



Writing From the Red House

Kathi Lipp & Niki Hardy

Four Topics: How to Get a Book Deal on a Small Platform OR From Blog to Book Deal

- **What are publishers looking for?**

- Writing talent
- Strong execution of a unique idea
- Strong selling topics or upcoming cultural/Generational conversation topics
- Credentials (non-fiction)
- Connections/Networking
- Tenacity – needed for a success
- Platform – small and engaged is better than big and uninterested

- **How to Maximize Your Small (but Mighty) Platform**

- Look around you – your platform is bigger than your email list and IG/FB #'s
- Learn along the way – what's working in your niche, build relationships
- Lay it out clearly – formatting makes a huge difference.
- Demonstrate a clear growth strategy to “prime the pump”
 - Guest posting, book reviews etc to increase visibility
 - Relationship building with readers and influencers
 - Offer a targeted freebie with email sequence
 - Serve, serve serve, the audience you already have

- **Common Mistakes of First Time Authors**

- Not knowing your target audience and/or reader
- Not embracing your niche
- Weak hook
- Writing from your pain not purpose
- No clear reader benefit (book summary and chapter outlines)
- Synopsis that's too long or too short
- Not practicing your pitch
- Listing “dream” endorsers/influencers rather than real connections
- Doing it alone
- Giving up!
- Feeling you have to do everything – pick a couple and make progress



- **Ten Lessons from a First Time Author**

- Own your own story, niche down until it hurts
- Ask your reader what they are struggling with (emotionally/practically/spiritually). It might not be what you think and it allows you to “be inside their head”.
- Keep writing until your voice emerges.
- Write tangible measurable goals for yourself (annual, quarterly, weekly, daily)
- Start and stay organized
- Constantly remind yourself that your value is not proportional to your numbers. We are not our platforms.
- Ask yourself, is there another way to get your message out there?
- Don't compare your FSD (First Draft) with other people's published work.
- Hard moments lead to healthy writing. Act on feedback. Unsubscribes can mean you are honing in on your audience. It's not personal.
- Celebrate along the way. Celebrate the small wins.

**Download
From Blog to Book Deal Check List**

- I know who my reader is
 - I have niched down until it hurts
 - I know the specific problems and pain they experience in this area
 - I offer a clear solution/hope to this felt need
 - In the book's hook
 - In each chapter
 - I hang out where they hang out
 - I know who my target audience is as well as my reader
- My book addresses a clear felt need in a strong and unique way
- I can show a clear and active growth strategy for my platform
- My comparable titles are relevant and realistic
- I've listed endorsers/influencers based on real relationships and not my “dreams”
- My synopsis isn't too long or too short
- I know my voice and write from my purpose, not my pain
- I've got my elevator pitch nailed down!
- My proposal has been read by others who offered unbiased, helpful feedback and I acted on it.
- My formatting is clear and well laid out, and my proposal is easy to navigate.
- I've done all I can to make my book an easy yes for the publisher



Bonus:

- Questions the reader is always asking:
 - So what?
 - Now what?
 - Does this book/post help me, remind me or walk with me?

Lisa Whittle

- Questions to ask yourself:
 - What do I want the reader to know, do and feel?