PUBLISHER SYSTEM WRITING GUIDELINES & TIPS

Dear Publisher System Members!

STEP 1) Write a THOROUGH & ORGANIZED TABLE OF CONTENTS for book & FOLLOW RECOMMENDED GUIDELINES

- TIP #1: To make a GOOD TOC, think of the TOP problems/questions/challenges people have about your topic & SOLVE those problems in EACH CHAPTER step by step!

- TIP #2: Also have AT LEAST 7+ CHAPTERS broken down into 3+ SUB-CHAPTERS = make your Table of Contents organized & thorough so your book can be EXCELLENT as well.) & THINK OF A TITLE & SUBTITLE of book (that will STAND OUT from similar books!

- TIP #3: Put the BEST chapters in the BEGINNING of the book - I heard that Steven Spielberg does this for his movies because 90% of readers only read the first 10% of the book...so PUT THE BEST STUFF in the beginning to give readers the BEST CORE CONTENT in the BEGINNING of the book...this will WOW them and make them finish the book!

- TIP #4: Brand/Angle your book from START TO FINISH starting from Table of Contents to Content to End - Make the chapter titles BRANDED/ANGLED around your UNIQUE topic. Example: If your book is Crunchy Parenting, don't make chapters be "Parenting Tips"...call it "Crunchy Parenting Tips" - People who read the table of contents will judge the book so ANGLE the TOC & THE BOOK CONTENT around your UNIQUE ANGLED TOPIC. SPRINKLE your UNIQUE ANGLE throughout the ENTIRE BOOK from start to finish.

- TIP #5: If you're having a challenge creating Table of Contents, I HIGHLY RECOMMEND you to list the TOP 10+ questions that your audience wants a solution for and SOLVE THEM chapter by chapter from MOST IMPORTANT to NEXT IMPORTANT!

STEP 2) After you finish outline, WRITE THE BOOK USING THE WORD DOC WE ATTACHED CALLED "USE THIS TO WRITE BOOK" BECAUSE IT HAS THE CORRECT STYLES & FORMATTING.

Aim to Make the Highest Quality Book That You Can to Ultimately <u>Get 5+ Star High Quality Reviews</u> to Ultimately Make a Positive Impact to Your Audience & Thus Brand You as the Best Possible Everyday Expert in Your UNIQUE Topic for the <u>LONG RUN</u>!

Best of Success to You Publisher System Members!