

HOW TO BE AN
AUTHOR
ENTREPRENEUR
WITHOUT
SPENDING A DIME

Prasenjeet Kumar

Copyright Prasenjeet Kumar 2015

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner, except in the case of brief quotations embodied in critical articles or reviews.

Disclaimers

Although the Author has made every effort to ensure that the information in this book was correct at the time of publication, the Author does not assume and hereby disclaims any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

The spellings used in this book are British, which may look strange to my American friends, but NOT to those living in Australia, Canada, India, Ireland and, of course, the United Kingdom. This means that color is written as colour and so on. I hope that is NOT too confusing!

Table of Contents

I: Challenges That Authors Face While Running Their Business

Why on the earth do you want to run an Author Business?

Is this book right for me?

II: A Bit About Me

Chapter 1: How to Write WITHOUT SPENDING A DIME

Pursuit of Perfection

The Famous Writers School

The Author Solutions

A Better Alternative

Creating A Strong Work Ethic

Prepare An Outline

Writing My First Book

Setting A Daily Word Count

Proof reading

Chapter 2: How to Edit WITHOUT SPENDING A DIME

You May Partner With Other Authors

Marry an Editor

Proof reading/Beta reading WITHOUT SPENDING A DIME

Chapter 3: How to Design a Professional Book Cover WITHOUT SPENDING A DIME

Using Stock Images

Using Your Own Snaps

My Preferred Way

Chapter 4: How to Format and Publish Your Book WITHOUT SPENDING A DIME

How to format your book for Kindle:

How to upload your book on Kindle:

How to publish an e-book today that sells like Gangbusters

Formatting Your Book for Print

Chapter 5: How to Market Your Books WITHOUT SPENDING A DIME

KDP Select Promotional Tools

PERMAFREE “Reader Magnet” Strategy

Build Your Mailing List

Sites Where You Can Promote Your Books

More Sites to Promote FREE BOOKS and PERMA FREE BOOKS

Sites for FREE AND PERMA FREE BOOKS but with conditions

Sites outside the Author Marketing Club but with conditions

Sites Where You Can Submit \$0.99 and Discounted Books

Sites outside the Author Marketing Club

Sites to Promote Your \$0.99 Books BUT With Conditions

Sites outside the Author Marketing Club BUT with conditions

Facebook Group Promotions

Chapter 6: Final Thoughts

Accept the fact that building an Author Platform will take time

Take Things Slowly

Channelise Negative Emotions To Yield Positive Results

Treat your Writing Career as a Full Time Profession

Keep Writing

Do One Thing at a Time

Do One Thing in a Year

Uptime and Downtime

Keep Learning

Take a Break When Things Become Too Overwhelming

Useful Resources

A Big Thank You for Reading This Book till the End

Other Books by the Author

Books by the Author in the “Quiet Phoenix” Series

Books By The Author in the “Cooking In A Jiffy” Series

Connect With The Author

About The Author

I: Challenges That Authors Face While Running Their Business

Writing, Author Business or Author-preneurship, whichever name you'd like to let this "profession" go by, should undoubtedly be one of the most cost-effective of all professions. Capital investment could be minimal. You just need a laptop and an internet connection and you are almost ready to go.

Suppose you had taken a fancy to start a pie baking business or an airline instead? The costs could involve renting a restaurant or an office, hiring highly skilled workers (bakers or pilots), acquiring assets (cooking appliances in the case of pies or aircrafts in the case of an airline), paying for ingredients or fuel, hiring a team of lawyers for legal disputes, etc.

However, this is not to say that there would be NO costs if you were running an Author Business. But first things first.

Why on the earth do you want to run an Author Business?

May be you were always passionate about writing? May be you don't like your current, constrictive 9-to-5 job? May be you have just lost your day job in the present depressing economic conditions and have sworn never ever to work for someone else?

May be you tried sending your manuscripts to a few traditional publishers but their silence made you to take direct control of your affairs? May be you had a positive response from your traditional publisher but you are not very comfortable surrendering all your rights over all formats and in all territories to him? May be you want greater control over how your covers look, how your books are priced, when your promotions happen and so on?

