

Writing the Next Great Tech Book

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Street Cred Slide

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Why write a book?



Why write a book?

1. Share what you know



Why write a book?

1. Share what you know
2. Fringe benefits



Why write a book?

1. Share what you know
2. Fringe benefits
3. \$\$\$



Pre-writing

Refine the idea



Pre-writing

Refine the idea

Solve a problem



Pre-writing

Refine the idea

Solve a problem

**What will the reader
be able to do?**



Pre-writing

Refine the idea

Define the audience



Pre-writing

Refine the idea

Define the audience

Define the approach



Pre-writing

Refine the idea

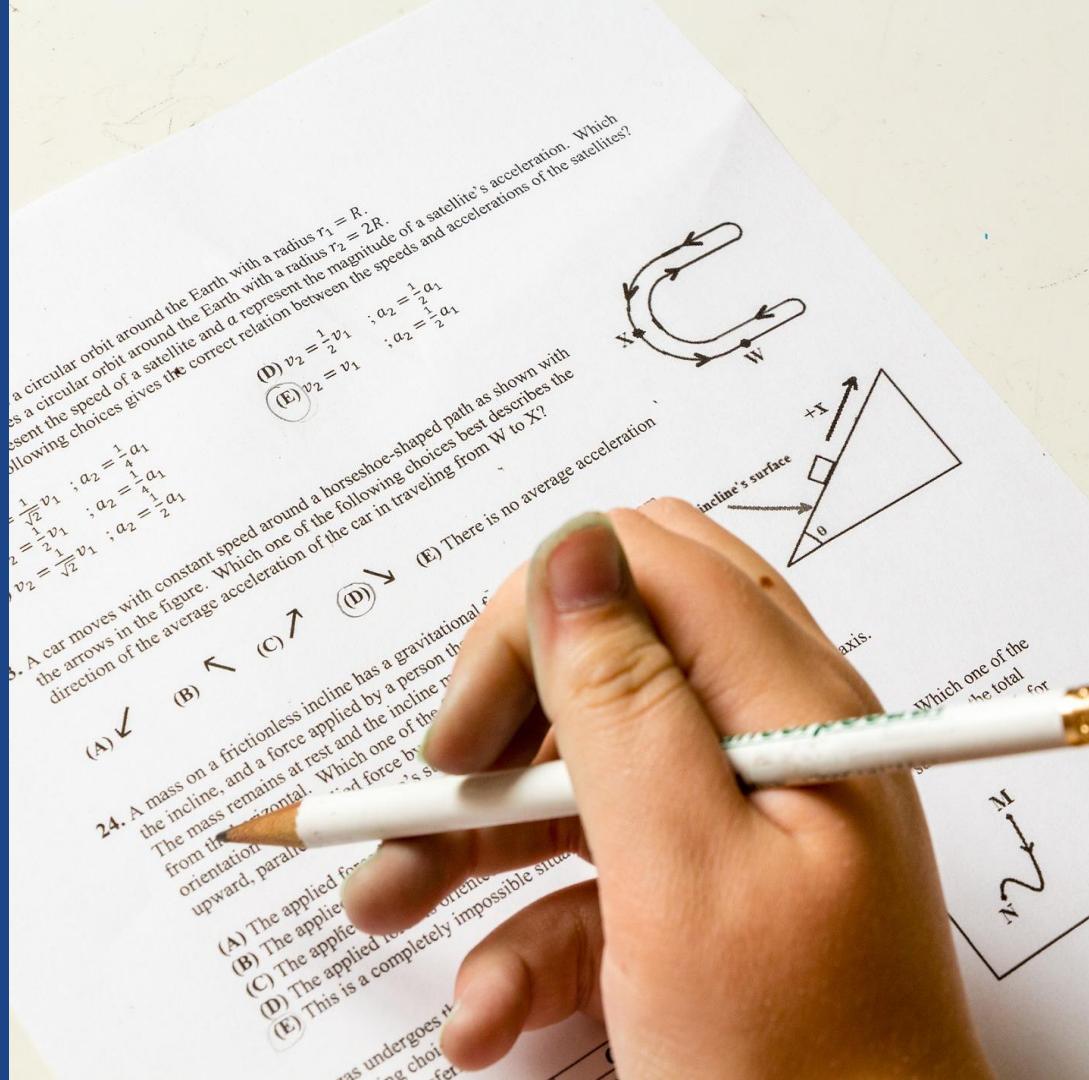
Define the audience

Define the approach

Define the scope



Do some homework



Make an outline

How to Do Stuff with Things

1. How to Do the First Thing
 - a. How to Do the Stuff
 - b. Why Do Stuff Instead of Things?
 - c. Telling Your Things from Your Stuff
2. How to Do the Second Thing
 - a. Determining Which Thing You Need
 - b. Doing Both Things In Series
 - c. Doing Both Things in Parallel
3. How to Do the Thing, but Differently
 - a. When the Second Thing Goes Wrong
 - b. A Better Way to do the Second Thing
 - c. Don't Even Think about a Third Thing

