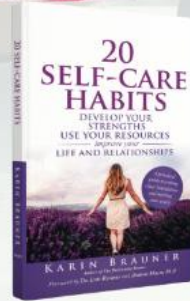


A to Z of writing and getting published

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Two
Psychotherapist
Writers in
Conversation

Karin Brauner & Emma Redfern

onlinevents

In this guide, Emma and Karin aim to give you their best tips based on what they learned through writing their books. They both went through a slightly different process, which ended in the publication of their two books.

They will both give you their perspectives, in the following tables.

Emma went the traditional publishing route, with Routledge as her publisher. This was largely because two books that inspired hers were published by this company, their perceived reputation is positive, and the desire for support so she did not have to do all of the processes herself.

Karin chose something in between self-publishing and traditional publishing, with an American company called Author Academy Elite ([check out their writing programs here](#)), which offer the full learning experience from the start of the process (the idea) to the end (the publishing date), and give you full autonomy regarding your books – setting up your own accounts so there's no middle-man regarding royalties or anything that might come up regarding your files on Amazon, for example.

We hope you find this guide helpful in your writing journey.

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Emma Redfern - emmaredfern.co.uk

		Emma's experience	Karin's experience
WRITING	Writing Idea	<ul style="list-style-type: none"> - Don't be in a rush to finalise your idea. Let it simmer/percolate. However, don't let it drop by the wayside either or let parts of you talk you out of it too easily. Sit with it, let it inhabit you. - Do some market research re the books already out there similar or linked to your idea. - Find your place/niche/focus/problem or gap to address and what makes your book different to those already out there. - Get an idea of word length and/or price point for your ideal end product so you know what you are working towards. 	<ul style="list-style-type: none"> - The first and most important thing is to get into the writing mindset. - The second thing is to write about a topic that's dear to your heart. Write about something you're passionate with, this will help with motivation and keeping energised throughout the process. - Market research should include your target demographic as well as a psychographic description of who might be interested in reading your book once it's published, as well as affinity groups (what do they like, what hobbies do they enjoy, what do they watch on YouTube or read articles on, and so on). - Check in on your competition and similar books to yours to see what's already out there and if there's a market for your book (for example, my novel is similar in some ways to A Christmas Story and that's something I use to explain part of the premise for it, you can find out more here)
	Title, Subtitle and "Look"	<ul style="list-style-type: none"> - The title may come at the outset or be the last thing to slot into place, don't stress if finalising this takes a while. - Ask how the subtitle will be used by the publisher as this may affect what you choose. - The image for the front cover may come first or last and may be dictated by the publisher and/or cost. 	<ul style="list-style-type: none"> - As you write your book proposal (don't skip this step!), you will need to write an outline of your chapters. They can be preliminary ones, but they will help guide you and keep you on track with your writing idea. - This idea might evolve through time, and that's OK. Follow your gut instinct and passion about the topic you've chosen to write about and edit the title and subtitles/chapter titles as you go along.
	Clarity before you start writing	<ul style="list-style-type: none"> - What passion will you be sharing? - What problems will you be addressing? - Are all your parts on board? If not, who needs what before you go ahead or along the way? 	<ul style="list-style-type: none"> - That might include looking at barriers to writing – procrastination, feeling not good enough or wondering what give you the right to set yourself up as knowledgeable enough to write a book

