

From Idea to Manuscript to Masterpiece

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and Literary Agency

Welcome to AuthorizeMe®

We will have an awesome time over the next three days
As we work together to move your thoughts
From your head (idea)
To paper (manuscript)
To the beginnings of your book (masterpiece).

For the first two workshops, it will help if you have some sticky notes,
a Sharpie, and a tri-fold board, easel,
or blank wall or large window near-by.
We will build a storyboard of your book
to which we will refer throughout the rest of the workshops.
This will be a hands-on 3 days/6 workshops.
Be ready to learn as you work and write.
Such a deal!



AuthorizeMe® Agreement

Print Name Here: _____
Please read and initial each of the following statements. Then sign at the bottom. Thanks!

I understand that *AuthorizeMe*® exists as an instructional and encouragement agent only. The techniques taught are guidelines designed simply to help me think through my book projects. _____

Although marketing and publishing will be discussed, *AuthorizeMe*® cannot and does not insure publication, nor promise me any sort of contractual arrangement. Completion of the seminar does not guarantee acceptance as an *AuthorizeMe*® Literary Agency client. _____

The method of organizing a book and preparing a book proposal taught in this seminar is the sole property of *AuthorizeMe*®. I will refer others who want to learn the method to the *AuthorizeMe*® company for assistance. _____

I understand that everyone associated with *AuthorizeMe*® promises to keep all attendees' book ideas in confidence. All participants will honestly share if they are working on a manuscript that closely relates to another participant's work. I further understand that, as Eccl. 1:9b states, "...there is no new thing under the sun." (KJV) I realize that although the ideas may be similar, the approaches are unique and should be honored as that person's unique work. _____

I will not hold *AuthorizeMe*® liable if I see a book in the future somewhat like the idea upon which I worked while a part of the seminar. _____

I have read, understood, and initialed all of the above statements and promise to abide by this agreement.

Attendee Signature

Date

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The Magic of *Storyboarding*

Definition & History

Benefits

Needs

Technique

Rules

The Focus Group

The Storyboard

Topic

Objectives/Mission of the Book

Benefits

Distinctives

Audience

Author

Chapter Headings

Chapter Outlines

Focus Group Activity

The Book Proposal

Definition

Cover Sheet

Top of Page One

Elements of the Book Proposal

From Objective/Mission Cards – Description of the Book

- One sentence description
- One paragraph description

From Benefits/Promises Cards

- After reading this book, the reader will...

From Distinctives/Features Cards

- The reader will experience the above benefits/promises, because the book will...

Overview (Back Cover Copy)

From Audience Cards

- Primary
- Secondary
- Felt Need/Motivations
- Affinity Groups

Felt Need/Book Mission

From Author Cards

- Bio
- Publishing history
- Marketing strategy
- Social Media Connections
- Potential endorsers

Manuscript Status

Anticipated Length

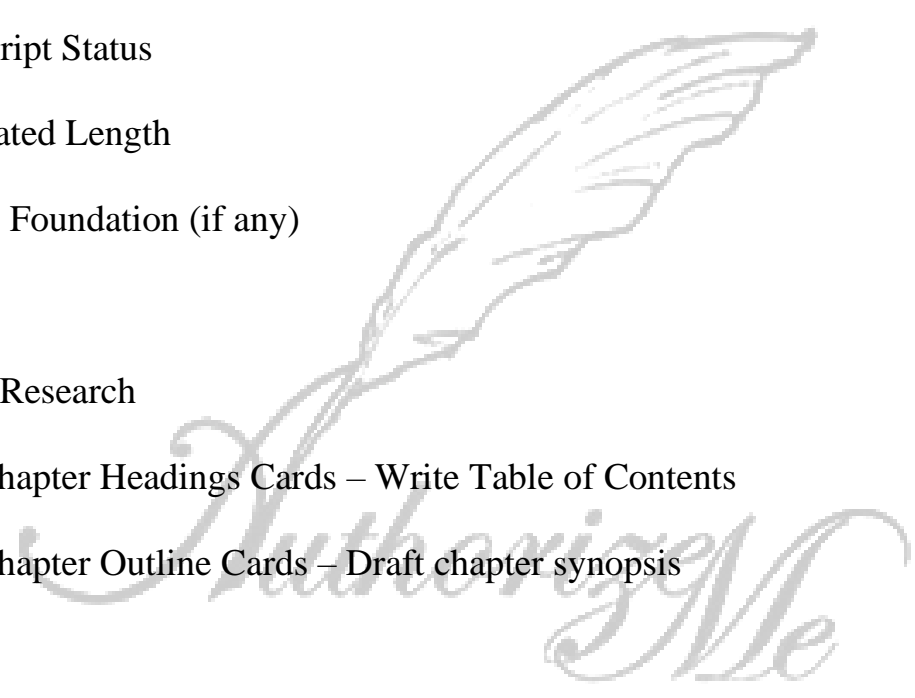
Biblical Foundation (if any)

Format

Market Research

From Chapter Headings Cards – Write Table of Contents

From Chapter Outline Cards – Draft chapter synopsis



Book Proposal Template

Cover Sheet

Type of Book

Proposed Title

Subtitle

Author

Represented by

General Information

One Sentence Description/Premise: Statement of the book's central concept. Word this as a problem and the solution the book provides.

