

MASTER, MARKET & MONETIZE Your Manuscript



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<http://emiajpublishing.com>
info@emiajpublishing.com

MASTER

- Determining the overall purpose for writing your book (Why do you want to write a book?)
- Setting a time to write each day
- Who is your targeted reader/audience (Who will buy your book and why?)
- What is your message?
- Determining your release date
- Determine your budget/investment
- Write your manuscript
- Polish your manuscript
- Edit your manuscript

MARKET

- Prepare your platform (How will you sell your book? Where are they located? How will you interact and engage with your followers? How will they share your message with others?)
- Produce your book (editing, interior design, book cover, ISBN/Barcode)
- Distribute your book (get your book out there, to reviewers, endorsers)

MONETIZE

- Promote your published book (use different mediums, social media, press release, word of mouth, website, interviews, book signing)
- 3rd party resources (Amazon, Barnes & Noble, Createspace, local book stores, etc.)
- Determine printing/distribution
- Public Speaking
- Playwright

WRITE THE VISION

List three things that you hope to gain from writing a book?

What is your vision for your book?

List three goals for writing your book:

List three genres/categories that best describes your book:

Describe the concept for your book (what is it about?)

List 3 Book Titles:

List 3 Sub-titles (if applicable):

Who is your target audience?

When is your release date for your book?

How much time can you dedicate each day to write?

What are you willing to invest to publish your book?

What is your business name? (optional, but suggested)

Describe three concepts for your book cover (colors, image).

List at least three ways you plan to market/promote your book.

List your target sales goal:

Monthly:

Yearly:

List four people that will review/endorse your book:

Do you need a website?

Yes ____ No ____

Do you currently blog?

Yes ____ No ____

Are you ready to get started now?

Yes ____ No ____ (If No, what's holding you back? Please explain)

If you answered YES, contact Emiaj Publishing @ info@emiajpublishing.com and request a 30-minute consultation.