

How to Write 3 Books, in One Year, Promote and Sell Them

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Writing Commandments

We are living in a world where it is becoming extremely hard to defend our idea of not having an extra cash flow. Are you tired of your work? Or do you love your work? Both these questions can lead you to writing a book on what you are passionate about or what you do not appreciate at all. In this writing toolbox, I am going to give you a step-by-step guide on how to write over three books in a year. These are the same tips that I have learned the hard way and applied on my last three books. I have simplified them for you and made them available free of charge to help you nurture your hidden talent that can be useful resource to solve the global challenges.

Do you have the ideas that can change the world? Do you have a story to tell? Do you have something you wished humanity would change or do differently? Or what does change mean to you? It does not matter whether you are a fiction or non-fiction writer, these tips apply to all types of genres. Still asking yourself what to write about? Think about it, how about telling the world your story? We all have different stories and backgrounds and every story has got the inspiring side of it. That is what the world is waiting for. Don't let your story go unsung; inspire the world with it by following these commandments:

Build a Platform

What is your platform? Or what do you stand on to elevate you above anybody else? Or how do you reach out to your readers? And who are your readers? Where do you find them? It is possible to build your platform as you write so by the time your book is published, you will already have a platform. A platform is any social media or the easiest way to get to your potential readers. Social media has made it very easy for us to build a stage where we can present our artwork. My personal platforms include; my leadership and entrepreneurship website, twitter and personal mailing list. Your followers should clearly know what you do and what they want to get from you.

Design Your Style

After building your platform, the next thing you want to do is to design a style. How do you want to convey your message to people? Do you want to blog your idea? Do you want to write articles to your audience? Or do you want to put it all in a single document called a book? Designing your style also makes it easy to connect with your followers. They know what to expect from you. Give them that and more. If you choose to write short stories, be frequent and keep your followers entertained but better off if they are engaged.

Write and Write More

This can be the most difficult part and that is why it is important to build your platform and style.

Once people know what you are passionate about, that can lead you towards designing your way of writing.

Find your Rhythm

What time are you most productive? Do you consider writing as a hobby or a job? What time are you most creative? Where are you most creative and by this I mean, what type of environment do you have to be in when writing? Where do you find peace of mind? Once you collect your thoughts, you will find a rhythm.

Writing is a hobby to me so I only do it during my free times. It does not even require me to use expensive tools or software since all my three books were written on my BlackBerry cellphone. I chose to write on speed of life and the fast pace of success and leadership therefore I have to sit in a busy place to get my thoughts going. What works for you?

Create Time

We all have 24 hours a day and that time is not enough for all we want to achieve. However if you do the math, you will realize that you waste at least 2 hours a day doing nothing. When I first started writing, I was on a subway going to school and it took me about one hour on public transit to school. Before I used to just sit and listen to music but then I started journaling. I wrote on things that mattered to me, what I loved, what I least liked and what I wanted to change. The more I did it the more I liked it and the more people started to visit my website and interact with my social media posts.

Instead of now wasting two hours doing nothing on public transit, I was writing on success and transforming lives of my subscribers and online community. Do you have hours that you sit doing nothing? It can be to or from work, school, visiting friends, or when cooking. If you master this skill of being disciplined with your time, you will create some of the most useful articles and stories to share with the world.

The Writing Process

As I said earlier, when writing, write on things you know, the areas you understand better and use your writing to educate the world.

Phase One

Try and do a chapter a day, write, write and write. Now this is why I also talked on time management. I try to write at least a chapter a day when I commute. This might not work for you because some of us can only focus in quiet places. Design what works for you and be disciplined at doing it.

Phase 2

Personally I like to do phase one and two together. It makes me psychologically think that I am almost done writing my book. Phase two is the first editing of your rough draft. While editing, prune out unnecessary words, sentences that do not make sense to you, chapters that fill your work but contains no idea. Check for spelling and basic grammatical errors.

You will be surprised at some of the mistakes you make while writing. Never let these mistakes discourage you. Just write.

Phase 3

Once you have finished writing your book, and a good book should be about 35,000 words and more, sit in a quiet place and read it aloud. Some of your original ideas will be embarrassing, some so exciting and some will make you realize things you did not know about yourself. When reading out loud, try and have someone in the room and pay attention to parts of the book that makes them want to take a nap. Mark that page with a pen and revisit it when you are done. Ask them what they enjoyed and what they did not. Also ask for their opinions and tell them to be honest. Of cause these are your family and friends and will always be positive with you and give you encouraging words. Use that as a motivation.

Phase 4

After correcting all the changes you found out when reading your book or chapter out loud, print a hard copy of the book in a regular printing machine and read through it. You will realize by this point that writing never ends. You will catch more errors when reading your book on a paper, than when you view it on computer screens or on your cell phone as I always do. Make these corrections and let your book feel like it is ready to be sent to a publisher or to a publishing agent.

