

5 **STEPS**
to
Self-Publishing

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YOU ARE NOW AN AUTHOR!

So many people “dream” about publishing a book...you are “doing” it. Welcome and congratulations for being here today!

Many people think of writing a book and never get around to completing their book; for more reasons than one. However, you are not like them!

Publishing a book is the right thing for you, for your business, and for all of us who need to read it. Not to mention those people who need your services and will only hear about you because of what this book will do for you in terms of exposure and increasing your visibility.

We are excited you decided to take advantage of this valuable resource. We promise to do our very best to make this experience a memorable and practical experience towards getting your book published.

Utilizing **FREE** resources can be challenging, especially if you're required to figure everything out and stay present as you move through the content at your own pace.

As a guide, we suggest you make yourself comfortable, commit to your process as an author, take it all in, first by reading the FREE learn-book cover to cover, take notes, write down questions as they arise, and allow your creativity to flow by deferring judgment and being open to novel ideas.

If you need anything, remember we are here to support and serve you as a new author. Simply tag MEE with your questions on Instagram @libHERated_women and that is all. Then watch as your questions serve as a path for other women interested in self-publishing too. Thanks for making MEE your book collabHERator.

The learning begins now, as it's time to Narrate Your Story!

In love and libHERation,

TLM: _____

Author's Name: _____

Date: _____



QUOTE page

*She wouldn't let
Others define HER;
She wrote HER
Own story,
And she lived it.*

~Mark Anthony



Some of you might be asking yourself...how do I know...**What to Write about?** If this is you, you have come to the right place? Below you will find three important aspects that will serve as a guide, as you begin creating a framework for your book. To better connect with your reader, answer the questions below in as much detail as possible. Remember, specificity is essential, and it will save you time on the back end.

The Three Critical Aspects:

P.O.
Primary Object



What do you want your book to do for you?

T. POP
Target Population



Who is your ideal prospect?

N. D. P
Needs, Desires,
Problems



What keeps them up at night?

Now, that you have answered three critical aspects about who your book is for. Will your book be written from a place of passion or profit? There are a few schools of thought surrounding the advantages and disadvantages of one or the other.

Passion- writing a book about a topic you're passionate about could possibly take longer. As it's a topic close to the heart and you could be pulled in many directions. As you might be thinking about the people your story impacts or it could have you reliving parts of the story in your head. Which could invariably cost you more time, as you could end up replaying all the possible outcomes had you done x. Not to mention, because it's a topic you're passionate about, you might feel as though the book has to be perfect, which could derail the completion of this book.



If you placed a check mark next to more than one primary objective, place them in order of importance. Then think about whether you're writing a passion or profit book and which objective will best serve that purpose. Then write your primary objective below.

My P.O. is

- Children
- % Single
- % Married
- % Divorced
- % Students
- Any Trauma
- Medical History
- Income
- Net worth
- Education
- % College
- % High School
- Where do they like to eat?
- Where do they shop?
- What makes them mad?
- What political party
- What do they do for fun?
- What makes them buy?
- Where do they live?
- Urban?
- Rural?

Now that you have identified your target population, write it below.

My T-Pop is

T. POP.

Determine Your Target Population.

- Age
- Sex
- % Female
- % Male
- Occupation
- Level



5-minute free writing exercise

Free writing is an excellent exercise to get your creative juices flowing and it allows you capture the wildest ideas to use as content for writing your book. To get you started, below I have provided you with some markers to use for this exercise. Take the information under each marker and use as inspiration for the free writing exercise. Here is an example as a guide if you need.

Country	Noun	verb	Adjective	Animal
Dubai	Courageous	jump	Clam	Dove

While vacationing in Dubai and visiting my niece who now lives here, as she teaches English to third graders. We decided to go on an adventure where we would jump off one of the highest cliffs in Dubai and into the Persian Gulf. As we were riding to the location, we discussed all the beautiful possibilities that would come from this experience together. We nervously laughed about the reality of getting hurt and maybe even death. However, in that moment as the sky opened, a family of doves in perfect formation instantly appeared. Bringing with them a sense of calm over us. And in that split second our courage grew 100 times, as we recognized the doves as a sign from the universe that all would be well.

The above is an example I just made up to demonstrate how the markers can be used for this exercise. However, if you already have an exercise that you use, please feel free to do so.