May be you consider self-publishing as the faster and, therefore, preferred way to reach your readers directly? May be you like the fact that self-publishing also gives you more royalty (e.g. 70%)? Compare this to the 10% royalty that the traditional publishers have difficulty coughing up. And that too after adjusting the royalties from the generally measly advances that they offer to new authors.

Whatever be your reasons, as I have mine, you certainly not only want to create a book but a Professional Product, right? Then in normal course you should brace yourself for a host of costs, at every stage.

You may, for example, realise that you need to undergo some kind of a formal training in writing, say, crime fiction. So you pay for attending workshops.

Next, you need to hire a professional editor and a book cover designer.

And then you realise that you also need to pay for proof reading, formatting, keyword searches, advertising, creating an author website, designing a landing page, maintaining an email list.... the list keeps getting longer and longer.

And this is how the problems begin and keep piling up!

I have been given to understand that the cost of producing any book could range from anywhere between \$500-\$5000 and this is just for cover designing, proof reading and editing. The costs could be far higher than \$5000 if you start investing in advertising, landing pages and an author website.

This may not be much of a problem if you could somehow recover all your costs and have some surplus still left to help make a full time living from writing. But the trouble is that most self-published books from newbie authors do not sell more than a few hundred copies in their ENTIRE LIFE-TIME.

So assuming you priced your book on Amazon at \$2.99, and you sell 100 copies of that book in its entire life-time, your earnings (for the entire lifetime for that book, I'm repeating) would be approximately $\$2 \times 100 = \200 @70% of the selling price.

This would certainly not be enough to recover even \$500 of your costs, which is supposedly on the lower side of the production cost, as we discussed above.

"So producing a book is a bad idea?" Is that what I'm leading to?

Certainly not, I am definitely not saying that!

But spending too much on your book is certainly a BAD IDEA.

I am sure you have a lot of questions swirling around your mind. You may accuse me of being too cynical.

You may be incredulous:

"Are you saying that I should simply publish a first, rough draft of my book and scribble something for my book cover?"

You may proclaim that you need to spend because:

"I don't want my readers to say that self-published books are of lower quality than traditionally published books."

You may then wonder aloud:

"How can I create a really professional product without incurring some costs?"

I get all of these and I am still not pleading guilty.

But may I request you to first ponder over the following:

"In making financial projections for yourself or a business, always create three scenarios: one that shows what things will look like if everything goes as hoped, one that shows what will happen if things are mediocre, and one that shows what will happen if things fall apart.

Know that the third scenario is optimistic."

- Mark Ford

So it is very important to think of the third, and the worst case scenario in your venture. It is said that no matter how optimistic we may be, the chances of a venture simply not taking off is super huge.

At this stage, I'd urge you to take a pause and reflect on Ritika Bajaj's excellent article on **How Not to Burn a Hole in Your Venture** at:

<https://www.common-sense-living->

letters/detail.aspx?date=11/15/2014&story=168&title=Startup-eSeries-How-Not-to-Burn-a-Hole-in-Your-Venture&pst=y#acmt

So what is the worst case scenario in an Author Business model?

Obviously that your books may never take off and you may not earn more than a few hundred dollars in your entire life-time?

If that be the apprehension lurking in your mind too, will you be comfortable spending hundreds of dollars upfront on cover designing, editing etc. just to make your book look more “professional”?

Do you really think that Dan Brown or Stephen King sell millions because they have fantastic book covers?

Want to check out one of the best-selling non-fiction books “Quiet: The Power of Introverts in a World That Can't Stop Talking” from a newbie author Susan Cain, and prepare to be surprised by its supposedly “professional book cover” commissioned by a well-known traditional publisher.

Don't get me wrong.

I am not asking you to avoid using professionals for cover designing, editing or formatting. I am simply asking you to be a bit frugal.

Just like any start up, from Microsoft to HP to Google to Amazon, who started small, almost from their garages, and then scaled up.

By now, you must be dying to ask me how much you should then be prepared to spend to create a really professional looking book?

The answer is: **\$0**. Yes, you read it correctly.

You can create a professional product at ZERO cost, I repeat.

I am an Indian and it is in my nature to be somewhat miserly. But Indians are also known for creating high quality, low cost products, through sheer *Jugaad*, that can be loosely translated as “improvisation”.

In this book, I'm willing to share all my experiences of starting frugal with you.

