

10 Quick Authorship Tips

HELPING NEW AND ASPIRING AUTHORS
TRANSITION FROM A BOOK IDEA TO A
MANUSCRIPT

“STEEPING TIME” Standing On Authorship Business

BE BETTER PREPARED TO PUBLISH



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Standing on Authorship Business

10 Quick Tips for New & Aspiring



1. Clarify Your Author Identity & Purpose

Why: You're not just writing a book; you're building a brand.

Action: Define your “author promise”—what transformation or result will your reader gain?

Pro Tip for Existing Authors: Revisit your promise to ensure your brand message remains clear as you grow.



2. Outline Your Book With the Reader in Mind

Why: A strong outline keeps your message focused and your reader engaged.

Action: Break your book into 10–15 chapters; give each chapter a working title and purpose.

Tool: Plottr or Scrivener.

For Existing Authors: Repurpose your outline into workshops, podcasts, or social content.



3. Choose the Right Publishing Path

Options: Self-publishing (Amazon KDP, IngramSpark), hybrid publishing, or traditional.

Resource: Amazon KDP Help Center, IngramSpark Academy.

For Existing Authors: Evaluate if you need wider distribution (e.g., IngramSpark for bookstores).



4. Secure Your ISBN & Barcode

Why: ISBNs make your book trackable and professional.

Action: Purchase at Bowker or use free ISBNs on KDP (less control).

For Existing Authors: If you used a free ISBN, consider getting your own for future editions.



5. Invest in Professional Editing & Formatting

Why: Readers equate clean writing with credibility.

Action: Hire a copy editor or use tools like Grammarly or ProWritingAid.

For Existing Authors: Audit older books for typos or design updates.



6. Design a Captivating Cover

Why: People judge a book by its cover—make yours stand out.

Action: Use Canva for DIY or hire a professional designer.

Pro Tip for Existing Authors: Refresh covers to boost sales or rebrand your series.



7. Build Your Author Platform

Why: Readers need to find you beyond the book.

Action: Create an email list, author website (try Squarespace or WordPress), and engage on social platforms.

For Existing Authors: Nurture your readers with newsletters, book clubs, or behind-the-scenes stories.



8. Market Before You Publish

Why: Hype sells.

Action: Share sneak peeks, behind-the-scenes videos, or cover reveals on social media. Start an **ARC team** (Advanced Reader Copy reviewers).

Tool: BookFunnel for distributing early copies.

For Existing Authors: Re-market older titles with new campaigns or bonus content.



9. Monetize Beyond the Book

Why: Books open doors to multiple revenue streams.

Action: Create workshops, speaking gigs, online courses, or digital products related to your book.

For Existing Authors: Bundle your books with coaching or group programs.



10. Stay Connected to a Supportive Community

Why: Writing and publishing can feel lonely—community accelerates your success.

Action: Join author groups, masterminds, or mentorship programs to stay motivated, receive feedback, and stay informed about industry trends.

For Existing Authors: Give back—mentor, speak, and collaborate.



Helpful Author Tools & Resources

Writing: Scrivener, Google Docs, Atticus

Editing: ProWritingAid, Grammarly

Design: Canva, BookBrush

Distribution: Amazon KDP, IngramSpark, Draft2Digital

Marketing: BookFunnel, MailerLite, ConvertKit

ISBNs: Bowker



Call to Action

Ready to **stand on your authorship business** and turn your book into impact and income?

Join our **FHW Flourishing Visionaries Facebook Group** to connect with other writers, share your wins, and access live trainings.

Join the **FHW Flourishing Visionaries Facebook Group**

Become part of the **Paid Community** and start building your thriving authorship brand today!

Upgrade to our **Paid Flourishing Visionaries Community** for in-depth publishing strategies, digital product templates, and author business growth support.

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(PAID COMMUNITY)



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Clarify Your Story . Message . Movement



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