



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

# Write 3 Books This Year!

Note-taking Sheet – Nonfiction Writer's Conference – May 7, 2015

IDEA	DETAILS	EXAMPLES, LINKS, QUESTIONS
<p><b>REDEFINE YOUR EXPECTATIONS</b></p>		<p>See the <i>Author Goal Planner</i> and <i>Ideal Reader Profile</i> worksheets.</p>
<p><b>FIND NEW ROLE MODELS</b></p>		<p><a href="http://www.thestoryoftelling.com">www.thestoryoftelling.com</a>  <a href="http://recessionsolution.com/">http://recessionsolution.com/</a>  <a href="http://www.eatmywords.com">www.eatmywords.com</a>  <a href="http://www.amyorinlcs.com">www.amyorinlcs.com</a></p>
<p><b>FOCUS ON STRUCTURE</b></p>		<p>See examples on following pages showing quantity, duration, selectivity, etc. books</p> <p>Step books (See <i>Express Book Planner</i> Worksheet)</p> <p>Dorie Clark table of contents:  <a href="http://tinyurl.com/DorieStructure">http://tinyurl.com/DorieStructure</a></p> <p>Explore dozens of book mind maps  <a href="http://www.biggerplate.com/roger_c_parker">http://www.biggerplate.com/roger_c_parker</a></p>

IDEA	DETAILS	EXAMPLES, LINKS, QUESTIONS
<p><b>EXPAND YOUR JOB DESCRIPTION</b></p>		<p>Abel, Scott. <i>The Language of Content Strategy</i></p> <p><a href="http://thelanguageofcontentstrategy.com">http://thelanguageofcontentstrategy.com</a></p> <p><a href="http://www.slideshare.net/abelsp/making-of-tlocs-presentation-slide-deck">http://www.slideshare.net/abelsp/making-of-tlocs-presentation-slide-deck</a></p>
<p><b>TAKE ACTION WITH A LIST AND BUILD MOMENTUM</b></p>		
<p><b>MARKET WHILE YOU'RE WRITING</b></p>		
<p><b>COMMIT TO EFFICIENCY</b></p>		
<p><b>Q&amp;A</b></p>		



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# Author Goal Planner

GOAL	EXTREMELY IMPORTANT	IMPORTANT	NOT IMPORTANT
<b>Direct revenue from book</b>			
Earn a 6-figure publisher's advance			
Enjoy years of monthly royalty income			
<b>Indirect profits based your book</b>			
Attract high-paying, speaking opportunities around the world			
Enhance your reputation and ability to attract a new job in your field			
Attract new, pre-sold, prospects for coaching, consulting, & other professional services			
Enjoy greater access to leaders in your field			
Build a business teaching and training others			
Create new products & services to sell clients			
Become a full-time, online information marketer			
<b>Personal &amp; lifestyle benefits</b>			
Create a business you can run from anywhere			
Be known as the author of a best-selling book			
Attract new friends			
Enjoy the satisfaction of a published book			
Become faster & more confident writing all types of projects			
Enjoy the freedom to write what you want and explore new topics at will			



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# Ideal Reader Profile

Segment:

Characteristics	Description
<b>WHO ARE THEY?</b>	
Describe this group's characteristics, (age, sex, occupation, income, etc.)	
Provide some specific examples	
What are their biggest problems and concerns?	
What kinds of information are they looking for?	
What kind of questions are they likely to ask?	
<b>WHY ARE THEY IMPORTANT?</b>	
Why is this type of reader important to your success?	
What products and services do you hope to sell them?	
Have you dealt with them before?	
<b>COMPETITION</b>	
What blogs and websites do they likely visit?	
What keywords do they likely use when searching online?	
Who are the influencers whose opinions they trust?	
What books are they likely to own or have read?	



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# Express Book Planner

CHARACTERISTICS	GOALS & PROBLEMS	DESIRED CHANGE

STEPS NEEDED TO ACHIEVE DESIRED CHANGE	
1	
2	
3	
4	
5	
6	

# Structure books to explore

## Alphabet, duration, selectivity, and steps

### Alphabet

Patt, Doug. *How to Architect*.

