



**SOLVING THE
PUBLISHING
MYSTERY**

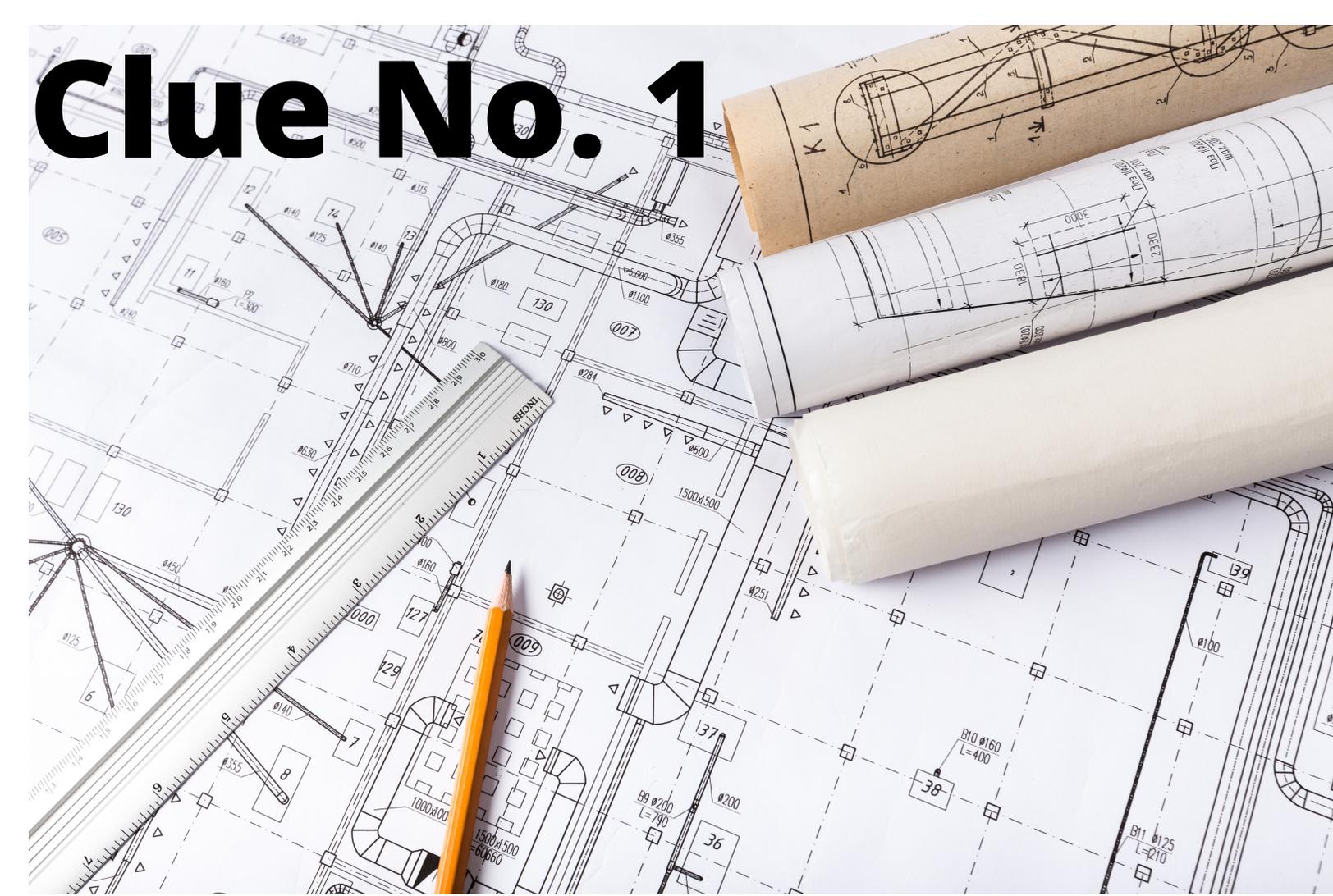
With David Jahr

A Prequel to The BULLET Series

**AUTHOR
BULLSEYE
BLUEPRINT**

Turning Authors Into Icons

Clue No. 1

A top-down view of architectural blueprints spread out on a surface. A yellow pencil lies diagonally across the center of the blueprints. A white ruler is placed horizontally across the middle. Several rolls of blueprints are stacked in the upper right corner. The blueprints feature various technical drawings, including floor plans, elevations, and sections, with numerous numerical annotations and dimension lines.

