

## ***Authors Guide to Self Help Guides***

By

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### **Introduction**

Self Help Guides are self-learning texts, guiding acquisition of skills or knowledge. They can be on any topic, are of high quality both of presentation and content. The guides are distributed mainly on the Internet offering ease of access and download. The guides are priced to encourage purchase and use, offering such well structured learning experiences at such good prices as it as well to buy as be without it.

### **Outcome from this guide**

At the end of this workbook you will understand how to plan, write and present a Self Help Guide.

### **Who is the guide for?**

This guide is for authors and prospective authors.

### **What can you expect?**

The guide offers instructions and exercises on how to select, plan, write and present your first guide. On each page is advice on the left and worksheets on the right whereby you apply the advice to your own work. This guide is a model for what you need to achieve.

### **Having enough will**

If you do what you have always done you will get what you always got. If you have the knowledge of a topic, the understanding able to be offered to others, then this guide will help turn your insights into practical, useful text and worksheets. Try, all you can lose is your self-imposed inhibitions.

### **Our promise**

We can guarantee that if you invest in yourself you will find depths, resources and abilities you did not know you had and which will lift you spiritually, emotionally and financially to new levels in your life.

**Invest in yourself you are worth it.**

### **How long will it take?**

You need to devote one hour per week for the next twelve weeks. Then review the book occasionally after that for another three months.

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### Benefits to authors

- ✓ Excellent royalty offering opportunity for a good income from a guide.
- ✓ Monthly payment of money due. No waiting for six or more months.
- ✓ Fully transparent administration where the system records the sales and notes them in the author's admin page. The amount due can then be immediately calculated.
- ✓ Encouragement to do multiple books.
- ✓ Ability to promote own work, this done largely on the web.
- ✓ Encouragement to become full time contributors.
- ✓ Ability to suggest new categories and topics.
- ✓ Able to have contracts for other types of books with other publishers.
- ✓ Strong editorial and creative support.

### Qualities of a successful author

- ✓ Knowledge of their field.
- ✓ Able to quickly research a topic and put together an initial plan and outline of a guide.
- ✓ Able to write clear, succinct text supported by good exercises that progressively build the reader's understanding and skill.
- ✓ Knowledge of the Internet and sites on the net where people interested in their book is likely to visit.
- ✓ Willing to get on the web and promote their book at sites where potential buyers visit.
- ✓ Keen to provide multiple books.
- ✓ Willing to learn and listen to develop their skill.

**If you feel you have these qualities please contact us with the topics you feel you can produce.**

### Exercises

What is your aim as a writer?

What income would you like to achieve from the guides?

How many sales do you need at US\$1.50 per sale?

What would you do with the extra income?

Do you have the qualities of an author? List your strong points and the areas you may need to work on.

<i>Strong</i>	<i>Needs work</i>
1.	
2.	
3.	
4.	

What are the four main obstacles to you achieving your aims as a writer of Self Help Guides and what can you do about them?

<i>Obstacle</i>	<i>Action plan</i>
1.	
2.	
3.	
4.	

## How to select a category or topic

There are two key questions to guide your assessment of the topics you could do.

1. What topics do you know sufficiently well to offer advice to others?
2. What topics are of sufficient interest to you for you to do the necessary research for a guide?

It is important the topic is of interest to you, that you feel some passion for the topic and for promoting it to others so they know or understand or can do it better.

Perhaps you can discuss your areas of expertise and interest with someone close you trust. Often another person can see abilities and qualities we do not always see in ourselves.

The second major consideration in selecting topics or categories is whether or not the category is open, or the topic not already contracted. A category is the general heading for an area, for example 'personal relationships' is a category, within which there are many topic areas, for example 'sex', then there could be various guides considering different aspects of 'sex within a personal relationship'.

Before going too far into researching or settling onto some topic, check our web site, on it you can see what we have and what we have contracted to. Sometimes we will even state what we are currently looking for.

Once you have settled on a topic likely to be of interest complete the Query form, this is the **Registration of Interest to Write a Guide**. Once we have considered your proposal we will then advise if we wish to proceed with the guide. Generally, if you have done the basic homework and completed all the sections on the Query form, typically, without very good reason, we will proceed.

## Exercises

List three categories where you know you have the expertise the qualities to create a Self Help Guide.

- 1.
- 2.
- 3.

List three topics that interest you enough for you to put in the necessary research.

- 1.
- 2.
- 3.

Of the categories and topics above, which are available, that is we are seeking guides in that topic

- 1.
- 2.
- 3.

List below two categories of interest where we are seeking guides and then list the working titles of two guides in each category.

<i>Category</i>	<i>Possible titles</i>
1.	
2.	

### How to submit an idea

1. Check the list of categories and books already contracted.
2. If the book idea is not contracted complete the Query form.
3. If you have had little writing experience and would like assistance please say so under 'previous experience' in the Query.
4. You will be advised within four weeks whether or not we will proceed.
5. If we agree, then the contract must be completed.
6. We leave the selection of a title to you, but it must reflect the content and purpose of the guide. We do not want 'literary' titles.