			<ul style="list-style-type: none"> - Figure out your reason(s) for wanting to write a book – is it for fun, for credibility, to help more than your one-to-one clients... - BELIEVE IN YOURSELF AND YOUR EXPERTISE – either from life or from work, or perhaps both!
	Choose your audience	<ul style="list-style-type: none"> - The choice of publisher will affect the style of book as they will have certain expectations and be known for certain things. - Writing a textbook compared to a more popular book may demand different elements (e.g. an index, References, a bibliography or none of these) 	<ul style="list-style-type: none"> - This step is really important as it will define the tone of your book – is it for professionals and will have jargon and a more academic tone to it? Or is it for lay people and needs to be written in a more colloquial way? Or are you writing a novel? - which means you'll need to use a variety of very different resources than when writing non-fiction.
	Organise	<ul style="list-style-type: none"> - Try out different writing ways and means (outdoors, indoors, longhand, Dictaphone, typing, writer's retreat, etc) - Try out different writing times (before your household wakes up, after the kids go to sleep, in your lunchbreak, 5 minutes every hour, Dictaphone on the dog walk etc) - Think about chapters/parts/divisions. - Begin to collate existing material or collecting new material. - Have some sort of scheduling in mind if that helps you (X number of words per day, per week etc; first chapter by Y date; first draft by the end of the year for example) 	<ul style="list-style-type: none"> - I agree with Emma's experience. - I would add give yourself writing breaks, as during the breaks you allow yourself time to process, mull over what you've written and what you're going to write next. - Pace yourself but keep to your deadlines as much as you can – use them as guides more than strict guidelines. - In regard to documents, I did most of my work on my laptop, and had many folders – one for the AAE teaching program so I could tick off the checklist as I completed each “mini-mission” on the guide that was given to all authors on the program. Then I had a folder for all my drafts, different chapters, and the different people I had to be in touch with as I went along – beta readers, interior designers, graphic designers, editor, AAE support team, and other people and services that were part of the process.
	Access the Support People You Require /	<ul style="list-style-type: none"> - See if you want an accountability buddy or group. - Consider beta readers (find your ideal reader and ask them to go through an early draft/s and give feedback, this will help you know if you are on or 	<ul style="list-style-type: none"> - In my experience, the AAE had a dedicated facebook group for additional support with authors and they also had small groups per region. The UK region wasn't that

	<p>Would Appreciate</p>	<p>off track, provide some encouragement, spark new ideas.)</p> <ul style="list-style-type: none"> - Know who not to let read draft material (you don't want a grammar policeperson shutting down your creativity!) 	<p>big and we got to know one another well – I can call some of them my friends now.</p> <ul style="list-style-type: none"> - Having an accountability group is important as you can share your struggles and feel like you're not alone as you're all going through the same process with your different books. - Definitely enlist a few beta readers to give feedback and provide book reviews even before your publishing date. - I agree with Emma – the beta readers should be people that will focus on the content rather than the grammar as that will be taken care of before publishing, by your editor and Grammarly or something similar.
<p>PUBLISHING PROCESSES YOU OR SOMEONE ELSE WILL NEED TO COMPLETE</p>	<p>Book Proposal Document</p>	<ul style="list-style-type: none"> - If you are trying for a traditional book contract, it is likely you will need to complete one of these which includes things like: Chapter headings/summaries; Audience; Competition and how your book is different; Author bio (what makes you an authority); your Marketing/Sales channels (if you have lots of followers or a prior sales history etc this may work in your favour) - Ask colleagues who will follow through to review the proposal document and give their honest opinion to the publisher on the book's contribution/viability etc. (You don't have to agree with them if they are less than enthusiastic or have a different vision for the book from you as you will hopefully have a chance to address their concerns as part of the process of securing a contract). 	<ul style="list-style-type: none"> - As mentioned above, complete a book proposal as it will help guide you through the whole process and will simplify your life big time, as Emma mentions in more detail here. - With AAE, they asked to send the book proposal and a sample chapter before continuing. This was the only time they checked my book to approve anything, and it was important because of the company's values, which matched mine very well. Some of the things they checked were – premise, unique selling point, marketing plan and chapter synopsis, and they give feedback and support to what you send them at this initial stage. - I've always said, if the book proposal template is the only thing I paid for, it would have been worth it! It is so key to making life so much easier for yourself. - The book proposal will help you decide how long your manuscript/book should be, when your completion date is (approximately), your expected word count, and other aspects that need attention that were mentioned elsewhere in this document, by both Emma and myself.







