

Your Book Publishing Coach Newsletter

*The insider's guide to writing,
publishing, and making money with information products*

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***** QUOTES OF THE MONTH *****

On Creativity

"Creativity dies in the face of too much noise." --Robert Scheinfeld

"Change cannot be avoided. Change provides the opportunity for innovation. It gives you the chance to demonstrate your creativity." --Keshavan Nair

"Sit down before fact as a little child, be prepared to give up every conceived notion, follow humbly wherever and whatever abysses nature leads, or you will learn nothing."
--Thomas Huxley

"The voyage of discovery is not in seeking new landscapes but in having new eyes."
--Marcel Proust

"There is only one of you in all time, this expression is unique. And if you block it, it will never exist through any other medium and it will be lost." -- Martha Graham

How To "Write While You Sleep"

One of the things I've studied for years, simply because it fascinates me, is the creative process.

There are stages in the creative process. I will tell you what they are, then show you how to work with these stages so that you are always "writing," --i.e. working with the creative process--no matter what else you may be doing at the moment.

Stage 1: Germination. This is the beginning, when you get the idea. There is a burst of inspiration, and that energy carries you through. I like to use this phase for a special brainstorming technique I use, which I'll talk about another time. Use the special energy of this stage to get as many ideas out as you can. Don't worry about order; worrying about order of any kind at this stage short-circuits the energy.

When you have a project you have to do or want to do, take the time to brainstorm. You might also want to "seed" your mind with some research, fresh input of new ideas. (Below I'll give you a cool research tool to help in this process.)

Stage 2: Assimilation. This is a crucial next step, and productivity as a writer depends on how you manage this step. In the process of literal birth, conception is the germination stage, and the nine-month gestation is the assimilation stage.

This is when your idea takes form, but often internally, in a rather subconscious and invisible fashion. You may find yourself feeling "blocked." Do not worry. Simply do something else. Take a shower, chop vegetables for a salad, go for a walk, do laundry. Even take a nap!

This is how you "write while you sleep." Once you have "seeded" your mind with ideas and research, put your project completely out of your mind. Get on with your life.

As you do, know this: You are still writing! Let this process of assimilation and your own amazing mind do its work.

By the way, when you're up against a deadline, it's crucial that you understand this stage and that you allow time for it. How much time? That's a tricky question. If you don't already have an intuitive feel for this process, allow yourself as much time as possible. At least a week, two is better. (More than that, you run the risk of lost momentum.)

Understand, this is not the same as procrastination. You continue to work. As ideas come to you, write them down and throw them into a file called "my book" or "my project." This stage is about not forcing results prematurely; it is about learning to "tune in" to the project/idea as it gains momentum and takes form.

Stage 3: Completion. This stage is when you "give birth" to your book, project, idea. You give it actual form--words on paper/computer, or whatever result you are aiming for. This is the stage of manifestation. You sit down and write the book. It takes shape, you give form to the result you envisioned.

Another piece of this stage is receiving. You need to be able to receive the fruits of your labor. You release your work to the world, and as you do so, you yourself receive it.

To sum up, the creative process begins with an idea. At this stage of germination, you "seed" the idea by brainstorming and "feeding" it new ideas. You envision the result you want, but don't worry now about the process--how you will get there.

Then, you let the idea "go underground." When it feels like you're running a little dry, let it alone and go do other things. When an idea pops up, by all means get it down, but don't belabor the process.

When either a deadline looms or, better, an inner sense of urgency urges you to get moving, don't delay. Assimilation has done its work, and it's time to manifest, complete, finish your project. When it's done, release it to the world and receive it yourself.

For more on how this process worked as Janet Penley and I wrote *MotherStyles*, go to my blog (<http://yourbookpublishingcoach.com>) and read "The Creative Power of Vision."

*******RESEARCH TIP*******

Google Alerts

One great way to establish and boost your status as expert is to stay on top of what's in the news about your topic. One way to do this is by signing up for Google alerts. Here's how:

1. Go to www.google.com. On the top bar, above the search box, you'll see a line with options (Web, Images, Groups, etc.). Click on "more" here.