### Registration of interest to write a guide

You must complete a separate Query for each guide.

Please complete the form below with notes, and then complete in full the Query form at the site to register your interest.

<b>Authors Name</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
<b>Email Address</b>	<input type="text"/>
<b>Phone</b>	<input type="text"/>
<b>Previous writing experience</b>	<input type="text"/>
<b>Category</b>	<input type="text"/>
<b>SelfHelpGuide working title</b>	<input type="text"/>

### Summary

(Not less than three hundred words)

**Who would buy the guide?**

**Why would people buy the guide?**

**What would you expect people to gain from the guide?**

**When would you expect to have the Guide finished?**

**What guides would you suggest to follow this one?**

**Are there any other guides you would like to do?**

We will advise within four weeks whether or not we wish to proceed. Once we agree you must electronically complete **the author contract**.

### The author contract summary

Below is a summary of the intent of the contract. Our philosophy is to enter win-win partnerships with our authors. We are keen to see a good number of authors emerge as fulltime producers of guides.

	Benefits to author	Benefits to SelfhelpGuides
1.	<b>Excellent royalty.</b> Royalty of US\$1.5 per download. At the intended price of US\$4.99 that is 30% of retail.	World rights to both electronic and hard copy of the works. Rates are the same for hard copy, if any sales then cost of print, cover, and post added to standard price with no additional margin.
2.	<b>Regular cash flow.</b> Paid every month or on every 50 downloads whichever is the greater (cumulative on several books).	No royalty on first 50 copies to cover set up costs.
3.	<b>Promotion.</b> Each book has its own web page, promoted through the site and through specific advertising for the book. Also each author has own promotion web page.	Plenty of exposure of the site ensuring increasing number of hits and sales. Active promotion by the author of own books to news groups, associations and other web sites.
4.	<b>Transparent administration.</b> Each author has own private web page where they can check sales and account. System automatically records sales at the admin site.	Commitment by authors to develop skills, knowledge and expertise at producing excellent guides for the category in which they write.
5.	<b>Copyright.</b> Each book copyrighted registered. A security system is built into the site monitoring unauthorized use of the	Confidence of the authors that this is a win-win system.

	books.	
6.	<b>Editorial and creative support.</b> To help motivate and build the creative effort.	More and better books at the site. Guides that offer better and more insightful advice to people enabling them to achieve what they want.
7.	<b>Ongoing involvement.</b> Commitment to develop and improve all the works based on user feed back and advice.	All books updated each year. Regular feedback on the effectiveness of the guides.
8.	<b>Make good living.</b> Either as a hobby or as a full time author, it is hoped a significant number of authors will eventually be devoted to the full time preparation and development of selfhelpguides.	Ongoing success of the site, both in terms of author end user and satisfaction, but also in terms of financial success for the company and the author.

Once an idea is accepted you must complete the online contract. Once electronically signed by you, a copy will be posted to your email address, a second copy will be posted on the personal author website we establish at Self Help Guides for you, and we will electronically hold a copy.

A contract must be completed for each book.

The contract is taken as first reflecting international copyright law. The contract law is that of New Zealand.

### The full contract

Title of Works:

Category of the work:

Sub-category:

### Index

1. Author's rights in the Works
2. Sole and exclusive rights granted by Author to Publisher
3. Time of publication
4. Manner of publication
5. Author to supply Works to Publisher by Delivery Dates
6. Details and correction of Works and obtaining of any necessary consents
7. Index of Works
8. Cost of corrections to proofs
9. Publisher's right to have revised edition of Works produced
10. Authorization to secure copyright.
11. Author not to prejudice sale of Works
12. Sales and marketing
13. Author's warranty as to Works
14. Author's indemnity of Publisher
15. Publisher's right to terminate Agreement
16. Action to be taken upon any infringement of the copyright of the Works
17. Royalties and other sums payable
18. Statements and payments
19. Publication at Publisher's discretion
20. Author's free copies
21. Copyright notice
22. Author's rights if Works out of print
23. Disposal of stock at end of Agreement
24. Publisher's interest in next Works by Author
25. Previous Agreements excluded
26. Waiver or variation
27. Notices
28. Agreement binding on successors, assigns etc
29. Agreement governed by New Zealand Law
30. Consultation with Author

THIS AGREEMENT dated ..... is made between..... (“The Author”) and SHG Holdings Limited (“The Publisher”) with respect to books as listed above by (the "Author").

IT IS HEREBY AGREED as follows concerning books being written by the Author and provisionally entitled as above and hereafter called “the Works” which expression shall include any parts or abridgements thereof.