Remember, this is just a free writing exercise, so don't get caught up in spelling, punctuation and or grammar. The idea here is to write freely and keep writing without judging any of your ideas.

Now, it's your turn.



STEP 1

Write 15 Chapter Titles (Major Topics) that could be possible chapters in your book.

Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Chapter 7

Chapter 8

Chapter 9

Chapter 10

Chapter 11

Chapter 12

Chapter 13

Chapter 14

Chapter 15



STEP 2

Review the 15 chapters and select the best 10 chapters and put in sequential order.

Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Chapter 7

Chapter 8

Chapter 9

Chapter 10

STEP 3

Now, for each Chapter add 18 Ingredients, the ingredients are the elements what will add flavor to the story. It's like adding your seasonings, herbs and spices to any great recipe. Yummy.

List the 18 items you will talk about in this chapter. Think of these 18 items as sub-topics for this chapter.

**Note, this activity should be done for each chapter of your book.*



STEP 4

Review the 18 ingredients listed and select the top 15 and put them in logical sequence that will support the chapter.

Ingredient 1

Ingredient 2

Ingredient 3

Ingredient 4

Ingredient 5

Ingredient 6

Ingredient 7

Ingredient 8

Ingredient 9

Ingredient 10

Ingredient 11

Ingredient 12

Ingredient 13

Ingredient 14

Ingredient 15



STEP 5

For Your Title: things to consider.

- Shock Value
- Controversy
- Borrow
- Well-Known
- Bold Statement

Book Title Primer- here are some primers to assist you if you haven't decided upon a title as of yet.

- o Do You Make any of these mistakes?
- o The Quickest Way to?
- o 101 Things to help you...
- o Unemployed? Get to Work fast!
- o The 6 Most Costly _____ Mistakes
- o How to Pay less for...
- o Wealth Without _____
- o Dispelling the Myths of...
- o How to Make _____
- o Sick and Tired of Doing _____ the Old Way?
- o Fall in Love with _____
- o Cracking the Code
- o 70 Ways to avoid _____ burnout
- o The Ultimate guide to _____
- o The A-Z of _____
- o 8 Facts You Didn't know about _____



- o 8 Creative Ways you can Improve _____
- o 8 Effective ways to get more out of _____
- o 8 Tips of _____ Success
- o Don't Waste Time! 8 Facts to _____
- o Is _____ a Scam?
- o How to Improve at _____ in 60 Minutes
- o How to Become Better with _____ in 10 minutes
- o 8 Ways to get through to your _____
- o 22 Ways to Profit in a Down Market.
- o Cracking the _____ secret
- o The Mystery
- o You, Me and _____ : The Truth
- o How to Deal with a very bad _____
- o Master the Art of _____

List 2-3 of your book title ideas below

1. _____
2. _____
3. _____

Publishing Matters

Once you are ready to self-publish, here are a few additional items to consider

Binding

Copyright



Plagiarism

ISBN

Price

LEGAL DISCLAIMER: We do not offer legal advice.

QUOTE page

*There is no greatest
agony than bearing an
untold story inside you.*

~ Maya Angelou



Whew! I realize there is a ton of information infused throughout this document, that is why it should be placed in your "toolkit." As this document will serve as a guide for completing your

book. Also, I invite you to use what is valuable, as each step might not be applicable or work for your process. First, think about how you might want to infuse the steps into your book writing strategy and devise a plan to try them out.

Note, there are a plethora of **steps for self-publishing**, and this is just one example. While becoming more intimate with your own writing process, use this **FREE** resource as a guide. There is more than one way to accomplish your goal of becoming a published author. However, the key is to ACT and act Now!

As a life-long learner it's my desire to stay connected to the things, people, places and events that make me better. In doing so, this affords **MEE** the opportunity to offer libHERated Women like you the most innovative, and disruptive change experiences in the areas of creativity, leadership, business, and personal development. Giving you 21st century tools, tips and templates to reignite your dreams, so you can Narrate Your Story.

Therefore, we would love for you to grow with MEE. Thus, we have created a platform with you in mind, one that offers Coaching, Coursework and CollabHERation with like-minded Women you can lean on, laugh with and become influencHERs together. For more information, please email us at info@empowermee.com

Remember, everyone has a story to tell, but only the libHERated Narrates Theirs. What's your story and How will You Narrate it?

In love and libHERation,

~TLM
CreatHER

