

PLEASE NOTE!!
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PERSONALIZE IT.

My Publishing Plan

INSERT YOUR NAME

INSERT YOUR DATE

Mindset

Below list one to five limiting beliefs (e.g., “My writing isn’t good enough.” “No publisher would ever take me seriously.”)

Now list one to five liberating truths, one to counter each limiting belief (“My writing is okay, and I’ll get better with practice.” “I don’t know if a publisher will take me seriously until I try. And even if I don’t get a book deal, my book idea is important enough to me that I’ll self-publish if I have to.”)

Who's your primary audience?

What's the problem your readers have that your book solves?

Now describe the effects you hope your book will have in the lives of your readers. Again, use whatever words come to mind. Don't think too hard about it; just go.

Writing Plan

“The first draft is just math.” —AJ Harper, *Write a Must-Read*

First, let’s pick a book that’s similar in length to the one you want to write. How many pages is it?

Now do this equation:

Number of pages x 250 words = Estimated Total Words (ETW)

Now: ETW x 120 percent (1.2) = First Draft Word Count Target

Enter that number here: _____

That’s how many words your first draft should be.

Question: what’s realistic for you in terms of when and how long you can write? (Fill in the following.)

I can write on these days of the week:

How many writing sessions per week:

Unless you already know your pace, assume a pace of 500 words per 30 minutes, 750 words per hour.

Here’s how to calculate how long your draft will take:

- Divide your *First Draft Word Count Target* by your estimated words per session to find the *Total Writing Sessions*
- Then, divide *Total Writing Sessions* by your number of *Weekly Sessions* to find the *Total Weeks* needed
- Divide *Total Weeks* by 4 to see the *Total Months*

How many months will it take you to complete your first draft?

Write that number here: _____

Reflection

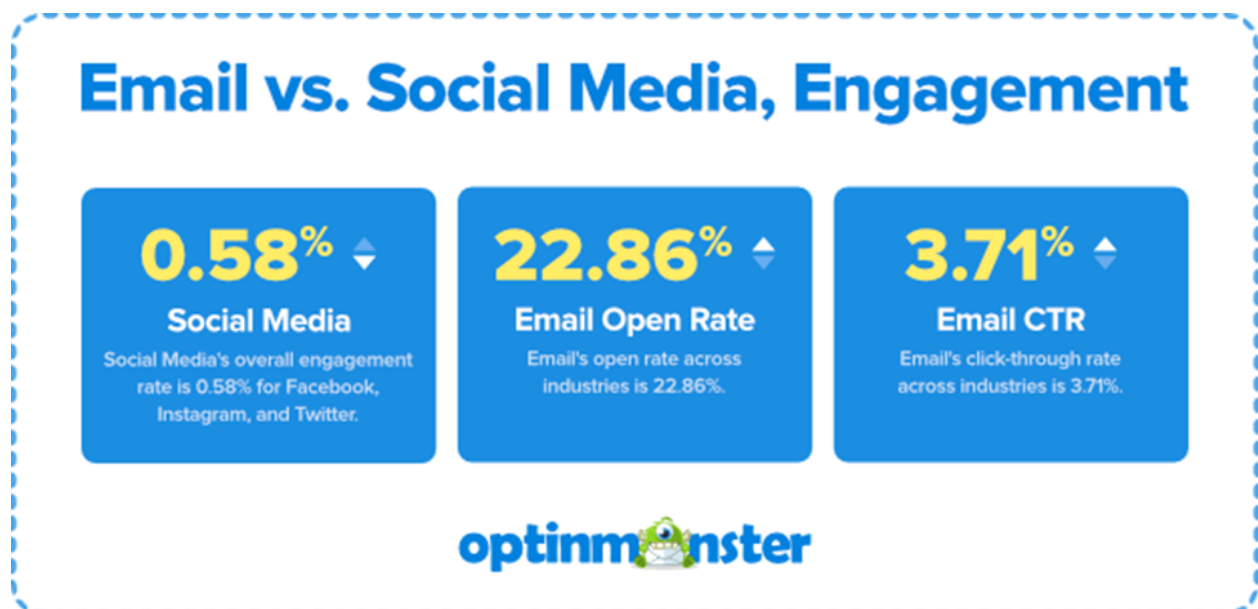
Write your reflections below. Does this seem doable? Any tweaks you want to make?

Platform Plan

Most writers know the importance of building a platform—an audience of people who are interested in your work and will buy your book when it releases.

What writers may not know is the best way to do this is by growing an email list.

Why? Have a look at the graphic below:



This graphic from OptinMonster makes the point pretty clear. If you want engagement from your readers, email's a much better bet than social media.

This doesn't mean you should ditch social media, of course. It just means growing your audience by building an email list should be a higher priority.

