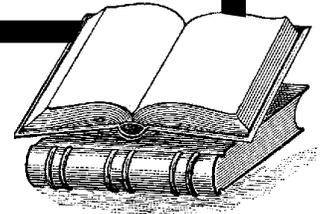


# Navigating the Path to Writing A Nonfiction Book

Start Here



**Mind Map** - Spill it. All of the ideas, thoughts, words, images, and connections filling your head. The ones that keep you up at night, pester you during the day, and insist on being included.



YES

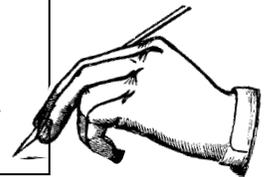
Self-Publishing?

NO

**Write a summary** - This will help you clarify the who, what, and why of your book. Though less rigorous, your summary is similar to a book proposal you might submit to an agent or publisher. This is where you refine and consider what your book is about, who your audience is, and why you're writing the book. You'll also want to look at similar titles on the market. It's a good exercise for defining your book's purpose.

**Prepare a book proposal** - Agents and publishers don't want to see your entire manuscript (in fact don't write it—yet). Instead you'll need to prepare a book proposal: a summary of your book, a market analysis of similar titles, a description of your target audience, author bio, a marketing plan, table of contents, and one or two sample chapters. For each agent or publisher, pay close attention to their submission guidelines.

**Establish a writing schedule** - Aim to write for at least an hour or two and plan to do it regularly: every day; once a week on the same day; every morning; Tuesdays and Thursdays; or Saturdays and Sundays—whatever works best for you. What's important is to develop a realistic plan, and stick with it.



**Name your book and create an outline** - Start with a working title and an outline or table of contents. These may change, but they set the tone and establish your intent to write a book. Refer to your mind map to review and distill the content of your book.



**Work with an editor** - Must you work with an editor? Yes. Whether you're working on a book proposal or writing the entire book, it needs to be good. An editor can help you plan and organize your book from the start; coach and work with you as you write; or, if most of the writing is done, help polish and refine your writing.

**Hire a designer** - The publisher, if you have one, will take care of this step. Self-publishing? Do not design your own cover—or the inside of your book. A poorly designed book has the potential to damage your brand and dilute the value of your book.

**Hire a proofreader** - Again, this is for self-publishing. Do not skip this step. Fresh eyes on your print-ready files will ensure your book is the best it can be.

**Publish and Promote!** It's time to shift from writer to promoter. Congratulations!

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