

Book Concept Development



1

Visualize the Finished Product

Imagine your book is finished—and your ideal market is buying it off the shelves, reading and recommending it like crazy!

- WHO is this ideal market and how are they using your book?
- What does the book cover look like?
- Where is your book showing up?

2

Clarify the Key Message

You've been awarded the top new book in your category for the year!

- What does the soundbyte say in the announcement?
- If you had to capture the key message of your book in **one sentence**, what would it be?
- When someone says "Tell me more" what three key points would you share?

3

Comparison Marketing

As you compare your book to others in the field:

- What similar titles are currently available on this topic?
- Who would your "dream testimonials" come from, and why?
- What makes you uniquely different from others who also write in this field?

4

Stylistics

Consider the formatting issues you want to see in your book:

- Type of spine (hard cover; softcover; spiral; etc.)
- Image/concept on cover
- Feature colors on cover
- Trim size
- Length (# of chapters; average length of each chapter)
- Font Style
- Table of Contents
- Index
- Illustrations/charts/Graphs
- Sidebars and quotes

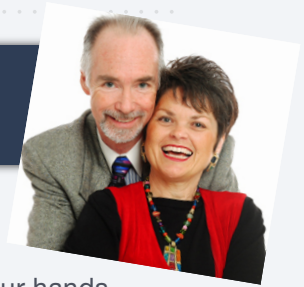
5

How Will You Create the Content?

- Your own intellectual property?
- Outside research and/or curated information?
- Quotes/content from other experts in the field?
- Write the content yourself or use a ghostwriter?
- Illustrators?
- Editors?



Book Concept Development, continued



6

Creating a Proposed Timeline

You will reach your desired goal of holding a completed, published book in your hands on the date you desire if you start with the end date in mind, then work backwards to determine project milestones. Use this invaluable chart to help you stay on track!

GOAL DATE: _____ (When you want to have the published book in your hands)

PROJECT PLAN:

<u>DATE</u>	<u>ACTION</u>
_____	First section of Word manuscript completed and submitted to editor
_____	Edited manuscript, first section returned to author
_____	Edited manuscript section reviewed; edits incorporated into manuscript
_____	Remainder of manuscript submitted to editor/proofreader
_____	Edited manuscript returned to author
_____	Edits reviewed and incorporated into final manuscript
_____	Book cover designed and ready for print
_____	Book design layout determined
_____	Proof of book interior approved and ready for print
_____	Book cover and interior submitted to printer. Allow 3-6 weeks for proof approval and printing (longer if you are having books printed overseas)
_____	Books received from printer. Celebrate!

5

Looking for help to get your book written and published so it can bring you credibility and money?

Learn more about this dynamic team by visiting Writerslitch.com

Bil Holton is a seasoned ghostwriter and master at capturing YOUR voice! Taking your concepts/materials, he can:

- Bring your whole book together, from start to finish, or work with what you've already written;
- Provide editing expertise and publishing guidance;
- Remove the pain of authorship and make your book come to life!

Cher Holton is a creative designer who can provide book layout and design, and guide you through the publishing process.

