



So, you wanna write a book?

Reflections from best-selling author Cynthia A. Bond Hopson, Ph.D.

As you read through my list of Top Nine Things-to-Know About Writing a Book, it may seem like a lot to process, but I have discovered that you can do these things on the front end and they guide you or you can wander around aimlessly and have to do them on the back end—either way, you'll need these answers. Here is the site for the self publisher I used <https://www.lightningsource.com>. I was impressed with the process and got a great product.

Be blessed and anything I can do, I'm happy to.

Cynthia

Top Nine Things-to-Know About Writing a Book

1. Decide who will be your audience and think about what they need to know and what you can share.
2. Why should anyone care about this book? Is there a need for such a publication (what else is there like this, how old is it (for instance, if there's something wonderful but it's old and outdated, could this be its revised edition)? I once used an editing textbook that was almost as old as I was and I worked with the author who just happened to be my new boss to look at ways we could revise it--
3. What questions will you try to answer in this book? What's new today?
4. Will there be a glossary or reference section to break down the technical language in laymen's terms?
5. Will you need consultants and experts to give your book legitimacy? Identify at least two of these possibilities and perhaps reach out to them for advice. When I wrote my first book of devotions, I asked strong women of faith for suggestions of things to include.
6. How big does it need to be? First I make a list of things I must include and then a list of what else could be helpful and see how much I've got. Most people love pictures and illustrations—think about where you will get what you need. Your college's art department may be an easy place to pick up cheap talent.

7. Is there some event that you can tie a launch to that would give it automatic premier status? We were aiming *I Do...Every Day* for wedding season because that is a logical fit. Is there a conference where lots of potential readers would be or is there a big magazine spread? (In *Ebony* magazine, there is a Black Colleges section every August that we aim for.)
8. Do you have a budget? If you're self-publishing, the outlay is not as great as when I first self-published but your cover and professional layout are important. Will you have a sponsor to help you? My covers and layout cost me about \$2,000 but was worth every dime because I didn't want "homemade"! Editing was extra but important to me because you don't want to put out a product full of errors.
9. Write every day and don't get discouraged—stay focused. My father always said "Cynthia, if a train leaves the station and stays on track, it will reach its destination." See you at the top!

Cynthia Bond Hopson is author of seven books—and was on the “Amazon Best-selling authors” list for her book *I Do...Every Day*. She has been recognized by the Haywood County NAACP as a prolific author and educator and was honored in October by the Jackson, Tennessee Daughters of the American Revolution for Excellence in Print Media. She is president and Chief Inspiration Officer of Touched By Grace Ministry, an anointed vehicle for her motivational speaking, writing and musical gifts. To learn more, visit www.touchedbygraceministry.com.