1. **Author’s rights in the Works.** The Work is original, has not previously been published, and The Author currently owns all rights discussed in this contract to the Works.
2. **Sole and exclusive rights granted by Author to Publisher.** The Author hereby grants to the Publisher the following sole and exclusive right to the Works throughout the world
  - (a) To manufacture print, reprint, distribute and sell the Works in volume form and in electronic CD ROM or computerized form under any imprint in the English language.
  - (b) To sub-license publication of the Works in the English language anywhere in the world, with any contract and agreement being forwarded to the Author for review and approval, such approval not to be unduly withheld.
  - (c) To arrange for the translation of the Works into all foreign languages but with all contracts and agreements to be submitted to the Author for review and approval, such approval not to be unduly withheld.
  - (d) To arrange for all other mechanical, software, visual, sound producing and recording rights of the Works, with all such contracts and agreements to be submitted to the Author for review and approval, such approval not to be unduly withheld.
3. **Time of publication.** The Publisher shall publish each of the Works as soon as possible and usually within three months after delivery of the respective typescript (unless prevented by circumstances beyond its control).
4. **Manner of publication.** Author shall have the right of approval over the title, and within ten days of receipt, art and copy for the cover material, such approval not to be unreasonably withheld. Should the Author fail to respond within ten days of Publisher’s request, Publisher may proceed without further obligation to the author.
5. **Author to supply Works to Publisher by Delivery Dates.** The Author shall deliver the complete manuscript of the Works both on computer disk (IBM compatible) and in printed form together with the materials specified in Clause 6 hereof in a form acceptable to the Publisher to it on or before the agreed dates set out below (“The Delivery Dates”). Any delays in delivery to be advised to the Publisher as soon as possible. If the delay exceeds thirty days and is not acceptable to the Publisher, and after full consultation with the author the Publisher may terminate the agreement.
6. **Details and correction of Works and obtaining of any necessary consent.**
  - (a) If required by the Publisher the Author shall correct and revise with due dispatch and care in the usual manner the proofs of the first and each subsequent edition of the Works. This to be done at any stage of the production process as needed to ensure the accuracy and quality of the works.
  - (e) To sell and to license others to sell the Commercial Rights in and to the Works. (“Commercial Rights” shall mean the exploitation of the Works itself or material contained therein and all rights in connection therewith through the use simulation or graphic presentation thereof or in connection with merchandise and use of the Author’s or the Author’s name in connection therewith.)

(b) The Works shall contain not more than 15,000 words and not less than 8,000 words, should the Works exceed the agreed length the Publisher shall on consultation with the author be free to make such cuts as it shall consider to be necessary.

(c) If the published form of the Works is to contain photographs drawings illustrations charts maps diagrams or other artwork appendices bibliography or other supplementary matter the Author shall furnish these in finished form suitable for reproduction to the Publisher together with the rest of the Works and hereby grants to the publisher the right to reproduce such materials so often as may be required in connection with the publication, promotion, marketing and sales of the works, free of charge. Any such original or prints shall be returned to the author when the Publisher has finished with them but the Publisher shall not be liable for any accidental damage thereto or for loss thereof in the absence of negligence on its part or on the part of its employees. If the author shall fail to supply such materials the Publisher may supply them and charge the expense to the author

(d) The author shall ensure that all necessary permissions for the use of any copyright material including illustrations furnished by the Author included in the Works have been granted. Any fees payable to copyright owners will be paid by the Publisher as an advance against royalties.

7. **Index of Works.** If the author and the Publisher consider an index necessary to the Works the Author by way of annotation of the proofs shall supply such index, so that the Publisher can generate the index automatically utilizing its indexing programs. Where appropriate, and at the Publisher's expense a person competent in indexing may be recruited to ensure the best possible index.
8. **Cost of corrections to proofs.** The Publisher shall bear all expenses in connection with the publication of the Works, except the amount (if any) of the editorial corrections in proof in excess of 10 percent of the cost of composition which extra amount shall be borne by the Author and settled in account.

9. **Producing revised edition of the Works.** Either the Publisher or the Author may raise the issue of revising the Work at any time. The intention is always to achieve the best possible sales. All such revisions to be agreed between author and publisher. If the Author does not want to complete the revisions, then with the Authors approval the Publisher may secure the services of an editor to complete the changes. Costs of the editor to go against future royalties and in any event will not exceed 20% of accrued author royalties from the Works.
10. **Authorization to secure copyright.** The Author authorizes the Publisher to sign the copyright document on behalf of the Author and as Authors agent.
11. **Author not to prejudice sale of Works.** The Author will not during the continuance of this Agreement without the prior consent in writing of the Publisher write print or publish or cause to be written printed or published any other edition of the Works revised corrected varied enlarged abridged or otherwise or any Works of any kind nature or character that might in the interfere with or injure the sales of the Works. It is understood that the Author will continue to write and work in their field, and this clause is not intended to stop this, what is intended is to stop publication of the material in the Works in other forms such that sales of the Works is diminished.
12. **Sales and marketing.** The Publisher will ensure that the site and the Works are ranked in the significant search engines. For each of the Works the Author and Publisher will agree a sales and marketing plan specifying what each is to do in relation to promoting the Work. The Author is expected to assist promote the Works by ensuring all sites and people on the Internet who could be interested in the Works are advised of the existence of the Works.
13. **Author's warranty as to Works.** The Author warrants and undertakes that the exercise of the rights granted by this Agreement to the Publisher will in no way whatever violate or infringe any existing copyright granting of rights, trademark or other proprietary rights of any third party. That the Works contains nothing obscene, indecent blasphemous improper libelous or scandalous or any inaccurate or defamatory statement or matter or anything in

contravention of the law and that the Author has full and existing power concerning the Works to make this Agreement.

