

8 TIPS

To help you launch yourself as a published writer

You have a great idea. You'd like to write a book but have no idea how to translate what's inside you into a book you can launch into the world for others.

Here are 8 tips to start you on your literary journey:

You are Unique

No one else in the world is like you. Don't overthink it. Find your voice and tell your story. Nothing is cast in concrete. Write what you feel and think - you can polish and change later. Expect a massive learning and growth curve. Now is the time to be bold!



Research is your friend

We live in a world of meta data at our fingertips. Take time to research your subject and your fan base. Also plan for any areas you may need to brush up on to make you a more effective writer. This could be as simple as taking a quick YouTube course on how to insert references or copyright best practice for materials you use.



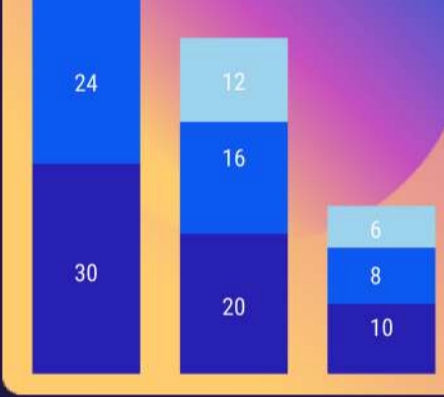
Create Uniquely

Originality counts and builds fan base. Putting in the extra effort to create your own unique illustrations, visuals or writing style means your book won't be swallowed in the sea of books out there. What makes you, you? Gift your unique take of the world into your creations in whatever way works to push your story.



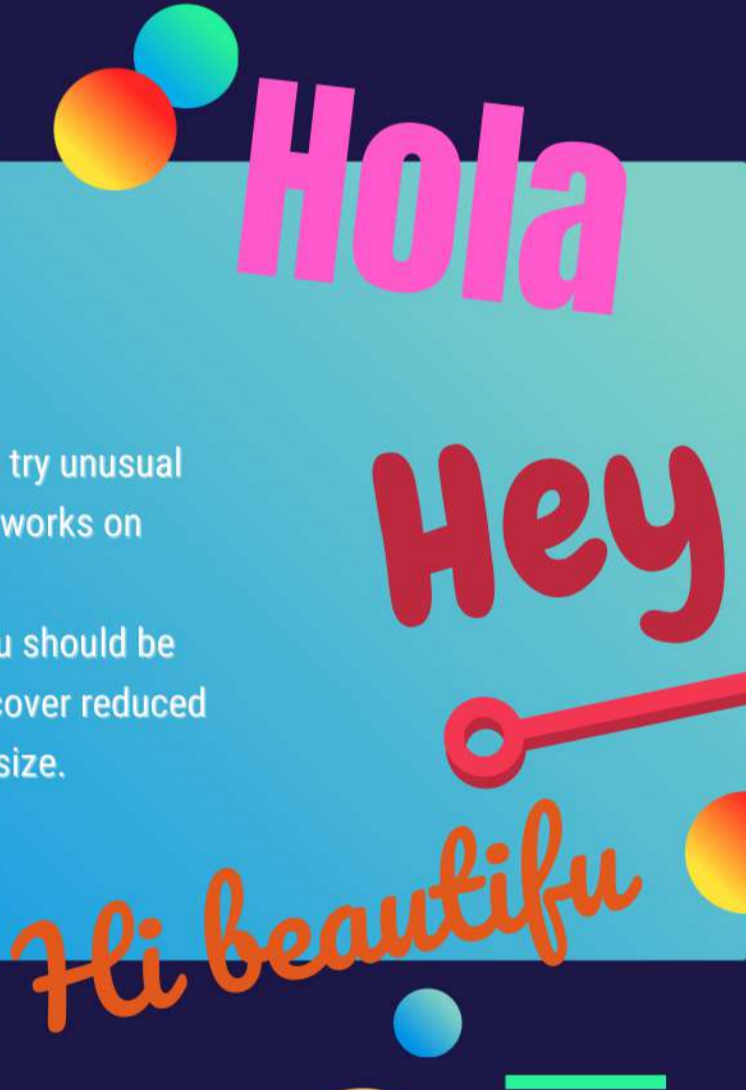
Plan Visually

As an author this will be invaluable to you in developing your work. Are you analytical? Use lists, charts and graphs to build your story and keep track of your plot. More creative in your thinking? Use a storyboard. It helps you build a visual story for yourself. Graphs, charts and infographics allow you to visualize information in an engaging and easy way for you to understand.



Think Text

Sounds simple but most new writers try unusual fonts without thinking how well that works on content on a small screen. The same goes for cover design. You should be able to read your main title on your cover reduced to 30% of original size or thumbnail size.



Use Templates and Start

Do you have little (or no) design experience? There are pre-made book templates available and a lot of help through Amazon and other platforms that offer advice and guidelines. Some platforms like Amazon can format your book for you. Don't be tempted to spend money on any writers' kit until you have researched what's freely available.



Visuals can motivate and promote

Create your own promotional videos or slideshows. It will help you crystallise your vision for yourself and will motivate you to keep going. Use your social platforms to get feedback, promote your book and interact with others who can give you feedback. Use short, well spaced visuals to create anticipation and build a loyal following. Don't forget to add your branding in case people want to share them!

Think Personal Brand

Whatever your genre of writing, this is your creation. Whatever author mindset you have for each creation, you should nurture your brand in the process. How do you want to be seen through your creation? What are you and your baby, your creation, bringing to the world? What are you saying?

