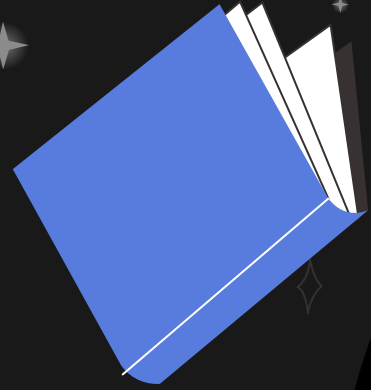




ATTICUS
PUBLISHING



5 STEPS TO PUBLISHING SUCCESS

Finish— Your First Draft

The first and often most challenging step is completing your first draft. Set realistic deadlines to stay on track, and be consistent with your writing habits. Treat it like a job by dedicating time daily or weekly and ignoring your inner critic until you have a complete manuscript. Don't worry about perfection; focus on putting down your ideas. And before you submit your book to a publisher, we've come up with a checklist for you:



TAKE A BREAK

After completing your first draft, set it aside for a few days or even weeks before diving into revisions. This break allows you to approach your manuscript with a fresh perspective. The goal is to look at your book objectively, seeing it through the eyes of a reader, which will help you identify its strengths and weaknesses more effectively.

PERFORM A FULL READ-THROUGH

Read your entire manuscript from start to finish in one sitting if possible. This read-through will give you a holistic view of your book and a clearer sense of its pacing, consistency, and flow. Take note of any plot holes, inconsistencies, or areas that feel flat or too drawn out. This stage is about finding broad issues that affect the overall story.



REVIEW THE STORY'S CORE ELEMENTS

For fiction, consider the story structure and thematic elements:

- **STRUCTURE**

Does the story arc make sense? Does it have a clear beginning, middle, and end?

- **CHARACTERS**

Are the main characters well-developed, with distinct voices and motivations? Do they undergo meaningful growth?

- **THEMES**

Do your themes come through consistently? Is your message clear?



For Non-fiction

- What problem does your book solve?
- What insights or information will readers gain?
- How does your book contribute to existing literature or discussions on the topic?



REFINE EACH SCENE'S PURPOSE

Next, analyze your book on a scene-by-scene level:

- **SCENE PURPOSE** | Does each scene have a clear purpose in moving the story forward?
- **ENGAGEMENT** | Is each scene compelling, or are there sections where readers might lose interest?
- **CHARACTER PRESENCE** | Do the characters act consistently within each scene? Are their emotions and reactions logical?

ELIMINATE FILLER WORDS

Authors often rely on filler words or phrases that weaken their writing. Look for commonly overused words like "just," "very," "some," or phrases that repeat unnecessarily. Replace them with more specific and impactful words or phrases that enhance your narrative.



VERIFY FACTS AND SOURCES

Accuracy is paramount. If you want to make your readers believe your story, check every fact, statistic, and piece of information:

CROSS-VERIFICATION

Verify each fact against multiple reputable sources.

REFERENCES

If citing research or other materials, ensure your citations are accurate and consistent. Use a consistent citation style throughout the book.



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PERFORM A FINAL EDIT FOR FLOW

After addressing the major and scene-level issues, conduct one more run-through of the manuscript. Ensure that the overall story flows smoothly and that the pacing is balanced. Check that your manuscript follows submission guidelines like font size, margins, and layout.

The last step is a thorough proofread to catch any lingering errors in grammar, punctuation, or spelling. You can do this yourself, but it's even more effective to ask a trusted friend or hire a professional proofreader. A fresh pair of eyes is often invaluable for spotting errors that you might overlook.



Come Up With a Great Title

Your book's title is one of the first things readers notice. Keep it short, catchy, and relevant to the book's content. Ideally, it should give readers a glimpse of the story or topic while sparking their curiosity. Make a list of potential titles and test them on friends or fellow authors to gauge their impact. Consider keywords that resonate with your audience and are easily discoverable online.



ELEMENTS OF A STRONG TITLE



BREVITY

Keep it concise so readers can remember it easily.



RELEVANCE

Make sure it relates directly to your book's theme or main idea.

CATCHINESS

Use memorable phrases, rhythm, or alliteration to draw attention.



CURIOSITY

A hint of mystery can pique interest.



KEYWORDS

Include words or phrases your audience is searching for to improve discoverability.



PRO TIP

You may want to use google trends to survey if the keywords or topics in your title has high search results. Check this article for more information:

<https://bit.ly/google-trends-audiences>

Get Feedback and Editing

Don't skip this crucial step. Seek feedback from trusted sources: beta readers, writing groups, or experienced authors. Constructive criticism will help you refine your manuscript, making it polished and professional.



