



Published & Profitable

Roger C. Parker's Top 7 Resources for Writing a Book

2012 Nonfiction Writing Conference Handouts

Congratulations on your intention to write and publish a nonfiction book. It's a decision that can, and probably will, change your life.

As I discussed during my session, when I wrote my first book, *Looking Good in Print: A Guide to Basic Design for Desktop Publishing*, I had already enjoyed a comfortable lifestyle, but was relatively unknown outside of my industry.

Worse, since my industry was contracting, I was finding it difficult to attract suitable employment in my field.

Soon after my first book was published, however, I had inked a contract for a nationwide seminar and workshop tour, which was followed by consulting opportunities with major corporations around the country. The benefits from lasted over 10 years, and lead to even greater publishing successes.

I'm sharing the following 7 resources in hopes that they will help you enjoy *even greater success!*

1. [100 Books for Authors About Writing & Publishing](#). Actually, there are 168, and the list continues to grow. I'm familiar with most of these books, and you're invited to suggest additional volumes. Each book contains a direct link to its description on Amazon.com.
2. [12 Ideas & Tips for Finishing Your Book On Time](#). This is a guest post I wrote that I've always liked. It summarizes a lifetime of writing experience, and the core of the advice I share with my coaching clients. It's part of my [Author's Journey series](#) which traces the steps to publication.

3. [Online Book Proposal Planner](#). Get a head start preparing your book proposal by answering the 12 questions in my online proposal planner. When you're through answering the questions as completely as you desire, press *Submit*, and you'll receive your answers as an e-mail that you can copy and paste into your final proposal for editing and formatting.
4. [An Author's Guide to MindMapping for Writers & Marketing](#). This concise, illustrated 4-page guide has introduced thousands of authors to mind mapping. If you've never heard of mind mapping, this is an excellent way to become acquainted!
5. *20 Questions to Ask Before You Start to Write a Book*. This was a winner in a recent mind mapping contest sponsored by Mindjet, publisher of MindManager. You can download this map as [either a PDF](#) or download it as a [Mindjet template](#). Either way, it walks you through the essential questions needed for writing and publishing success.
6. [7 Often-ignored Reasons to Write a Book](#). This was a guest post submitted to Dan Schawbel's *Personal Branding Blog*, rated the Number 1 career blog in the country!
7. [Free! 99 Questions to Ask Before You Write & Publish a Brand-Building Book](#). Download a free proof of my latest workbook, a detailed, guided tour through all of the questions that you need to answer on your journey to writing and publishing success. This is an 8 ½ inch by 11 format provides space to address the questions right on each page. Full instructions are provided. Helps you create a road-map to your writing and publishing success.

Bonuses

In addition, on the following pages, you'll find three of my most popular worksheets, the same worksheets I use when helping my clients make the decisions necessary to enjoy publishing success.

- **Ideal Reader Planner**. The purpose of this worksheet is to help you create *personas*, or profiles, of your intended readers and their information needs. Taking the

time to complete this worksheet for various reader segments will help you provide the content that your intended readers are looking for.

- **Analyzing Competing Books.** Download, print-out, and complete copies of this worksheet for each of the books and ebooks your book will be competing with. The more you understand your competition, the easier it will be for you to prepare a book that is clearly different than all existing books.
- **Time Management Explorer.** Time management is often a challenge writing and self-publishing a book on your own. The Time Management Explorer will help you discover pockets of time where you can commit to consistent progress on your book.

To learn more

Learn more at [*Published & Profitable*](#) and my Published & Profitable blog.

Roger C. Parker is the author of [**40 books**](#) that have sold more than 1.6 million copies around the world. He's now a book coach helping others plan, write, promote, and profit from nonfiction books. [*Ask Roger a question!*](#)



Reader Persona Planner

READER SEGMENT _____

Characteristics	Description
WHO ARE THEY?	
Describe this group's characteristics, (age, sex, occupation, income, etc.)	
Provide some specific examples	
What are their biggest problems and concerns?	
What kinds of information are they looking for?	
What kind of questions are they likely to ask?	
WHY ARE THEY IMPORTANT?	
Why is this type of reader important to your success?	
What products and services do you hope to sell them?	
Have you dealt with them before?	
COMPETITION	
What blogs and websites do they likely visit?	
What keywords do they likely use when searching online?	
Who are the influencers whose opinions they trust?	
What are the books they're likely to own?	



LESSON 1, WORKSHEET 8

Analyzing Competing Titles

TITLE & SUBTITLE _____

AUTHOR _____

Criteria	Comments
Publisher, year, cover format, page counts, & list price/promotional price	
What is the book's overall sales rank as well as its rank within categories?	Overall
	Cat #1
	Cat #2
What sales or promotional text appears on the Front cover? What is its appeal?	
What sales or promotional text appears on the back cover?	
Who provided pre-publication quotes, foreword, or introduction?	
What similar books are recommended or are "often bought with" the book?	
Describe the quantity & quality of recent reader reviews	
What tags have readers associated with this book?	
How does the author promote the title online?	



Time Management Explorer

OPTION	STRONG POSSIBILITY	COULD WORK	IMPOSSIBLE	COMMENTS
MORNINGS				
Get up a little earlier each day				
Arrive early at office and not take calls				
Review goals & tasks during commute				
Put off e-mail until progress on book				
AFTERNOONS				
Eat lunch at desk while working on book				
Work on book during afternoon break				
Remain at office a little longer each day				
EVENINGS				
Work on book at coffee shop or bookstore cafe				
Work on book while others watch television				
Review progress & goals watching TV				
Stay up a little later each evening				
Review next day's goals right before bed				

Watch your publishing success take shape on your computer monitor



If you're looking for an experienced writing and publishing coach who can guide you through the process of planning, writing, promoting, and profiting from a published book, you'll want to contact Roger C. Parker who offers a variety of computer-based learning programs to help you:

1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

Programs tailored to your needs

Options include:

- **Published & Profitable membership**, with access to over 400 pages of templates, worksheets, and recorded interviews. \$19.95 a month plus 1-time \$49.95 set-up
- **1-on-1 personalized coaching programs**, including 2 “webinar” brainstorming calls a month plus e-mail support
- **Short-term, task-based “help” calls** focused on copy and design issues, including setting goals, making decisions, mastering specific skills, preparing white papers and incentives, and website productivity. Get quick, competent assistance.

Contact roger@publishedandprofitable.com or call **603-742-9673** for details.