In short, email is the most effective means available for growing and serving an audience of readers who are interested in our work.

How do you get started? I encourage you to start with what is sometimes called the “eager sneezer” method. It's called this because the folks who end up on your list as a result of this method will be people who are *eager to share* your content and help you out.

Start by creating a list of friends, family, coworkers, former coworkers, acquaintances, and others who know and like you but are not currently on your email list.

Ideas for where to look for names: Your text messages, your sent emails, your friends and followers on social media.

>>Let's get started. List some names below. Start with those closest to you. Shoot for at least ten names. Ready, set, go:

Below is a text message template and two email templates you can use to invite these folks onto your email list.

Text Message Template

I challenge you to try this right now. Ready?

- 1. Take out your phone.**
- 2. Open your text messages.**
- 3. Find one person who's not currently on your email list but who knows and likes you.**
- 4. Send that person some version of this message: "Hey [NAME]!"**
- 5. Then send some version of this message: "I wanted to let you know I'm starting a group of folks to keep them updated about my forthcoming book! Want in?"**
- 6. Nine times out of ten the person will write back and say some version of "Yes!"**
- 7. When they do, write back, "Great! What's your best email address?"**
- 8. When they send it, add their email to your list, and let them know you'll keep them posted!**

Simple, right?

Two Email Templates

Try sending each email recipient, one-by-one, an email like this:

[First name],

Hope you're having a good [day of the week].

Quick note...

I've started up a new project where I'll be writing a new blog post on [fill in the blank] regularly [or weekly, every other week, monthly]. Thought it might be something you'd find interesting.

Want in?

- [your first name]

PS: [insert a personal note]

Here's another version:

[first name],

Hope you're having a good [day of the week].

Quick note...

I'm starting a group of folks to keep them updated about the book I'm writing [on fill in the blank]. Thought you might find it interesting.

Want in?

- [your first name]

PS: [insert a personal note]

Once they've said yes, add them to a list of people you're going to add, then import them into your list via a service like MailChimp or ConvertKit.

I know writers who have grown their email lists into the hundreds with this method.

I've heard Tim Grahl, author of *Your First 1000 Copies*, encourage writers to send messages while they're watching their favorite Netflix show or whatever. Do what you need to do to make it fun!

How can you make the eager sneezer method sustainable? What if you sent five messages/emails per morning? What if you spent 15 minutes M-F on this? Is that doable? Would you prefer to spend an hour on it over the weekend?

>>What method will you use?

>>Optional: How will you increase the fun factor?

You might be wondering, "Once I have an email list of people, then what?"

>>I'll start to answer that question with a question: What sorts of things do you and readers of books like the one you're writing like to "geek out" about?

With these topics in mind, once you have 30 to 50 email addresses on your list, I encourage you to send *at least one email a month* geeking out about a topic that is relevant to the kinds of people who will be interested in the book you're writing.

It could be a book review, an idea you want to share, something you've learned, a movie review, commentary on a podcast, a list of resources—the list is literally endless.

With few exceptions, the most reliable way to become a successful published author is by building and serving an audience over time. Then write a book for that same audience.

>> Here's a couple of ideas I have for geeking out with people who will be interested in the book I'm writing:

Publishing Plan

Traditional vs. Self-Publishing vs. Hybrid

Below I'll list the pros and cons of traditional, self-publishing, and hybrid publishing.

Traditional Publishing:

- **Pros:**
 - **A team of professionals to help you with editing, design, and marketing support.**
 - **The publishing process costs you nothing.**
 - **Usually the best possible distribution, including greater access to brick-and-mortar bookstores.**
 - **Prestige and validation that come with being "chosen" by a publisher.**
 - **Advance payments before book sales.**
 - **Gives you a shot at major bestseller lists.**
- **Cons:**
 - **Highly competitive, with a long wait to get published.**
 - **Less creative control over the final product.**
 - **Royalties are lower than self-publishing.**
 - **Marketing efforts may still fall largely on the author.**
 - **Longer timeline between complete manuscript and publication.**

Self-Publishing:

- **Pros:**
 - **Complete creative control over content and design.**

- Higher royalties per book sold.
- Quick to market—publish as soon as the book is ready.
- No gatekeepers!
- Cons:
 - Upfront costs for editing, design, and marketing are the author's responsibility.
 - Stigma of being "self-published," though this is lessening.
 - Distribution primarily online, harder to get into bookstores.
 - All aspects of publishing and book marketing fall on the author.

Hybrid Publishing:

- Pros:
 - Offers a middle ground between traditional and self-publishing.
 - Professional services for editing, design, and marketing.
 - Easier entry into publishing than the traditional route.
 - Some offer print distribution channels.
- Cons:
 - Costs can be high, and the business models vary widely.
 - Quality and reputation of hybrid publishers can vary significantly.

