



10 Simple Steps to Start Writing Your Book

Want to write a book that kickstarts your business and elevates your personal brand but aren't sure where to start? We have you covered! These 10 steps have helped many of our clients publish bestselling books.

1. Solidify your goals.

Start by establishing your main objectives. Where do you see yourself in a couple years? What about five? Ten? How could authoring a book get you there? Be specific and tie your goals to the products and/or services you plan to provide. Would you like to gain industry credibility, book more paid keynotes, win more clients, or get hired to a top board position? Your book could spur personal and professional growth unlike any other tool at your disposal.

2. Write your “About the Book” description.

This is the elevator pitch for your book. Do your best to include three things:

- What: What is the general idea?
- Who: Who will benefit from the book?
- Why: Why are you the best person to tell this story?

You'll use this description later in your marketing, but writing it early will help guide the entire process, keeping you on track for aligning the book with your goals.

3. Make a plan for connecting with your target market.

Think about how you'll get your book into people's hands *before* you start writing. As an author, *you* are responsible for driving sales. This is true whether you self-publish or go with a traditional publishing house, and your personal brand will play a major role. Do people already know you as an expert on whatever you want to write about? Make a plan to continue building your image as a thought leader on your book topic and expanding your marketing platform. Consider things like creating/refreshing your website, sending e-blasts, and being active on social media.

4. Pick your publishing route.

For decades, self-publishing had a negative reputation. But times change. Today, self-publishing is a great option for a **variety of reasons**. If you want to go the traditional route, you'll need a literary agent, a solid book proposal, and an impressive marketing platform. A publisher's main goal is to profit from sales of your book, and they don't like to gamble.

5. Create an outline.

You need a sense of where you're going and why. This will aid you in every step of the way, and if you put in the time now, your efforts will be repaid tenfold down the road



when it comes to editing. (Trust us! We've been helping authors write books for more than a decade.)

- Start with a brain dump. Create a bulleted list of all of the ideas that could be in your book. Don't worry about the order. Spend at least a few days on this, with the goal of having 2–4 bulleted pages.
- Group similar ideas. Go through your brain dump and gather the parts that feel organically linked. This is how you form your chapters. You don't need to use all the ideas from your brain dump. (Save some for your next book!)
- Put your ideas into the right order. Arrange your chapters in an order that flows. Focus on creating a natural progression of ideas. Once your chapters are in the right order, get your bullet points in the right order.

Voila! You just finished your table of contents and outlines for each chapter.

6. Develop your content library.

If you want to write a book that aligns with your business or professional role, you're probably not starting at zero when it comes to content. Compile everything in one spot to see what you have and how much you can use. Go through all your old content—past blog posts, articles, slide decks, and even great emails—and paste it into one document. Don't forget about any audio or video content you may have. Transcriptions are cheap, and it might be helpful to have all of your content in writing if you'll be covering the same topics in your book.

7. Leverage your network.

Build a marketing platform into your book by involving personal and professional connections in the writing process. Compile a list of people you want to feature in your book and make a plan for reaching out to them. Interviews, case studies, and personal anecdotes go a long way to show you've done your research and considered multiple perspectives. When you share the great work done by others, they will want to spread the news about your book because it makes them and/or their company look good. This is a huge help for marketing your book when it's released.

8. Write in small chunks.

If you focus on writing a whole book, it's easy to get overwhelmed. Instead, focus on finishing individual chapters one by one. Use your outline to choose a subtopic and write that subtopic as if it were a blog post. After that, move on to the next. Don't forget to check your content library for writing that may already fit. In many cases, you won't need to write everything from scratch. You will need to add transitions, but that can often be easier after you write the meat of your topics.



9. Know when to get support.

Behind every good book is a team of people who specialize in various aspects of writing, editing, and publishing. If you go through a publishing house or hybrid publisher, you'll have a built-in team to help with various aspects of your project. If you self-publish, you'll need to build your own team to handle everything you shouldn't do yourself, like cover design and proofreading. In either case, when you feel like a certain aspect of the project is starting to drain your enthusiasm, it's smart to look into outsourcing it. Budget plays a factor here, but getting help with tasks you have trouble with can keep you focused on the things you do best!

10. Don't give up!

What separates authors from aspiring authors is not writing ability, intelligence, or having a particularly clever idea; what differentiates them is their ability to finish. Authors persevere when things get tough. When they're tired, overwhelmed, or they question whether they have anything worth writing about, they keep going. Don't underestimate the power of mindset and good planning. Schedule time into your calendar to write, and do everything you can to stay focused, positive, and resilient.

About Us

At Pithy Wordsmithery, we love books almost as much as we love authors! We are dedicated to helping entrepreneurs and thought leaders fulfil their publishing dreams.

We work with authors who are at all stages of the writing process. Our services include ghostwriting, editing, book coaching, self-publishing support, and marketing. We are especially excited about our new online courses and book marketing membership.

Connect with us on [LinkedIn](#), [Instagram](#), [Facebook](#), & [YouTube](#). We hope to chat with you soon!

- Amelia Forczak & the Pithy Wordsmithery team