Help your reviewers give focused, constructive feedback by providing specific guidelines or questions. Consider these prompts:

- ❓ Did any part of the story drag or feel too rushed?
- ❓ Were the characters relatable, and did their motivations make sense?
- ❓ Were there any plot points that felt confusing or unresolved?
- ❓ Did the writing style enhance or hinder the reading experience?
- ❓ Did the ending feel satisfying, or was something missing?

Once feedback is incorporated, hire an editor to fine-tune your work and fix grammar, punctuation, and consistency issues. Professional editing will significantly elevate your book's quality. Here's an article on how to have your book reviewed:

<https://bit.ly/beta-readers-editing>

Get a Great Cover

A book cover is the visual representation of your work and directly impacts potential readers. Work with a professional designer who understands your book's genre, audience, and key themes. The cover should visually capture the essence of your story while enticing readers to delve deeper. Bold typography, striking imagery, and a clear, legible layout all contribute to a winning cover design.



1 UNDERSTAND YOUR GENRE AND AUDIENCE

Each genre has specific visual cues that readers expect. Romance novels often feature warm, inviting imagery, while thrillers tend to have darker, mysterious covers. Consider what appeals to your target audience:

● RESEARCH

Study bestsellers in your genre to understand the trends and common design elements that work.

● THEME CONSISTENCY

Ensure your cover's tone and imagery align with your book's themes. A cozy mystery cover might feature whimsical illustrations, while a sci-fi adventure may showcase futuristic imagery.



2 COLLABORATE WITH A PROFESSIONAL DESIGNER

Working with an experienced cover designer ensures that your book is visually appealing and meets professional standards. Share a detailed brief outlining your story, characters, and key themes. Provide them with your preferences, examples of covers you admire, and feedback on drafts. Designers often bring valuable insight into typography, color theory, and composition, helping craft a balanced, captivating design.



3 TEST YOUR COVER

Before finalizing your design, test it on your target audience. Share multiple drafts on social media, beta readers or writing groups, and gather their preferences and thoughts. This will help you refine the design, ensuring it appeals to readers and accurately represents your book.



An illustration at the top of the page shows several hands in various colors (orange, teal, purple, yellow) holding and presenting several books of different colors (teal, purple, yellow, orange, white) against a light orange background. The books are arranged in a circular pattern, with some open and some closed.

Create a Launch Plan

A successful book launch requires strategic planning. Start by building a mailing list of potential readers and reach out with teasers, sample chapters, or special offers. Establish a strong online presence via social media, and consider creating a dedicated website for your book. Schedule virtual or physical launch events and collaborate with bloggers or influencers to generate buzz. Finally, utilize advertising and book promotion services to reach a wider audience.

We've created a video walking you through every step of this process:

<https://bit.ly/book-launching-plan>



BONUS INFO



Choosing the right publisher for your book can be daunting, especially with the prevalence of scam publishers. By following a straightforward checklist, you can ensure your publisher meets key criteria that safeguard your rights and interests. This guide will help you identify trustworthy publishers so you can focus on sharing your story with the world.



CONTRACT CLARITY

Is the contract clear and fair about your rights, royalties, and obligations?



REASONABLE FEES

Do they have reasonable fees, and do you understand all costs upfront?



RIGHTS OWNERSHIP

Will you keep the rights to your book, or are you comfortable with the licensing terms?



COMPANY BACKGROUND

Have they published successful books before, and are authors satisfied?



MARKETING SUPPORT

Will they help market your book effectively, and where will it be sold?



TALK TO AUTHORS

Can you find and speak to authors they've worked with before?



PROFESSIONAL AFFILIATIONS

Are they part of reputable publishing associations?



RED FLAGS

Are there any unrealistic promises or pressure to make a quick decision?



How Atticus Publishing Assists Authors

100% ROYALTY INCOME

Atticus Publishing ensures authors receive 100% of the royalties from book sales, allowing them to keep all the proceeds without sharing with intermediaries.



FULL RIGHTS OVER BOOKS

Authors retain full ownership of their work, maintaining control over their book's creative aspects and future editions.



STRATEGIC BOOK LAUNCHING

By working closely with each author, Atticus Publishing develops a customized launch plan that includes targeted marketing campaigns, reader engagement strategies, and distribution plans to help their books achieve bestseller status on Amazon.



We hope you got something of value from this infographic. To implement these services at ease, you'll be contacted by a dedicated publishing advisor who will guide you through each step of the process. From crafting compelling book descriptions to implementing targeted marketing strategies, they'll ensure you have everything you need.

Your advisor will answer your questions and help you navigate the journey confidently, so you can focus on reaching your publishing goals.



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