- **Royalties split with the publisher, though usually more than traditional publishing.**
- **The term "hybrid" can be used loosely, so research is essential.**

In determining the best publication route, it's important to think about your priorities, resources, and preferred timeline.

One option I often share with writers who want the best possible distribution and/or don't have resources for hybrid publishing: Try to get a book deal. Give yourself three months to get an agent or publisher interested in your book. If that doesn't work out, pivot and self-publish.

>>Based on all the above, I'm leaning towards:

- ☐ **Traditional**
- ☐ **Self-publishing**
- ☐ **Hybrid publishing**

>>Here's why:

Recap

Today we helped you figure out your Writing Plan, Platform Plan, and Publishing Plan, as follows:

- **Your Writing Plan, including:**
 - **Days and times for writing**
 - **How many writing sessions you'll have per week**
 - **How long your writing sessions will be**
 - **How long it will take to write your first draft**

- **Your Platform Plan, including:**
 - **How to use the eager sneezer method to grow your email list**
 - **At least ten people you can invite to your email list right away**
 - **A sustainable method for continuing to grow your email list**
 - **Some “geeking out” content ideas**

- **Your Publishing Plan, including:**
 - **Assessing the pros and cons of each method**
 - **Determining your priorities, resources, and preferred timeline**
 - **The route you're going to pursue**

Question...

Was this helpful? How?

Please let me know in the chat or email me at

chad@chadrallen.com

Now I'd like to ask you some other questions:

Now that you have a plan, would you like some hands-on guidance and support now and into 2025?

Would you like additional help to become a better writer and to find out other tactics to grow your platform?

Would you like to be in a community of writers who can keep you accountable to your publishing plan above—a community of writers whom you can ask questions and with whom you can celebrate your wins?

I would love for you to have all that and more.

That's why I started BookCamp. If you don't mind, I'd like just a few minutes to tell you about BookCamp.

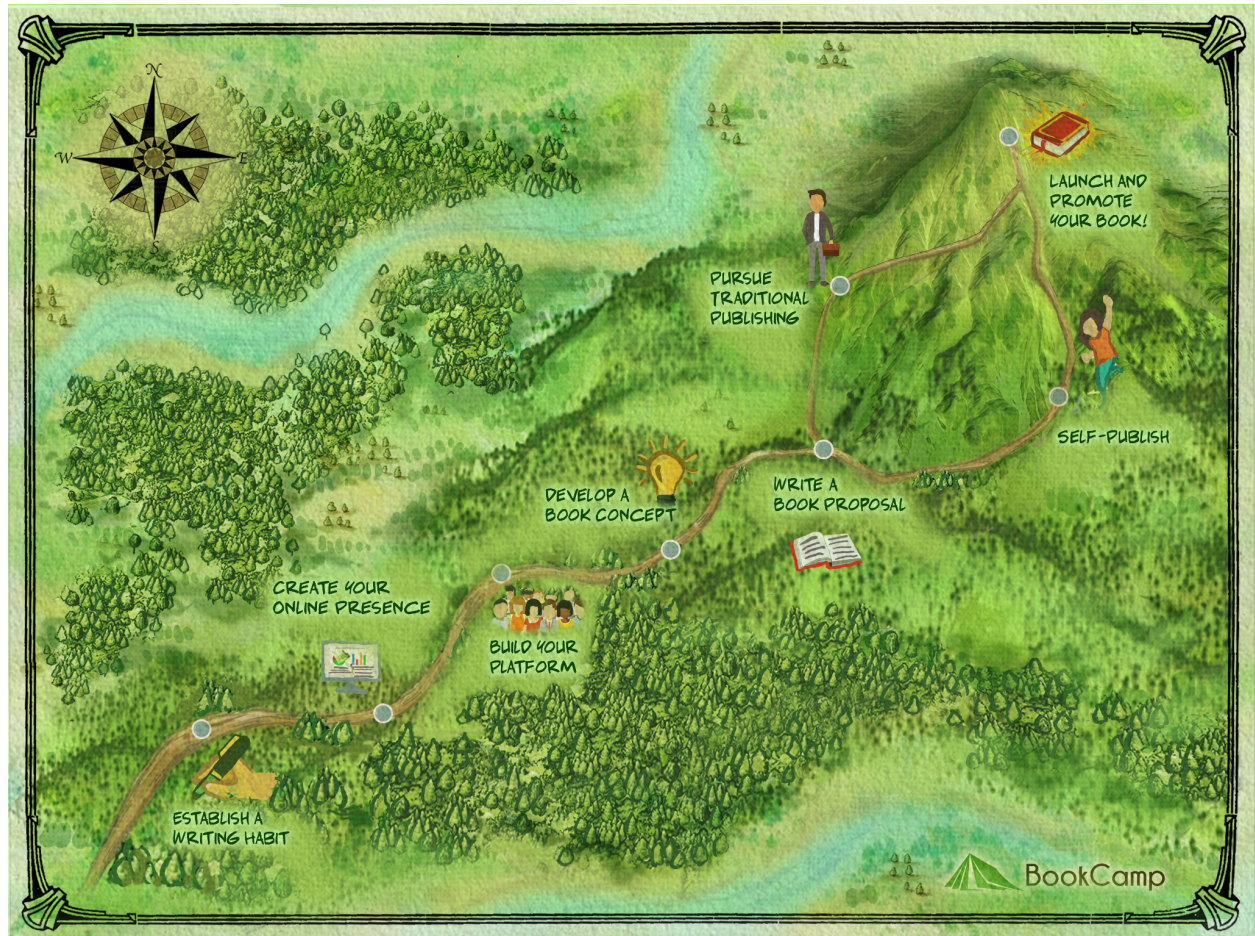
BookCamp is a training center and community for writers that I started about seven years ago.

