

From Blank Page to Book Shelves--How to Successfully Create and Market Your Book is a new ebook, which shares writing tips, and marketing strategies, which will make your publishing experience more successful. The marketing information includes how to effectively use SEO keywords in press releases, choose a publisher and low cost to free promotional options, while sharing writing tips.

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Introduction

Whether fiction or non-fiction, writing is an excellent way to clarify events in your life. It is a way to see your dreams become alive on the page and to share your nightmares. Everyone can learn how to write; it just takes being able to see the world in a new way. Like any artist, you need to let go of the old way of seeing and be open to new possibilities. In the following chapters, I will give you the structure of a well crafted fiction story. This is not an English lesson, so you will need to learn those rules elsewhere. Although sentence structure and grammar are very important, they are only a starting point. This work will teach you the basics of fiction, including how to create believable characters, plot organization, story formatting, and warnings of what to look for when choosing a publisher. In addition, I will help you find low cost marketing and promotional opportunities, which will help make your book successful.

There have been many debates whether it is the plot or the characters, which are more important. In my opinion, they are equal. If you don't have unique characters who are exciting and unique, the piece will be boring. Yet if you put them in predictable situations and plots, you will get the same results. There is no such thing as a completely evil person, or a completely good person. Everyone is an exceptional mixture of both. Nor does the "evil" character ever seem herself or himself as such. Frequently, it is this self-unawareness that is the major friction in the story. By creating situations where the characters must face their own dark side, the writer forces us all to look at the negative aspects of our own lives and question our motives. It is always easier to see both the positive and negative in others, than it is to see it within ourselves. For most writers, their characters are factions of themselves and others in their lives. By bringing them to life on the printed page, they are able to explore their devil and angel sides in a safe way, while being able to share the experience with others.

Research is a major part of both fiction and non-fiction writing. The author's credibility is based on how well they know their characters, the environment, and the focal topic. If your character is a doctor, you will need to know the basics about medicine; what kind of education and experience doctors need to put the MD behind their name. In addition, you will need to know about their environment. A cater will have to know how to cook, but if you cast her or him as the cater at NASA or other governmental organization, she or he will also have to know about security and anything unique about that specific institute.

The more you know about your characters and their situation, the more credible detail you can put into your work and the more interesting it will be. Even with fantasy and especially with science fiction, details and facts are very important. Sci-fi and Fantasy readers are very intelligent and well read. If you make a mistake, they will call you on it; frequently they aren't nice about it. I wrote a short piece about a planet with a red sky. It was simple and uncomplicated story. Yet, I didn't factor in the differences in environment by choosing a red sky. I just thought it would be interesting and different. The color of the sky reveals what kind of environment the planet would have. A blue sky means the high light frequency is being radiated, which leads to a warmer climate. Red is a lower, more indirectly light frequency, which makes the climate cooler as it is at sunset. I placed my characters in a tropical setting with a red sky. It was pretty, but inaccurate.

Your voice or style is what makes you unique. How you phrase your words creates a rhythm that is entirely your own--or at least it should be. Your word choice will determine who your target audience will be. If you are writing children's stories, you must make sure the language is age appropriate. Complicated sentence structure will only frustrate beginning readers. However, if the language and structure are too simple, experienced readers will lose interest. In addition, you must consider the genre. A romance story is written differently from a thriller. Sentences are longer and flowing, while action requires short, choppy sentences to create the correct mood.

A writer must always be aware that if you have a dream, there are those who will try to steal it if they can make a buck. Whether it is magazines, who don't follow through with payment, or publishers, who misrepresent their services and skills, they have no problem with taking advantage of writers. The key is to be aware of others' experience with them and to stand up for your rights. I became involved with three publishers who were ethically challenged. Each thought more of their own interests than of making my writing a success. The first publisher saw me coming. Naive and inexperienced, I was open to their grandiose promises. Fortunately, it didn't cost me money, only time and frustration. By the time I signed with the second, I was more aware. I checked their reputation. It was good so I signed. What I didn't know was that the publishing house had just been sold and the ethical owner was no longer involved. Once again, I lost shelf time but I gain new experiences. The third cost me money. By the time, I was aware of the problems, I was stuck dealing with them unless I wanted to scrap all the work I did and forfeit the money I paid them. I could have filed a lawsuit, but the chances of being paid what I won was slim to none. I won't pull any punches. I made mistakes. But the errors that appeared in the finished product are primarily the publisher's. My mistake was thinking they were professional and ethical.

If I haven't frightened you away, let's begin as the plot thickens.