14. **Author's indemnity of Publisher.** (a) The Author shall at all times keep the Publisher and its assigns effectually indemnified against all actions proceedings costs claims whatsoever by reason or on account of any inaccurate or defamatory statement in matter contained or implied in or any infringement of copyright contained in the Works or made or brought by any person against the Publisher in respect of any exercise by the Publisher of any of the rights comprised in this Agreement and against all damaged penalties costs and expenses paid or incurred by the Publisher (including any legal costs and disbursement and any compensation paid by the publisher to compromise or settle any claim ) and from all loss or damage suffered as a result thereof and in the event of any claim being made the Publisher may retain any sums due from the Publisher to the Author until the determination of such claim and such sums (retained by the Publisher may be used by it by way of set off against any liability of the Author to the Publisher.
15. **Publisher's right to terminate Agreement.** Without prejudice to any other rights which it has under this Agreement the Publisher shall have the right to terminate this Agreement if in the opinion of the Publisher and their Legal advisors the Works contains material that may render it liable to prosecution or civil action for any reason. If in the sole opinion of the Publisher it is possible by abridgement or alteration to avoid prosecution or civil action the Publisher may make such abridgement or alteration
16. **Action to be taken upon any infringement of the copyright of the Works.** (a) If at any time during this Agreement any significant infringement of copyright affecting the Works shall come to the notice of either party thereupon that party shall forthwith give notice in writing thereof to the other and the parties shall hereupon consult as to the course of action to be followed and each shall render reasonable assistance to the other, the Publisher shall not hereby be required to take joint in or defend any legal action or proceedings in connection therewith.
- (b) The Author shall at any time and from time to time hereafter at the request of the Publisher execute all such instruments institute be a party to or defend either alone or in concert with the Publisher all such proceedings and do all such acts and things as the Publisher may require for the purpose in any part of the world to which this Agreement extends of establishing protecting enforcing or recovering damages or penalties in respect of any of the rights hereby conferred upon the Publisher. If this is at the behest of the Publisher, then all costs to be met by the publisher.
17. **Royalties and other sums payable.** In consideration of the rights granted to it in this Agreement the Publisher shall pay to the Author as follows.
- (a) On the Publisher's editions of the Works in either hard back or electronic form US\$1.50 per book. No royalties are payable on the first fifty electronic or hard copy sales of the Works.
- (b) In the event of a sale of the translation rights of the Works into any foreign language 30 percent of the net proceeds received by the Publisher.
- (c) In the event of the sale of copies of the Works to any book club or reprint publisher (other than a paperback publisher) or direct-mail company or similar organization or the sale of sheets to a library supplier 30 percent of the net proceeds received by the Publisher from the sale or if the right to publish a separate edition is sold 30 percent of the net proceeds received by the Publisher from such a sale of rights.
- (d) In the event of the sale of the cinematographic dramatic radio or television rights in the Works, 30 percent of the net proceeds received by the Publisher.
- (e) In the event of a sale of any other mechanical visual sound producing software and recording rights, 30% of the net proceeds received by the publisher.

- (f) In the event of sale of commercial rights (such as use in training or for use in seminars), 30% of the net proceeds received by the publisher.
18. **Statements and payments.** A statement of the number of copies of the Works sold and of the sums due to the Author under this Agreement shall be prepared monthly from the date of publication onwards and be available to the Author at the Author's personal web page within six weeks following each month end. The amount due to the Author together will be paid each month, the amount to be not less than US\$50 where it is less than US\$50, the amount to be accrued until such time it is greater than US\$50, or until such time as agreed between author and Publisher that payment is to be made. For payment purposes amounts due from all books of the author to be added together in deciding whether payment is due. Where any such Statement indicates that the Author has received an overpayment or is otherwise indebted to the Publisher the Publisher may deduct such unearned amounts overpayment or other indebtedness from any sums then or thereafter due to the author from the Publisher under this Agreement.
19. **Publication at Publisher's discretion.** The price or prices of publication, the number of copies of the Works published, the manner of publication, production and advertisement, the number and destination of free copies and publication itself shall be left to the sole discretion of the Publisher.
20. **Author's free copies.** Six gratis copies of the Works shall be able to be downloaded by the Author upon first publication by the Publisher. And where hard copy is being made available, six hard copies of the Works.
21. **Copyright notice.** The Authors name, as owner of the copyright and the appropriate international copyright notice shall appear opposite or on the reverse of the title page of every copy of the Works
22. **Author's rights if Works out of print.** If there are no sales after six months, the Publisher and the Author can agree to take the Works out of print. All rights then return to the Author.
23. **Disposal of stock at end of Agreement.** The publisher shall have the right to dispose of any copies of the Works, which it has in stock at the termination of this Agreement, but first must offer such stocks to the Author at cost.
24. **Publisher's interest in next Works by Author.** It is the intention to build the site and the Author's position in the market. On this basis the Publisher has an interest in any Works by the Author comparable to or related to existing Works by the Author. If such new Works are of a 'self help' nature or of a form similar to that of Self Help Guides then the Publisher retains right of first refusal of such Works.
25. **Previous Agreements excluded.** This Agreement cancels and replaces all previous agreements or arrangements (if any) between the parties in respect of the Works and constitutes the whole agreement between the parties and is not subject to any oral or written terms or representations outside the terms hereof.
26. **Waiver or variation.** The failure to exercise or the delay in exercising by either party hereto any of its rights powers or privileges hereunder shall not operate as a waiver of these or any other rights powers or privileges nor shall any single or partial exercise of any rights powers or privileges preclude any other or further exercise thereof or the exercise of any other right power or privilege and the rights and remedies herein provided shall be cumulative and not exclusive of any rights or remedies provided by law.
27. **Notices.** Any notice or consent required to be given under this Agreement shall be in writing and be deemed to be served when delivered (whether personally or by post) at the above address or at the registered office of last known address of the party to whom such notice or consent is given.
28. **Agreement binding on successors, assigns etc.** This Agreement shall be binding on and inure to the benefit of the parties hereto and their respective successors assigns licensees and agents

