

MY
Fabulous
FIRST BOOK

A Workbook Companion to
Your Fabulous FIRST BOOK

ANDREA SUSAN GLASS
bestselling author



MY FABULOUS FIRST BOOK: A Workbook Companion to Your Fabulous First Book

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AndreaSusanGlass@gmail.com
www.AndreaSusanGlass.com
858-350-5235

Editing: Nancy Graham-Tillman, www.WriteThisEditThat.com
Cover design and layout: Zizi Iryaspraha Subiyarta, www.Pagatana.com
Images: www.Pixabay.com, www.Libreshot.com, www.Unsplash.com

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Praise for *Your Fabulous First Book:* *How to Write with Clarity, Confidence & Connection*

"Your Fabulous First Book takes a different spin on the book writing process. Anyone can explain the mechanical details of assembling a book, but this book navigates the unspoken challenges of a first-time author. Ms. Glass deftly unwinds the crazy disorganization in a would-be writer's head and teaches them how to find clarity, build confidence, and connect with readers. This book should be the first book any aspiring book author reads."

—Melody Kramer, Author of *Lawyers Decoded: Essential Knowledge for Saving Money and Reducing Legal Hassles*

"Your Fabulous First Book is a great resource for anyone who yearns to write but needs guidance. Andrea's new book provides insights into book realization—from inception to delivery. She knows how to take an idea and help an author turn it into a finished product that appeals AND sells. Her uncanny insights and cogent feedback have made my 8+ titles sharper, cleaner, and relevant. With several of them on Amazon bestseller lists over the years, my titles couldn't have been noticed OR made money without Andrea's assistance. Buy *Your Fabulous First Book* now and be on your way to bestseller status tomorrow."

—PJ Adams, Bestselling Author of *Intoxicating Paris*, *Intoxicating Southern France*, *Daughter Wisdom*, *99 Coffee Dates*, and the popular thriller, *Freud's Revenge*

"What a gift to have a ghostwriter, with many books written under her belt, share so generously her process of writing her own first book with aspiring authors. Reading this book by Andrea Glass was like getting inside my own head. She addressed every panic point that I've experienced, and it was so calming to realize my feelings are normal. As someone who is on the verge of making all the big decisions around how to publish my own book, I found tremendous value in this book that has already helped guide me through some of the most challenging parts of the process. The summaries and activities are extremely helpful, and I'm so grateful it came along at just the right time for me! There are many helpful resources provided as well. It's obvious Andrea loves what she does and wants to share what she's learned to help others."

—Sarah Routman, Author of *Make Every Day Ridiculously Amazing*

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An OVERVIEW of *My Fabulous First Book*

Checklist



Use this checklist to guide you through the necessary steps to take before you write your first book. Check each one off as you accomplish it. You're on your way to great success!

Step 1. Clarify your Author Aspiration

Why are you writing your book? Have you thought about the reason, motive, benefit, need, or result you expect from writing and publishing a book? This is your **Author Aspiration**, so get clear so you can proceed to write your book successfully.

Step 2. Clarify your Reader Result

Why will someone buy your book? This is the **Reader Result** or motive, need, benefit, or reason to buy your book. Readers must have a reason to choose your book over the millions of books available. You need to be clear about what you want your book to deliver so the readers feel satisfied.

Step 3. Clarify your Best Buyer

Who is most likely to buy your book? Your **Best Buyer** has the highest desire or need to buy and read your book. It's vital for you to identify who your target readers are down to every detail you can identify. This will help you find them when you're marketing your book.

Step 4. Clarify your Smart Subject

What is the best subject for your book so you can meet your author and reader goals? Keep narrowing down your **Smart Subject** so you can find the "niche" that will help you stand out from other similar books and attract the best buyer.

Step 5. Clarify your Overall Objective

What's next? Will you write more books or is this the only one? Will you create accompanying products like workbooks or workshops? Clarify your **Overall Objective** to help with knowing not only how much and which content to include in your book but where your book fits into your business model, because once you publish a book, you're in business!

Step 6. Build Confidence in Writing

Are you lacking confidence in your writing? How can you build it? Seek out books, courses, classes, or coaching. Have some of your ideal readers review your book and then do any rewrites based on the feedback. Use an editor, ghostwriter, or book coach if you'd like more help.

Step 7. Build Confidence in Subject

Are you lacking confidence in your subject? The clearer you are on steps # 1, 2, and 3, the more confidence you'll have in your subject and niche. Research by studying comparative titles; discover where you can stand out. You're an expert, so share your expertise in your book with confidence.

Step 8. Build Confidence in Marketing

Are you lacking confidence in your marketing? Most first-time authors have little experience in marketing and none in marketing a book. If you've marketed a service or other product, transfer some of your confidence over to your book. The more you know about your best buyer, the easier it will be to promote your book to them. Each sale will build your confidence in marketing!

Step 9. Connect with Readers in the Book

How are you connecting to your readers in your book? With nonfiction you insert yourself in your book by introducing yourself, talking directly to the reader, and finding ways to engage the reader. Make sure you make this connection as it's vital if you want your readers to give good reviews and tell others about your book.

Step 10. Connect with Buyers in the Marketplace

How are you planning to connect to your buyers in the marketplace? Since you know your readers and where you can find them, you need to determine the most effective way for you to connect to them. You can choose among online and offline marketing methods, the best being the ones that fit your book, your reader, your personality, and your skills.

Step 11. Connect with Team Members and Partners

Have you made any connections to team members or partners? Writing a book is not a solo journey. Determine who you want on your team from cover designer to editor and get referrals to build your team. Find partners, those who will help you market your book by joint venture or affiliate arrangements, among other strategies.

You can download this checklist as a PDF.

(https://drive.google.com/file/d/1w68CiRB_I5WNAhXWXxYPCfHBxYjcv_xC/view?usp=sharing)

Author Readiness Assessment



Assess your readiness to write your first book by considering the responses to these statements. You'll go into some of these in more detail throughout the workbook. For now, to get you prepped for the journey, just notice where you need to gain clarity and build confidence to improve your readiness factor. Then continue with the workbook to prep for your book writing journey.

Rate your answers: 1 – strongly disagree; 2 – disagree; 3 – neutral; 4 – agree; 5 – strongly agree

1. I've encountered challenges in writing and finishing my book.
2. I'm clear as to why I want to write a book.
3. There is a problem to which my book provides a solution.
4. I'm clear about the expected result or benefit for readers of my book.
5. I know who my ideal reader is.
6. I've checked comparative titles to see what else is available on my subject.
7. I have clarity about the best subject and niche for my book.
8. I have clear long-term writing goals.
9. I'm planning to self-publish my book.
10. I have the time needed to write on a consistent basis.
11. I'm confident in my writing skill and ability.
12. I believe I have the credibility to attract readers to my book.
13. I have a following/platform where I can reach my ideal reader.
14. I know where to find my ideal readers when I market my book.
15. I know the kind of support I will need such as a copy editor and book cover designer.