Before you continue, give yourself plenty of time to write your manuscript








Edit

- Get the text edited, if you have a publishing contract, this is *no* guarantee they will edit (or even read) your work, so you may want to appoint your own editor.
 - If you are writing your own index, I would have preferred the chance to write the index early as it would have informed my editing/structuring.
 - There are different sorts of editing, and you may want some not others:
 - o Line/content/structural editing – input re the shape, style, length, coverage etc of your draft material.
 - o Copy-editing – marking up for the typesetter/production; consistency; applying house style and grammar choices across the finished typescript ...
 - o Proofreading – the name some people give to a brief onceover for errors when you submit your typescript; otherwise, the name of checking your typeset material matches the copy-edited text and appears as it should on the final page.
 - If you use other people's text or figures, images etc then in nonfiction publishing it is often the author's job to seek permission of the copyright holders to use their material. Details of how to do this and links can be found on publisher's websites (look for "Rights and Permissions" or similar). PLSClear and Copyright Clearance Centre (CCC) seem well used. Any fee for use of
- Find the right editor for you – I sent a chapter of my book to several editors in The Guild (part of AAE) and selected the one that I felt understood what I was trying to get across, and showed excitement for my book. She turned out to be great and helped me improve my novel greatly! For my non-fiction book, the first edition was completely self-published and the editor I found for that one was recommended by a fellow author I found online whom I did a workshop with to get into the writing mindset. She also helped me get the book to a higher standard.
 - As Emma mentions, there are different types of editing, and I don't recommend skipping one or the other. They're relevant for different aspects and care of your book.
 - Back cover copy – write your back cover and send it to your editor as well. Also see how other authors have done it to get some ideas and get your juices flowing for your own.

		copyrighted material may have to be paid for by the author. Give yourself plenty of time to hear back.	
	Title and Cover	<ul style="list-style-type: none"> - Get sample cover designs to choose from and if there's no clear "Yes" to one, get input from people who understand your vision for the book. - If you are being published, ask how the title/subtitle work (it's easy to misunderstand and structure a title awkwardly if you aren't clear on this) - Brainstorm the title with trusted colleagues and if you've a few to choose from, check the competition by Googling or searching on Amazon. - Finalising cover copy will take place once the book is written; include endorsements from top names or that are the most complimentary. - ISBNs 	<ul style="list-style-type: none"> - AAE included in the fee the cover and interior designer, which were helpful in getting my vision into life and into the right sizes for the printed books and the kindle versions. I would suggest really think about who you use for this as I had some frustrating moments but the end result was worth it in the end. - With my self-care book, I chose the title myself, and in the second edition, added a sub-subtitle to it to expand on what people can find in the book. If I publish at a later date, I might edit the name but keep the content as is as I've had good feedback from it through the years.
	Your Bio	<ul style="list-style-type: none"> - See Karin's wise words. - The publisher may impose limits to word count for the various pieces of text on the back cover. - The publisher may need more than one version depending on where the bio will appear, make sure you understand what is being requested if you can. 	<ul style="list-style-type: none"> - Do some research on what other writers have as their bio at the back of their book and on their website and social media book promotions and find the right words to describe yourself, your career, and your "why" for writing this book. Make it your own, but give it good thought as you can repurpose this "blurb" for many different purposes.
	Index and other ancillary materials	<ul style="list-style-type: none"> - Does your book need an index? If it's a lengthy nonfiction textbook, then probably yes. - Consider whether you have the skills – and considerable time – to write one. - If you decide not to write your index, research and appoint an indexer with experience in your 	<ul style="list-style-type: none"> - Ancillary materials are the adverts/marketing section of your book. This is where you can give your "calls to action", "upsell" your services and other products to your readers, or just invite them to write a review and get in touch if they wish to do so.

		<p>genre and brief them after gaining any information your publisher can supply. (Authors tend to have to pay for the index if they don't write it themselves.)</p> <ul style="list-style-type: none"> - If you are writing your own, follow the publisher's guidelines, begin compiling key words as you write/edit/proofread (headings are a godsend here). - If you have time, I think it's helpful to write the index early as this can even help you edit your text one more time. 	
	<p>Endorsements Testimonials Reviews</p>	<ul style="list-style-type: none"> - Ask people to read a pre-publication copy and say what they like about your book and/or how it has contributed to its field. Some of these appear inside the book; others go on the back cover or can be used in marketing. - Approach those you know who've purchased a copy or who contributed in some way to the book to provide a rating or review on Amazon. 	<ul style="list-style-type: none"> - As Emma says, include endorsements and book reviews at the start of the book (so the kindle version shows that to people that click the "look inside" button before deciding to buy or not). - There is a "best practice" procedure for requesting endorsements. With the book reviews, it's all about asking trusted people to become your beta readers.
	<p>Publication</p>	<ul style="list-style-type: none"> - If you have control of this, think when would work for you: will you be speaking at a conference or is there a date that works with your content? - Think about the sort of launch you want – in-person; online; free; entry fee; will books be available on the day at a discount; signing copies or not. 	<ul style="list-style-type: none"> - Plan your launch party – I did mine with Onlinevents and it worked well, but usually this is done as an in-person event where the author can sign copies that people buy on the day of the event. - Choose your day of publication and build momentum and excitement on social media (which is a whole other guide, and we'll start you off in the next sections). - Publish on Amazon. - Publish on Ingram Spark for worldwide distribution (there are other companies that also do this).