KNOW YOUR GOAL

Start with the end in mind. Books serve a purpose both for the *reader*, *author* and *a cause*. The reader gains value from your story, perhaps because of how it relates and helps them with their own life or investigation. The author may benefit from successfully accomplishing the task, profiting from the effort, while building a brand or name for themselves in the market for their speciality. The book becomes the “back story” for what’s they are building or serving, whether the cause is their own business, brand or worthy cause.

Do some honest soul-searching to determine what you really want to accomplish. Typically, goals fall into one of five categories. Your decision here will help you with many decisions down the road. Review the options below, choose one (or two) that best suits you and write-in your goal in your words.

A. Want to leave a legacy for your family or special audience.

Choosing this goal, establishes a low marketing budget, high relevancy to a specific audience, and flexible timeline. Production costs can range from low-cost black x white printing to elaborate designs, photography, almost like a scrapbook with stories.

B. To build credibility for your speciality.

Building credibility supports the author by positioning them as an expert in their field. Profiting from the book is not a focus. Instead the author would rather increase revenue for the expert's business. Having a well-written, professional design and print-on-demand book would be the objective.

C. To profit from publishing your book.

For those who want to be part- or full-time authors who profit from writing, this book must meet a market need, backed with an author platform, and be engaging to read. Or it could be a memoir that begins an author's career. Includes marketing costs, building a brand, possibly seeking a traditional publishing deal down the road.

