



HOW TO WRITE A BOOK IN 90 DAYS OR LESS

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Module 12

Putting Your Manuscript in Professional Form

Everything you submit for publication should be in proper manuscript form. This is one of the ways publishers perceive you as a professional writer right from the start. To format your manuscript professionally:

1. Double space entire manuscript.
2. Have approximately 25 lines per page and 66 characters per line.
3. Type on one side of white bond paper.
4. Use regular pica font or 12 pt. Courier.
5. Place your last name, the title, the chapter number and title, and the page number in every upper left-hand corner.
6. Use one inch margins at top and bottom and sides.
7. Provide a separate title page, also containing your name and mailing address.
8. Clearly label all elements.
9. Number all pages sequentially, beginning with the title page.
10. Do not bind the manuscript in any way (it makes it hard to work with).

1. When you are finished writing, and all editing is complete, be sure your manuscript is in proper form and looks professional.

2. When your package is ready to submit to a publisher it should be accompanied by a compelling cover letter. This part of your homework is to create that letter and make it exciting!

Do the following:

- A. Describe your book in a dramatic first paragraph.
 - Briefly state your theme and the benefits for readers.
 - Explain who will be interested in your book.
 - Explain how your book differs from similar books.



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- B. In the second paragraph, highlight your credentials and how you'll actively market the book.
- C. In the third paragraph, describe anything special your publisher should know about your format or material.

Everything related to your book should shout “This person is a professional. She is an expert who will share her message in an exciting, compelling way!” One of your primary goals is to be regarded as a professional by others - from your excellent product to your classy appearance, to the way you move and act towards others at all times. This is highly important to publishers and consumers. Being a successful author is far more than simply being a good writer.

How to Be Professional

1. Create impeccable materials.
2. Dress, talk and act professionally.
3. Accept all suggestions with gratitude.
4. Keep your commitments and promises.
5. Answer a question in as few words as it takes to prove you know what you're talking about.
6. If you don't know something, admit it.
7. Have a great sense of humor and the ability to put people at ease.
8. Respond to emails and phone calls promptly.
9. Provide the products and services you offer faster than your competitors without sacrificing quality.
10. Be teachable and gracious.

Speaking and Presenting

Speaking is one of the most effective ways to make readers aware of you and your book. Since audiences will come to hear authors lecture, your presentations are ideal places to generate book/product sales.

Additionally, at speaking presentations you can connect with people who will network for you and book you for other speaking engagements and events.

Presenting is also a great way to add names to your mailing lists or to receive a testimonial letter.

Many authors earn a significant income by speaking at schools or libraries. You can approach organizations and companies that deal with the subject of your book and offer to provide them with your Press Kit.



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Also, learn about book tours and book signings. Bookstores across the country are always looking for authors to speak and sign their books.

3. Create a 10-15 minute presentation using the message in your book. Remember, you are the expert, so take a moment and think what your audience will want to learn about your subject. This is how to set it up:

1. Start with an introduction that will grab their attention, such as a funny story or quote.
2. Tell them what you are going to tell them.
3. Write down the three main points you'll make in your speech.
4. After each point (principle), explain or illustrate it with a story, quote, strong description, or facts. Make them interesting and catchy, and not too lengthy.
5. After the last point, write a compelling conclusion.
6. Conclude by summarizing or telling them (reiterating) what you told them.
7. End by leaving them with a "call to action" or something they can take with them.

Excellence requires practice. You will need to practice giving this presentation to your family, friends and mirrors! Some things to be aware of and work on:

1. Use your stage or presentation area to the fullest by walking to different spots rather than standing in back of a podium in one place.
2. Use the full range of your voice- with highs and lows/soft and louder tones.
3. Have great eye contact with your audience.
4. Use your arms and hands to gesture, but not always in the same way.
5. Don't go over your allotted time.
6. Don't read your notes.
7. Use a compelling PowerPoint presentation, illustrations, charts, or tables to add variety.
8. Personalize your presentation with personal stories.
9. Give them a handout with your book information with contact information.
10. Have your materials ready and organized. Don't ever tell your audience you are nervous or unprepared. Never apologize.
11. Use a variety of energy levels to keep them involved.
12. Stand tall with great posture and body language to appear confident.
13. Have a back up plan if your equipment doesn't work.

Look for opportunities to promote your book at seminars and workshops. The community and business sections of the newspaper list upcoming events or monthly meetings held by associations and business groups. These groups look for speakers, so take the opportunity to create free publicity and great contacts.



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