I will explain how to start at \$0 to ensure that your “business” does not financially cripple you. And then, the moment you can afford it, to selectively incur costs where they can give you the maximum bang for your buck.

Only this way can you ensure that you keep producing the kind of books you like without going broke, while you search for and cultivate that loyal audience that is crazy about the kind of literature that you are an expert of.

I am not saying anywhere that you should run away from professionals in your industry. On the contrary, please do invest in that professional cover designer who charges \$700 if you are confident that you can recover that cost in one day of sales. But if you are unsure, then stay away.

In this book I will share some cost effective techniques that I have employed myself to

build an Author Business where from I can now see a steady rise in both my financial growth and my audience.

Be assured that I am not going to share some easy cheap tricks. As an entrepreneur, we have to wear many hats. Some entrepreneurs don't invest in a high rental office but simply work from their bedrooms. Others become their own receptionist and coffee maids. The same logic applies here. As an Author Entrepreneur, you will definitely be doing many more things than simply writing a book.

"I am not a graphic artist, so how can I design my own book cover," you may wonder.

In this book, I will teach you how you don't need to be a graphic artist to design a professional cover. I will also point to you a number of FREE Tools readily available online that can easily do the job for you.

Similarly, you don't need to be a geek to format your books (both e-book and print) properly, and I will tell you why.

Is this book right for me?

Please don't read this book if you are already a best-selling multi-million dollar earning author who then has no problems fishing out a cheque for any amount for that fancy cover design.

Again, please don't read this book if you believe that you don't have the time to learn some simple skills yourself.

But if you are an author struggling to make a living but have the dreams of making it big one day at minimum cost, this BOOK IS CERTAINLY FOR YOU.

II: A Bit About Me

“I am the only person in the world I should like to know thoroughly” –**Oscar Wilde**



Hi, I am Prasenjeet Kumar and currently an Author. I love calling myself an Author Entrepreneur. In about eighteen months (September 2013-February 2015), I have written nearly 10 books, with some of them being translated in to Spanish, Italian, Portuguese and Turkish.

I own three brands so far. The first one is [Cooking In A Jiffy](#) where I write and compile cookbooks based on the Home-Style recipes of my dear mom.

The second brand is [Quiet Phoenix](#) where I write uplifting books for Introverts and Highly Sensitive Persons (being an Introvert myself). The theme of the series is that just as the Phoenix bird has the potential to be reborn literally from the ashes, so do introverts have the power to rise from any difficult situation.

The third one is [Publish With Prasen](#) where I share tips on writing and self-publishing.

Even though I own three completely different brands, I believe there is a synergy amongst all my brands. I want to encourage people to take 100% control of their lives and not leave anything to fate. Eating healthy home-made food is very important for one's health and so my cooking venture motivates people to rustle up quick and easy meals from scratch in less than 30 minutes.

Similarly my Quiet Phoenix brand targets introverts and highly sensitive persons who are often at a disadvantage in society. Parents, teachers, co-workers and bosses wonder why we are not assertive, open to sharing, not sociable enough, shy or, in general, lack the will to fight back. We are accused of not being team players. And bullies (both in school and in the work place) think we are easy pushovers. Yet introverts are highly gifted people and if they use their strengths correctly they can make a huge difference to their lives. The Quiet Phoenix series is written in that context to motivate and inspire introverts to take action to better their own lives.

My third venture targets authors who are like me. The focus is to help them create a business venture that makes money without the danger of going broke. I share tips that all budding authors, no matter where they stand, can implement to turn their writing careers into successful profitable ventures.

I generally love writing about things that I am truly passionate about. I believe that my writings should help change people's lives forever (for good, of course!). Writing is also a truly liberating experience for me. It can heal old wounds and in the process of influencing others, it can bring a lot of meaning to your life as well.

I live in India, in the north, close to the Himalayas. I love the mountains with its

temperate climate, snow covered peaks, pine and fir forests, cherry blossoms and the green pastures. You can make out (very accurately) that I am a nature lover. I would rather spend time walking in the mountains than partying in pubs and night clubs.

I love gourmet food, and chocolates and cheese, and that's one reason why I didn't mind starting my writing career with "cookbooks".

I love doing all kinds of exercise: cardio, upper body, lower body, core, flexibility and balance with Pilates being my favourite. I prefer functional training than exercising with equipment, because I feel the former is more natural that also fosters a sense of deep spiritual well-being.

Interestingly, a few years back, my dreams (supposedly) were entirely different.

From my teenage years, I had dreamt of being a high flying Corporate Lawyer earning salaries with so many zeroes that you would have difficulty counting. Multi-billion transnational corporate deals sounded interesting and I naturally, or unnaturally as I might say now, wanted to be in the forefront of this very happening sector (as I had written in one of my online application forms then).

I studied Philosophy for my BA (Honours) in St. Stephens College, Delhi and then LLB (Honours) in University College London. I found the academic version of law to be very intellectually stimulating. So, a career in law did sound like the right option for me.

Little did I then know that it is one thing to intellectually enjoy Law and quite another to work for a Corporate Law Firm.

In 2009, I came back to India and joined a Law Firm in Central Delhi.

Just two years down the line I realised that I just did not enjoy my job.

Stress, actually needless stress, created by bullying "seniors" and even colleagues, was taking a real toll on my life. I was mostly slogging like a clerk or an office boy doing everything which could be done without knowing any law.

I would feel extremely tired (quite my unusual self) in the evenings when I came back home. I was puzzled at the hint that regardless of when I left office, and whether I had completed all my assignments for the day or not, I should always feel guilty for leaving "early".

I started having headaches and nausea. On my way to office, I would sometimes feel light headed. My family members were noticing this change in my behaviour. I was losing self-confidence and becoming more and more unsure of myself. The writing was staring me on the wall. I had to quit and quit fast to retain my sanity.

I had always considered myself to be a creative person. In my school and in my University, I enjoyed writing and acting.

In my spare time, therefore, I started learning about blogging, website designing and social media marketing. I soon started designing a dummy blog with my mother's recipes.

I began teaching myself the skills of self-publishing, (including cover designing,

formatting e-books and print books) and publishing them on Amazon and Create Space.

Little did I realise that when the plunge had to be taken, this all was really going to stand me in good stead.

To be sure, initially I didn't think I'd ever be a full-time author.

And now, I don't want to be anything else!

In this book, I intend to share all my experiences of donning this second hat of author, blogger, publisher, and entrepreneur, all rolled into one.

I am going to share tips on how you can successfully write, publish, and market your books and create your very own Author Platform almost FREE of cost.

Yes, this is absolutely possible, I repeat.

The No. 1 mistake most Authors make is that they spend too much money on "finishing" and marketing their books and then they are unable to recover their costs. Some remain persistent (which is a very good thing!) while others quit when realisation dawns that they are spending far more money than they are getting back.

Being an Author myself, I can fully understand what it feels like if an Author's dream comes crashing down simply because she cannot afford to produce a costly book (product). I am quite determined to not let this happen to any Author, who all, in my opinion, deserve to live their dreams.

This book will try to help you make all those intelligent decisions, without the need to spend any money, which have enabled me to keep writing, publishing and building my audience without ever becoming out of pocket.

If you have reached this far, I am sure you have your own very strong reasons for becoming an Author. And I would like to do all that I can to help you realise those dreams. Consider joining me then in this unique (for me at least) roller coaster ride of experiences.

Chapter 1: How to Write WITHOUT SPENDING A DIME



Image Courtesy of Simon Howden/FreeDigitalPhotos.net

You may wonder if I'm starting with an oxymoron, because writing normally is NOT an activity that should cost anyone any money. You just grab your pen and paper, if you are an "old world" writer, and start scribbling away. Or if you are like me, you power up your laptop, open a document on your word processor and start punching.

Hopefully you may have some pen and paper or a laptop lying somewhere around your home. So where do you need to spend any money on writing?

Can you guess? It's training, of course! A lot of advice floats on the internet (mostly coming from other authors) asking budding writers to not even start thinking about their dream novel unless they have put in those Malcom Gladwell's famous 10,000 hours of training.

So what is wrong with this advice? Shouldn't authors acquire the craftsmanship of writing so that when they write their first work of fiction or non-fiction, they appear reasonably professional to their potential readers?