Here's our logo:



Snazzy, right? See the book/tent concept? Proud of that.

And here's a graphic of what we call the BookCamp Success Trail Map:



This is the journey you take inside BookCamp, and you can see we've already started it in this workshop.

That's the map, so what are the tools? The gear you'll need to take this journey? BookCamp includes six main features:

- 1. More than twenty coworking sessions per month.**
- 2. A monthly group coaching call. We call this our "Fireside Chat."**
- 3. The opportunity to submit up to two pages of your own material for professional critique.**
- 4. A Members Area to help you with every step of the Success Trail Map.**
- 5. A private Facebook Group.**
- 6. At least one other live event every month, including conversations with experts, virtual writing retreats, and multi-week master classes.**

Does it work? Yes. Have a look . . .



And here are just a couple quotes from BookCampers . . .

“BookCamp helped redirect my difficult health journey into a traditionally published book. I started with no online presence and I was tempted to tuck tail and run. But after joining Chad for a platform class, I decided he was the real deal, and I have been part of BookCamp for three years. During that time, I have published dozens of articles, grown my platform, exploded my email list, signed a publishing contract, launched a book, and sold more copies than I ever imagined. Chad’s experience is invaluable, and his availability is unmatched. The expansive resources and support inside BookCamp helped position my platform, hone my message, tweak my title, and plan a launch that was both effective and manageable.”

—Lori Ann Wood

“BookCamp inspired me to be serious about my book writing. Before meeting Chad and all the welcoming and helpful BookCampers, I had written only parts of a novel (over more than 5 years!), and only 'researched' (played with) the idea for the non-fiction book.

“On joining BookCamp, I was warmly welcomed and my sometimes-naive questions were answered with encouragement and wise guidance. The live sessions are incredibly useful and unifying, making me feel part of this community of writers. I am a writer! Yay:)

“Now, I work on the novel every day, even if only for a few minutes, and the non-fiction book is doing the round of agents. And that's happened in just a few months. Just imagine what more can happen with the continued guidance and fellowship of BookCamp. Thank you all!”—Ffion Llwyd-Jones

Right now is the best time to join BookCamp because of our... drum roll, please... Better Than Black Friday Sale! 🎉

(We even have a cool logo for it!)



Here's the deal:

The regular price for BookCamp is \$49/month. But with our Better Than Black Friday Sale, you get a full year of BookCamp for 60% off—that's just \$229 for the entire year. This breaks down to less than \$20/month, saving you \$359!

Why is it called Better Than Black Friday? Our actual Black Friday Sale will be 50% off, but this deal is for 60% off. So, it's truly our best offer of the year!

Let me be clear about two things:

1. This is the absolute best rate we offer for BookCamp, and it's available only once a year.
2. It's only available through next Monday, November 18th—then it's gone until next year.

This is a great opportunity! You'll know exactly where to focus your efforts to become a published author and get your book into the world.

Here's the link to join: vip.bookcamp.us

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But that's not all. If you're ready to take action during this workshop, I'd like to send you a very special bonus—a Custom Quickstart Video.



Here's how it works:

When you sign up and fill in the new member survey, I will:

- **carefully read through your survey responses**
- **give you my thoughts to help you move forward**
- **share a unique video link that you'll be able to refer to as many times as you want**
- **answer any questions you have after you watch the video**

This is a \$100 value, but it's yours FREE if you sign up during this workshop.

Here's the link again: vip.bookcamp.us

Thank you!

What questions do you have?