Plot Twists and Purpose: Pastor, Ministry and Lay Leaders as Authors and the Path to Publishing

BY NORMA L. JARRETT, J.D.
PUBLISHED AUTHOR
INTRODUCTION – MY JOURNEY

I’M A LITTLE WRITING PENCIL IN THE HAND OF WRITING GOD – MOTHER THERESA
OVERVIEW

- CURRENT THE INDUSTRY
- AUTHOR MINDSET
- TYPES OF PUBLISHING
- AGENTS
- NON-FICTION
- FICTION
- EDITING
- MARKETING BASICS
- RECOMMENDED RESOURCES
- COMMON MISTAKES FOR NEW AUTHORS
THERE ARE MORE THAN 275,000 BOOKS PUBLISHED EACH YEAR. THAT IS AN AVERAGE OF 753 BOOKS EACH DAY, OR ABOUT 31 BOOKS EVERY HOUR. - R.R. BOWKER (ISBN)

AMAZON SELLS ONE OUT OF EVERY TWO BOOKS

BARNES AND NOBLE HAS SEEN A DECLINE IN SALES IN THE PAST 11 YEARS

THE BIG FIVE PUBLISHERS ARE NOW HATCHETTE, HARPER COLLINS, SIMON AND SCHUSTER, PENGUIN RANDOMHOUSE, MACMILLON
MINDSET & VISION

My heart is stirred by a noble theme as I recite my verses for the king; my tongue is the pen of a skillful writer. Psalm 45:1

For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand so that we would walk in them.” Ephesians 2:10
WRITING IS A CALLING & AN ASSIGNMENT

“BUT I HAVE RAISED YOU UP FOR THIS VER Y PURPOSE, THAT I MIGHT SHOW YOU MY POWER AND THAT MY NAME MIGHT BE PROCLAIMED IN ALL THE EARTH” (EXODUS 9:16)
PATH TO PUBLISHING

TRADITIONAL PUBLISHER

Assisted Self-Publishing (Vanity Press)

SELF-PUBLISHING
PROCESS

**SELF PUBLISHING**
- YOU ARE THE BOSS
- MANUSCRIPT
- COVER DESIGN
- EDITING
- FORMATTING
- COPYRIGHT(US)
- UPLOAD FOR DISTRIBUTION

**TRADITIONAL PUBLISHER**
- MARKET
- ISBN NUMBERS
- PHOTOGRAPH
- WEBSITE
- PRESS RELEASES
- ACCOUNTING
- BUSINESS

- FIND OUT SUBMISSION GUIDELINES
- EDIT BOOK
- PREPARE SYNOPSIS
- PREPARE QUERY LETTER
- PREPARE EDITED MANUSCRIPT
- SUBMIT TO AGENT OR DIRECTLY TO PUBLISHER

- GET BOOK DEAL/"K"
- HAVE BOOK DEAL REVIEWED BY LEGAL/AGENT
- SIGN BOOK DEAL
- MEET WITH TEAM
- MEET DEADLINES
- BOOK RELEASES
- ACCOUNTING
- ROYALTIES
**Wisdom & Resource**  
If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you. James 1:5

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<th><strong>SELF PUBLISHING</strong></th>
<th><strong>TRADITIONAL</strong></th>
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<tr>
<td><strong>COST</strong></td>
<td>You pay for all costs; editing, cover design, book formatting, all marketing.</td>
<td>The publisher covers the cost for everything. There is usually a budget for marketing.</td>
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<td><strong>ROYALTIES</strong></td>
<td>You get a percentage of each individual book sale. Depends on the seller. (Amazon, Barnes and Noble, Ingram Spark) may range 60-70%. You are responsible for taxes as well.</td>
<td>If you received an advance, you must sell that amount and then after you may receive royalties of 8-10% and if you are with an agent they receive a percentage. (Average of 15%)</td>
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<td><strong>BOOKSTORE</strong></td>
<td>Access to bookstores limited but possible; depends on factors</td>
<td>Publishers can easily distribute their books all over the country.</td>
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## HOW DO I KNOW WHICH IS FOR ME?