MY FABULOUS FIRST BOOK

TOTAL SCORE: _____

15-29 = You definitely need the guidance this workbook will provide. Take the journey, fill in the blanks, and watch your clarity and confidence grow.

30-44 = You're still not clear on all the aspects of writing your book. This workbook will guide you the rest of the way.

45-59 = You're close to being ready to move forward confidently to write your book. Let this workbook build your clarity and confidence to reach your goal.

60-75 = You're clear and ready on most aspects of the book writing journey. This workbook will take you the rest of the way.

My Publishing Vision

I plan to have my book written and published by _____

If I run into any challenges, obstacles, distractions, or excuses while writing my book, I will _____

I know I can get guidance, support, and accountability from _____

When my book is published I will feel

When my book is live on Amazon I will celebrate by

I am committed to writing, finishing, and publishing my book.

Signature

Date

Let me live, love, and say it well in good sentences.

—Sylvia Plath, American poet & novelist

Introduction



*A workbook is for taking what you've learned
in a book and putting it into action.*

—Andrea Susan Glass, Bestselling Author

Welcome to the companion workbook for *Your Fabulous First Book: How to Write with Clarity, Confidence & Connection*. If you read my book, this workbook will enable you to work through what you learned in that book and apply that knowledge to writing your first *nonfiction* book. If you didn't read my book, you can buy it now on Amazon and then work through this workbook.

You'll get great value whichever way you choose to proceed, because the only way to reach any goal is to take ACTION! And by working your way through this workbook, you'll not only be taking action but focused, guided action.

If you find it difficult to write inside a print book, you could download and print out the workbook pages in a PDF format to create your own printed workbook. You'll find the information on how to get the PDF at the end of this

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workbook. You can print as many or as few pages as you wish to fit your specific needs—although I recommend you print them all. You can punch holes in the workbook and place the pages in a one-inch three-ring binder or a folder to act as your preparation for writing your fabulous first book.

The pages in this workbook will follow the sequence of my book since I feel that's the best order to work through the steps that will get your book off to a great start. If some questions or suggestions don't apply, then skip them. If you have other ideas to jot down, write them in the notes section for each area.

Some first-time authors are often stuck knowing how to start their book while others jump right in without a plan. My book and workbook are guides designed to move you past any reluctance, fear, or confusion if you don't know how to begin the journey of writing and publishing a book. And the book and workbook are also invaluable to the author who just jumps in without a plan, because the best results when you're writing a book come when a plan is established and followed. Otherwise the eager author may get lost somewhere along the path and not know how to find the way out. I've seen a few of my clients abandon their project at this point, so I wrote my book and this workbook to help as many aspiring authors as possible avoid getting stuck. Or distracted. Or overwhelmed. Any of these may apply to authors writing their first book.

Just to reiterate what I proposed in my book, I advocate three primary tasks I've found you **MUST** take to write and finish a fabulous first book. I'm talking about a book that meets your goals for writing your book and the readers' goals for buying your book.

The three areas to tackle are finding clarity, building confidence, and making connections. Accomplishing these will prepare you to write a successful first book and conquer whatever's standing in your way of writing and completing your book.

First are the areas where you need to find Clarity:

1. **Author Aspiration** is why you're writing a book. What's your motivation, purpose, or desired result? This is your WHY.
2. **Reader Result** is why readers would want to buy your book and what they expect to get out of it. This is the reader's WHY.
3. **Best Buyer** identifies the ideal audience for your book. Who are you writing your book for? Who needs what your book offers? Who do you expect to buy your book?
4. **Smart Subject** is the best subject to write about to meet the Author Aspiration and Reader Result. You'll do research to find the perfect niche within your subject to help you stand out.
5. **Overall Objective** is the big picture. What's your end goal? Will this be your only book, or are you planning a series? Will you develop additional products connected to your book such as a workbook, coaching program, or course?

Next, build your Confidence in these three issues:

1. **Your Writing** – overcome any doubts about whether your writing is good enough to sell books. Remove fears and distractions that undermine your confidence.
2. **Your Subject** – build confidence in your expertise in your chosen subject and that your subject has a significant audience.
3. **Your Marketing** – whether you're a service professional or individual who's never sold a product, build confidence in marketing your book.

Finally, you'll want to make Connections in these areas:

1. **Connecting with Readers in the Book** is the inner connection or how you connect to your readers *within your book*.
2. **Connecting with Buyers in the Marketplace** is the outer connection or how you reach your readers *in the marketplace*.
3. **Connecting with Team Members and Partners** is about building a team of people to help you write, publish, and market your book.

If you're wondering if this workbook is for you, it is if you're an individual with a great idea for writing a nonfiction book. It is if you're a helping professional, coach, consultant, entrepreneur, or thought leader who wants to share your expertise, yet you're stuck or overwhelmed having difficulty starting or finishing your book.

Any new author can benefit from a plan, guidance, support, and someone who's been where you want to go. I started where you are, and now I've realized my dream of being a bestselling author. *If I can do it, you can too!*

This workbook will be your guide to get you from where you are now to where you want to be—a successful published author!

In this workbook you'll find fill-in-the-blank exercises to get you focused on a successful path to starting and finishing your book. Answer the questions that apply to you. Take your time and reach inside for your answers to make sure you're in touch with your deepest desires.

Set timelines for action steps and add them to your calendar. You have all you require here to get off to a fabulous start. For additional support, you might want some accountability. There are two ways you're able to get that. One is to work through this workbook with another aspiring author and hold each other accountable. The other is to work with me or another book coach as your accountability partner/coach.

Check out my accountability and coaching offers on the programs page of my website (<https://www.andreasusanglass.com/programs>). I offer several ways we can work together to get you to your desired outcome. You can also book a complimentary discovery session so we can discuss these options. (<http://www.andreasusanglass.com>)

When you complete this workbook, you will:

- **FIND CLARITY** to reach your and your readers' expectations.
- **BUILD CONFIDENCE** to overcome your challenges, fears, and excuses.
- **MAKE CONNECTIONS** with your readers and team.

Let's start the book writing journey now to your ultimate goal: a finished book. I'll see you and your book on Amazon.

Find Clarity



Getting clear about why you're writing your book and who you're writing it for will all but guarantee a successful book.