D. To educate a special interest group.

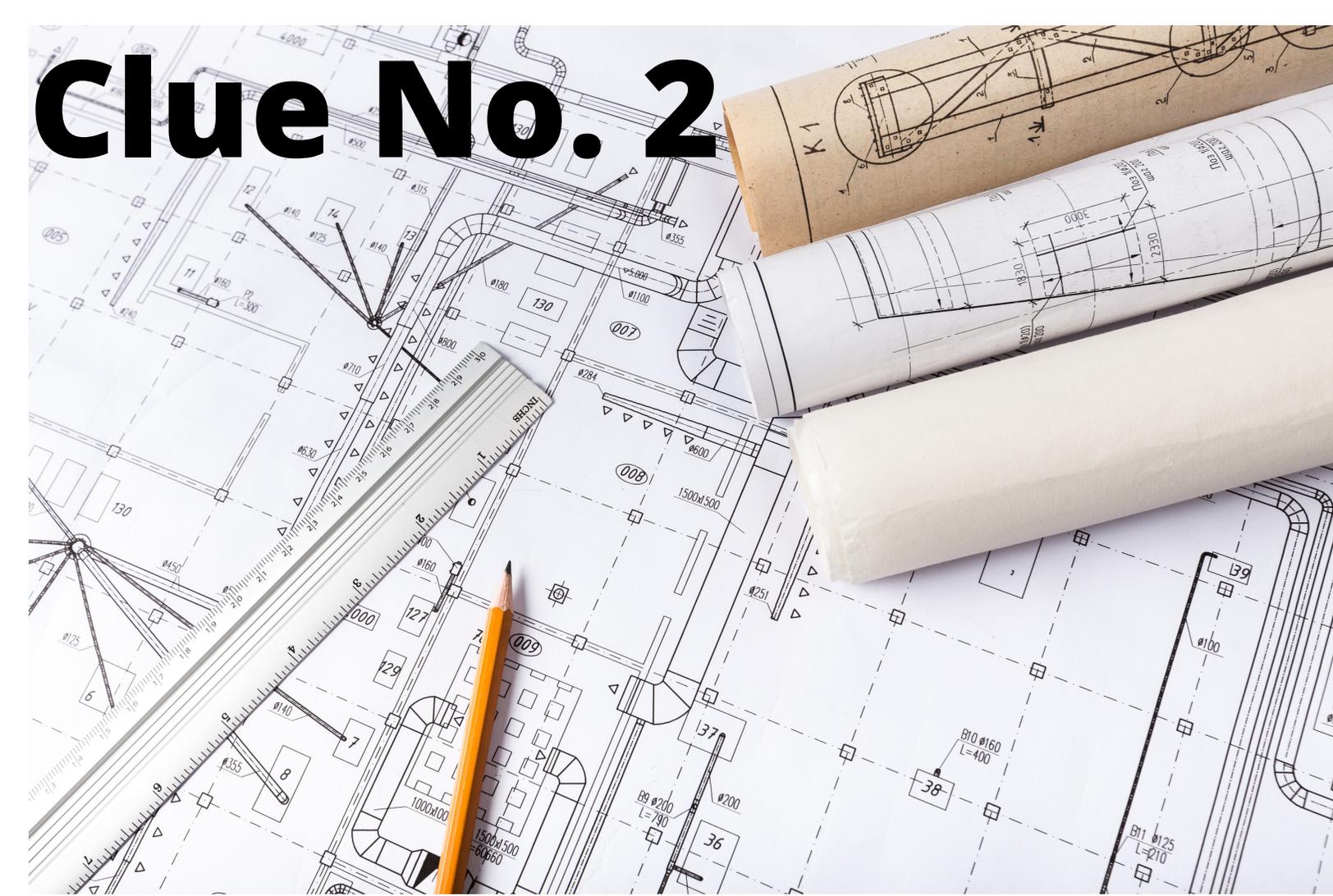
This goal applies to sharing wisdom and research of value to others. Doctors and scientists may want to inform colleagues of recent findings so it becomes a resource. Journalists may want to investigate an issue so their audience gains insight on the topic. This also includes "how to" or "where to" books that can vary from anything under the sun. This kind of goal may relate to profiting from the book, as well as building credibility.

E. All the above.

Many authors jump to this goal. However, before choosing this option, consider which of the above goals have a higher priority than the other. Because having all the above as goals, will be challenging to accomplish and may be disappointing.

What's my goal? *Write down a sentence or paragraph that captures your desired outcomes.*

Clue No. 2

A detailed architectural drawing of a building floor plan is the background. It features various rooms, corridors, and structural elements, with numerous alphanumeric labels such as '11', '14', '130', '127', '129', '137', '36', '38', '139', '1000x1000', '1500x500', '60x650', 'B10 #160 L=400', 'B11 #125 L=210', 'B9 #200 L=790', 'B10 #160 L=400', 'B11 #125 L=210', 'B9 #200 L=790', 'B10 #160 L=400', 'B11 #125 L=210', 'B9 #200 L=790'. A yellow pencil is positioned vertically over the drawing, and a white ruler is placed horizontally across it. Several rolled-up blueprints are visible in the upper right corner, partially overlapping the main drawing.

KNOW YOUR LIMITS

To hit the mark with your message, and after you've established your goal, you now need to take inventory of what you are able and unable to actually do yourself. Perhaps you can do it all, but like most of us, we have strengths and weaknesses to account for before traveling too far on the author journey.

Having a desire to develop your story is the starting point. You may have a great story, but how good of a writer are you? Are you prepared to learn how to build a brand, and promote yourself? Do you have time limitations? These are examples, but on the following page, account for any areas you may need help with or are willing to learn.

