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**How to Avoid the 11 Biggest Mistakes of First Time Authors**

**By Roger C. Parker**

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"If you want to change your life," Harry Beckwith wrote in *The Invisible Touch*, "write a book." But writing a book can also be tremendously frustrating and unrewarding.

Following are the 11 biggest reasons most first-time authors fail to receive the rewards they are due.

1. Unrealistic expectations. Don't expect to get rich off your book, even if it's a success by publishing standards. The vast majority of books fail to earn out their advance.

Instead, develop a personal marketing plan to leverage your career off your book. Instead of trying to make money on the book itself, use your book to open doors, promote your credibility and build relationships with readers.

2. Writing without a contract. Never write a book without a signed contract. Instead, prepare a polished proposal and two sample chapters.

Publishers are increasingly selective about the titles they accept. Often, less than 1 in 20 titles proposed are published. Writing a book that isn't accepted is not a good use of your time.

3. No agent. You must be represented by a literary agent. Publishers rarely accept unsolicited book proposals. Unsolicited proposals are frequently returned unread or are simply discarded.

The right agent will know exactly which publishers might be interested in your book. Agents can also negotiate terms more effectively than you.

4. Weak titles. Titles sell books. The title of your book is like the headline of an advertisement. The title represents your one and only chance to attract the attention of acquisition editors or bookstore readers.

## How to Avoid the 11 Biggest Mistakes of First Time Authors

Successful titles stress the benefits readers will gain from your book. Successful titles arouse curiosity and offer solutions. They often include consonants and alliteration (repeated 'hard' sounds like G, K, P or T).

5. Title versus series. Focus on a series of books rather than an individual title. Publishers want concepts that can be expanded into a series rather than individual titles.

6. Going it alone. Successful careers involve a nurturing support group of readers and peers. Your quest should include the support of your friends, other authors, book coaches, readers and others who will help you maintain your enthusiasm while providing ideas, assistance and feedback.

7. 'Event' writing. Write a little each day rather than 'going away' to write your book. Stress is an author's biggest enemy. When you attempt marathon writing, you're putting an unrealistic burden on

yourself. "What happens if I come back and my book isn't written?"

8. Self-editing. Avoid unnecessary self-editing. It's far more important to complete the first draft of your book than to agonize over the perfection of every word.

Editors will ensure that grammar is correct and ideas appear in the proper order. But they can't do anything until you submit the final manuscript.

9. Failure to promote. Publishers are not promoters. Publishers are skilled at editing, manufacturing and distributing books. But they are not set up to give your book the marketing attention it deserves. A single publicist may represent over 100 books!

If you want your book to succeed, you have to promote it as well as write it.

10. Failure to back up and save. Save frequently when writing. Always save before printing. Never turn off your computer without making a copy of your files for off-premises storage. Never end a writing session without printing out a hard copy of the latest version of the chapter you're writing.

11. Failure to plan future profits. Before writing your book, create a book marketing plan. Book sales should be just the first step in an ongoing relationship with your readers. Your plan should identify opportunities from consulting, newsletters, audio/video recordings, seminars, speeches and yearly updates.

A book can, indeed, change your life. But you must take charge; take a proactive role in promoting and leveraging its success.

Roger C. Parker is the \$32,000,000 author with over 1.6 million copies in print. Do you make these marketing and design mistakes? Find out at

### **MISTAKES**

## How to Avoid the 11 Biggest Mistakes of First Time Authors

**By R J Farey**

Don't worry about making mistakes.

Everyone makes mistakes.

Why should you be different.

The person who never made a mistake, never made anything.

Mistakes can be costly. They can also be educational.

Look upon your mistakes as an asset.

Life is a learning process. Learn from your mistakes.

Profit from them and you will not only make more money, you will also become a better person.

You must face the fact that from time to time make the odd mistake.

As long as they are not life threatening, pick yourself up, dust yourself down and get on with your life.

Just remember to not make the same mistake twice.

As I said before, "Learn from your mistakes."

Better still, learn from other people's mistakes.

There are people out there who have become millionaires working on the internet. Do you think they never made mistakes? They are only too willing to admit to their mistakes and to explain how they resolved them.

If you want to get to the top, and I presume that you do, study those who have already made it to the top. Study the way that they did it. Copy the methods of successful people. They will not be too proud to explain the problems they encountered on the way. Problems that you will surely meet as you progress and gain experience.

Disregard the 'overnight gurus' trying to sell you the latest get rich scheme. If you listen to them you will be making the biggest mistake of all.

The old adage 'Learn to walk before you try to run.' Holds good in any type of business venture.

The main difference when setting up a business on the internet, as against setting up a conventional business, is that on the internet there is no shortage of genuine advice for the newcomer to take advantage of.

Good advice is there for the taking. Don't disregard it just because it is free. Some of the very best things in life are free.

Just make sure that you take full advantage of them.

Relax, nothing is so bad that it can't be fixed.

Here's to your great success. Bob....

R J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is

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done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Take a look at:

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### MISTAKES

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