Make an outline

Brainstorm tasks



Make an outline

Brainstorm tasks

Put tasks in order



Make an outline

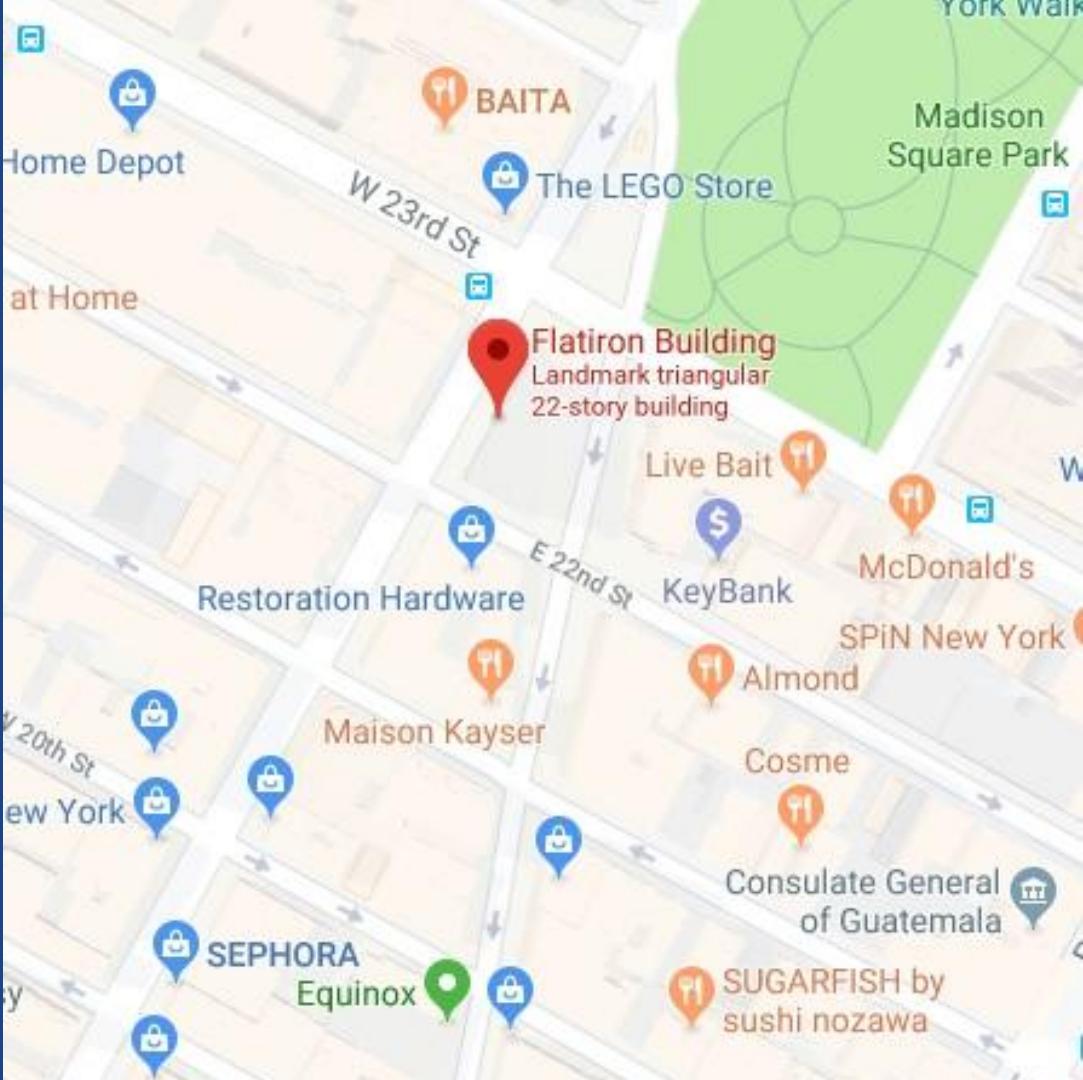
Brainstorm tasks

Put tasks in order

Dump Chapter 1



Find a publisher



Find a publisher

Research the catalog



Find a publisher