- **Do you have the writing chops?** If not, you may be assisted with a ghostwriter or editor.
- **Do you have the persistence to complete the project?** If not, you may benefit from a book publishing coach, partner or group to keep you going when the times get rough.
- **Do you have a cooperative, learning spirit to learn as you go?** If not, you may benefit from out-sourcing services, or having a partner or friend to help learn the areas you don't have time or desire to learn.
- **Do you have a game plan for publishing and promoting your work?** If you finish this workbook, you will. As they say, failure to plan is a plan to fail.
- **Do you have the technical skills to move your book onto the world wide web, online publishers and distribution sources?** These days, everyone needs to have basic abilities, but many writers want to focus on their message, not on building the online platform.
- **Do you know how to find an agent or submit your work to a publisher?** If not, you will need to learn how, or plan on self-publishing -- which is 100% OK.
- **Have you thought about, or know how to “brand” yourself and book?** Branding is a broad term, but simply put it's how others perceive you when they visit your site, hear you speak, read your stuff or experience your service.
- **Do you have time, or can you make time, to develop a regular writing schedule?** Time is our most valuable resource, so you need to account for how much time you can allocate to accomplishing your goal.
- **Do you really know what you're doing?** Take a moment now list your areas that need help, and how you want to make-up for the weaknesses.

Deciding which path to take largely boils down to three areas:

1. **Your copyright.**

- a. Traditional publishers will own the rights to your book.
- b. Self-Publishing allows you to retain rights to your book.

2. **Your control.**

- a. Traditional publishers own your work, and have the final say on all content, design and delivery.
- b. Self-publishing allows the author to have full control.

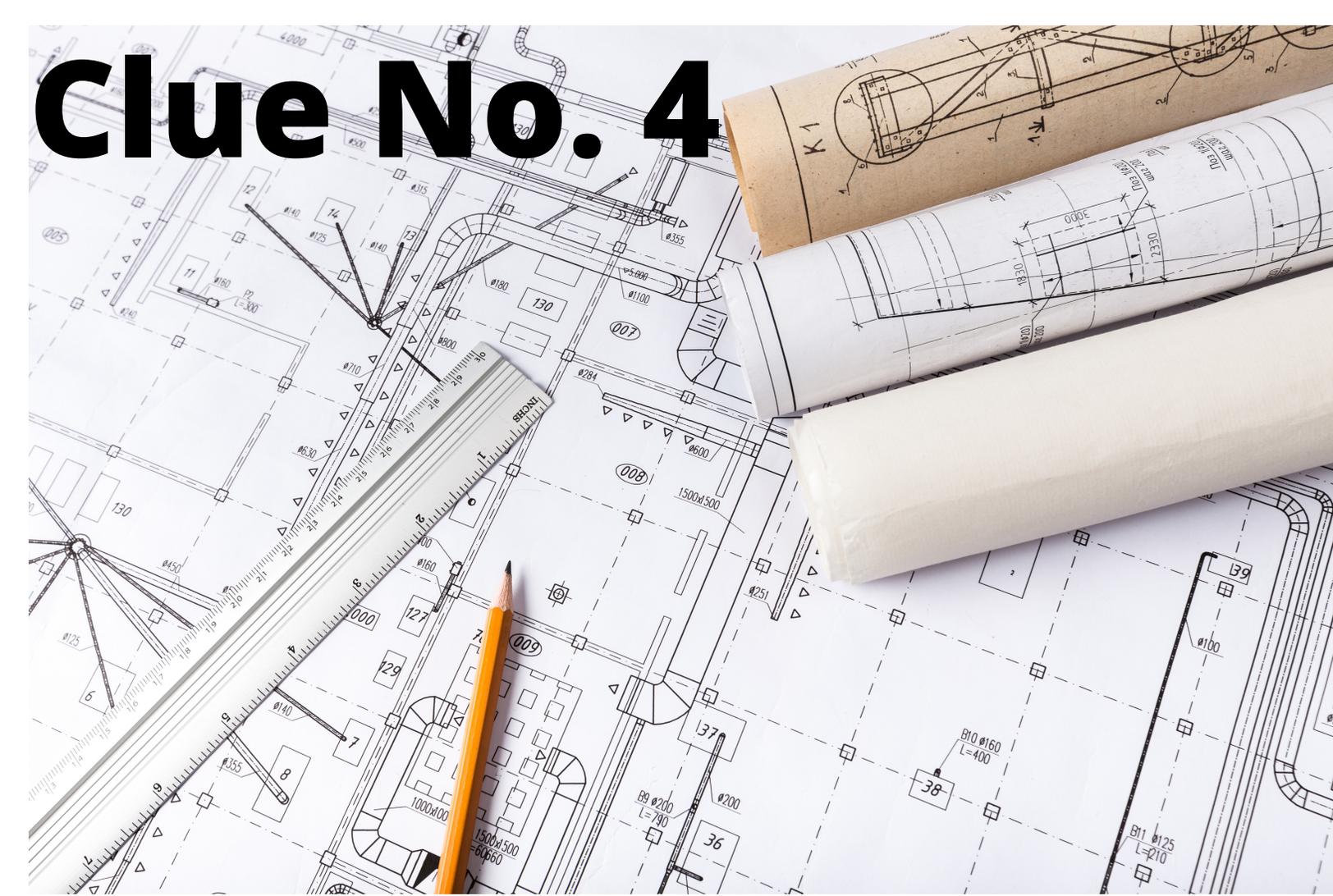
3. **Your profit margin.** *See example below using 5,000 units sold.*