—Andrea Susan Glass, Bestselling Author

Successful authors are clear about:

- Why they're writing their book
- Why readers will buy their book
- Who their ideal reader is
- What the best subject is to write about
- What the big picture is for their book

Clarity in these areas allows authors to write and publish a successful book. It's important for you to find clarity *before* you write your book in order to meet these five requirements. Your book must fulfill your reason for writing a book and must provide a clear reason for your ideal reader to buy your book. It should also clarify who your ideal reader is and cover a subject that achieves

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your reasons for writing your book and your readers' reasons for buying your book. Lastly it should satisfy your big picture of what you want to achieve with your book and your business.

So let's find clarity on your book now. We'll address:

- What is your Author Aspiration?
- What is your Reader Result?
- Who is your Best Buyer?
- What is your Smart Subject?
- What is your Overall Objective?

Author Aspiration



Find out the reason that commands you to write; see whether it has spread its roots into the very depth of your heart...

—Rainer Maria Rilke, Poet and Novelist

Why are you writing your nonfiction book? Have you thought about the reason, motive, benefit, need, or result you expect from writing and publishing a book? This is your **Author Aspiration**, so please get clear on this so you're able to proceed with writing your book successfully. This is your **WHY**.

Author Aspirations vary from teaching a skill and sharing knowledge and experience on a specific subject to telling a personal story through memoir. Nonfiction covers a broad range of topics including business, self-help, how-to, religion and spirituality, cooking, reference, history, science, and more. (Check out this list of nonfiction genres at <http://andreasanglass.com/genrelist>.)

Perhaps like me, you want a source of passive income so you can rake in dollars while you sleep, go on vacation, or pursue your hobbies. Maybe you

have a skill to teach or a message to spread. Take some time to clarify your Author Aspiration.

The more clarity you have on why you're writing your book, the more successful the book will be in terms of achieving your Author Aspiration. Get as clear as possible as to why you want to write your first book. Review these common Author Aspirations, and then contemplate yours by answering the workbook questions.

Some typical Author Aspirations are to:

- **Solve a problem** for a specific niche market
- **Share a passion** for a certain subject
- **Spread a message** of significance and make a difference
- Expand a **brand name** and identity
- **Attract more clients** to a business
- **Offer expertise** to a broader audience than with one-on-one services
- Enhance **credibility and authority, reputation and recognition**
- **Build a business** around a subject with books, courses, coaching, and more
- Use books for **bonus promotions** or donations
- Develop a **career as a full-time author**
- **Change a lifestyle** for more freedom, creativity, and personal development

Author Aspiration

Clarify your Author Aspiration so you know why you're writing your book.

What's your Author Aspiration?

Why are you writing your book?

What's the book inside you that's been screaming to get out?

What do you have a passion for?

What's your area of expertise and knowledge?

What skills can you teach?

MY FABULOUS FIRST BOOK

What have you learned from life that you want to pass on?

If you've overcome enormous obstacles and you want to help others, what are they?

What stories do you want to tell?

Do you have a compelling message to share? What is it?

What genre of nonfiction is your book? Is it business, self-help, how-to, memoir?

Author Aspiration

Why are you the one to write this book?

You must get clear on your Author Aspiration so it will carry you through obstacles that will more than likely arise. It will also guide you when making decisions about various aspects of your book. Focusing on the reason you're writing your book will move your writing time higher on the priority list—above challenges, obstacles, distractions, excuses, or fears.

Your Author Aspiration has to be compelling enough so you'll carve out the time to write your book. It might mean getting up an hour early or giving up some leisure or social time. When your goal is vital enough, you'll make it a high priority and find the time to write.

Get as clear as possible about what your life will look like when your book is published. Your Author Aspiration will carry you through to your ultimate destination.

Reader Result



*Once you have read a book you care about,
some part of it is always with you.*

—Louis L'Amour, American Author

Why will someone buy your book? This is what I call the **Reader Result** or motive, need, benefit, expectation, or reason to buy the book. Readers must have a reason to choose your book over the multitude of other books available. You'll want to get clear about what you want your book to deliver so readers feel satisfied. This is the reader's **WHY**.

Unfortunately, many new authors don't consider this when writing their books. For nonfiction authors, the Reader Result is usually *education, inspiration, or transformation*. Most nonfiction books educate or inform readers either by using straight facts, as in history or reference books, or by teaching a skill or lesson, as in how-to and self-help books. When the author imparts knowledge

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gleaned from experience and education, the goal is often to enable the reader to achieve a transformation of some kind. For this book, the transformation is from novice writer to published author!

The Reader Result has to be strong enough for readers to take out their credit card or hit 1-Click on Amazon. If you want to sell your book and achieve your Author Aspiration, you have to know *why* someone will buy it.

Some common Reader Results are:

- Needing a **solution** to a problem
- Wanting more **information** on a subject
- Desiring to learn a new **skill**
- Choosing to make a **change** in life
- Seeking inspiration or **guidance**
- Following a favorite **author**

Clarify your Reader Result so you can deliver what readers expect when they buy your book.

What's your Reader Result?

What need(s) or desire(s) does your book fulfill?

Reader Result

What's the biggest problem your ideal reader has?

Why will someone buy your book?

What's the result you would like readers to get from your book?

How will their life be affected?

How will their life be different or transformed?

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How will they feel after reading your book?

How is what you teach different from similar books?

Is your style/voice different? Is your experience unusual? How?

Why do you buy nonfiction books?

Why would someone buy your book instead of another similar book?

Reader Result

What would make your book attractive to readers? What will compel them to buy your book?

What do you want readers of your book to say to others after they've finished reading it?

It's time for you to define the purpose of your book for your readers. If you're successful in delivering what you promise—and what you believe your ideal reader is seeking—people will refer others and will most likely buy your future books and any products you may produce. So before you sit down to write your book, dig deep and determine the Reader Result.

Clarifying your Author Aspiration and Reader Result *before* you write your first book will help you write a book that will satisfy these two areas. You do realize that if you don't have readers buying your book to get the information they need, you won't achieve your Author Aspiration? What a shame that would be.

'Tis the good reader that makes the good book.
—Ralph Waldo Emerson, American Author

Best Buyer



In my opinion, understanding who your target audience is, and what they want, and writing to them (and only them!) is the most important component of being successful as an author.

—John Locke, English Philosopher

Who are you writing your book for? I've labeled your **Best Buyer** as the ideal audience for your book.

Your Best Buyer has the highest desire, problem, or need to read and buy your book. For nonfiction they're hungry for the Reader Result: to get solutions, answers, information, or new insights.

It's vital for you to identify who your Best Buyer is down to every detail you're able to define. This will guide you to write a book just for them, and it will help you find them when you're marketing your book. Your Best Buyer or ideal reader or "avatar" refers to those people most likely to buy your book and/or read it. The buyer and reader are not always the same, though usually they are.