One Paragraph Description: Statement of book's central concept, mission, and main benefits

Objectives/Mission of the book: Why are you writing this book?

Benefits: What will the reader gain by reading this book? Takeaway value.

Distinctives/Uniqueness/Features: How will the book satisfy its promises to the reader?

Overview/Back Cover Copy: Why will the target audience love this book? Word this as if it will be the copy on the back of the book that will win the reader and cause him/her to take the book to the register or purchase it online.

The Market

Primary/Target Audience: For whom is this book written? Be specific. Have a specific person in mind. Describe demographics such as age, sex, education level, felt needs, etc.

Secondary Audience: In addition to the primary audience, who else will buy this book?

Felt need/Motivations: What will motivate your audience to buy this book? What are your readers' frustrations, desires, needs?

Affinity Groups: What groups of people, organizations, etc. are likely to be attracted to this book?

Author

- Biography:** Give a brief background including information that establishes the reason why you are the right person to write this book. Include qualifications, credentials, and experience
- Publishing history:** List works you have previously published. Include publisher, year, ISBN#, sales history
- Contracted books/resources scheduled to be released in the next 2 years.** Include project title, publisher, and expected release date
- Marketing plans and abilities:** What are you willing and able to do to help sell this book? What are your creative marketing ideas?
- Social Media Connections:** List all social media sites where you are active. Include your engagement numbers, and what you are doing on each site to maintain regular connections with your followers.
- Upcoming Speaking Engagements:** List speaking engagements in the next year.
- Possible Endorsers:** Who will give you a written endorsement for this book? List names and qualifications.

Competitive Analysis

What books are in competition with your book? List title, author, ISBN#, copyright date, central concept, samples of what is covered in that book. What makes your book different from each one of these?

The Manuscript

- Status:** How much of the manuscript is completed? Projected completion date.
- Word Count:** How long do you expect the manuscript to be? State in word count and page count
- Biblical Foundation:** Upon what passage or concept does this book stand?
- Format:** Describe how the book is divided. Chapters, sections, thought questions, etc.
- Table of Contents**
- Chapter Synopsis:** Include section titles (if any), chapter titles, and a short paragraph describing each chapter's content.
- Sample Chapters**

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Just Say, "Tocsynop!"

TOC = _____

SYNOP = _____

The Just Say Tocsynop method[©] is a simple, 8-step process that helps authors use their table of contents and chapter synopsis to write their book efficiently, effectively, quickly, and purposefully.

Step one: Information in L _____ O _____; C _____
N _____

Step two: Write a O _____ P _____ S _____

Step three: Place each on a D _____ P _____

Step four: For each chapter, S _____ each P _____;
L _____

Step five: Type P, I, E, R vertically.

P = _____

I = _____

E = _____

R = _____

Step six: Fill in the D _____

Step seven: Compose each S _____ of each chapter including PIER.

Step eight: Include finishing touches.

1. S _____

2. C _____ name the S _____

3. Remember to use the S _____ F _____

Let's Write!

This workshop time will be spent doing some actual, hands-on writing. We will discuss the virtues (or not) of an introduction, writing a sparkling first paragraph, and using your extended outline to write your book quickly, efficiently, effectively, and with pizzazz.



Branding Your Ministry!

- Present Yourself - *Identification: Who are you really?*
- Find Your Brand
 - Branding
 - Mission Statement
- Work Out Your Brand
 1. **POINT** – What is your specific message?

2. **PEOPLE** – Who is your specific audience?

3. **PRODUCT** – What specific results do you expect?

4. **PROGRAM** – How will you accomplish your specific purpose?

5. **PRECAUTIONS** – What principles/beliefs guide your work?

6. **PROVISIONS** – How will your work be financed? – (Marketing Plan)

Formulate Your Mission Statement

- **The Purpose:**

I want to do

what? _____ (point/message)

For whom?

_____ (people/audience)

So the results will be?

_____ (product/results)

- **The Plan:** How will you accomplish that purpose?

The business will

_____ (program)

The Precaution: What principles/beliefs guide your work?

I believe

_____ (precaution)

Your marketing plan would be the **provision** portion.

- Now Write Your Mission Statement



- Now Write Your Tagline

How do you look on paper?

- Design Your One-Sheet (This will be a part of your e-press kit)

A one-sheet encapsulates the information from your mission statement and presents it to your audience



(Front of the sheet)

Name, Photo, Tagline, Bio information, Theme verse (if applicable), Books published, Endorsements

(Back of the one-sheet)

Talk topics with short descriptions, Photos of book covers with explanations, Contact information

- Design Other Materials

How do you Look Online?

Design your Website – The Writers’ Website

- Pages needed
- Location: *How can you be found?*
- Also learn to use: iMovie; the video feature of your phone, camera, or tablet (iPad); design features of your computer, etc.

Marketing is extremely important!