Phase 4

This is one of the most difficult phase and that is why you needed a platform. Inform your followers or social media community about your book and ask if there will be anybody willing to proof read it for you. Most of my editors and proof readers are sourced online and are my followers either on my blog or on twitter. I have to give them full credits for the tremendous work they do.

If you are lucky enough to outsource a proof reader, let them know what you want them to do. You do not need anybody who is just going to read and tell you it is okay or not. Look for a critic.

Make sure you mention to them that they should interact with the book. Let them highlight, the parts of the book that they finding thrilling. Where do they find most boring. Which parts are not clearly communicated and if possible, how would they say it? Which chapters would they strike out and which ones need tweaking?

The more followers you have the likely chances you might get more than just one critic.

Make sure you do not take the comments personal and give the critiques a second thought. Change them or look for a better way to communicate your ideas. If you are a sci-fi writer, I would expect you to have sci-fi followers, if you are a business writer, I would expect you to have entrepreneurs as your online community.

If you have more than one critique, counter run their comments and check what ideas do they both share in common? Is a point is pointed out more than once in a book then probably you should consider changing it. This is not to say that your critiques are right all the time, they could also miss-interpret you so make sure you communicate clearly and explicitly.

Polishing Your Work

Editing can be an odious task. A lot of writers, me included, always rush their editing process leading to errors I like to call, writers unforgivable sin. It does not matter how many times you read your own book, you cannot see errors but once you give it to another person, they will identify myriads of mistakes.

The problem originates in the brain. When proof reading your own work, you are not reading the story but you are retelling yourself your own story. This is what makes it hard to catch errors because the whole story is in your mind.

This is common in nearly all arts. Back in the days when I used to produce music, I would make a beat, record vocal, do first round of mixing and then take a break for a minimum of one week to forget everything I have been working on. I would then revisit the music with clean ears as if I am listening to it for the first time. I would then make the necessary changes before I proceed to mastering the project. Let other people review your work before you publish it or send it to a publishing agent.

Think Professionally

Congratulations, you have written your book and ready to get it published. Wait a minute, did you send it to a professional editor? A professionally edited book sounds different from what I call a casually edited book. By sending your book to a Professional editor, you add and create extra value to your readers so that in the future if you decide to publish it, your readers will be getting higher quality per dollar or time they spend reading your work.

How to Get an Editor

Ask your friends if they know any Professional editor who can do an outstanding job. Ask them to introduce you. If you are in a position to pay for Professional editing, I would encourage you to do so. Professional editors got a magic touch and any book they lay their hands on can turn into gold if it is well written.

You can also tap into outsourcing through your social media platforms. People know people who know things and that is why it is important to be proactive in social media. Ask your followers for help. People generally understand and would love to help but be keen on scams and predators who display themselves as Professional so that they can get your money. Sadly, they are out there. Choose wisely. I only have one reliable Professional editor I work with and has given my books a golden touch. There are a lot more like her out there so take your time before you find one and be equally considerate and reward them accordingly.

A well edited manuscript should be discouraging to continue with and that is how you know an editor has done an excellent work. Paragraphs cancelled, new words added, chapters taken out and the format changed. If you agree with the changes that has been made by a professional editor then you are on your way to making an enjoyable book to read.

BUILD ENTHUSIASM

As you work on launching your book, make sure you keep your audience engaged and enthused. They want to know the progress of your book. Make it big, make it sound like it is the only book that can transform lives in less than a day. There is power in talking big but make sure that your book is worth the talk.

Make a choice between going with a traditional publisher or self-publishing. It can be beneficial to get a traditional publisher therefore submit your manuscript to as many publishers you can contact. You can get your manuscript turned down for various reasons but that should not discourage you. You are the writer therefore you understand your book better than anybody else. If you feel that you have done your best and that the market is ready for your book, feel free to self-publish. It simply means that you will be doing more in terms of promotion, sales, marketing and getting your book out there. Tell your friends, find writers groups in your city, attend conferences, network with people, sell to your followers. Something else, I have found is to give free copies. Since this is your first book, building readership is important and you can increase your readership by giving free copies of your book.

Before you finish editing your first book, you should start writing your second book. Just do a number of first drafts because not every chapter you write will make it to the final draft. If you do a chapter a day, you can write a whole book in one month and use the following two months on editing and polishing your work. In a year you can easily write three books. This strategy is helpful when you are thinking of writing a series of books.

Make it Work

There is a big difference between knowing how to and doing. Now you already know, try and implement. Books never write themselves. If you have wisdom to share, do it now or else it will be a wisdom that nobody else can benefit from. Wisdom only adds value when shared therefore I will encourage you to write those three books this year, starting now.