	Book trailer	<ul style="list-style-type: none"> - Karin is currently the expert here. 	<ul style="list-style-type: none"> - Having a book trailer is the start of your marketing campaign as you can add this to your Amazon profile and to your book page on your website. You can also use this for your marketing on social media. - I created mine using Canva.
	Social Media	<ul style="list-style-type: none"> - Get the book out there on all your platforms. - Build your profile (as the author of your book) through presentations, workshops, conferences, podcasts etc. - Collaborate creatively with other authors. - Get any publisher discount codes out there (these drive traffic to their site and away from Amazon which I'm told makes for better author discount) - Join some social media groups specializing in writing such as Women Writers, Editors, Agents, and Publishers. <p><i>Here's what Nicole Deanne Webb posted on Facebook on 25 Sept 2023:</i></p> <p><i>"I'm a journalist, author and publicist and I just wrote a list of things you can do well before your book is published to maximise publicity potential and I thought some writers here might be interested in it.</i></p> <p><i>It's not what we often think about when knee-deep in writing (or want to think about for that matter!) but it is a necessity."</i></p> <ol style="list-style-type: none">  1. Start building your community  2. Be present and active on at least one social media platform  3. Create your author website, or if you already have a website, add at least a page dedicated to your book.  4. Set up your Goodreads account  5. Build an email list and start sending out a regular newsletter  6. Organise your 'Street Team' of loyal fans (friends, colleagues, family) 	

		<ul style="list-style-type: none">  7. Send them a PDF of your book before it goes to print.  8. Have at least one recent (and decent) headshot ready to go.  9. Write your author bio  10. Get a jpeg of your book cover and a 3D version, as well as your book trailer  11. Send ARC (Advance Review Copies) to influential readers and media.  12. Develop a media release or pitch for your book  13. Ask for testimonials and endorsements <p>There are more things we can add here to this list but for now, we'll leave it there. Do feel free to get in touch with either Emma or Karin for more tips and tricks or visit our websites for workshop and other useful content.</p>	
	<p>Free Gifts to Create Interest and Awareness</p>	<ul style="list-style-type: none"> - Publishers may give a free paperback to those who have provided endorsements. - The author may want to provide a free copy to each beta reader or person who contributed to the book in some way (e.g. the cover artist). 	<ul style="list-style-type: none"> - Shareables are important. Let me share some of mine so you can see what you can do, and more. - Free sample chapters and blogs all in one PDF - https://karinbrauneronline.co.uk/triplelaunchpdf/ - The Beckoning Rooms Experience – an online escape room based on one of the characters of my novel - https://karinbrauneronline.co.uk/the-beckoning-rooms-experience/ - Printables from the book chapters in 20 Self-Care Habits (password is 20habits) - https://landing.mailerlite.com/webforms/landing/k8w4t1
	<p>Next steps</p>	<ul style="list-style-type: none"> - Give some attention and reassurance to parts uncomfortable with being or becoming visible. - For me these include starting to show up on LinkedIn and Facebook; run some workshops, 	<ul style="list-style-type: none"> - Consider recording an audio book and working on creating other products and services from your book - Never stop marketing your books

		solo and with others; present at a conference; write/edit another book!	- Borrow a platform – go on someone’s podcast and talk about your book (you can find some of mine on my about pages on my website).
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[You can download the presentation for this workshop here.](#)