29. **Agreement governed by New Zealand Law.** This Agreement shall be governed and construed in accordance with New Zealand Law and the Parties hereto agree irrevocably to submit to the jurisdiction of the New Zealand Courts.

30. **Consultation with Author.** The Publisher shall consult the Author on:

- Any illustrations
- Publication Date
- The blurb
- Any proposed changes in the title (none shall be made without the Author's consent)
- Any personal information relevant to publicity and marketing.

**Electronic signing of the contract**

Once we have agreed to do the guide, then you must complete the contract. You will receive a copy of the contract by email, confirming our agreement to publish. You then use the link to our site on the email to complete the contract by acknowledging electronically your agreement to it. Once done, a table of the date of agreement, the title of the work, the category and sub category to which it belongs, the agreed delivery date and date installed on the web will show on your personal admin page on our site.

I, ..... the author, do hereby acknowledge I have read this publishing contract and accept the terms and conditions specified. I understand that by checking the tick box and adding the password this agreement is electronically completed whereby I can access my personal website pages at SelfHelpGuides.com.

Check the steps for registering interest in guide through to completion of the work.

Step	Target date for completion of own guide
Complete concept of guide	
Register interest	
Complete contract	
Complete plan of guide	
Write guide	
Submit	
Plan promotion	
First sales, date and target volume	

### The layout of guides

As summarized previously each guide must conform to our format.

- ✓ 8000 to 12000 words.
- ✓ A well organized learning sequence.
- ✓ Specific focus and topic.
- ✓ 20 to 30 leaves landscape.
- ✓ 40 to 60 pages, if each leaf is taken as two pages.
- ✓ Text on left, worksheets on right of each leaf.
- ✓ This guide is a model for what we seek.

This format is not rigid, sometimes there is no worksheet on the right sometimes there are two worksheets on the one leaf. These variations are okay, but overall the guide must reflect the intent and the overall pattern.

What is crucial is that the format adds to and aids the flow of the learning. We will look at it with that as our main concern.

### Does the guide achieve its promise? Is it user friendly?

### Exercises

List the four benefits to the user of your guide.

- 1.
- 2.
- 3.
- 4.

What are likely to be the four most difficult issues for the user of your guide? And what will you do about them?

<i>User issue</i>	<i>Action plan</i>
1.	
2.	
3.	
4.	

How will you ensure the guide is 'user friendly'?

## Planning the guide

The best way to write your guide is from your notes.

1. Begin by compiling a list of all the points and all the information you have in your mind now on the topic. Just make a list of notes, try to make the notes in a 'sensible order', but do not force it, write the thoughts down as they come.
2. Review your notes, where are the 'holes' or the bits that are 'thin'. These are what you need to research. Ask questions of every point: do I know enough? Is this enough? What does the reader want and expect? Is it there?
3. Complete the research and build up the notes for the guide.
4. As you do the first three steps a sensible order of the notes will form in your mind.
5. Turn your 'sensible order' for the guide into a list of sections and topics in the order you think they should be in the guide. Do not set the order too rigidly in place in your mind at this stage.
6. Reorganize your notes into the order you now plan for them in the guide.
7. Go through the notes and rewrite them and plan out each paragraph in each section. It does not need to be written in full, but each paragraph should be fleshed enough so that you know what the content of each is, though not exactly how it is to be written.
8. The title page of each guide is standard. We have already made comment on the title.
9. The format for the introduction is also standard it should follow the format of the introduction to this guide. That is: **Introduction, Outcome, Who is guide for? What can you expect?**
10. The other three, **Having the will, Our promise, how long will it take** are largely standard, but if you feel it needs redrafted for your guide, please submit your ideas.

