

The Business of Writing Books

Congrats! You've written a book! What do you do next?

Decide: Is it a business or a hobby?

- Consult section 1.183-2 (b) of the Federal Tax Regulations to determine which classification fits your goals.
- <https://www.irs.gov/faqs/small-business-self-employed-other-business/income-expenses/income-expenses>

Create a List of Tasks

- Writing goals/schedule
 - First draft
 - First edit
 - Research as needed
 - Line up editing team: content, line, proofer
 - Beta readers?
 - Revisions
 - Extras
 - About the Author (long and short)
 - Blurbs - byline, short blurb, back cover blurb
 - Longer synopsis
 - Teaser page
 - Copyright page
 - Acknowledgements
- Classes to attend
 - Local: OCLS, Writer's Atelier, professional membership groups
 - Online: professional membership groups, authors in your genre, master classes
- Groups to join
- Networking events
- Set up your business
- Publishing
 - Find your editors and set firm deadlines
 - Proofer
 - Formatter
 - Cover designer
- Promotion and Marketing

Calendarize the Tasks

- ❑ ALWAYS use a calendar!
- ❑ Choose dates!
- ❑ Plan quarterly goals, then break them down monthly, weekly, and daily
- ❑ Input all tasks to your calendar (reevaluate and recalibrate as needed)

Networking

- ❑ Create a website
- ❑ Start a mailing list (be sure to ask permission before you add friends and family)
- ❑ Social media – choose one for a home base; have a presence on the other apps
- ❑ Logos – author, press
- ❑ Official headshot
- ❑ Business cards
- ❑ Media kit
- ❑ Image squares/advertising graphics for social media (Picmonkey, Canva, Unsplash)

Get Your Business Started

- ❑ Business bank account
- ❑ LLC – www.createyourllc.com
 - Articles of organization
 - Operating agreement
- ❑ Fictitious business name?
- ❑ Federal EIN
- ❑ State tax ID
- ❑ Bookkeeping system (OCLS offers free Quickbooks classes; you must purchase your own software)

Publishing

- ❑ Line up your team early on – this will take months!
 - Content/developmental editor
 - Line editor
 - Proofer
 - Formatter
 - Cover photographer and designer

BEWARE OF VANITY PRESSES!
- ❑ Purchase ISBN numbers (one for each site and product) www.bowker.com
- ❑ Set price for product based on industry standard
- ❑ Set up online accounts
 - Amazon Author Central
 - Kindle Publishing Direct (KDP)
 - PayPal
 - CreateSpace
 - Other selling sites (Smashwords, iBooks, Barnes & Noble, etc)
 - Goodreads

Promotion and Marketing

- ❑ Choose a release date
- ❑ Decide if you will do pre-orders
- ❑ Launch Events
- ❑ Facebook/Facebook Live



- Other social media
- Blog tour/book blitz
- ARCS
- Reviews (reward beta readers and superfans who leave reviews during Release Week)
- Giveaways (Rafflecopter)
- Extra content?
- Swag
- Book signings

Set a Budget and Marketing Goals

- Determine your marketing goals (consider your career level)
 - Add subscribers to your mailing list
 - Establish social proof
 - Launch a new release
 - Build brand recognition
 - Increase social media followers
 - Engage with readers to foster loyalty (*make you fans your friends, make your friends your family*)
 - Get reviews
 - Build a bestseller list
 - Marketing Factors to consider
 - Product
 - Genre
 - Target audience (where/how much/what do they value and spend their money on?)
 - Time of year (Nix holidays, elections, Olympics, etc. Launch Christmas stories in the fall.)
 - Competition (check Amazon for same-day releases)
 - Lead time (consider time needed for ARC readers, blog reviews, etc.)
 - Career level
 - Conferences/events
 - Budget
 - What to spend your money on
 - EDITING, EDITING, EDITING
 - Book cover (front, back, spine); in several sizes for various uses)
Your book cover is your greatest advertisement!
 - Quality, up-to-date website
 - Ads (maybe)
- *For more info and resources, check out www.MyAuthorConcierge.com

Notes: