book is part of a life-changing process. This process alone may produce profound and unspeakably valuable insights for the writer.

Successful writers rely on a team of editors, proofreaders, designers and critics, who test their works and lend a hand in the expression of the authors' unique idea. It is my hope that you will come to know the joy and fulfillment of putting your own valuable ideas into print and the satisfaction of seeing that first beautiful, printed copy. When you realize that your ideas are out there, changing the world for the better, you will know the power of the book.

Steven E

Los Alamitos, California



Why Are You Doing This?

by

Lee Beard

Let's assume you are considering a book as the best medium to establish your name and to get your ideas out into the minds of others. Remember: There are various methods you could use to communicate ideas—you could make a video, start a Web site, send out e-mails or give a lecture, but these formats all have major downsides. While they are useful, they do not provide the ability to say you are “published,” and they don't give the satisfaction that comes with saying, “Here, read my book.” To have a Web site requires a measure of technical savvy not all of us possess, nor are we all talented public speakers. A book, then, is the perfect overall marketing tool.

Your message is the core of what you have to say. A professionally edited and proofed book has the virtue of permanence—it sticks around and can be referred to. With a team of practiced editors and professionals, a book in print can become a great marketing resource with a power like no other form of communication. This is exactly what Wake Up Publishing does—puts a professional team to work for you to bring your written ideas to industry standards.

The written message differs from spoken language in that it is much more restrictive: You cannot write a smile or a friendly, knowing tone of voice. You cannot punctuate with a shrug, nor can you increase the volume of your writing by using capital letters or underlining. You need help! A published author enjoys just that—other professionals who help organize, format, edit and proofread the manuscript, just as a mechanic works on a person's car to make it run perfectly. The full service publisher is able to provide writers with these valuable resources so authors can, in turn, have an invaluable marketing tool—just like this book!

But, I bet you're wondering what a “full-service publisher” might be. Let's learn.

How Should You Publish? – The Four Ways

by

Steven E

The world is full of writers. They keep journals and write letters and e-mails that readers often find truly delightful. However, of these many writers, very few are actually published. For most of us, there is an aura that surrounds published authors. We assume that published authors are very profound and have some great message to give the world. If this weren't the case, publishing houses would not have chosen their works, right?

While the above assumption and the view that one must have a book to achieve a key objective in the 21st Century may be correct, those ideas are shortsighted. In fact, there are many ways one may become a “published” author. In the digital age, there are means to publish your ideas, from video to print to Internet. The critical issue is the form your message will take—the way it will be distributed.

If we limit this field of choices to print, it's easier to understand. For the sake of simplicity, there are four major ways an author can have a book-length set of ideas put before the reading public: through the traditional publisher, self-publishing, the equity press and the full-service press.

The Market and the Traditional Publisher

The total number of books published in the U.S. is difficult to estimate. Some 250,000 new titles enter the market each year. About 55,000 of them come from traditional publishing houses such as Random House and Simon & Schuster, as well as the many “imprints” associated with each. The traditional press receives hundreds of thousands of inquiries (query letters) and manuscripts each year. Of the much smaller number of books actually produced, only a few will make a profit for the publisher. This explains why the traditional publishers want to work only with authors who have agents, a proven track record of sales, and are “marketable.”

Self-Publishing

Self-publishers account for most of the remaining books. Only about two to three percent of these will actually make money for the author or publisher. This is because “the press” is often simply a manufacturer of books. The responsibility for editing, marketing, promotion and sales falls on the individual author. Sales and marketing are often beyond an author’s range of experience. The end result is usually dusty boxes of books stashed in a garage.

Don’t misunderstand: Some of the most famous literary works of the modern era have been self-published, such as Mark Twain’s *The Adventures of Huckleberry Finn*. However, in our day, a poor image of self-publishing remains. This is because the printer is often concerned primarily with whether your check clears—not necessarily the quality of the material or its marketing. The company may not check your grammar, syntax, choice of words or cover design. There is no one to assist the first-time author with marketing strategy, title selection, distribution, title registration, and so on.

Equity Press


The third option, the equity press, is for those who can express their messages in less than book length. In this method, a number of authors may join together to split the costs of publication. They enjoy the benefit of editors, market advisors, designers and publicists. They may also enjoy the benefit of a large press run without each author having to buy 5,000 copies. Multiple co-authors in a work also means more than one person will be promoting the book. The downside, again, is that the chore of marketing rests on the shoulders of the authors. There may be money saved, more books and more people involved in promotion, but the marketing task is still the primary responsibility of the writers.

The Full-Service Press

Full-service publishing may be the best overall possibility. It falls between the traditional press and self-publishing. Here, the author's work is juried as if it would be submitted to a traditional press. However, where many works are unsuccessful with the traditional press, the full-service press (FSP) provides specialty editors to bring the manuscript to industry standards. The traditional press is working for its owners; the FSP is working for the author.

The author support services are designed to create a book interior that will lead to the fulfillment of the author's personal or business objectives. The FSP can also produce a custom exterior cover as well as media kits to get you started in marketing the book. In that way, it is similar to the traditional press.

The goal of this method is not just to get a book to press, but also to educate and partner with the author along the way. An FSP offers courses that follow the publishing industry and the writing and marketing of a book. Utilizing an FSP allows the author to maintain control of the work before, during and after the publication. In short, authors can publish according to industry standards while maintaining the rights to their works. While authors are responsible for the payment for services, many are more successful in transitioning to a traditional press after their FSP books reach a certain sales level.



“The term publishing means, in the broadest sense, making something publicly known. Usually it refers to the issuing of printed materials, such as books, magazines, periodicals, and the like. There is, however, great latitude of meaning, because publishing has never emerged, and cannot emerge, as a profession completely separate from printing on the one hand and the retailing of printed matter on the other.”

– The Columbia Encyclopedia, Sixth Edition. 2001-07.

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