Research the catalog

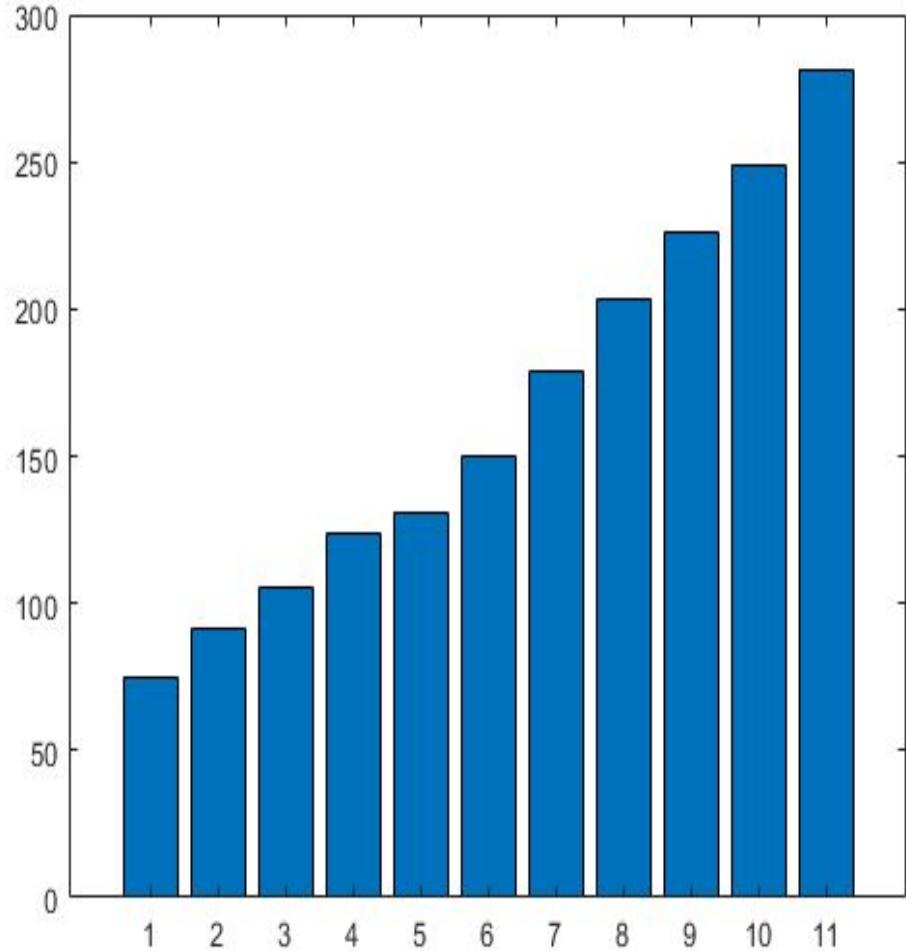
Make a contact



Create a proposal

1. Marketing info

a. metrics



Create a proposal

1. **Marketing info**
 - a. metrics
 - b. competition



Create a proposal

1. Marketing info

- a. metrics
- b. competition
- c. why you?