### Duration

Laughtenslager, Al and Levinson, Jay Conrad. *Guerrilla Marketing in 30 days*

Ray, Rachel. *30-Minute Meals (series)*

### Selectivity

Aughtmon, Scott. *51 Content Marketing Hacks: Extraordinary Lessons on Creating Content That Will Help You Sell More and Gain More Customers*

Browne, David. *So Many Roads: The Life and Times of the Grateful Dead* (15 key days in Grateful Dead history.)

Fox, John. *99 Questions to Ask your Channel Partner Brain*.

Levy, Mitchel. *42 Rules of Driving Success with Books*

Moon, Tom. *1000 Recordings to Hear Before You Die*. (Case studies, essentials, keys, things,

Morin, Amy. *13 Things Mentally Strong People Don't Do*

Parker, Roger. *#Book\_Title\_Tweet: 140 Bite-sized Ideas for Compelling Titles for Article, Blog, Book, and Event*

Ruiz, Don Miguel. *The Four Agreements: A Practical Guide to Personal Freedom*

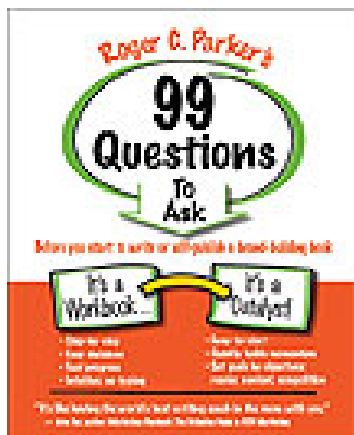
Watkins, Alexandra. *Hello My Name is Awesome: How to Create Brand Names that Stick*

### Steps

Coleman, Dina. *Four Quadrant Living. Making Healthy Living Your New Way of Life*.

Kuenn, Arnie and Kuenn, Brad. *How Content Marketing Works: 8 Steps to Transform Your Business*

# Thank you for attending this call!



**Start your journey to writing and publishing success today!**

Download my free PDF workbook, *99 Questions to Ask Before You Start to Write or Self-Publish a Brand-building Book*. It asks the questions and provides space for you to answer the key questions.

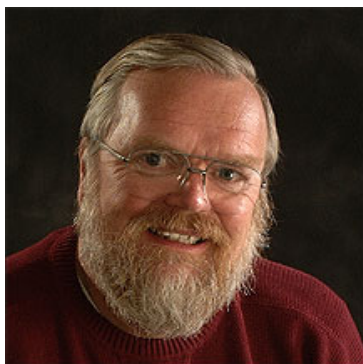
Saves time and wasted effort! When you're through, you'll have a *business and writing plan* for your book's success!

<http://tinyurl.com/NWCbonusRoger>

## Additional free resources

- Recent blog posts: <http://blog.publishedandprofitable.com>
- Mind maps of dozens of nonfiction books: [http://www.biggerplate.com/roger\\_c\\_parker](http://www.biggerplate.com/roger_c_parker)
- Recordings of recent author interviews, <http://tinyurl.com/RogerInterviews>
- Content Marketing Institute guest posts: <http://blog.mindjet.com/author/roger-c-parker/>
- Mindjet Content Dashboard templates: <http://blog.mindjet.com/author/roger-c-parker/>

## Assistance based on experience



After a short-lived career as a baby model for several Fortune 500 clients, and decades of on-the-job writing and marketing experience, I wrote a book to attract clients.

The result was *Looking Good in Print: A Guide to Basic Design for Desktop Publishing*. It ultimately sold over 300,000 copies around the world. 40 books followed. Although several of my books were international bestsellers, I soon learned that “*books were business cards, not sustainable sources of income.*”

I enjoyed a lot of success, but also made a lot of mistakes along the way. My current mission is to share advice and tools to help new authors and marketers save time and leverage their ideas as efficiently and profitably as possible.

If you're looking for no-nonsense assistance, send your writing and book marketing questions to me at [rcpcontent@gmail.com](mailto:rcpcontent@gmail.com). If I can help, we can schedule a free 30-minute interview.