Surely there can be no harm attempting that, notwithstanding the fact that from Shakespeare to Charles Dickens to J.K. Rowling, most famous authors didn't have any professional training in creative writing.

My basic reservation stems from the fact that most such writing workshops are frightfully expensive (some costing anywhere from \$4000-\$12000). What if you are a poor Author who has lost her day job and can barely afford to pay your mortgage and bills? What if you live in a country (other than in the North America or Europe) where you may not have any access to good training, simply because writing is considered a

hobby (or a luxury) and most people like to be coached for getting some other “real” job?

Pursuit of Perfection

And this is not even the most important part. Ever since I read Kristine Kathryn Rusch’s excellent book *“The Pursuit of Perfection and How It Harms Writers,”* my eyes have been opened about the reality of workshop training. Writers join such workshops in the hope of improving their craft, but often quite the opposite happens. Rusch does a fantastic job of exposing how destructive the techniques employed by peer workshops are for a budding writer’s morale and career. By peer workshops, she means, *“workshops, in which everyone, from the professor (or editor or writer-leader) to the unpublished students gets to weigh in on the manuscript before them”*.

In these workshops what typically happens is that your manuscript (usually a short story) gets to be critiqued (actually the word for this is constructive feedback or positive criticism) by your peers and colleagues. As Rusch explains, *“most workshops have a no-holds-barred policy: the critiques can say whatever they want as meanly as they want and at whatever length they choose”*. In her experience, in some cases, criticism of a short story of 3,000 words have lasted for more than 20 minutes!

You can imagine the blow to the writer’s self-confidence. This is exactly Rusch’s point. Most writers give up on their dreams after a semester of “creative writing” because they become so demoralised! Is this then where you should be spending your hard earned money?

The worst and the saddest part is that most of these critics are either wannabe writers themselves (who have probably not yet written a single page of anything that can be termed “creative”) or authors with a few books under their belt but with no idea of how the technique for writing a short story could be completely different from that of writing a novel.

The Famous Writers School

Such Writing Schools in different garbs can be found almost in every country. David Gaughran talks of the story of Jessica Mitford who exposed in 1970 “The Famous Writers School” scam.

The link is below:

<https://davidgaughran.wordpress.com/2014/12/16/how-jessica-mitford-exposed-a-48m-scam-from-americas-literary-establishment/>

The School was omnipresent, with its advertisements in newspapers, books or magazines, inviting aspiring writers to apply for a “free aptitude test”. The test was to “help you find out whether you can be trained to become a successful writer.”

The well-known faces attached to The Famous Writers School included Rod Serling (of Twilight Zone fame), mystery writer Mignon Eberhart, Pulitzer Prize winner Bruce Catton, and romance author Faith Baldwin. Day-to-day operations were managed by Gordon Carroll (Reader’s Digest editor) and John Lawrence (former President of William Morrow publishers). The “ringleader” was Bennett Cerf, founder and President of Random House.

The School gave the impression that famous writers and publishers would act as your tutors and mentors throughout the course. It also greatly exaggerated the likely financial outcomes for students. The ads did not mention the cost of the course.

After an in-depth investigation, Mitford was stunned to learn that the eminent personages had NOTHING to do with either grading the aptitude tests or tutoring students.

What the Guiding Faculty actually did was to provide some teaching material for the course. In return, the faculty members received shares and a 1.6% cut in revenues, which was around \$310 million in today's terms. As many as 65,000 students were enrolled in 1970. The cost of the course – only revealed when a salesman came to your home to close the deal – was \$785. Most students went for the payment plan, pushing the cost up to \$900 (approximately \$5,800 in 2014 terms).

Mitford also established that the school was taking on students who shouldn't be on any professional writer's training course: non-native English speakers with a poor command over English, those with no flair for language or composition, the barely literate, and worse, the penniless.

The dropout rate for these courses was extremely high. Mitford estimated that only a tenth of students completed the course.

Mitford spoke with a whole range of competent students who had enrolled and dropped out, with many citing the poor quality of both the course materials and the feedback given on assignments. Those who attempted to get out of their contract without paying the remaining instalments were threatened with legal action, but otherwise The Famous Writers School seemed unconcerned at the high dropout rate.

Indeed, Phyllis McGinley, a famous poet who was one of the Guiding Faculty, admitted to Mitford:

We couldn't make any money if all the students finished.