- a. Traditional publishing reduces some costs for the author, but the author receive a lower profit margin. This can be made up with books that sell millions of copies.
- b. Self-publishing gives the author much higher profit margins, but also have higher costs to produce and promote the book.

	Traditional	Self-Published
Units Sold	5000	5000
Price per book	\$15	\$15
Total Revenue	\$75000	\$75000
Cost: Editing/Design (Author pays)	0	-\$5000
Promotional costs (Author pays)	-\$10,000	-\$10,000
Publisher Costs (Publisher Keeps)	\$55000	0
Advance Paid to Author	\$5000	0
Royalties at 2% (average) from Total	\$15000	0
Total Profit to Author	\$10000	\$60000

While it's possible to find that wonderful traditional publishing deal, typically publishers will weigh out the profit potential and use 5,000 units as a break-even point. So, I recommend self-publishing until you can prove you can sell at least 5,000 books. But the choice is yours.

Clue No. 4

A detailed architectural drawing of a building floor plan is the background. It features various rooms, corridors, and structural elements, with numerous numerical annotations and dimensions. A yellow pencil is positioned vertically over the drawing, and a clear ruler is placed horizontally across it. In the upper right corner, two rolled-up blueprints are visible, one partially unrolled, showing technical drawings of a structure.

KNOW YOUR INVESTMENT

Although you can write and publish a manuscript for free, it does cost you time, energy, other expenses and maybe a few sleepless nights mulling over your notes. Going into writing a book, you will need to clarify what you are willing to invest in the project because without considering the costs, you may end up unfulfilled with an unfinished manuscript. Let's breakdown the investments like this:

- **TIME**
- **ENERGY**
- **BUDGET**

TIME — The length of time it takes to write a book depends on the desired word count (or length) for the book, your availability and persistence. Most non-fiction books range from 40,000-80,000 words, but you can start with a mini-book with less than 20,000 words. Start by answering these questions:

- **When would I like to have the book published?** (Suggest giving yourself a minimum of 90 days, but more likely 9 months.)
 - GOAL DATE: _____
- **How will you manage your time to accomplish your goal?** Ex. I'll plan to give my book 2 hours per day.
 - My plan is to apply myself _____ hours per _____.

