

TOP TEN TIPS FOR NON FICTION WRITERS

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TIP ONE: BEFORE YOU BEGIN

WRITE THE INTRODUCTION

I know this seems crazy as you haven't written the book yet, but it will focus you on what you want your book to be about, and you can always rewrite it when the book is finished.

TIP TWO: WRITE A ONE-PAGE OUTLINE SYNOPSIS

Write a one page outline synopsis of the book as you would describe it to a friend or colleague in a way that will interest and intrigue them. It's a literary sales letter if you like.

TIP THREE: CLARIFY YOUR PURPOSE

Now ask yourself why you want to write it this particular book: whether it is for fame, money, clients, to help people or something else? By asking and answering those questions you get even more clarity on the shape your book will take.

TIP FOUR: THINK ABOUT YOUR IDEAL READER

Do you have a clear idea of who they are and what you want them to get from your book? When you have done that go back and look at your one page outline to make sure it can deliver that.

TIP FIVE: SPEND SOME TIME

PLAYING AROUND WITH YOUR TITLE

However great your first idea is just carry on until you have at least half a dozen, including subheadings. Each one will tell you something about the book, either its content or potential readership and coming up with different titles can really stimulate some new ideas or insights into the book itself. If stuck, brainstorm titles by going online to look at similar books and spend time in an actual bookstore and jot down things that strike you as interesting.

TIP SIX: MAKE A ROUGH LIST OF

YOUR POTENTIAL CHAPTER HEADINGS

Think what phrase will encapsulate what you want each one to contain and again play around with some alternative titles.

TIP SEVEN: BULLET POINTS FOR EACH CHAPTER

When you have that list of chapter headings then look at each one and jot down at least 3 bullet points per chapter. Make them the core of the chapter, the non-negotiables that must go in and then indulge yourself and add a couple more that might just work or could add something.

TIP EIGHT: CONSIDER ADDING BONUS MATERIAL

What bonuses can you offer the reader to make your book more attractive to them? For instance people love quizzes and tests so would including a couple improve your book, or maybe something else would be better?

TIP NINE: PLAN TO PROMOTE YOUR BOOK

It is never too early to plan how you are going to promote the book, in particular about what kind of online and web support it will have. Think about the book and how you would feature it on your website. Can you write a special free report from a link in the book to encourage them to visit your website where you can interest them in other aspects of your work.

TIP TEN: ENJOY THE PROCESS

Remember you are writing this book because you really want to so enjoy the process, build in plenty of rewards for your efforts and make sure you have support to make the whole process easy on you.

RESOURCES

For more information on alternative approaches to health you might like to visit my other websites:

<http://www.bio-hormone-health.com> for news and views on women's hormonal health

<http://www.healthandwellesstimes.com> for Medical and Alternative health news

ABOUT ANNA RUSHTON

AnnA Rushton – author and speaker on a healthier you

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