



HOW TO WRITE A BOOK IN 90 DAYS OR LESS

WITH DR. PAULA FELLINGHAM

Module 9

At this point you should be writing and editing as you go. Tips to help you during the writing and editing process:

How to Add “Sparkle” to Your Writing

Punch! Sparkle! Fizz! Subtle ingredients in great writing make all the difference!

Most people can't articulate *why* they like one author more than another, but one of the key elements is the ability to emotionally draw readers into the action or into the message of the book. Here are some ways to do this:

1. Speak from your heart. Talk to your reader like you'd speak to a good friend, heart-to-heart. How would you do that? While you're writing, picture your friend on the couch next to you. How would you tell her/him what you're trying to say? Write it that way. Don't be too formal or academic; most of today's readers, especially women, like honesty and “heart”.
2. Use words that sizzle! Find the exact right word by using a Thesaurus often. Mark Twain said, “The difference between the almost right word and the exact right word is like the difference between lightning bugs and lightning bolts.” For example, instead of saying, “It was nice meeting you,” Use a better word and write, “It was delightful meeting you!” Instead of writing, “I enjoy telling people what I've learned about parenting.” A better way is to write, “A source of great joy in my life is seeking and discovering solutions for my family – solutions which I can then share with others.”
3. When appropriate, be personal. As per the example above, when the writer mentioned “my family” it allowed the reader to connect with the author personally, which is usually a good thing. Although you can overdo this, occasionally include personal examples to let your readers know you.



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4. Share stories. We all love stories! Good stories with compelling, descriptive words contribute to the “pizzazz” in books.
5. Find great quotes. People enjoy reading the profound words and lessons from celebrities, politicians, spiritual leaders, and other experts. Quotes and research also lend credibility to your book. Always carefully cite your sources.
6. Read, read, read great books! Intently study how they differ from mediocre works. What creates classic literature? What can you learn from great authors? The answers are in their books.
7. Use alliteration. Alliteration is the repetition of the beginning sound in words. For example: “Since the beginning of time parents and children have searched for solutions to countless questions and concerns created in the laboratory of the home.” (This was the beginning sentence in the Introduction of Paula Fellingham’s first book, *Solutions For Families*.)

2. Find an editor who understands your industry, purpose and message. When you are finished writing, you should contact your local college or university and ask for the English Department. They always have people who edit “freelance”. You may also go to elance.com and find an editor there.

The editor you choose should be able to follow your guidelines. You determine the voice (active or passive), style and language before you begin. The editor’s job is to point out places where you are inconsistent in spelling or style; where your writing is unclear or awkward; where you made errors, etc.

After your book is accepted by a publishing house, you will work with an editor from the company. At this point, the role of the editor is to sell your book idea to other important people in the publishing house and get their support. The editor will meet with the sales and marketing departments to determine release date, etc. He also meets with the publishing house’s publicity people to create a publicity campaign for your book.

3. Decide if you want to send your proposal to publishers yourself, or hire a literary agent. Then, if you choose, connect with a literary agent.

Literary Agents

- A. Agents are in touch with editors on a daily basis and know their areas of expertise and interest.



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- B. Editors respect agents. If a literary agent they respect reports that your proposal is good, most editors will give it high priority.
- C. Agents charge 15 to 20 percent of your advance and of all subsequent earnings from direct sales of your book.
- D. Agents can often negotiate special deals for you in your contract.
- E. Your agent will “sell” your book to the publisher.

Submitting Your Book Yourself

- A. If you have an excellent proposal most publishers will consider it seriously, even though it didn't come from an agent.
- B. If you don't submit your book through an agent, it might not reach the one editor at a publishing company who would best respond to its potential.
- C. Most libraries and bookstores carry *Literary Market Place*. This publication lists publishers and the types of books they specialize in, and the names of their editors. This book also lists literary agents and their specialties. On the content CDs you received Dr. Fellingham includes a list of publishers, and how to find an agent.

Other Recommended Reading Helps

1. Herman, Jeff. *Insider's Guide to Book Editors, Publishers and Literary Agents*. Lists thousands of agents; describes how to prepare a manuscript; discusses proposals, and much more. Excellent for first-book writers.
2. Begley, Adam. *Literary Agents: A Writer's Guide*. How to find agents; describes their specialties.
3. Carroll, David L., *How to Prepare Your Manuscript for a Publisher*. The title says it all.
4. Seidman, Michael. *From Printed to Published*. An excellent insider's guide written by a veteran editor. Tells you everything you need to know about selling and marketing your book from the beginning to the end of the process.



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