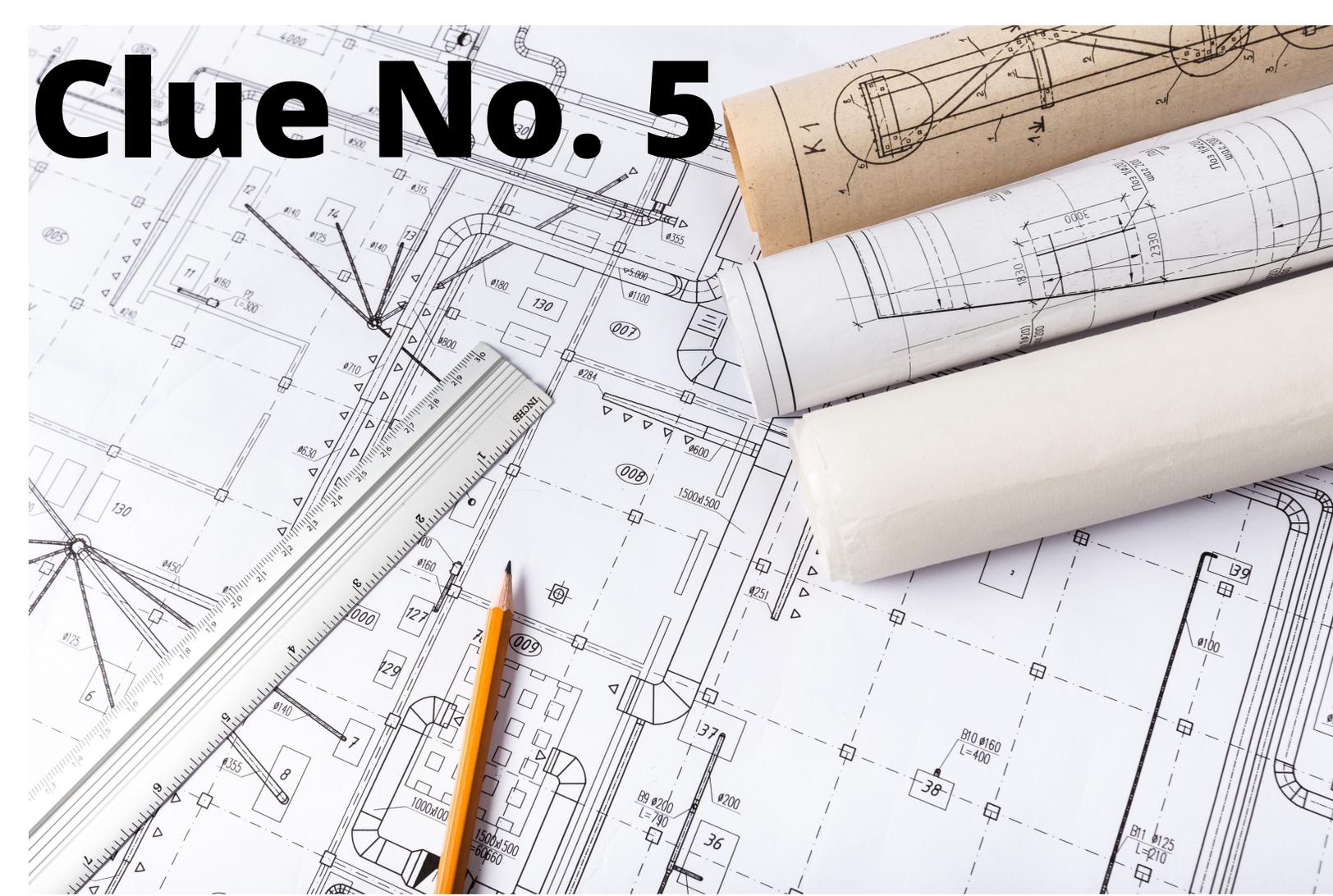
ENERGY — Your energy will be required throughout the process, but you can't spend all your energy on everything! You're the captain of the ship, and can delegate tasks so you can focus on the destination. Consider these questions to clarify how to best invest your energy:

- Do I have the energy to do the writing, building my brand and doing the promoting?
- Where can I save energy by off-loading some tasks that I can oversee?
- When I run out of energy, how will I refresh my reserves?