After Mitford had established exactly how the scam operated, she met Bennett Cerf in his office at Random House. Cerf admitted that he did not teach, wasn't involved in recruiting the teaching staff or establishing standards, and didn't supervise the school's operations. Cerf refused to disclose what compensation he received from the school, but described it as "quite generous."

When Mitford asked him how many books by Famous Writers School students that Random House had published, Cerf replied:

Oh, come on, you must be pulling my leg – no person of any sophistication, whose book we'd publish, would have to take a mail-order course to learn how to write.

Mitford then wrote her piece and approached the West Coast editor of The Atlantic. The Editor initially agreed but on checking up with his publisher backed out because The Atlantic was getting thousands of dollars worth of adverts from that very School.

Mitford then contacted McCall's and was similarly spurned. Undeterred, Mitford queried Life Magazine – who promised to help. But the piece was killed when Life's advertising manager revealed that he had just agreed to a \$500,000 ad campaign with The Famous Writers School.

Just then The Atlantic had a change of heart. It cancelled its advertising contract with The Famous Writers School and published Mitford's piece as the cover story in the July 1970 edition, under the title Let Us Now Appraise Famous Writers.

This issue was a runaway hit, with the largest sale of any in the The Atlantic's history. Her article was subsequently picked up by many publications.

As law suits followed in several states, the stock of The Famous Writers School plummeted from 35 to 5 before trading was suspended in May 1971. The operation formally went bankrupt at the start of 1972 – a few months after the death of Bennett Cerf.

“You may not be able to change the world, but at least you can embarrass the guilty.”
– **Jessica Mitford**

Interestingly, the Famous Writers School reappeared a few years later. In fact, it's still in existence, although it has never quite operated on the same staggering, and lucrative, scale.

The Author Solutions

The spiritual successor to The Famous Writers School, in David Gaughran's words, could be the Author Solutions, which is undergoing a massive international expansion under its owners – Penguin Random House. This is the company behind the exorbitantly priced offers at Barnes and Noble's Nook Solutions and Lulu among others.

An outraged David Gaughran reports that Author Solutions reportedly spent \$11.9 million on customer acquisition in 2011 for:

“* Paying bloggers, websites, and companies a “bounty” based on how many writers they can deliver to Author Solutions.

* Buying a huge presence at writers' events such as the Toronto Word on the Street Festival the Miami Book Fair International, and the LA Times Festival of Books.

* Setting up a whole string of misleading websites which purport to offer independent self-publishing advice, but which actually only recommend Author Solutions companies (such as iUniverse, Xlibris, Author House, and Trafford).

* Lots and lots of advertising, particularly Google AdWords ads, to drive inexperienced writers towards these deceptive websites, as well as SEO to push down critical voices.

* Setting up fake social media profiles of people claiming to be independent publishing consultants... who only recommend Author Solutions companies.

* Spambots – because the world needed more of them.”

When customers are ensnared, Author Solutions starts pushing various marketing packages, such as:

“* A web optimised press release for **\$1,299**.

* Podcast interviews for **\$10,669**.

- * Ads in Readers' Digest for **\$143,990** (that's not a typo).
- * A book signing appearance for **\$3,999**.
- * YouTube ads for **\$5,499**.
- * Hollywood Pitching for up to **\$14,999**.
- * Infomercials on small, local stations for **\$10,699**".

On the whole, it appears that Author Solutions is successful in convincing its customers to spend an average of **\$5,000** each on publishing and marketing their book! Fleecing authors does appear to be an extremely lucrative business. The saddest part is that the authors who bought one of these overpriced overhyped Author Solutions Packages went on to sell hardly 150 copies in their entire lifetime (as per Author Solutions own data).

You can read more at:

<https://davidgaughran.wordpress.com/2014/06/03/the-case-against-author-solutions-part-1-the-numbers/>

Please also see the anguished comments of many authors below this article on David Gaughran's blog. For example **Nathan**, a commenter on David Gaughran's blog said:

".....To my (now seething) chagrin, I signed a "two book deal" with iUniverse. Basically, I'd "won" a writing contest and they contacted me. Long story short, I signed up for the 2600 dollar package, and was "guaranteed" two books...If the first one did well, as they assured me it would, the second would be under the Penguin banner...It has taken me less than a few weeks to see the ulterior motive.