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Two types of information about people I've used to gather this data are called demographics and psychographics. Demographics are about WHO they are and cover age, gender, relationship/family status, ethnicity, religion, culture, hobbies, interests, geographical location, education, income, and occupation/career. Psychographics are about WHY they buy and cover lifestyle and behavioral topics such as values, habits, life purpose, goals, challenges, fears, political views, motivations, and spending habits.

As you conduct your research, you may find you have more than one ideal reader. However, you'll usually have one who is most likely to get value from your book, so do these exercises for one Best Buyer. Then if you find you have more than one, do the exercises again for the second one.

Do you have an idea who your Best Buyer is? You've already figured out the Reader Result, so now you have to figure out who these readers are who want that result. They're ready to spend money to find the end to their pain or problem or seek an answer to a question or need.

Some thoughts on how to identify your Best Buyer are:

- Think of who is most likely to seek your Reader Result
- Determine if your book has a practical solution
- Consider if you've enjoyed working with this market and share similar values
- Conduct research to find out more about them: demographics and psychographics
- Discover if they prefer learning through books, audio, video, live, or other means

Clarify your Best Buyer so you know for whom you're writing your book.

Who is your Best Buyer?

Who are the people most likely to buy your book?

Who's most likely to read your book?

What have you discovered about your Best Buyer after conducting demographic research?

What have you discovered about your Best Buyer after conducting psychographic research?

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Who needs to learn what you have to teach?

What problems or needs do they have?

How do they usually solve this problem?

Are they the same people you help with your services?

Do you know some of them personally? If so start a list of your ideal readers.

Best Buyer

Are there enough people in this market so you can sell a lot of books? List some other titles in your genre that look like they're selling well to this market.

What name would you like to give to your Avatar/Best Buyer? Keep your Best Buyer's name and create a list of attributes. This will help you personalize your book and your marketing.

Imagine readers buying your book and attaining the Reader Result. Do your research and dig deep to identify your Best Buyers in as much detail as you can. Consider running surveys or conducting interviews to discover as much as you can about your avatar. The more you know about the Best Buyer, the easier it will be to focus your book's content for them and to find them when you're marketing your book.

Getting clear on who your Best Buyer is and the motivations for buying your book will enable you to sell more books and help more people. You're committing to providing the results they want, so make sure you deliver on that promise.

A book worth reading is worth buying.
—John Ruskin, English Art Critic

Smart Subject



Find a subject you care about and which you in your heart feel others should care about.

—Stephen King, Bestselling Author

Your **Smart Subject** is the best subject for you to write about to meet your Author Aspiration and Reader Result. Take some time to figure out the perfect niche within your subject to help you reach your goals and stand out from similar books.

Your Smart Subject is your topic, message, or theme. Finding clarity on your subject is easier when you've clarified the previous three areas: Author Aspiration, Reader Result, and Best Buyer. You want your subject to meet the criteria for those. So when you know why you want to write your book, what you want the reader to gain from the book, and who the reader is, you're ready to select the best subject to meet those needs and desires.

You could interview some of your avatars and ask what their needs, desires, and problems are. It's really the best place to discover what your audience wants and what your book will be able to achieve. That's how I clarified my Smart Subject.

Again, the most successful subjects in nonfiction are ones that provide answers, solutions, or benefits to specific problems for specific markets. They teach a skill, explain new concepts, or motivate readers into action. The more motivated your buyers are to find a solution to a problem or answer to a question, the more books you'll sell.

Along with defining your primary reason for writing your book, also consider conducting a self-inventory to identify your interests, passions, and experiences. It could spark an idea for your book's best subject matter.

For example, consider:

- Your expertise and experience—personal, professional, and educational
- Any specialized knowledge, interests, hobbies, skills, and talents you possess
- Your values, beliefs, and philosophy
- Filling a need or finding a new need
- How to overcome challenges, obstacles, and excuses
- Doing something better or different

Smart Subject

Clarify your Smart Subject so you'll reach your goals.

What is your Smart Subject?

What is the best subject for your book?

What subject would fulfill your Author Aspiration and Reader Result and deliver to the Best Buyers what they want to get out of your book?

What is the niche within your Smart Subject?

How are you going to choose your Smart Subject?

If you're a service provider, what questions do your clients ask you?

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What seems to be a common problem for which you have a solution?

How many books have you reviewed that already exist for this subject?

What are some of them?

How is your book different?

Your choice of Smart Subject will help you reach your author and reader goals; your specialty niche for your readers and subject will help you stand out from the competition and target a group of people you can easily locate and who want or need your book.

Overall Objective



A professional writer is an amateur who didn't quit.
—Richard Bach, American Author

Your **Overall Objective** is the big picture. What's your end goal? What's next? Will this be your only book, or are you planning other books or a series? Will you develop additional products connected to your book such as a workbook, coaching program, or course?

Clarify your Overall Objective to help with knowing not only how much and which content to include in your book but where your book fits into your business model, because once you publish a book, you're in business!

If you don't have a plan, start creating your Overall Objective now. Without a direction, you won't have the full picture of what you want to do with your book. Your plan will aid you in determining how much content to include in your first book. Your plan will take into consideration your Author Aspiration, because

MY FABULOUS FIRST BOOK

if it's to build a career, for example, you'll be writing more books. However, if it's to share a personal story, this may be your only book.

Reflecting on your book writing journey, determine your Overall Objective.

I will:

- Write **one book** to leave a legacy
- Develop my writing **career** by publishing one book each year
- Write a **series** of books for a specific audience or on a specific subject
- Attract **clients** for my business
- Be invited to **speak** professionally
- Conduct **workshops** based on my book

Clarify your Overall Objective so you know where you're going.

What's your Overall Objective?

What's your Overall Objective for your first book and your writing?

What do you see as your next step?

Overall Objective

Will you write more books or is this the only one?

Will you create accompanying products such as workbooks or workshops?

Do you see yourself as a one-book wonder, or do you imagine building a career as a writer and making a full-time living?

Are you writing your book as a lead generator to acquire more clients, to build a speaking career, or to teach workshops?

Do you plan to expand your book into other formats to reach different audiences?

MY FABULOUS FIRST BOOK

Do you want to build a business around your book?

What goals/dreams do you have as a writer/author? Where do you see yourself in five years?

Without a direction, you won't have the full picture of what you want to do with your first book. Your plan will aid you in determining how much content to include in your first book and what's to follow. If you have more books or products on the horizon, it's important to build a fan base with your first book so you'll have ready buyers for future books and products.