## Exercises

Can you write the notes from memory?

What are the main topics where additional research is needed?

Preparing your notes and plan could take as much as 10 hours. How will you find the uninterrupted time?

What is the initial order of topics in the guide you plan?

<i>Topic</i>	<i>Topic</i>
1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

Write the introduction **after** compiling your initial notes but **before** your final notes and writing of the guide. Does it accurately reflect the intent? There should be no hesitancy in answering, if there is then perhaps you have not quite got it right?

## Planning the learning sequence

Some of the key principles are as follow.

- ✓ That offered needs to be related to what people do or could do.
- ✓ It needs to be practical and realistic, although can represent a 'stretch' for people.
- ✓ It is often better if an overview is offered, followed by the details. This applies to the guide as a whole, and to each section.
- ✓ Look to build skills and understanding one step at a time.
- ✓ Do not assume that what is in your mind, the background understanding you use is necessarily present in other people. If in doubt take a step back and provide simple summaries of what is assumed.
- ✓ When you have it planned, step back and leave it for a day or two. Let your instincts come forward.

## Could someone who did not know the topic work their way through the guide and gain from it?

### Would someone who knows a lot about the topic be reminded of the key insightful issues and feel the guide worthwhile because it reminded them of the important stuff?

Treat each section, each leaf as a stand-alone section that follows from the section before and leads to the next section. The text should present the issues and the worksheets guide application to the person's personal circumstance.

## Exercises

Are your notes full and complete? Do you have an outline for every paragraph?

Organize your notes into what you think is the best learning sequence. Does the sequence build the skills or understanding in a smooth, easy to follow sequence? If there is any doubt or hesitancy, then work out why. It is this hesitancy that will guide you to create a better guide.

Is the guide insightful? Does it focus on the 'key stuff'?

Can you test the guide on a person who knows little of the topic? On a person who know a lot on the topic?

**Setting up the questions and exercises**

It does pay to create some of the exercises while creating the notes.

**You need to have some idea of the action sequence for people, does it add up to the overall intent of the guide?**

The exercises and activities can be refined at the end, once all the text is written and the initial ideas for exercises have been put in place.

**What do you want people to do?**

**What do they need to do to consolidate the skill or understanding?**

**What attitudes do they need to reflect upon if they are to maintain their own motivation?**

**Does the overall action sequence achieve the promise to people of what the guide is to achieve?**

**Exercises**

List the main topics in your guide. What is the main learning point for each topic? How can you consolidate that learning point by exercise or question?

<i>Topic</i>	<i>Main learning point</i>	<i>Question or exercise to achieve it</i>
1.		
2.		
3.		
4.		
5.		
5.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		

## Format and fonts

We require the manuscript be delivered on disk and hardcopy. It must be in Word, preferably Word 2000, or a program able to be read by Word 2000.

The font needs to be one regularly used, such as Times New Roman, Comic Sans, Tahoma, or Arial.

We prefer you to have structured the pages into landscape, set up the columns or the tables with text left and worksheets right. If you have not, we will do this but will charge your account.

Font sizes will need to be small, typically 8, 9 or 10.

Page layout can be by way of columns, or by using tables. Tables sometimes enable a better layout, with use of a surround and altering of size of left and right page.

## Writing the guide

If all the planning is done as outlined writing the guide is the easy part. All you need be concerned with are the exact words that say what you want as simply and as succinctly as required.

Start at the top of your notes and begin writing.

We do recommend you do the introduction page first. This overview seems to help to keep the focus of all you then write from the notes. If in doubt ask: is it consistent with my outline of the guide on the first page? If still in doubt, leave it out.

## Exercises

Have you planned the word count? Using Times New Roman with font 10 you can plan on 350 to 400 words per page (per half a leaf).

Go through your topics and assess how many words per topic. Are any too large, can you reduce them? Can you break big topics into parts by good use of headings?

You should now have a set of notes that (1) have all paragraphs outlined, (2) have a smooth learning sequence (3) topics planned on no more than 400 words, or if more then a plan of how the topic is to be handled. For example, the full authors contract in this guide. (4) Some ideas on the exercises guiding the person to apply the information in the guide to their own situation.

**Now write the guide.**

## Diagrams and tables

Diagrams and tables must be presented, as you want them in the guide. They must be sized to fit the place you want them to go in the guide.

It is also important that they are stable when moved electronically, such as when downloading, copying or converting to pdf format.

If in doubt contact us for advice on how to best set up your tables or diagrams.

## Setting up the index

The index to every guide is always on pages 3 and 4. Usually it will take both pages, and can be done electronically in Word. To do so however, you must select the Headings. We suggest Title for the Title, Heading 1 for any major headings, and Heading 3 for the topic heading on each page.

You may have to review the TOC style and font size to ensure it fits into the two columns of pages 3 and 4.

## Exercises

Are there any diagrams or tables?

Have you left enough space?

