

Twenty Tips for Emerging Writers

by Ann Charles and Jacquie Rogers

There is so much more to being an author than just writing a book.

1. BE NICE!! All of the time. Bite your tongue. Use honey, not vinegar. It's a small world.
2. Keep current on publishing industry news. Learn who the major players are, who's most likely to buy the type of story you write, and what you need to do to get your work in front of them. (Example: Gerri)
3. On the social networking front, approach other authors with the mindset of what you can offer them instead of what you can take/get from them.
4. Build a web presence, but do it with a plan. Decide where you want to concentrate your efforts and exactly what level of privacy you need.
5. Learn how to navigate the waters online: how to embed a graphic in your email message, how to make an advertisement, how to code pages for the major social networking sites, and how to use widgets. Learning these things after the sale takes away from your concentration on contracts, edits, galleys, and your next proposals.
6. When it comes to approaching published authors, don't be a desperate groupie. Be a business colleague. You don't want to end up being categorized in an author's mind in the groupie category, because it will be twice as hard to convince them later that you're a colleague.
7. Learn from all writers, new and experienced. Sometimes you learn from a good example of a bad example.
8. Find a role model and emulate him or her—not their writing style and techniques, rather their business and promotion skills.
9. Build your business model. Remember, all businesses must have something to sell, so don't neglect your inventory.
10. Learn how to multi-task, prioritize, and delegate.
11. Raise your visibility at the local level. Make adjustments to how you want to be perceived, and implement those when you sell.
12. Find your niche—or develop one—and then exploit it. Be original.
13. Use that niche to build your platform . . .
14. Treat everyone equally. Don't fawn over superstars in the business and ignore newbies. That newbie might be the next superstar.

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15. Be careful when you write about someone and use his or her name on the internet. The person of whom you speak may be Googling (Google Alerts) his/her name and find what you said. Use the Force for good, young Jedi.
16. Be professional. Treat your writing like a business and your book like a product, especially when interacting with agents and editors. You don't want to be labeled a 'prima donna.'
17. Be prepared for anything that might happen, good or not so good. Things don't always happen the way people tell us they're supposed to. (Judy Laik, Lisa Hendrix)
18. Learn constantly, and not just about the craft. Learn about:
 - Promotion and marketing (1st Turning Point).
 - Social networking venues (Facebook and Twitter).
 - The software you need to use in your business (Wordpress, Blogger, HTML, Microsoft Word).
 - The publishing industry itself.
 - What agents and editors do and like.
 - Etc.—ALWAYS keep broadening your horizons.
19. Write articles for your local newsletter, your friends' blogs, your own blog . . . and SAVE the links for your website. Collect content for your website.
20. Go to a professional photographer and get a high quality headshot. Do NOT skimp on this. There are two things you shouldn't skimp on: your writing and your headshot.

Your Presenters:

Ann Charles writes romantic mysteries sprinkled with romance and humor. She is currently toiling away on her next book while her agent works on selling her manuscripts.

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Jacquie Rogers lives in Seattle with her patient husband and an untamed cat. She currently has two print books and one e-novella out. <http://www.jacquierogers.com>

You can also find both of them at <http://www.1stturningpoint.com>, where they and over two dozen other authors, reviewers, and PR consultants have joined together to teach and share (and learn from each other) all sorts of great information about promotion for both unpublished and published authors.