

EMPOWERED AUTHOR ACADEMY



Zhena Muzyka, Publisher-at-Large Enliven Books, an Imprint of
Atria/Simon and Schuster

www.Zhena.TV

Zhena.Muzyka@SimonandSchuster.com

WHY ARE YOU WRITING THIS BOOK?

- Money
- Influence
- Speaking engagements
- Calling card for other opportunities
- To fulfill a lifelong goal
- Because the world needs your message

Will writing the book add to your platform or will it begin your platform?



355,000 NEW BOOKS A YEAR...

- Self publishing has opened the floodgates
- Over 350K new books are year are published in the US
- Books are still the biggest global market: 155B revenue, with movies and TV at 123B and video games at 63B
- So...your book has to land, make news, be discoverable and rise up through the noise with consistent outreach, marketing, press and effort...



TRADITIONAL: WHAT IT TAKES / NONFICTION

- Proposal
- Agent (or not)//editorial filter
- Reading/writing group
- Freelance editor
- Website
- Blog/social media audience
- Email list
- Speaking
- Momentum in your career
- Momentum



WAYS A BOOK CAN MAKE YOU MONEY

- Advance- most are small and should be used to take time to write the book or build the marketing plan for the book
- Royalty Review: standards/subrights/international/audio/film/first serial/HC & TP
- Upsells—programs to teach longer programs from your book
- Coaching programs/healing retreats/VIP Days
- Online courses derived from book/Affiliate sales
- Speaking engagements



WAYS A BOOK WILL COST YOU MONEY

- Editing
- Time away from work
- Marketing efforts: website, social media, travel, publicity
- Publishers have a budget for your book, and it's usually smaller than you think...1% marketing....
- Bestseller campaigns



WHAT BEING PUBLISHED CAN DO & WON'T DO

Fulfillment—allows others to know your heart and mind more intimately—enables you to have something to sell at events—builds your business—allows access & reason for press coverage—creates a deeper conversation with an audience.

5% make a living as a writer—it leads to magic and ways to connect and grow your career but may not lead to a direct living—but certainly enhances earning power—it doesn't sell itself, you have to become a sales and marketing person—it's a marathon and can create residual income for the long term...each book builds on the other...



WHY A PUBLISHER?

- Credibility
- Reviewers
- Publicity contacts
- Editorial
- Design
- Sales/Distribution to Bookstores/Relationships
- Ebook set up, metadata, promotion
- Other authors—blurbs, foreword, platform sharing
- Befriend your publisher...story of kissing the sign...



BE REALISTIC

- What publishers will and will not do
- Be clear on what you can afford to do
- Create a budget, timeline and delegate
- A La Carte services for online outreach, press
- Book Tour, Radio, Print (timeline), friends, email lists, events



THE 10 QUESTIONS

- Why this book?
- Why Now?
- Why This Author? Why You?
- Who is the audience (size) and will they buy it (compelling enough reason for their lives)?
- How will we get it to them (email, social, press, in person, reviews, goodreads, ads, keynotes, workshops)?
- How many are we going to sell? (the average book in usa sells 3,000 copies-traditional and 500 combined self pub)
- Why? What makes it so compelling to readers and how will it compel them to purchase?
- What do you need a publisher to do for you to accomplish this? (or perhaps self publish?)
- How Much Time and Resources (\$) am I willing to give this book for the year from its publication date?
- In one year, I will know my book was/is a success if:



**THANK-YOU GIFT: FREE BOOK PROPOSAL VIDEO
COURSE: WWW.ZHENA.TV/AUTHORSACADEMY**