Does the diagram or table need to be 'professionally done' to ensure the standard of the guide? If we think it does we will advise you and also advise the cost.

The index is the last thing to do. It can be done in Word 2000, it merely requires ensuring the appropriate headings are in place.

### **Submitting the manuscript**

Manuscripts must be submitted on disk and with one hardcopy.

### **We do not accept manuscripts by email.**

We prefer to be advised when a manuscript is dispatched to us, and how dispatched.

You may assume we received it unless we contact you.

### **Editing of manuscripts**

We will advise within one month of our final decision to publish.

If we think the manuscript needs editing, we will advise you, and offer suggestions on where we think it needs editing.

You can then arrange it yourself, or we can arrange it for you.

If we arrange it, the cost will be charged to your account. We will tell you the cost when we advise of the editing required.

**If you arrange your own editing then you must re-submit the entire manuscript.**

### **Exercises**

It is not always easy to edit your own work.

We suggest you do the following.

- ✓ Put it aside for as long as you sensibly can. Three days to a month. Then imagine you are a user, reread the guide through their eyes.
- ✓ Use spell check.
- ✓ Use Word grammar check.
- ✓ Give the guide to a friend or some who can provide some objective feedback.

By and large at this stage you should not be checking for content, merely writing style and spelling.

### Preparing the guide to go on the site

Once the book is ready, we will complete the following (note, we state if it is in collaboration with the author).

- ✓ Copyright, including cataloguing and registration with appropriate authority.
- ✓ Preparation of outline, and promotion web page.
- ✓ Preparation of author promotion page (in collaboration with author).
- ✓ Mounting on web with sample chapter.
- ✓ Initial, second and final letter promoting the site and other books to follow every download of the guide.
- ✓ Set up the author's personal administration page with password.
- ✓ Develop promotion plan for the book, users groups, news groups, banner sites to target, associations to contact etc. (In collaboration with author.)

### Exercises

Do you believe that promotion of the guide will increase sales?

How would you promote the guide? Write a paragraph promoting the guide to a potential buyer; write the paragraph as if it is to go on the web site.

After someone had purchased your guide, what would be the next guide you would recommend to him or her?

Assume it is two months after they guide was purchased, what advice would you give to the user?

Now it is four months later, what advice and what guide would you recommend?

### Marketing the guide

- ✓ Self Help Guides will ensure the site is kept high on the list of search engines.
- ✓ Each guide will have its web page with key words. We will ensure that each guide is kept high on the search engines under the appropriate key words and phrases.
- ✓ Each guide will be on the web with reviews, promotional outline and sample chapters.
- ✓ We will have an affiliates program whereby people from one web site can click through to the Self Help Guide site.
- ✓ We will have a constant program of expanding our banner about the web, both for the site and for individual books where we feel that warranted and where the book has high appeal so will draw numbers to the site.
- ✓ We expect the author to do the following:
  - Attach reference to their guide to their email signature.
  - Participate in any web discussion groups signing off with a reference to their guide.
  - Promote the guide to appropriate professional groups.
  - Have links to their guide from any personal web pages.
- ✓ We will seek to place extracts from the guide in other media and would look to the author to advise on what media might be appropriate.
- ✓ We will promote the site overall in other media.
- ✓ We will do direct emailers when that can be done professionally and to targeted groups.
- ✓ If the author does not wish to do the promoting on the web themselves we can sometimes arrange a promotion agent to do it.

### Exercises

What groups would you contact on the web to promote your guide? And how would you promote the guide?

<i>Group</i>	<i>How to promote to the group</i>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Do you want to do the promotion yourself? We anticipate 3 to 4 hours per week, for most weeks of the year. Say 150 hours per year.

Sales will be greatly increased from this effort and this needs to be seen as part of the investment and hours needed for a successful guide.

**Remember effort on the web is not selling merely telling people of the guide and encouraging them to go to the site and look for themselves to assess quality and convenience.**

If you do not want to do the promotion yourself, then we can arrange an agent to do it for you. See the next page for details.

## Using a sales and marketing consultant

Creating a guide is half the problem, securing sufficient sales is the other half of the problem.

In a later section it is estimated that creating a guide could take no more than 50 to 60 hours, yet selling and marketing could take as much as 150 hours.

We see the relationship between the author and the sales and marketing consultant as a business partnership, albeit over the internet. And it is over to them to agree a sensible and equitable split of the royalties arising from the works of the author.

Some authors may prefer to do the sales and marketing themselves, others prefer a full 50:50 split with a consultant. We will fully support the guides in either instance.

For each guide we will oversee the production of a detailed marketing and sales plan. This will involve our ensuring the page for the guide is kept at the appropriate level in the search engines, so to the authors page and that the site as a whole is kept at the targeted levels on the search engines. Beyond this, sales will tend to be a reflection of the effort put into selling.

To demonstrate the levels of sales and returns we have calculated some examples below.

Assume one guide, and the consultant invests 150 hours in the year on selling and marketing. Assume a return of US\$50 per hour is sought then the consultant requires US\$7500 for the effort.