BUDGET — Establish what financial investment you're willing and able to make. The amount of money ranges from modest to over-the-top because it includes marketing, advertising and publicity efforts that may benefit from having professional talent on board. As you consider your budget, refer back to Clue No. 1, and 2. Then consider the forecasted return on investment. It helps to establish a baseline, or number of books you need to sell in order to break even. Here are a few questions to help establish your budget:

- How much can I afford to budget per month?
- How much am I willing to invest for coaching, writing, design or web-related services?
- How much can I set aside or budget for advertising, publicity?

Clue No. 5

A detailed architectural blueprint is the background, showing various building footprints, dimensions, and annotations. A yellow pencil lies diagonally across the lower-left portion of the drawing. A clear ruler is placed horizontally across the middle of the page, with the pencil tip pointing to the 100 mark. Three rolled-up blueprints are stacked in the upper right corner, partially overlapping the main drawing. The top roll is brown paper, the middle is white, and the bottom is a light cream color. The main drawing includes numerous numerical callouts such as #125, #140, #180, #200, #251, #284, #355, #450, #500, #600, #710, #730, #750, #800, #850, #900, #1000, #1100, #1200, #1300, #1400, #1500, #1600, #1700, #1800, #1900, #2000, #2100, #2200, #2300, #2400, #2500, #2600, #2700, #2800, #2900, #3000, #3100, #3200, #3300, #3400, #3500, #3600, #3700, #3800, #3900, #4000, #4100, #4200, #4300, #4400, #4500, #4600, #4700, #4800, #4900, #5000, #5100, #5200, #5300, #5400, #5500, #5600, #5700, #5800, #5900, #6000, #6100, #6200, #6300, #6400, #6500, #6600, #6700, #6800, #6900, #7000, #7100, #7200, #7300, #7400, #7500, #7600, #7700, #7800, #7900, #8000, #8100, #8200, #8300, #8400, #8500, #8600, #8700, #8800, #8900, #9000, #9100, #9200, #9300, #9400, #9500, #9600, #9700, #9800, #9900, #10000. There are also various symbols like triangles, squares, and circles scattered throughout the drawing.

KNOW HOW TO WRITE YOUR BOOK

There's much that could be written for this tip. Without getting into the nuances of writing, let's review ways to tackle the tasks so you can accomplish your goal. Then, we'll wrap up by finalizing your Author Bullseye Blueprint in summary form.

- **Writing Space** -- Establish a location, chair, desk or be willing to flex at every coffee shop you enjoy.
- **Writing Tools** -- Need a computer or pen and paper. You may also desire to use writing software to help with organizing your book, or Google docs so you can collaborate with others.
- **Use Recording/Transcription** -- Optional service, but can help with getting your thoughts on paper by speaking them first.
- **Build an Outline** -- Brainstorm "scenes" for your book and story, much like from a movie. Add knowledge points with each scene and begin to construct these elements into a tangible outline.
- **Set Word-Length Goals** -- These are mini-goals regarding your own production. If you're imagining a book of 40,000 words, then establish word count goals each week, i.e. 2,500 words per week until you reach your desired word count.
- **Write a Working Title** -- This can change, and researching other books in the category will help you avoid redundant titles and help find a niche for yours.
- **Build a team** -- Think of your team as beta-readers, people who will help review and provide positive and constructive feedback. You may seek a ghostwriter to help with the fundamentals, and later a professional editor. You may also want to consider finding a publishing service, which helps with design, layout, editing and the final output, whether you release your book as ebook, in print and/or audio.
- **Don't give up** -- Writing and publishing a book is more like a marathon than a sprint. When you don't have energy, refer to your Clue No. 4.
- **Enjoy the journey** -- It's worth it! Keep your attitude positive and don't allow critique or advice to bring you down. Instead, be lifted by the positive support and keep on keeping on.

AUTHOR BULLSEYE BLUEPRINT

Summary

Now bring your blueprint together in this summary:

Clue No. 1 -- Your Goal

Clue No. 2 -- Your Limits (*I need help with*)

Clue No. 3 -- Your Pathway

Clue No. 4 -- Your Investment

Clue No. 5 -- Your Plan to Write