Build Confidence



Confidence in any area of life grows as you take steps forward, and with each successful result, your confidence gets stronger, like a well-exercised muscle.

—Andrea Susan Glass, Bestselling Author

- How will you build confidence in your writing?
- How will you build confidence in your subject?
- How will you build confidence in your marketing?

Successful authors commit to writing and publishing their books even when they may not be as confident as they would like to be. Once they've found clarity on the five previous areas, they're ready to move forward to fulfill their objective. Often it means they have to overcome fears, excuses, or the underlying lack of confidence.

I've found two unique approaches authors use to overcome lack of confidence. One is to jump right in and "feel the fear and do it anyway." They know that by "doing" they'll eventually get over their fears and lack of confidence. Another approach is to get support—whether from a book coach, copy editor, or accountability partner, or from doing the research and studying to gain the knowledge needed to succeed.

I find a great approach is to match your *skill* with your *knowledge*. As you gain confidence in your writing skills and gain knowledge of the book writing and publishing industry, you'll gain confidence as you write and publish your book.

Confidence in most activities comes *while* you're doing them, not *before*. As you step into action, your fears and uncertainty often fade and confidence replaces them. You'll probably have to move beyond your comfort zone; however, after a while you'll create a new comfort zone.

That means giving up excuses like "I'm not a good enough writer," "How can I know if anyone will buy my book," "I don't have time to write a book," or "I have no idea how to market my book." Yet, all you require are a few positive experiences to build confidence. An early reader praises your book. You're asked to speak on a podcast. You start making sales. The first reviews I got definitely upped my confidence.

Confidence grows from your successes, and it also grows from your so-called failures, which are just stepping stones to success. Many bestselling authors bombed with their first books, but they kept going and did much better on subsequent books. Build up your belief in yourself to write, publish, and market a great book. Then as you get out into the world with your book, you'll see your confidence grow.

What do you need to do to build confidence in your writing, your subject, and your marketing? Your lack of confidence in any of these issues may keep you from finishing your book, so take action as soon as you notice your confidence holding you back.

So let's build confidence:

- in your writing
- in your subject
- in your marketing

Confidence in Writing



*Find your best time of the day for writing and write.
Don't let anything else interfere.*

—Esther Freud, British Novelist

You might find you lack confidence in your writing skills if you're a first-time author. Or you may have been told at one time that your writing wasn't very good (bad teacher!). However, you can overcome these hurdles and others to build confidence. Find solutions to your fears and lack of confidence by increasing your skills and knowledge. Take courses and read books, and/or hire others to do what you feel you can't do well.

Brainstorm by yourself or with other authors to arrive at practical solutions to move past wherever you're stuck. Most issues with lack of confidence come from fears. Others come from what I've labeled the CODEs: **C**hallenges,

Obstacles, Distractions, and Excuses. You have internal CODEs (thoughts and feelings) and external ones (social media, other people).

To overcome *internal CODEs* you may want to examine your beliefs and shift whatever you need to in order to support your goals. It helps to focus on what you want to create rather than where you're stuck. For example, if you're staring at a blank screen thinking you can't write anything good, just focus on writing one page that day—or one paragraph or even one sentence—whether good or bad. You can always edit later. If fear of success or failure is another of your CODEs, you may want to journal about this and see where it stems from. Or discuss it with a close friend or coach.

As for most of the *external CODEs*, you'll probably have to practice some discipline. If you're challenged by lack of time to write, set up a schedule and get accountability. If you're often distracted by Facebook, laundry, or people interrupting you, be firm with yourself and others about your writing schedule and daily goals. Set up rewards for yourself when you meet daily/weekly benchmarks.

When you become aware of your internal and external CODEs and take action to overcome them, you'll see how your confidence builds and your fears diminish. Yes, you CAN write a book, finish it, and publish it.

Some internal CODEs are:

- You don't enjoy writing and it doesn't come easily, but you want to write a book.
- You think you're not a good enough writer.
- You hit writer's block and don't know how to get unstuck.
- You don't have the knowledge of the writing or publishing process.
- You struggle with either fear of failure or fear of success.

Some external CODEs are:

- Limited time, money, and resources
- Lack of focus and being distracted by phone, texts, email, or social media
- Getting lost surfing the Internet or doing research
- Being interrupted by other people
- Higher priorities like work, household needs, and family time

Build confidence in your writing so you'll start and finish your book.

How will you build confidence in your writing?

Do you lack confidence in your writing? Why do you think so?

What is your least confident area when it comes to writing your book?

What are some of your fears about writing your book?

MY FABULOUS FIRST BOOK

What thoughts could be stopping you from writing or completing your book?

What will you do to build confidence in your writing?

Which internal CODEs do you relate to?

Which external CODEs do you relate to?

How will you become more aware of your CODEs?

Confidence in Writing

What actions will you plan in advance to overcome them?

What kind of support will you seek?

How will you gauge your progress?

How will you celebrate when you achieve any level of success?

To deal with your CODEs, follow this formula: *Awareness + Action = Change*. First you need to be *aware* you have this fear or excuse, and then you need to take the best *action* to overcome it in order to *change* your results. Consider up front what CODEs you think may come up on your book writing and publishing journey, and deal with them before they stop you in your tracks. This will create a smoother book writing process for you.

Confidence in Subject



*One important key to success is self-confidence.
An important key to self-confidence is preparation.*
—Arthur Ashe, American Athlete

When you selected your Smart Subject, you took into account your Author Aspiration, Reader Result, and Best Buyer. However, you may lack confidence in your subject if you've wondered if what you have to say will get people to buy your book. Since we're all distinct, what you have to say will be in your unique voice from your unique perspective.

Or maybe you're wondering if everything has already been written on your subject or if there are too many books like yours. Yet, did you know about 4,500 new books are being published every day and roughly two million each year? *Why not yours?* Every day new authors become successfully published. It might be you—but only if you overcome your lack of confidence.

I wondered if I knew enough about my subject to be considered an expert and if I lacked credibility since I'm not widely known. So I had to get over that lack of confidence in my subject, because I felt I had something valuable to pass on to first-time nonfiction authors.

Your confidence in your subject lies in your knowledge and expertise, so use that to infuse your writing with confidence. You may not have public expertise status yet, but you will after you're a published author.

You can also build confidence in your subject doing a keyword search in Amazon to research comparative titles and check their reviews. See if you find a void in the subject matter that you can fill. When you have first (beta) readers review your book, use their positive comments to build your confidence and their constructive feedback to improve your book. And when you work with your editor (developmental and/or copy editor), and you're assured your subject matter meets your Author Aspiration and Reader Result, you'll solidify your assurance that you have a successful book with valuable content.