At sales of 10000, revenues are US\$15 000, the split needs to be 50:50.

At sales of 20000, revenues are US\$30 000, the split can be 25:75 to author.

At sales of 5000, revenues are just US\$7500. Neither party is well served.

The situation is improved if the author has several guides, and those reinforce each other, then investing 150 hours one guide assists sales of other guides.

## Exercises

Review the groups from the last section, how many in each group could use the guide?

Why would they buy, what are the benefits to them and how will those benefits be presented to them? Where else could people acquire the information in the guide? Why would they come to use this guide and not the other sources of information?

What other guides support this guide, how soon can those guides be ready?

What is the list of task for the next six months to market and sell the guide? How much time is required by whom? What sales could be reasonably expected?

What effort do you want to put into sales and marketing?

What royalty split would you consider with the sales and marketing consultant? Adopting a formula where the royalties are split 50:50 up to an agreed amount, then say split 75:25 can assist low initial sales. With agreed 100 hours of effort, then split 50:50 up to US\$10000 then beyond that split 75 to author and 25 to consultant.

## Payments and information on sales

All sales are paid by credit card at the time. After the first fifty downloads for each guide author royalties will immediately be placed in a trust account.

The system will automatically record all downloads. This information will be noted and will be available for each author at his or her personal web site within our system. Each author will have **a home page** for promotion, and **a personal page** for admin, the latter will be password protected.

The information will be up to date within twenty-four hours. The information will include sales per guide for the month and year to date and grand total to date, royalties per guide, royalties paid per guide and royalties owing and date due. Royalties owing will be after any costs and charges to the authors account. All information at the site will be in US dollars, and all payments will be made in US dollars. Authors are to account for their own tax in their home country.

Sales of all author's guides will be accumulated with one payment being made for the total royalty due. When the amount due does not reach US\$50, the royalty will be held over until the total amount does reach US\$50.

Royalties will be paid on the 20<sup>th</sup> day of the month after the end of the month. Monies will be posted to the author's preferred address, if that should change it is the obligation of the author to advise us in writing in time. Monies can also be direct credited where that possible.

## Exercises

What monthly income would like from Self help Guides?

What can you do to give you the best possible chance of achieving your goal?

If the income from your guide is 'extra', what will you do with the monies?

If you would like to be fulltime writing guides, how many sales do you need per month?

How many guides do you think it will take to achieve that level of sales?

Time involvement per guide is estimated as follows.

Create topic	5 hours per year
Plan and research	40 hours per year
Write guide	10 hours per year
Promote guide (an agent)	150 hours per year (note this can be contracted to an agent)

Without an agent, 205 hours per year per guide. With an agent, 55 hours per year per guide. How much time can you make available for guides?

### Review and updating of existing guides

It is our intention to keep all guides sharp and up to date.

We will ensure various processes that will bring a guide to our attention these include the following.

- ✓ A six monthly review of sales.
- ✓ Regular comment and feedback from users.
- ✓ Our internal editorial review based on our overall experience with the guides.
- ✓ An automatic review of every guide every year.

If we feel the guide needs to be reviewed and edited we will advise the author and give them the option of completing the work. If they do not wish to then we will arrange for the guide to be reviewed and edited and charge the cost to the author's account.

### Exercises

Do you think it helps ongoing sales if guides are kept up to date, kept sharp and kept relevant by seeking user feedback?

How will you keep your insights into the topic sharp, up to date and relevant? List five ways.

- 1.
- 2.
- 3.
- 4.
- 5.

### Additional guides

We are keen to see authors develop a range of guides within a category.

We will support authors seeking to develop Self Help Guides as a full time occupation.

On submitting we will give preference to authors able to offer additional guides as extensions to the first.

We will support authors moving into other categories where that category is not already served by an author(s).

We believe that the breadth and range of guides at the site is one of the keys driving the success of the site. But this volume must be supported by high presentation quality and excellent content that does achieve that promised by the guide.

### Exercises

What other guides could you produce? List other titles.

- 1.
- 2.
- 3.
- 4.
- 5.

What additional categories would you like to write for? Are they available?  
Review your notes from leaf 4.

- 1.
- 2.
- 3.

<i>Category</i>	<i>Working titles</i>
1.	1. 2. 3.
2.	1. 2. 3.
3.	1. 2.

## Creating your home page

As part of our site and as part of our promotion and presentation of authors we have a **home page** for each author.

The intention is to provide background to the author's expertise in preparing the guide(s) and to introduce the author as a person.

We will promote the home pages and ensure that each author is kept high on the search engines within the categories they have expertise.

In time, if and when authors have tours or doing seminars, etc, we will establish an **author's tours and events** page.

Opposite are the categories and sections for the author's home page this will need to be completed once your guide is accepted for publication.

## Exercises

Author name:

Date and place of birth:

Gender:

In relationship, children, and other family comments:

Background in the topic and category illustrating expertise:

Interests:

Guide titles produced and in production:

Other books or published material:

Links to author's own web page or other relevant sites: