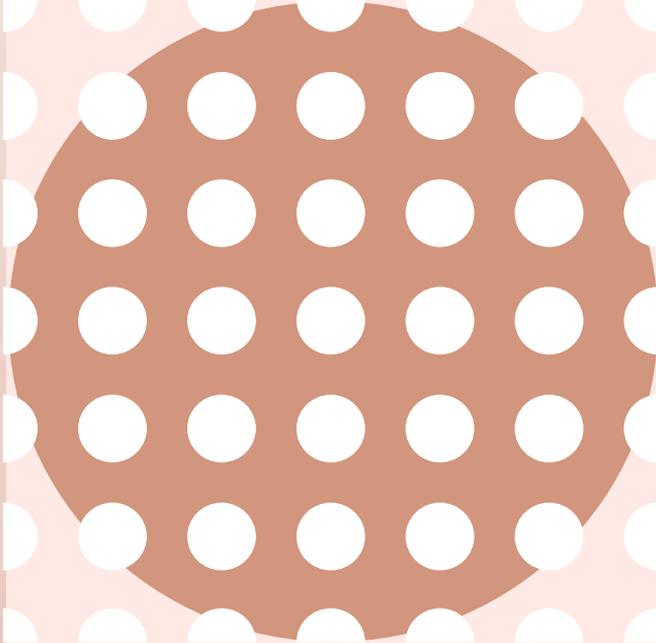




AUTHORPRENEURSHIP
WORKBOOK



SHARON C. JENKINS

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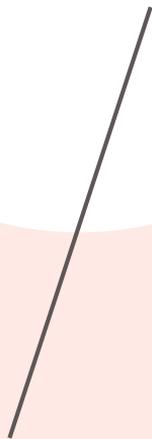


LESSON ONE

01



P R A C T I C A L
A P P L I C A T I O N S



01

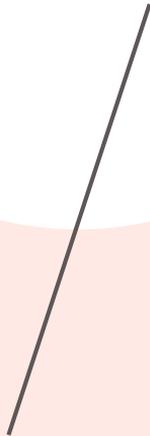
Practical Application

1. What is your “why” for writing?
2. Who is the beneficiary of your “why”?
3. What fuels your passion to write?
4. Is writing as a business a new concept to you? Why or why not?
5. Are you an “authorpreneur” based on the definition provided above?

02



W O R K S H E E T S



02

Complete the following assessment designed to assist you in determining what you want to write.

1. Brainstorm. What topic or topics do you have a passion for writing about? Consider a common problem for which you have discovered a solution. Do a Google or Bing search to determine what current books are out there on that topic. If you find there are inadequate resources out there, do your homework, become the expert and present your solution.

2. Are you finding more articles on that topic than books? If so, perhaps that topic is better shared in an article or white paper

3. What magazines, newspapers, or professional journals are doing stories on your topic?

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4. If you are finding more books published on your topic than articles, what publishers are publishing books on your topic?
5. Look at the NY Times Best Sellers List. Do you see your topic on that list?
6. Look at the Amazon's Best Sellers List for your potential genre. Do you see your topic within the Top 100?
7. Preview the Top 10 books in your potential genre. Make a list of their similarities. Make a list of their exceptionalities (the things that make them unique).
8. Go to your favorite local Barnes and Nobles. Check out the books that are located at the front of the store. Look for books in your potential genre. Then go to your specific topics section in the store and look for books that are similar in nature. Make a list of the things you like about the book such as content, book cover, authors' credentials.

9. Visit your local library or purchase a copy of the Writers Market on www.writersmarket.com to determine who is publishing books on your topic, what are their submission guidelines and if the publisher is accepting new writers.

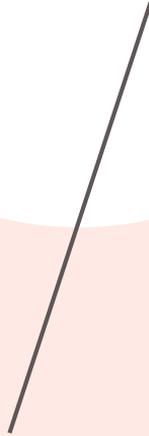
10. Go to www.surveymonkey.com and design a survey to distribute to your email list, Facebook friends, or professional contacts querying their interest in your topic.

11. Put together a focus group to discuss the relevance of your potential topic. A focus group is an excellent way to find out about the latest trends from the consumer's point of view.

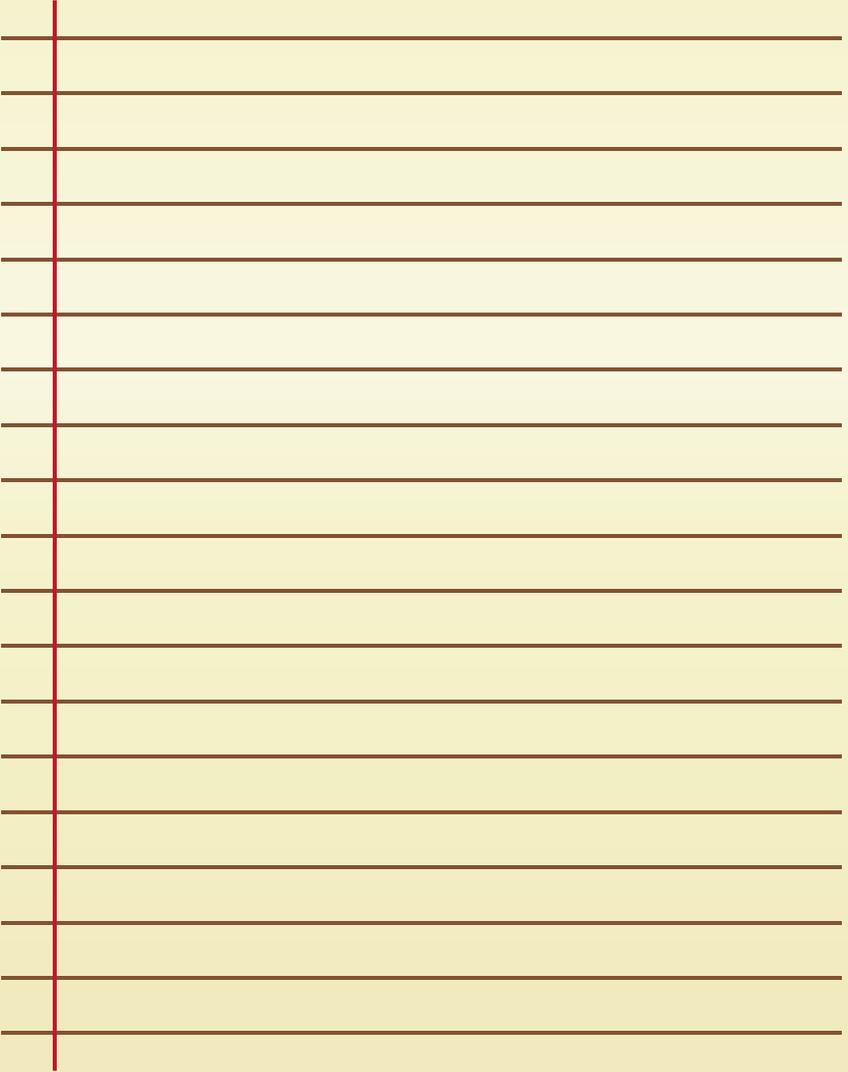
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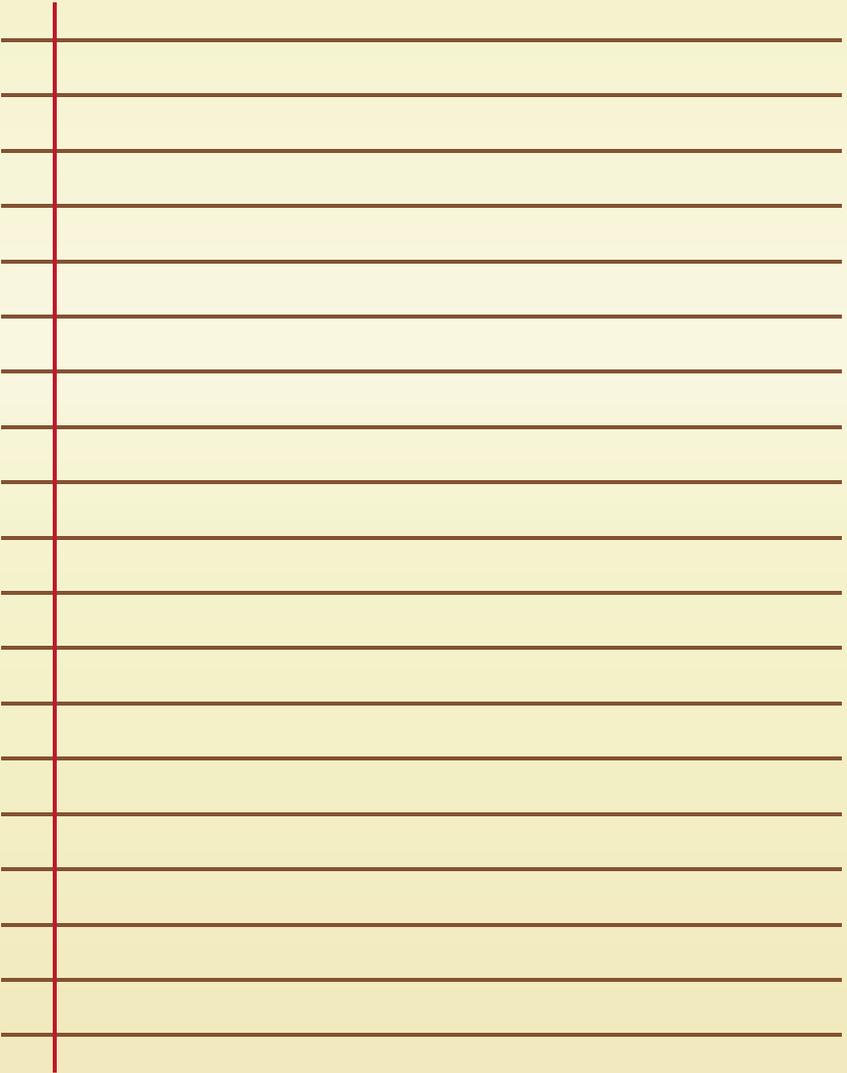


