



**Virtual Ms Money Penny**  
*Premium Administrative Support Solutions*

---

# 10 Tips for New Authors That Guarantee Non-Fiction Book Success!

*Joanne Lehmkuhl*  
*Professional Author's Assistant*  
*Administrative Support Consultant*

For more information on publishing services, email us at  
[joanne@virtualmsmoneypenny.com](mailto:joanne@virtualmsmoneypenny.com) or visit [www.virtualmsmoneypenny.com](http://www.virtualmsmoneypenny.com)

## 10 Tips for New Authors That Guarantee Non-Fiction Book Success!

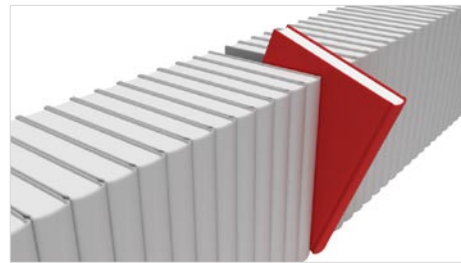
New authors often become so focused on writing they forget to prepare themselves and their book for publishing success. Below are common areas many new authors neglect that sabotage their first book effort:



- 1. Book Development, Publishing and Marketing Planning** – Many new authors become so caught up in the creative process they often ignore the realities involved in *successfully* writing, publishing and marketing a book until it's too late and they have spent a lot of time and money. If you want to write a book that sells more than a handful of copies to your family and friends, learn the steps of the publishing process and what it takes to be a successful author; in particular develop a publishing and marketing plan, stick to it and measure it. You will be amazed at the results!
- 2. Write for Your Audience, Not Yourself** – Even though you are passionate about your subject are you sure your audience is equally as passionate? Are you addressing a problem or situation they need answers and advice on? Before you write one more word, research your target reader; research your competition. What books are already out there on your subject? Have they been successful? Is your message more effective, accurate? Is it different or new? One of the easiest ways to research topics is by visiting local bookstores and Amazon.com to see what has been published on the topic. Google is a great tool for researching target reader demographics and habits; what blogs are they following? What topics are they discussing?
- 3. A Clear and Concise Message** – New authors can easily become distracted by the multitude of creative ideas and thoughts running through their heads and lose focus. Resist the impulse to include as many ideas as possible. Seasoned authors focus on one, two, or three core messages and develop these topics using statistics, stories, examples and advice. The more clear and concise your core messaging is the easier it will be to attract media interviews and readers.
- 4. Hire a Good Editor and Conduct Peer Reviews** – This is essential, particularly if you are a new author. Most of us need more help in this area than we think. A polished, professional manuscript represents who you are and speaks to your credibility and expertise; don't skimp in this area. A professional editor ensures your manuscript has clear messaging, your ideas are well developed and it's free of embarrassing grammatical, punctuation and spelling errors. Think of some of the non-fiction books you've enjoyed reading the most; they have all likely been generously edited, and so should your masterpiece. Even after a thorough edit, there is still more to do to ensure you are writing a good book; it is important to have valued colleagues read your manuscript and to provide you with professional feedback. Is the subject and message comprehensive? Is it engaging? Does it effectively address a real problem or situation? You will then have a book worth publishing.
- 5. Include an Index** – Your readers need to easily find the vital, valuable information and insights you have generously and painstakingly provided. Don't frustrate them by making them flip through pages and pages of your book to find their topic of interest. An index is the mark of a professional author and your readers will appreciate it.

**6. Have Clear Positioning and the Beginnings of an Author Platform**

- A positioning statement helps you see what your audience wants to read on your subject and what else has already been published, and it helps you develop a core message that is new and right on target. Write down your positioning statement and revisit it frequently to keep your writing focused and on point. Your author platform is the breadth of your network to sell books.



Building this platform early on is essential to the success of your book. Before you write one word you should develop both your statement and the beginnings of your platform to maximize your writing and marketing efforts.

**7. A Professionally Designed Book Cover** – Hire a professional cover designer, preferably someone familiar with your subject matter. You have a few precious seconds to engage the interest of a potential reader with the front and back cover before they either buy the book or put it back on the shelf. Lack of professionalism and engaging copy on the cover will lead people to the same conclusion about the inside contents. Resist the temptation to save money and hire your nephew or niece to design your cover. Be cautious when using a packaged service from a self-publishing company offering cover design at an additional cost. If you decide to go this route, do your homework first. I cannot emphasize this enough. You are often limited to the designers they have on contract or staff. It is always a good idea to ask for samples of book covers the designer has already created. And please, never use a template design; it is a sure sign of an amateur. The effort you put into the outside appearance of your book speaks to who you are; your credibility and expertise as much as the inside. Don't let all your writing efforts go to waste with poor cover design!

**8. Collect Testimonials or Endorsements** – People like to buy products and services that have been personally recommended and books are no exception. Having testimonials for your book is a great way to show off your recommendations and speaks to your credibility. They should appear on the top of the back cover where they can't be missed by potential customers; this means you need to begin the process *well before* your book is published! They should also be included on your website on a page dedicated to promoting your book.

**9. Develop a Database of Potential Customers** – Whether you want to be published by a traditional publishing house, or want to self-publish successfully, you are largely responsible for marketing your own book. Therefore it is essential that you develop a large (2,000 minimum and 5,000 better) database of people who you might potentially conduct business with and who are likely to be your target readers *well in advance* of publishing your book. In fact you should start building this platform before you begin to write or are at least in the early stages of your book project. If you wait until a month before publication to start collecting names on your website your book may become “old” by the time you have a personal database to sell it to.

**10. Create an Online Media Kit** – Great news! The New York Times called and wants to review your book in tomorrow's paper because the subject is exactly the same as their over-the-fold story. Uh oh...you don't have one prepared and available to them *now*. The reality is opportunities typically knock once and if you're not prepared, they will find an author who is. Having an online media kit is essential and the sign of a professional. Create one before your publication date and have it readily available on your website book page and also in soft copy format to email at a moment's notice.

## A Note from Joanne

Congratulations, you are now well on your way to publishing success! I am a certified Professional Author's Assistant and it is my pleasure to share with you these great tips for successful self-publishing. These are strategies used by professional authors; many who learned them the hard way!

You'll benefit the most from these tips if you start acting on them today, before you write one more word! Put down your pen, fingers off the keyboard. Do your due diligence up front; research your audience and competition; develop your marketing plan, positioning statement and author platform and then stick to it!

I am truly passionate about helping author's take their creation from dream to reality, and offer assistance in all of the areas covered in this guide and more. Writing and self-publishing can be convoluted, time consuming, and costly. I help eliminate the confusion by guiding authors through the many options available to them, so they can make the right marketing and publishing decisions from the very beginning, saving a lot of valuable time, money and frustration. There is also a significant amount of coordination involved in the self-publishing process that requires an author's time and attention such as preparing a manuscript for print, organizing the material for the inside of the book and the cover, and ongoing implementation and measurement of a marketing plan. An author's assistant manages the process from start to finish so you can focus on writing and enjoying the successful publication of your book!

You can review more details of the author support services I provide at:  
<http://virtualsmoneypenny.com/author-support/>

If you are ready to get your book out of your head and into the hands of your reader, but the process seems too time consuming and/or confusing than perhaps I can help. I invite you to contact me today at [joanne@virtualsmoneypenny.com](mailto:joanne@virtualsmoneypenny.com) or by phone, 650 960-3167, to schedule your free 15-minute consultation to discuss your project and explore how I can help you turn your book from dream to reality!

I look forward to connecting with you soon!