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### RIGHTS

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<th>SELF PUBLISHING</th>
<th>TRADITIONAL</th>
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<td>You keep all the rights. You are responsible for filing copyright. Be careful with image rights.</td>
<td>The publisher has the rights to your book; the exact conditions depend on the publisher.</td>
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### DECISIONS

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<td>You make all concerning the book.</td>
<td>Depends on the terms. Most by publisher with input or agreement of author. Contractual.</td>
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### TIMING

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<td>You can set the timeline. Book can be uploaded and published in hours, pre-sold. Varies.</td>
<td>Publishers set timelines, plans and launch dates depending on various factors.</td>
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AGENTS – DIVINE CONNECTIONS & COVERINGS

**WHY**

Negotiators

**WHERE TO FIND THEM**

Writer's Market, Referrals

**WHAT TO EXPECT AND QUESTIONS**

Relationship; Advocacy; Protection

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FICTION TIPS

- Show, don't tell
- Create three-dimensional characters
- Choose a point of view
- Give your characters motivations (Know your character’s well; their backstories; family history; weaknesses)
- Write what you know
- No tears for the writer, no tears for the reader
- Revise, revise, revise
- Outline/Self Edit
- Realistic Dialogue
- Empathy for the bad guy
- Tension
- Every chapter moves story
NON-FICTION TIPS

Pick a Topic/Title – Keys to a Great Title

Brainstorm
Outline
Research/Fact Check
Rough Draft
Rewrite
Clarity
Google is your Friend
HE CUTS OFF EVERY BRANCH IN ME THAT BEARS NO FRUIT, WHILE EVERY BRANCH THAT DOES NOT BEAR FRUIT HE PRUNES SO THAT IT WILL BE MORE FRUITFUL

- JOHN 15:2
DIVINE EDITING

• DEVELOPMENTAL EDITING
  – SUBSTANTIVE, ORGANIZATION;
  SENTENCE STRUCTURE,
  COHERENCE;

• COPY EDITING
  – GRAMMAR, Style REPETITION,
  WORD USE

• PROOF READER
  – MINOR
  ERRORS, SPELLING, GRAMMAR,
  PUNCTUATION, ETC.

• SELF EDITING

• GOD
MARKETING

• FIND YOUR AUDIENCE
• INTRODUCE YOURSELF AS AN AUTHOR
• BUILD A PLATFORM
• BE VISIBLE
• BECOME AN EXPERT
• GENERATE INCOME
• MINISTRY
MARKETING – FAVOR – SET - APARTNESS

TOOL KIT
Website
Facebook Page
Instagram
Twitter
LinkedIn
Business Cards/Promo Material
Signage
Press Kit/Release
Synopsis; Short – Longer description

RESOURCES
Internet
Conferences
Writers in the Genre
Magazines
Organizations
Brands
Universities
Trade Publications
Corporations
Media (Television, Radio)

OUT THE BOX
Awards
Collaborations
Product Design
Workshops
Plays/Commercials
Testimonial
Reading Groups/Book Clubs
Unofficial Street Teams
Playlists
Reviews/Testimonials
RESOURCES

WRITER’S MARKET

FAITHFUL ENTREPRENEUR - VANESSA MILLER PIERCE

REAL ARTISTS DON’T STARVE - JEFF GOINS

WRITERS & POETS (MAGAZINE)

WRITER’S DIGEST (MAGAZINE)

SELF PUBLISHING BOOKS FROM DAN POYNTER

UNINVITED - LISA BEVERE; FERVENT – PRISCILLA SHIRER; SARAH JAKES ROBERTS; JOEL OSTEEN; BETH MOORE
COMMON MISTAKES FIRST TIME AUTHORS – GRACE FOR THE RACE

- Sprint vs. Marathon
- Poor Research
- No Legal Protection (Contracts)
- No Marketing
- Poor Cover Design/Title
- Bad Editing
- Poor Choice of Key Words
- No Knowledge of Amazon Algorithms
- Fiction: One Dimensional Characters; Too Preachy
- Non-Fiction: Lack of Clarity or Focus
- No Authenticity