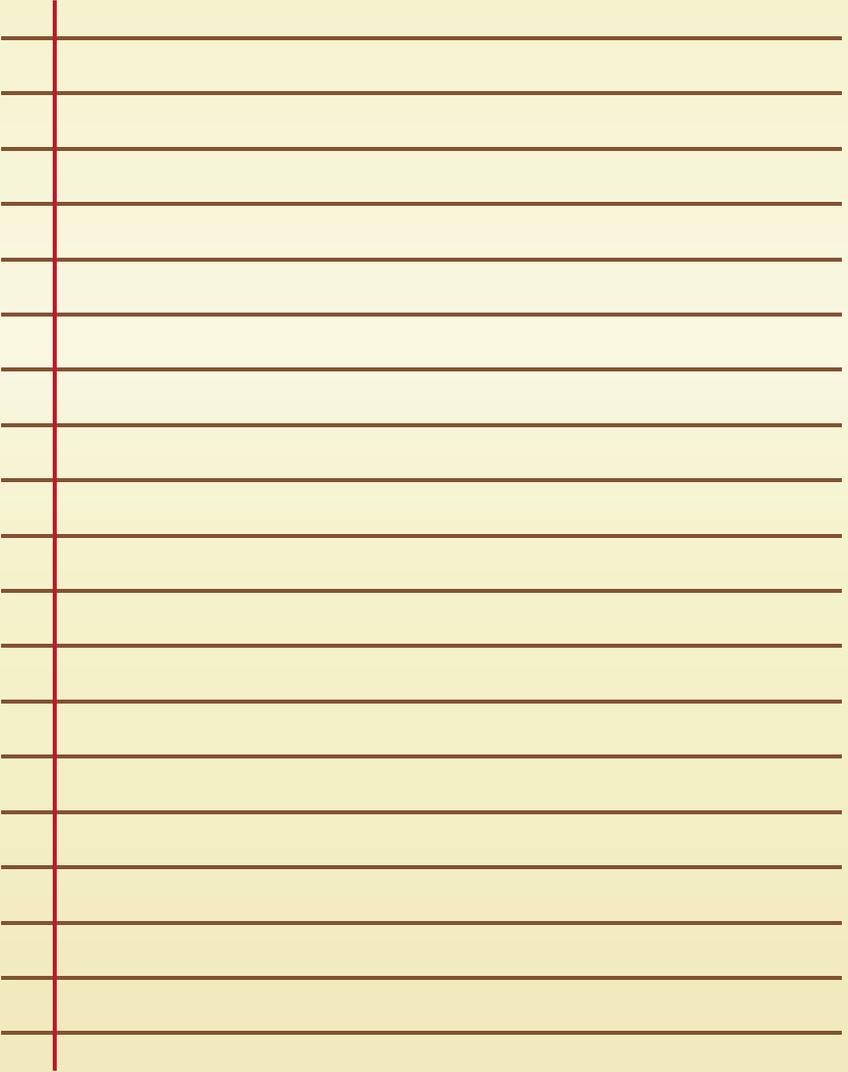
YOUR
JOURNAL



03







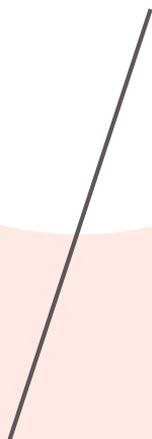


LESSON TWO

01



P R A C T I C A L
A P P L I C A T I O N S



01

Practical Application

Do an evaluation of your personal strengths and weaknesses. We all have them, so don't be shy. List them on a sheet of paper. Identify your top three in both categories. If you are interested in taking the Wired that Way Assessment tool, it can be purchased at

<https://www.amazon.com/Wired-That-Personality-Profile-Easy/dp/0800736060/>

Once you have identified what they are, review the pros and cons of traditional and self-publishing to determine which method best suits your publishing personality.

Practical Application

Match the pros and cons with the appropriate publishing style.

*T = Traditional Publishing and
S = Self-Publishing.*

Pros:

Your novel has a better chance of being in a bookstore ____

Full control of your manuscript ____

You have the assistance of an editor ____

You have the ability to set your price and change it based on the market demand ____

Editing and cover art is handled by the publisher ____

Cons:

Contract review by a lawyer may cost money during the negotiation stage ____

You do all the marketing and public relations ____

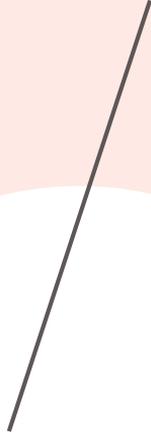
Personal financial investment ____

Your book may take several years before completion ____

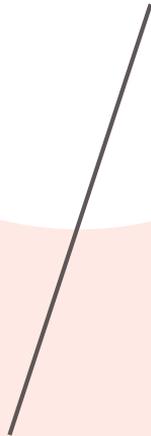
Your book may not earn back its initial advance, which will result in no royalties ____

You are responsible for distribution of your novel through e-books and/or print editions ____

02



W O R K S H E E T S



02

Do an evaluation of what you personally bring to the table in the form of education, experience, and exceptionality, the three “E’s” that will benefit your reader.

EDUCATION

- Go dig up those old transcripts to identify if your academic pursuits lend credibility to your book’s subject matter. What courses have you taken that introduced you to your topic?
 - What internships or student teaching and volunteer assignments prepared you to be an expert on this subject matter?
 - What were the credentials of the professors who taught you that subject matter? If there is a fit, could they be prime candidates to endorse your book?
 - Is your Alma Mater highly revered in the literary industry for producing experts on your topic?

EXPERIENCE

- Pull out your most current resume, curriculum vitae, speaker's one sheet, or press kit and scan it to identify all of your professional pursuits that support your expertise on the topics discussed in your book.
- What professional or personal experiences validate your credibility as an expert on this topic?
 - What professional associations or organizations authenticate your capability to perform a certain task related to your topic?
 - Who has previously endorsed you or your expertise?
 - What professional or personal experiences have enabled you to give an intellectual or experiential discourse on your subject matter? (For example have you done speeches, workshops, been on a panel, webinars or tele-classes on your topics.)

- What professional experiences have you had that allow you to give an experiential recollection on your subject matter?
- What quantitative and qualitative statements on your resume or curriculum vitae support your expertise on your particular topic?
- What professional people have you networked or worked with that can act as a support system in the areas you don't quite have the expertise in regarding your topic?
- What professionals in your industry do you have access to who are authorities on your subject matter?

EXCEPTIONALITY

We all have things in our lives that make us unique. Do a personal inventory and list those things that make you “special.”

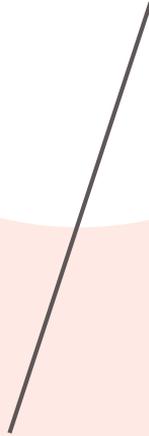
Some factors to consider while doing so:

- What life experiences have you had that support your ability to discuss your topic adequately?
- What qualities do you possess that contribute to your capability to discuss this subject matter proficiently?
- What aspects of your ancestry contribute to you having a particular exceptionality?
- What unusual event or events have shaped your knowledge or perception of your subject matter?
- What historical episode or occurrence inspired you to research your topic?
- What tragedy or dramatic life changing event empowered you to write about your topic?

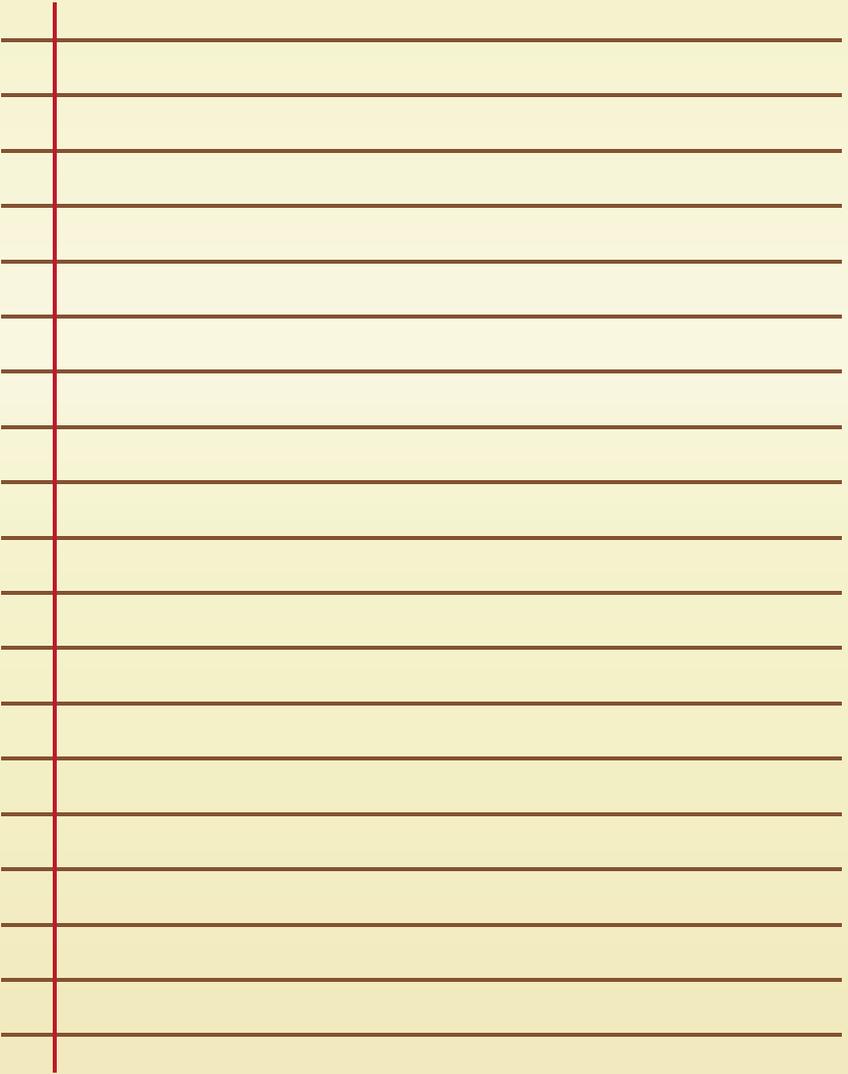
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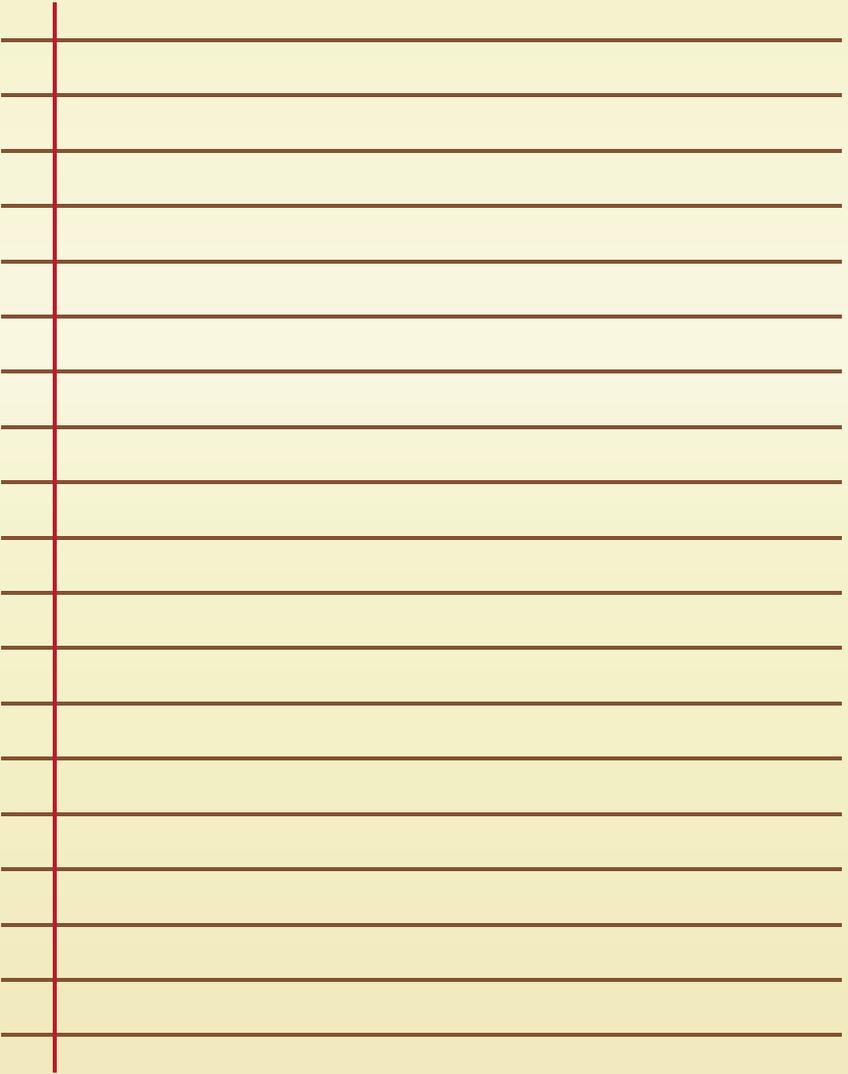


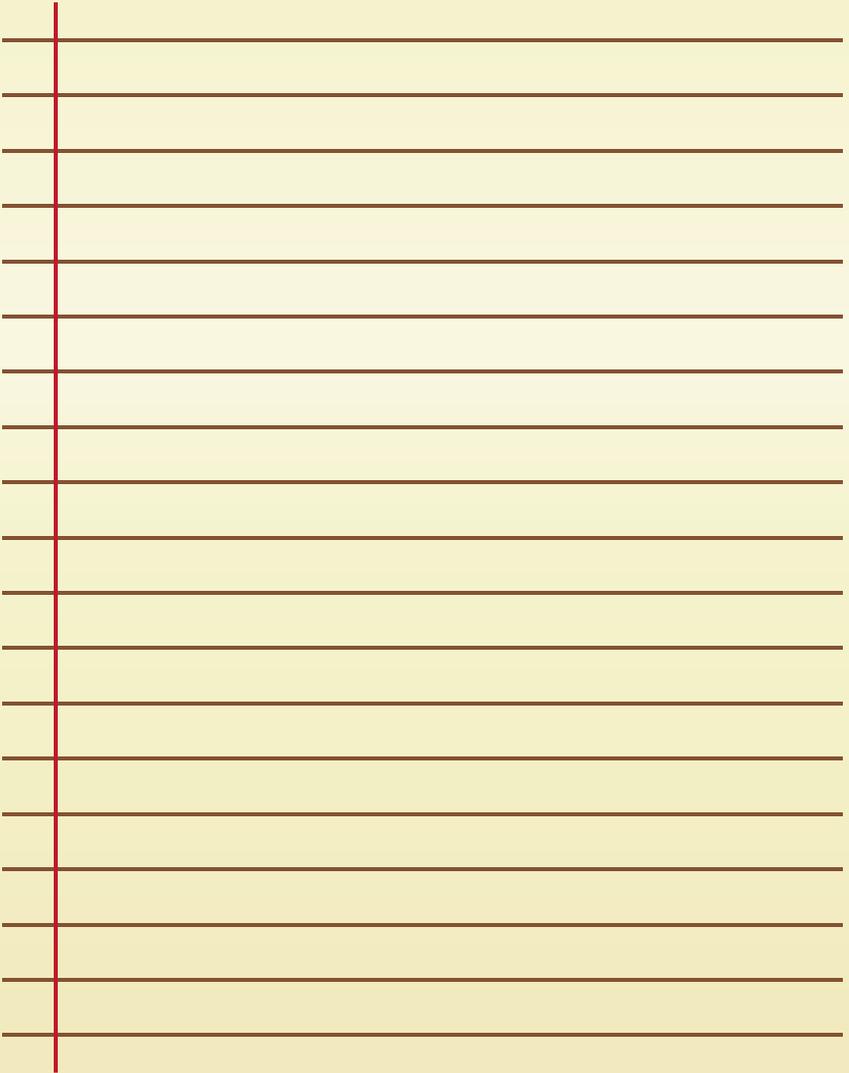
Y O U R
J O U R N A L



03







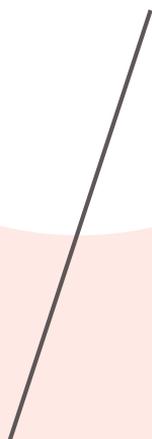


LESSON THREE

01



P R A C T I C A L
A P P L I C A T I O N S

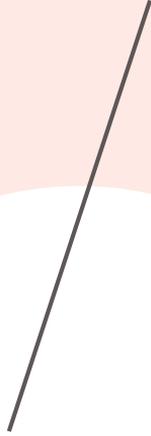


01

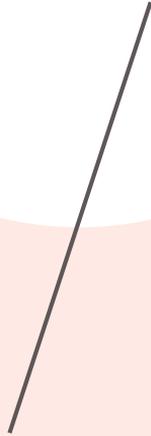
Practical Application

Go through the Elements of a Start-Up Book Project, and answer the questions using your own actual book project. Tuck it away somewhere for safe keeping for a quarterly review.

02



W O R K S H E E T S



02

Let's go on a digital field trip:

Go to www.pinterest.com and do a search for "author resources." List five valuable resources that you found that will help you in your authorpreneur journey.

1. _____
2. _____
3. _____
4. _____
5. _____

Go to www.amazon.com and identify five best selling authors who are rocking in your genre.' List them here.

1. _____
2. _____
3. _____
4. _____
5. _____

Go to www.twitter.com and do a search for the five authors you identified on Amazon and "follow" them. List them here.

1. _____
2. _____
3. _____
4. _____
5. _____

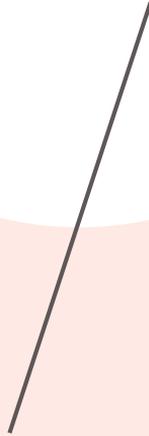
Go to www.facebook.com and identify five author groups that are a best fit for your genre' and join them. List them here.

1. _____
2. _____
3. _____
4. _____
5. _____

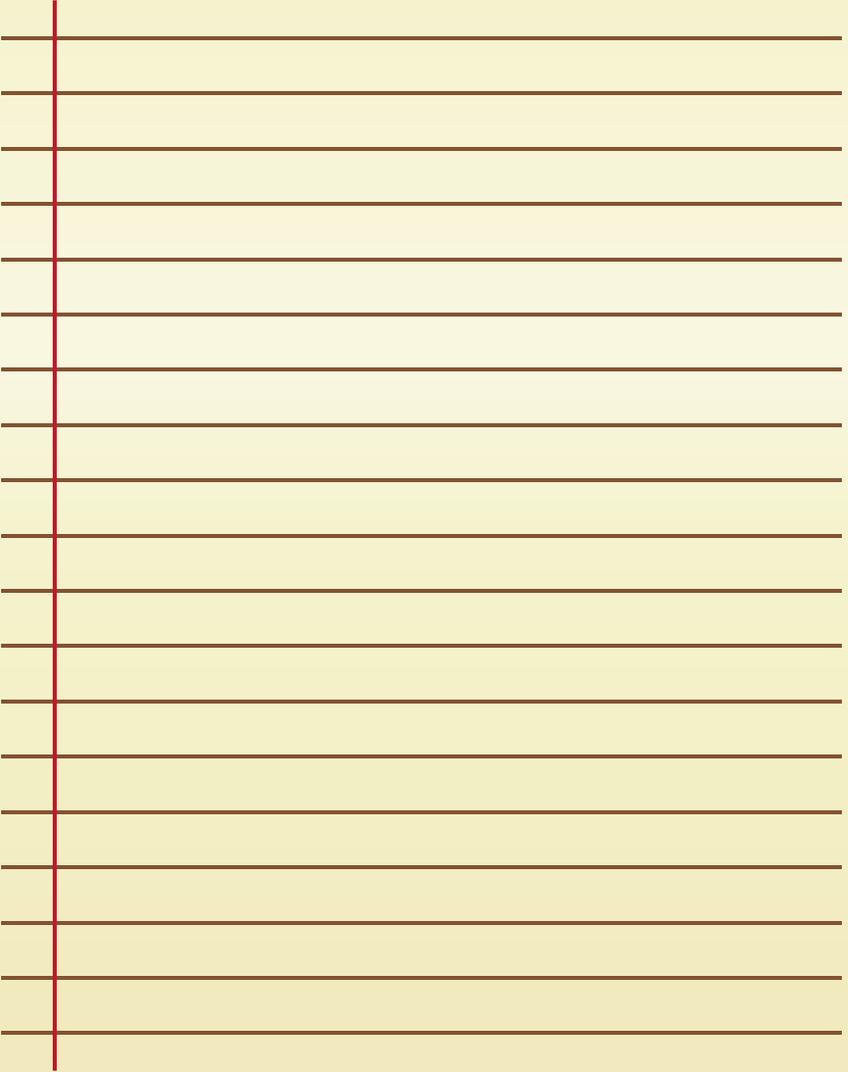
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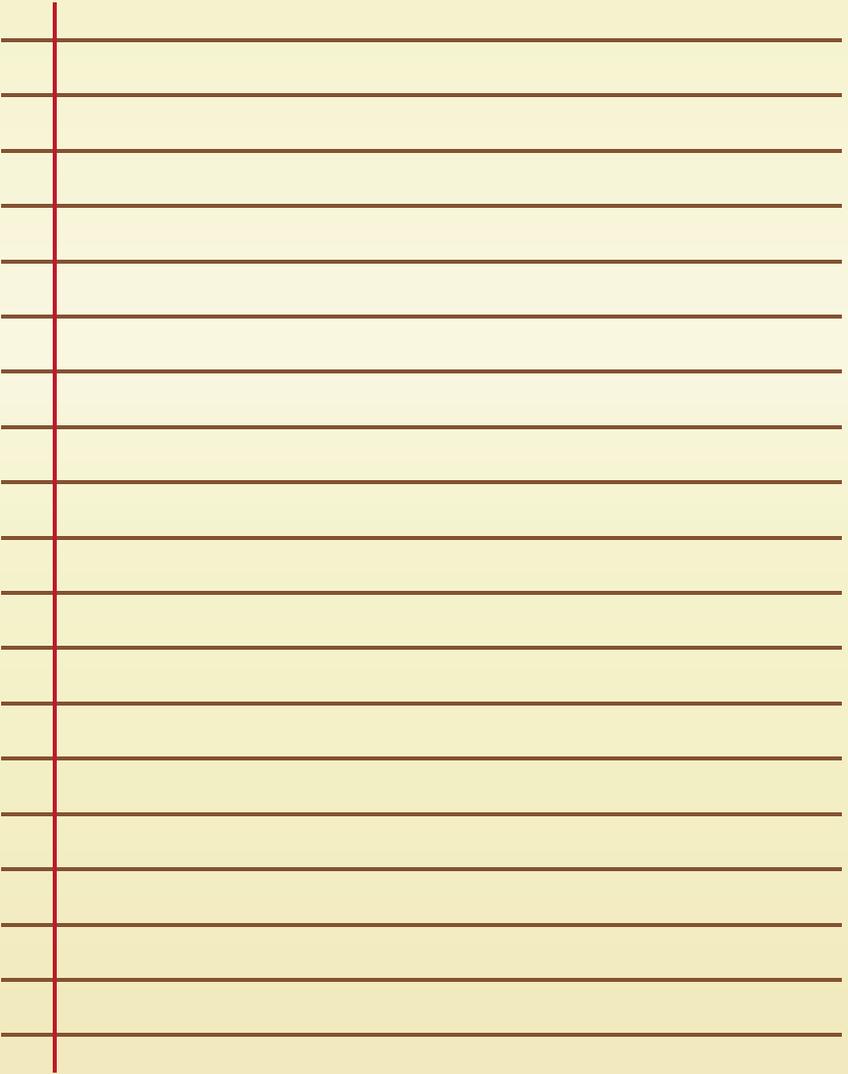


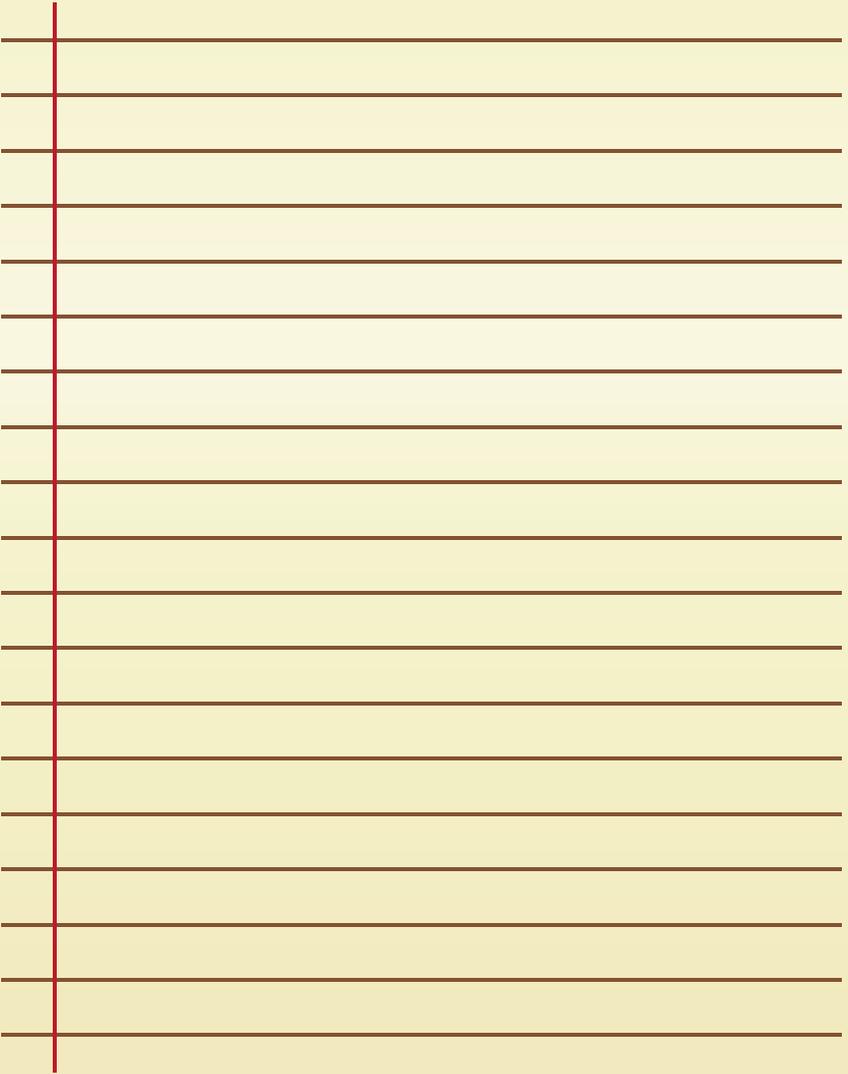
Y O U R
J O U R N A L



03







Happy Writing!

SHARON



www.mcwritingservices.com