Some areas where you may lack confidence in your subject are:

- Wondering if what you have to say is valuable enough for people to buy your book
- Thinking that everything that needs to be said has already been written
- Not knowing for sure if your subject has a big enough readership.
- Being unsure of your qualifications as an expert
- Not feeling you have enough new or unique content on the subject

Build confidence in your subject so you can share your expertise.

How will you build confidence in your subject?

Are you lacking confidence in your subject? Why do you think so?

What other books have you found that are similar to yours?

How will yours be different?

*What is the specific knowledge and expertise you want to share in your book?
Or if a memoir, how is your story unique?*

MY FABULOUS FIRST BOOK

What will it take for you to build confidence in your subject?

What kind of support will you seek to increase confidence in your subject?

To gain confidence in my subject I conducted surveys, did research, and interviewed Best Buyers. I selected the common issues first-time authors had and used that as the idea for this book. Use whatever methods you discover that work for you to build confidence in your winning subject. We all find different paths that work for us, so I know you'll find yours.

Confidence in Marketing



*It's important to know who your readers will be
and how they will hear about your book.*

—Catherine West, American Author

How can you develop confidence in marketing your book if you're a writer, not a marketer? Good question! Many first-time authors are definitely not confident about marketing. Some may have experience if they're business owners; however, it's their first time marketing a book which is a unique situation. They may have marketed services, but not products.

Your lack of confidence comes from lack of experience. After all, if you're a novice author this is your first time marketing a book. Your fears may include: "I don't have a following, so how will anyone know about my book?" and "What will I do if no one buys my book?" These are valid fears. That's why I created

this workbook: to help you build confidence and act in spite of your fears—and hopefully as you become more confident, overcome fear.

Marketing is any way you bring together buyers who have a need, desire, or question with sellers who have a solution or answer. With your marketing methods you communicate the value of your product to those who'll benefit from it, your Best Buyers. Such methods may include being active on social media, giving webinars, speaking on podcasts, garnering advance reviews, writing blog posts and articles, coordinating events with partners, creating videos, and sending emails. Also learning how Amazon works will greatly improve book sales.

As an author you'll want to consider doing some marketing before publishing your book, which is known as building a platform. Then you have your launch period for about a week to a month where you market intensively. And then there's ongoing marketing to keep book sales coming in. Throughout this time, your confidence in marketing will grow if you start with actions that are small and comfortable and build from there. And as you see your books selling and getting great reviews, you'll become even more confident.

Ultimately what you want is to build a following of Best Buyers so you have word of mouth for your first book and a ready audience for subsequent books and other products you may decide to offer. Key to this is having some idea of where to find your ideal reader—which again will take some research.

As you start selling books and your marketing confidence grows, you'll determine which methods are most effective. Then you can focus on those and drop the rest. Depending on the book, the author, the Best Buyer, and your budget, certain marketing activities work better than others. It usually takes trial and error and keeping good records to find your best methods.

I advise new authors to start with marketing methods where they feel the most mastery and comfort. For example, if speaking terrifies you, don't book yourself for live speaking events, Zoom calls, or podcasts. Begin with social media or writing blog posts—or wherever you have some degree of confidence. And as your confidence in marketing grows, you may choose to step outside your comfort zone and test other methods.

Some areas where you may lack confidence in marketing are:

- Feeling like you don't have a following or platform
- Not knowing where to find your Best Buyer
- Lacking knowledge of how to perform certain marketing tasks
- Being unsure of what methods you may be more comfortable with
- Not having any support or a budget to hire marketing experts

Build confidence in your marketing so you'll sell more books.

How will you build confidence in your marketing?

Are you lacking confidence in your marketing? Why do you think so?

What's your experience with marketing? (A service? A product?)

MY FABULOUS FIRST BOOK

Do you have an idea where to find your Best Buyers?

What methods of marketing are you willing to do?

How will you learn more about marketing? (Read books, take courses, hire a coach or promoter?)

How will you measure your marketing results?

Sometimes it's difficult to know why a book doesn't sell. *Is it the book, the title, or the cover? Is it the competition or the marketplace? Is it the marketing method or the author's lack of confidence?* Unfortunately, book marketing isn't an exact science. The path to selling books starts with a single step—in the direction of your reading public. Your confidence in marketing will build as you sell one book, then another. Imagine awakening in the morning to find you sold books overnight. As you market your book and see positive results and glowing reviews, your confidence in marketing will grow.

Make Connections



I define connection as the energy that exists between people when they feel seen, heard, and valued...and when they derive sustenance and strength from the relationship.

—Brené Brown, American Author

- How will you make connections with your readers in your book?
- How will you make connections with your buyers in the marketplace?
- How will you make connections with your team members and partners?

As an author you've identified your ideal readers and their motivation for buying your book. Now as you write your book, you need to make a connection with them within your book. You want to connect with readers so they'll feel as if your book was written just for them. In nonfiction books, it will feel like you're talking directly to them.

MY FABULOUS FIRST BOOK

Additionally, you need to connect with your buyers and readers in the marketplace: first *before* launching your book as you build a platform to attract prospective book buyers and second *after* launching your book while you perform marketing tasks to reach buyers and build a fan base.

A third connection authors often utilize to create a successful book is with their *team*. Based on your skills and budget, you'll most likely work with some others for writing and publishing your book. These may include a book coach, copy editor, ghostwriter, cover and interior book designers, and beta readers. You could also include members of LinkedIn/Facebook groups or regional/national groups where you get support. After you launch your book, connections may be made with those who can help you promote your book such as marketing or promotion companies, other authors, affiliates, influencers, and partners.

As you write your book, keep in mind how you're planning to connect with your readers within your book. Either while you're still writing your book, or after you complete it, create a marketing plan that indicates how you'll connect with readers in the marketplace before your launch (platform) and after your launch (promotion). And start composing a list of potential team members and partners to connect with to help you publish and promote your book.

Connect with Readers in the Book



*Think of this – that the writer wrote alone,
and the reader read alone, and
they were alone with each other.*

—A.S. Byatt, English Author

Not all authors focus on their ideal reader when writing a book, as they may only want to write their book for personal reasons. However, if you want to sell books, you have a better chance if you connect with your reader in the book. In nonfiction it's easy, because you generally write like you talk, so just talk to your avatar. Share your wisdom and expertise with the one person you've identified as your Best Buyer. Tell them why you're writing the book and what they'll get out of it.

Authors who connect with readers' issues through solving a problem or teaching a lesson have greater success in attracting more readers, because it's easier to identify readers who have a need or problem and are looking for a solution.

MY FABULOUS FIRST BOOK

Talk directly to readers by sharing examples the reader can relate to. Ask questions that engage the reader. Include activities such as assignments so readers will take the learning into their lives. The author's voice is key to this connection. It may be humorous, serious, friendly, formal, helpful, or caring.

Make your connection as soon as possible, so you'll keep readers engaged from the start. Read other books and notice how the author connects with you, the reader—or doesn't. Then decide on your style, tone, language, stories, examples, quotes, action steps, or whatever you feel will make this connection.

Ultimately, the secret to connecting with the greatest number of readers within your book is to know who they are and what they're looking for in the books they buy. Thus, it's imperative that you identify your Reader Result and Best Buyer. Readers who feel a connection with the author are more likely to finish the book, get value from it, spread the word, and become a raving fan.

When you read a book in your genre, read it from a new perspective now, seeing what you can learn from it and apply to your book. Decide in the first few pages if you feel a connection to the author or not. Envision your ideal readers getting excited as they read your book and feel that connection to you.

Here are some methods you may use to connect with readers in your book:

- Use **conversational** language with contractions.
- Write in **second person**, using YOU often to talk directly to the reader.
- Ask **questions** so the reader can say YES and be engaged.
- Share **examples** that visualize concepts and bring them to light.
- Include **action steps** for readers to take so they implement what they've learned.

Make connections with your readers in the book so they get the most value.

How will you make connections with readers in the book?

How are you connecting to your readers in the book?

What tone or style do you think is best to connect with your ideal reader?

What methods do you feel fit with your personality?

What methods do you feel fit with your Best Buyer?

What methods do you feel fit with your book's subject?

MY FABULOUS FIRST BOOK

How will you determine if you've made a connection with your readers in your book?

No tears in the writer, no tears in the reader. No surprise in the reader.

—Robert Frost

Connect with Buyers in the Marketplace



Everything we do is based on relationships, including marketing. As an author you're connecting with people, not demographics.

– Kevin Kaiser, Professor and Author

How are you planning to connect with your buyers in the marketplace? Determine how you plan to connect with your Best Buyer/ideal reader in the marketplace *before* and *after* your book launch. Choose just one or two methods to begin with so you don't get overwhelmed.

Since you know who your readers are, you next need to figure out where you can find them. Then determine the most effective way to connect to them. You can choose among online and offline marketing methods, the best being the ones that fit your book, your reader, your budget, your personality, and your skills.

Connect in the marketplace *before* launching your book

The way you connect in the marketplace with buyers before you launch your book is called building a platform. You want to get your name out and attract readers ready to buy your book when you publish it.

Seek out resources from webinars, blogs, and ebooks on how to build a platform. Some actions include getting pre-launch reviews, building social media buzz, guest blogging, creating an author website, and doing promotions with partners. Connect with your Best Buyers before you release your book so you're able to get sales right out of the gate.

Connect in the marketplace *after* launching your book

How are you planning to connect with your Best Buyers in the marketplace *after* you publish your book? Have you given it any thought? I studied book marketing for several months before launching my book and developed my book marketing plan.

You've identified your Reader Result and Best Buyers, so now you have to find them and tell them about the value of your book. Two primary ways books are found are by *searching* (they seek you out/passive) or by *referral* (you seek them out/active). The search bar in Amazon and Google are how readers seek information on a certain subject. You want to be sure to have the keywords you expect them to use in your book title, subtitle, and Amazon page so your book can be found.

Book buyers will also find you by referral or by your actions. For example, someone recommended your book, or you posted information on social media, or sent out emails, or ran ads, or wrote blog posts or articles, or participated in joint ventures. These are all active rather than passive methods, and it's fine to use both.

You'll want to connect with readers both online and off, depending on where most of your ideal readers hang out. I highly suggest you educate yourself on the top book marketing strategies so you sail to the top of the bestseller lists.

Here are some ways authors connect with readers in the marketplace before and after publishing:

- Being active on social media
- Conducting or participating in webinars
- Being interviewed on podcasts and other similar formats
- Garnering advance reviews
- Writing blog posts, guest posts, and articles
- Coordinating joint ventures with partners
- Creating videos
- Sending emails
- Using Amazon ads and other Amazon marketing tools

Make connections to buyers in the marketplace so they know about your book.

How will you make connections with buyers in the marketplace?

How are you planning to connect with your buyers in the marketplace BEFORE you launch your book?

MY FABULOUS FIRST BOOK

How are you planning to connect with your buyers in the marketplace AFTER you publish your book?

Where will you find your Best Buyers online?

Where will you find your Best Buyers offline?

How will you let your Best Buyers know you have what they're looking for?

How will you compel them to buy?

After you start to see results, keep track of what methods work the best to connect with buyers in the marketplace and get book sales.

Connect with Team Members and Partners



*The strength of the team is each individual member.
The strength of each member is the team.*

—Phil Jackson, Basketball Coach

Team Members

For those planning to self-publish, you most likely won't travel the writing, publishing, and marketing journey alone. Unless you have super powers and can do it all, you'll probably build a team where you get support from **people** and **resources**.

Most of those on your team will be independent contractors you'll use only when you need them. My team consists of my copy editor, graphic designer, web developer, and marketing coach. I'll use them—if they're available—for each new book I write.

MY FABULOUS FIRST BOOK

Your team members may include:

- a book coach
- a developmental editor and/or copy editor
- a ghostwriter
- a co-author
- contributors
- a virtual assistant (VA)
- a cover designer
- a book formatter
- a graphic artist/illustrator
- a web designer/techie
- a copywriter
- marketing professionals such as a marketing coach
- beta readers and advance readers
- writing organization members
- an accountability partner

Your resources may be:

- courses
- books
- webinars
- blogs
- videos
- articles

and any other sources of information.

You'll want to take some time to determine the skills you need to hire and what your budget is to decide which members you need for your book team. Get referrals, do some searching, and find out who other authors are using. Recruit beta and advance readers from those in your Best Buyer category.

When you gather the best people and resources, you'll be able to use them over and over with each book you publish, and you most likely won't have to face as many CODEs. However, you may have to overcome some reservations about hiring others to work on your precious first book.

Some concerns you may have are:

- *I don't know how to find the best people and resources.* You'll learn quickly. Just ask.
- *I don't know how to manage others.* You're the boss, so be sure you know what you want and communicate it clearly.
- *I can't afford to hire anyone.* That's why you set a budget; and there's a contractor for every budget.
- *I'll save time and money doing everything myself.* Again, unless you have super powers, you can't do it all yourself and produce a professional quality book. However, if you can, hats off to you!
- *I don't trust others to do as good a job as I would do.* That's why you have to find good people at affordable prices. I know you can if you're persistent. I did!

As a first-time author, I highly suggest you use a professional copy editor and cover designer at minimum. Of all the team members you can't avoid, it's the copy editor, and I'm not saying that because I am one. Even I hired one, and believe me I self-edited my book over a dozen times. And guess what? My copy editor found not only errors, but ways to improve the quality of my writing.

With an ebook, this will be your highest expense, but it's so worth it! If your budget is tight, use service-based sites like www.freelancer.com, www.upwork.com, and www.guru.com. Hiring pros will allow you to do what you do best—write books.

Partners

A common approach to spreading the word about a book is to ask other authors, associates, or influencers to help promote your book. I formed what's called a launch team. Every partner told me how they would promote my book: on social media, by sending an email to their list, on their website, or on a podcast.

If you have a list of 1,000 emails and you approached nine partners with the same size list, you'd have 10,000 emails going out about your book. Some of your partners will do this because they want to support you and ask nothing in return. Others may ask you to promote their book launch, write a review of their book, or speak on a podcast or webinar. You could set up joint venture arrangements or an affiliate program.

My launch team included friends in business, present and former clients, and those I've met through social media, networking, and writing organizations. Also, check your emails for people you communicate with and those who communicate with you to consider as potential launch partners. You'll find a variety of ways to use the partner approach, so please consider it since it's one of the top ways bestselling authors get the word out about their books.

Connect with Team Members and Partners

Make Connections with team members and partners so you can produce a professional quality book.

How will you make connections with team members and partners?

Which team members do you think you'll need or want with your first book?

Do you already have some? If so, who are they? If not, how and where will you find them?

What resources will you seek out to gain knowledge in the writing, publishing, and marketing aspects?

MY FABULOUS FIRST BOOK

Have you made any connections with partners?

How and where will you find them?

Keep track of the people you contact for your team and partners. Delete those who don't work out. Develop long-term relationships with those who do, and refer them to others.

Ask for referrals when you're stuck. My first web designer and my current cover designer were referrals from clients. A colleague wrote a book entitled *You Don't Ask, You Don't Get*. So ask those who've been successful in writing and selling books. You don't have to reinvent the wheel.

The Journey's End—or Beginning

You've reached the end of this workbook. You'll be continuing on your book writing journey as you incorporate all you've learned here.

Are you feeling primed to write your fabulous first book now? Most first-time authors consider their first book an education. Then, if they plan to write more books, they've gotten over the CODEs that challenged them in the first book.

Please feel free to reach out to me with any questions about the contents of this workbook. And if you have particular concerns about your book, please set up your complimentary strategy session by emailing me or signing up on my website. *My dream is for everyone who wants to write a fabulous first book to achieve their dream.*

A note about the workbook pages

I created a PDF of the workbook so you can download only the pages you want, print them out, and compile them into your own workbook. That way you'll be able to fill in your answers if you'd prefer not to write in this book, and you can keep the pages in a file folder or loose-leaf binder to refer to as you write your book.

If you'd like to receive the **workbook as a PDF**, all you need to do is send a request to AndreaSusanGlass@gmail.com.

I wish you great success on your book writing journey.

My Fabulous First Book Checklist

- Step 1. Clarify your Author Aspiration
- Step 2. Clarify your Reader Result
- Step 3. Clarify your Best Buyer
- Step 4. Clarify your Smart Subject
- Step 5. Clarify your Overall Objective

- Step 6. Build Confidence in Writing
- Step 7. Build Confidence in Subject
- Step 8. Build Confidence in Marketing

- Step 9. Connect with Readers in the Book
- Step 10. Connect with Buyers in the Marketplace
- Step 11. Connect with Team Members and Partners

You can download the checklist as a PDF here.

(https://drive.google.com/file/d/1w68CiRB_I5WNAhXWXxYPCfHBxYjcv_xC/view?usp=sharing)

About the Author



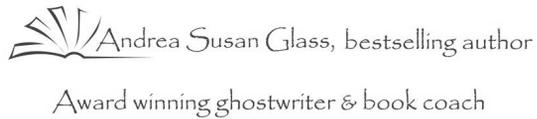
Andrea Susan Glass, CEO of *WritersWay*, is a leader in personal and professional development ghostwriting and copyediting of books and ebooks. She's an effective book coach working primarily with first-time nonfiction authors, helping them navigate through the writing, publishing, and promoting of their books.

Andrea's professional writing experience spans a 30-year period during which she has written for newspapers, magazines, businesses, and individuals. As a ghostwriter and copy editor, she has written and/or edited several hundred books and ebooks on subjects such as business, how-to, self-help, spirituality, personal growth, and memoir.

Andrea is the bestselling author of *Your Fabulous First Book: How to Write with Clarity, Confidence & Connection* and the recipient of the San Diego Book Award for ghostwriting the best "how-to" book of 2001. Additionally, she teaches "Marketing for Copyeditors" and "Building a Business Around Writing" for UCSD (University of California San Diego) Extension and has taught several webinars and workshops on writing and publishing. She offers book coaching programs and online courses.

MY FABULOUS FIRST BOOK

Andrea's memberships in professional trade associations include San Diego Professional Editors Network, Publishers & Writers of San Diego, San Diego Writers Ink, and San Diego Writers & Editors Guild. When she's not coaching, teaching, writing, or editing, she pursues her hobbies and interests, which include organic gardening, healthy cooking, crafting, reading, word games, volunteering, meditating, and napping with her cat Suzy.



As an author and book coach, I offer coaching—both one-on-one and in groups—on all phases of writing a book, from an idea to a finished book. I also offer copy editing and ghostwriting for select projects through WritersWay (www.WritersWay.com). If you're thinking about writing a book or have already started one and need any kind of support, please send an email to AndreaSusanGlass@gmail.com or you can visit www.AndreaSusanGlass.com/Contact to set up your free strategy session by phone or Zoom. From there we can decide what support you require in getting your book written and published.

And please sign up for my mailing list at www.AndreaSusanGlass.com to receive periodic emails about writing and publishing and to be informed of new book releases. I plan to release a new book in 2021 and a series in 2022. You'll also receive a gift of my free report "Write A Book Checklist."

Also please connect with me on LinkedIn (www.linkedin.com/in/andreasusanglass) and also on Facebook (www.facebook.com/Andrea-Susan-Glass-Author-108676674236153).

Additionally, if you find any errors in this workbook, let me know by email. Although I've been a copy editor for many years and even had this workbook edited, I don't claim to be perfect. If you spot errors, it means you're a thorough reader and you'll learn a lot from me.

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Wishing you great success with your fabulous first book!

Andrea Susan Glass
www.AndreaSusanGlass.com