2. In the page that comes up, on the left you'll see Search, and under that, the first selection is Alerts. Click that.

3. Create a Google alert by typing in the key search word or phrase that you want to research.

4. Choose the type of updates you want from the drop-down box, how often you want the updates, and your email address. (Note: if you know how to create filters in your email system, you can have these alerts sent straight to a folder that you can access when you're ready to look at the results.)

Whatever kind of writing you do, it's great to be able to include up to date information on your topic(s). Hope this helps!

*******JUMP START YOUR BOOK*******

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Also, when you get **Jump Start Your Book**, you'll get a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch.

Go now to <http://www.WordsToProfit.com/JumpStartYourBook.html>.

*******INSIDER'S TIP*******

#1 Mistake on Back Book Covers

Is your book's back cover turning away sales?

It may be, if you make the #1 mistake even supposedly savvy publishers make. Remember, people will pick up a book because the title, or perhaps the design, catches their interest. Then what happens?

They look at the back cover.

If the copy doesn't grab them, they put the book down.

If it does grab them, they will either buy the book or look inside for more information.

So how do you grab the readers by the eyeballs?

You capture their attention with a powerful headline. Something that will stress your book's major benefit.

Yet, not having a headline on the back cover is the #1 mistake authors make.

Whether you're self-publishing or publishing with a traditional author, make sure your back cover copy has a powerful headline.

You can get Dan Poynter's "Back Cover worksheet" and/or "Covers that Sell" from <http://www.parapublishing.com>. Or just study some best-selling book covers and make note of the common elements.

If you want help with this aspect, that's part of what I do as a copywriter. Give me a call: 630-665-0843. Or email me at diane@WordsToProfit.com.

I'll be covering five other mistakes authors make on their book covers on my blog in the coming days, so be sure to sign up for my blog at <http://yourbookpublishingcoach.com>.

*******MARKETING TIP*******

AmazonConnect

Have you ever noticed that when you log on to Amazon.com, one of the first things that comes up is "AmazonConnect" and your "plog"?

The "plog" is a personalized web log that appears on your customer home page. When you buy a book via Amazon, and the author is part of the AmazonConnect program, you will receive messages from that author.

Amazon is correcting one of the biggest problems in the book publishing industry, namely, until now there has been no way for authors to know who bought their books and how to build a relationship with that reader. (Building a relationship is crucial in marketing, of course. When a reader feels he/she knows you as the author, that reader is more likely to read your other books, buy your products or services, and pass on your book to other people.)

Now, through AmazonConnect, authors can communicate with their buyers. It's not ideal, since you do not yourself have their contact information, but it's much better than nothing. One nice feature of the program is that your readers can post whether they liked your post or not. The interaction can provide valuable feedback to you, and if you're active with it, it's another way to reach your readers and generate "word of mouth" advertising—the best kind of advertising on the planet.

Another nice thing is this requires no extra cost on your part. If you are an author with at least one book for sale on Amazon.com, you are eligible to participate in AmazonConnect.

To learn more about the program and to sign up, visit <http://www.amazon.com/connect>.

Get Your Questions Answered ...

If you have a question for Diane about writing, publishing and/or promoting a book, send your question to questions@WordsToProfit.com.

I will be answering all questions on a free upcoming teleseminar. Even if you don't have a question but you would like to tune in, send a blank email to the address above and you will receive notification of the next teleseminar. You can listen in and hear the questions other people have and still learn a lot.

*******RESOURCES*******

Recommended Books on the Creative Process

Visit my blog at <http://yourbookpublishingcoach.com> for a list of recommended books on the creative process.

Also coming up: How to conquer email overload, and more.

While you're there, why not subscribe to the blog so you won't miss a thing. I post more often to the blog, mentioning resources and ideas that come up between newsletters. Some things, such as teleseminars I hear about that I think would interest you, are time sensitive. So do sign up and check things out.

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