Create a proposal

- 1. Marketing info**
 - a. metrics
 - b. competition
 - c. why you?
- 2. Outline**

How to Do Stuff with Things

- 1. How to Do the First Thing**
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Create a proposal

- 1. Marketing info**
 - a. metrics
 - b. competition
 - c. why you?
- 2. Outline**
- 3. Sample**



Self-Publishing

Why not DIY?



Self-Publishing

It's about the money.

Mostly.



Self-Publishing

**All the reward
means all the risk.**



Self-Publishing

***Don't do it all
yourself.***



Rejection

**It might not be
personal...**



Rejection

**It might not be
personal...**

...unless it is.



The Process

The contract



The Process

**Find out about
the tools**



The Process

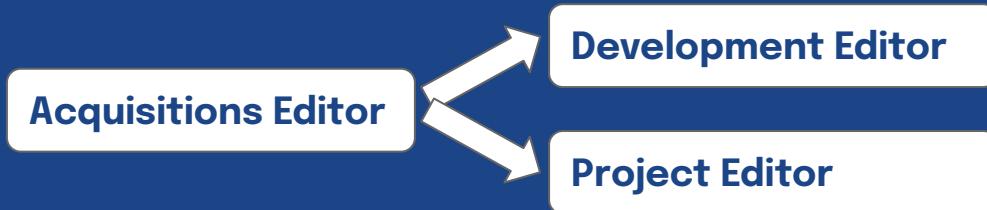
Meet your editor



The Process

Acquisitions Editor

The Process



The Process



The Process



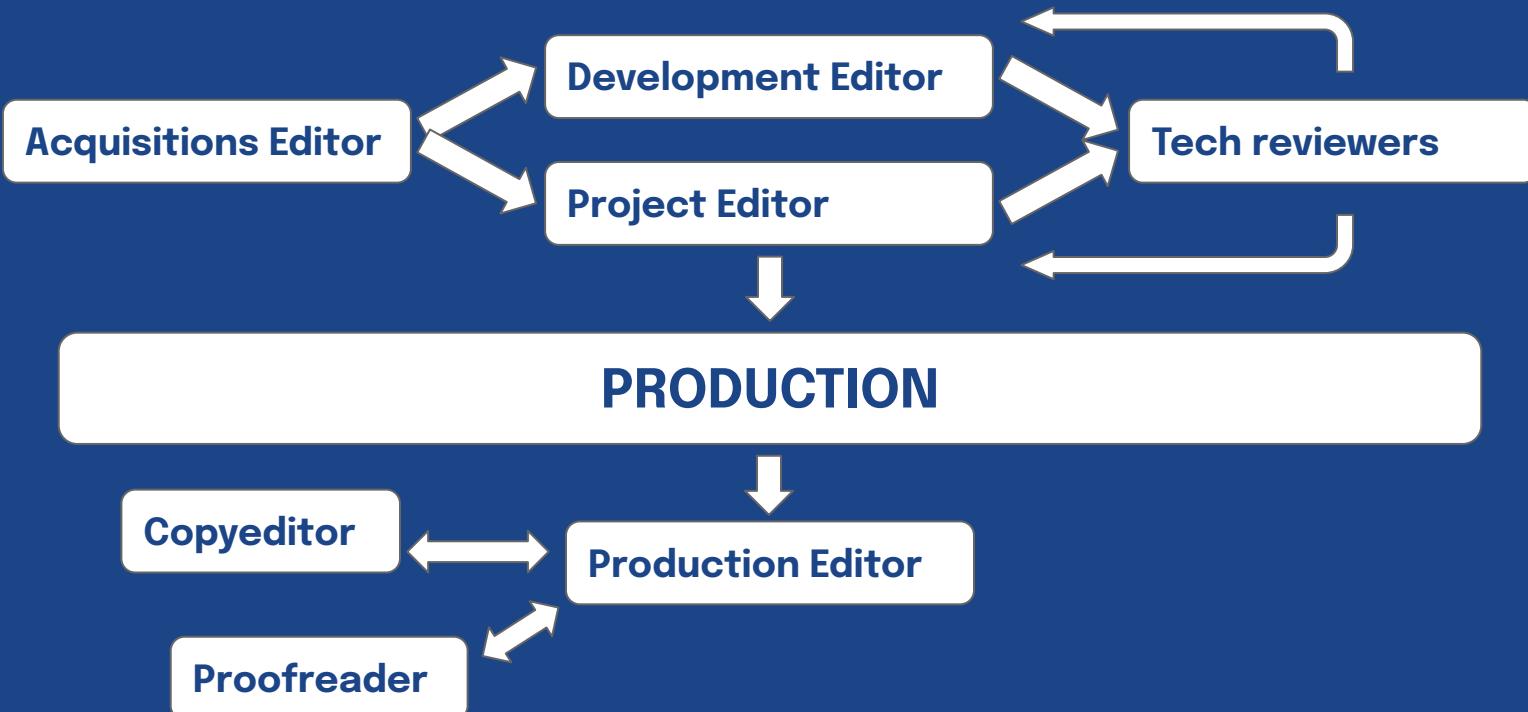
The Process



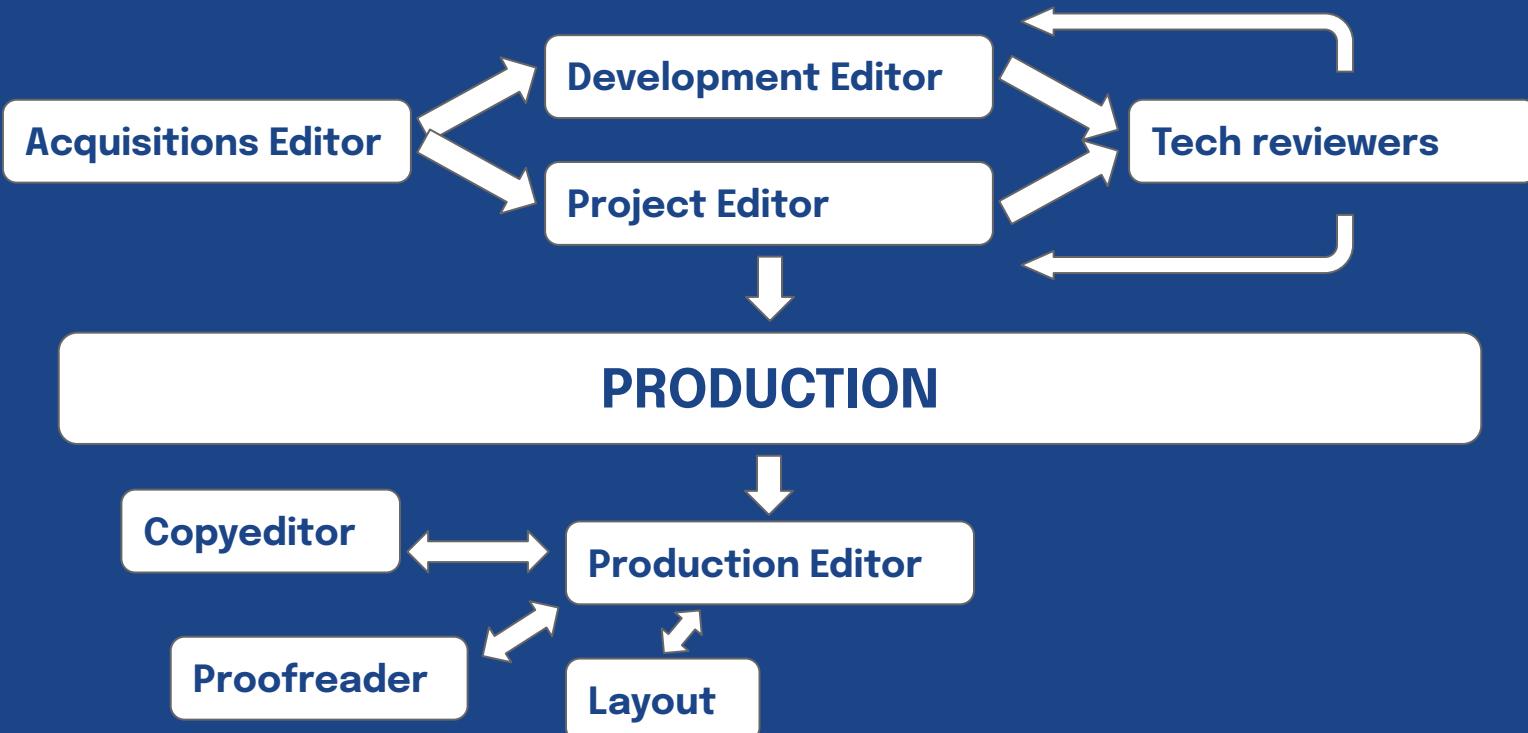
The Process



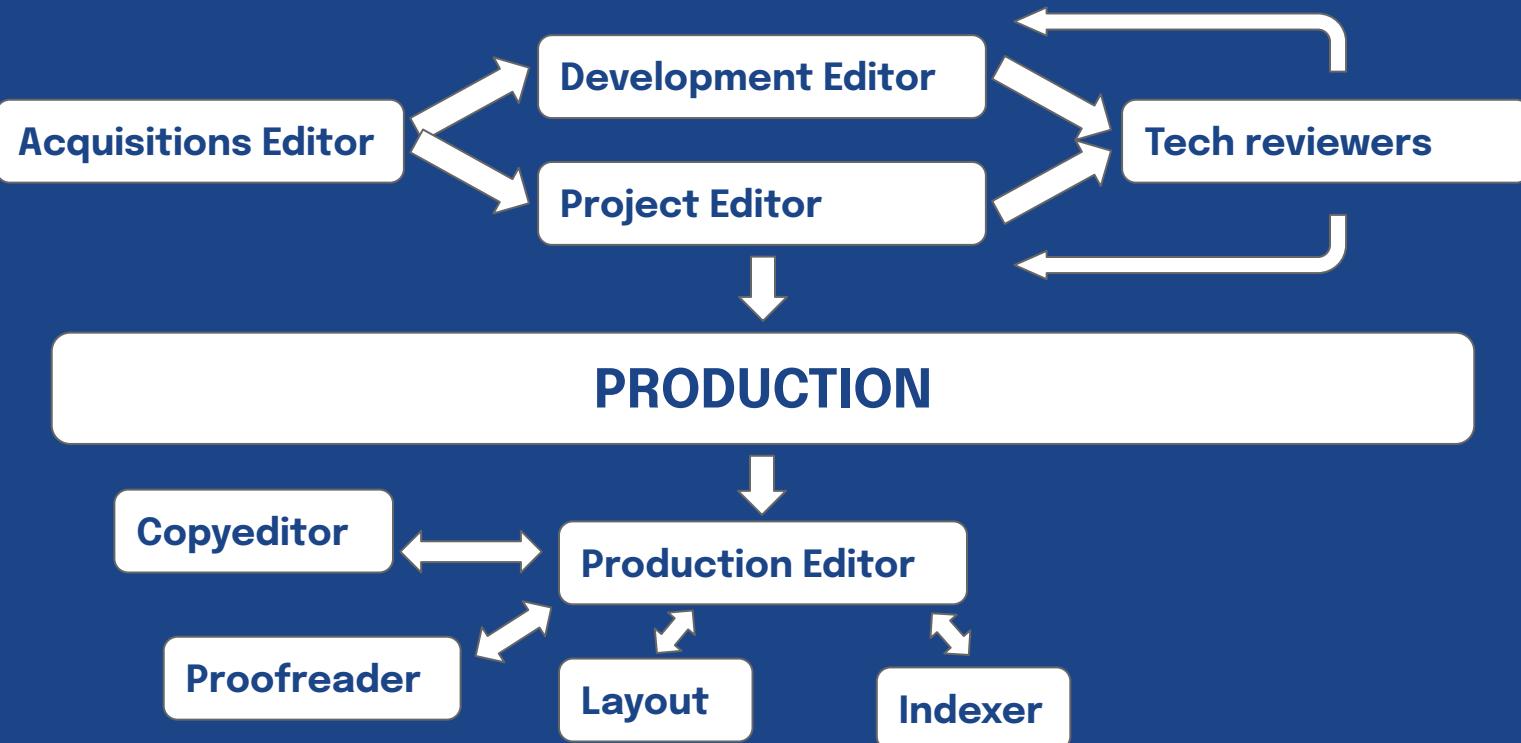
The Process



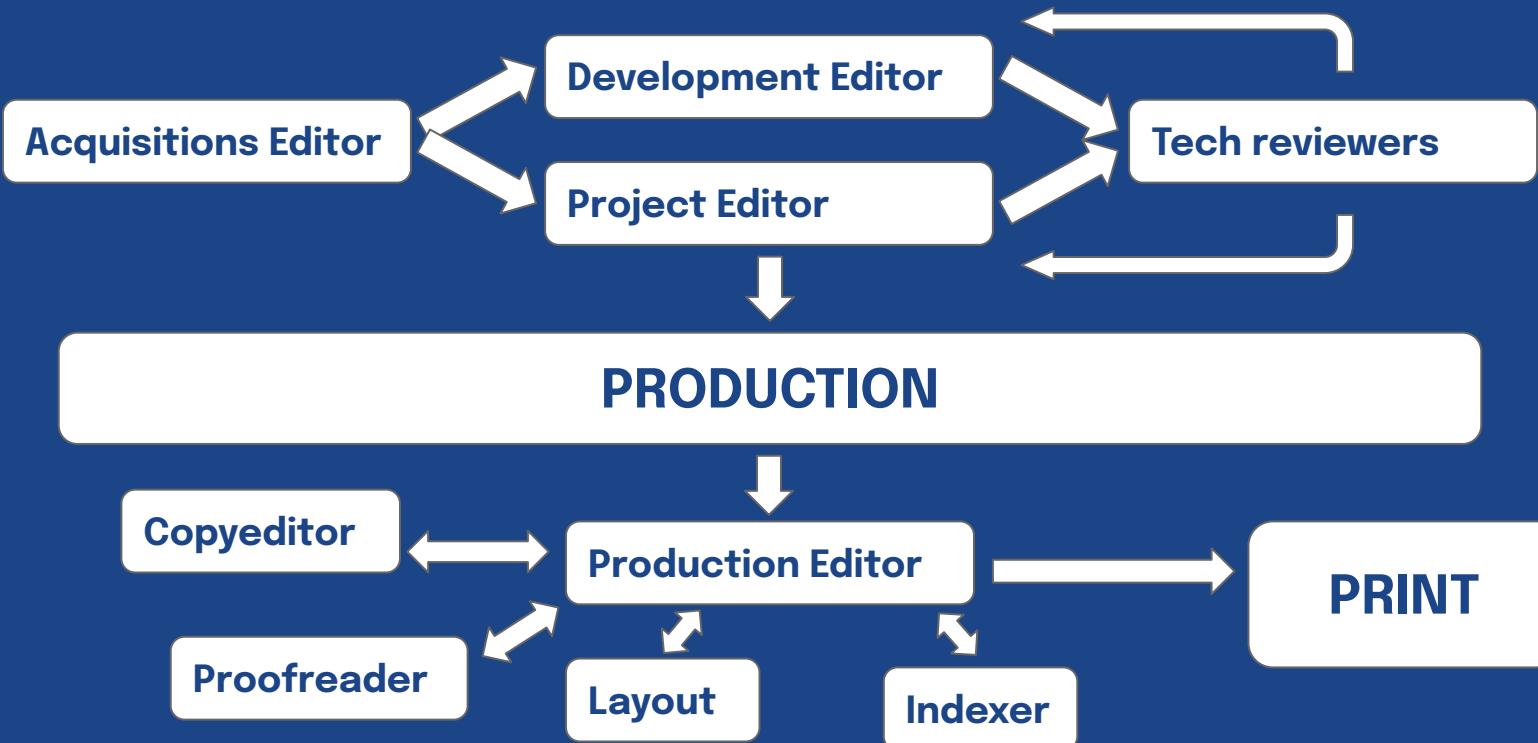
The Process



The Process



The Process



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Continuous Learning for Developers
3:30 Today, Zambezi

Verbs, Not Nouns:
Writing Documentation Users Want to Read
9:45 Friday, Indigo Bay