They cater to your ego and emotions, your joy at having been signed and having someone appreciate your work. Essentially, it comes down to: "Wow, this is awesome! Now, if you [buy this, buy this, buy this] you're a guaranteed success!"

Mary Shelly another commenter said:

"I have heard rumours for several years now that Penguin actually pays stalker trolls to attack promising new self-published authors with the intent to drive them, out of fear, to the traditional publishers".

A Better Alternative

Of course, you can argue that not all training courses or workshops or self-publishing packages are like that and I would readily agree. We sure cannot generalise but then you have to be careful about the type of service you choose. Check out their websites, meet their resource persons, ask them about their training methods and consider whether it all suits your temperament (and your pocket) before you give out your credit card number. Be forewarned, however, that this can all be quite time consuming. -

So I propose a better alternative. Instead of putting Malcolm Gladwell's advice about logging in 10,000 hours of training in an "organised" setting, why not put the same number of hours practicing to write, by yourself?

Practice is the key to success. The more you write, the better your craft becomes.

Writers assume that creative workshops can help them craft a perfect story which they cannot on their own.

Well, the reality is that there is no such thing as a perfect story.

If you need to learn how to craft a murder scene in your novel, you will find plenty of articles and resources that other writers have shared so liberally on the internet or on their blogs. Simply google them and you will definitely find what you are looking for.

I had to do some research on crafting a legal scene for my book [**Celebrating Quiet People: Uplifting Stories for Introverts and Highly Sensitive Persons**](#). The scene had a shy, tongue tied law student participating in a mock court room competition against his more eloquent peers. I found plenty of really helpful resources on the internet that taught me how a fictional legal scene differs from a real one.

For example, you don't quote excessive case laws, citations and procedures and bore your readers to death, something that you can't do without if you were in a real courtroom with a real judge. Instead you focus more on emotions. Hey, this is fiction after all.

For inspiration, I re-read **John Grisham's A Time to Kill**, a book that I had read in my college days and enjoyed a lot. John Grisham does a fantastic job of crafting a legal scene and is definitely a worthwhile example to follow if you are thinking of writing anything legal.

Anyway, my simple point is that you can easily train yourself WITHOUT SPENDING A DIME. If you do have the resources to invest somewhere in training, buy a good book first that teaches you how to write fiction or whatever you want to write. This is what I do.

You will do far better by following a strong work ethic than attending any creative workshop. Discipline trumps talent every day. This is why it is important to write fast, have a cut-off date where you send your manuscript to your editors/beta-readers and have a deadline for publishing your book.

And finally remember one thing. You will never write a perfect book.

So once you are done, you are done. Move on to the next book.

Practice, Practice, Practice!

Creating A Strong Work Ethic

Once you overcome the mind-set that you should not publish anything till it is 'perfect', you can move on to establish a strong work ethic that churns out the type of books you want to write.

Success is supposed to be one percent inspiration and ninety-nine percent perspiration. Writing is quite similar. You do need inspiration, dreams and fantasies to start with. But to finish your book, large dollops of sweat are required for sure.

Many eBook authors write shorter books, especially in non-fiction. The good ones write around 80 pages per book or 14, 000 words approx. If this is your target, then this would mean that you could write 7-8 books in six months.

Or you can also take the same amount of time for writing one book, if you write longer books or are a Fiction Author, a genre where you are required to churn out lengthier tomes.

There can't, of course, be any hard and fast rules about your speed of writing. Medical thriller author C.J. Lyons, for example, sets a target of writing five books in one year!

Let me shock you even further.

There is no magic to it. The Authors who can tote up higher word counts in a short amount of time are not gods.

So far I have written 10 books in 18 months and I am, of course, no God/god. But you do need to set and follow a routine that you are comfortable with. Every book that I have read on this subject suggests that you must first have a target to achieve.

That target may be very modest, but the important thing is that you must fix one and then go all out to exceed that.

This is how I achieved my target:

Prepare An Outline

If you have reached so far, I am sure you would have already decided what you want to write.

The first step is to write an outline. Make a few pointers on an A-4 sheet in long hand or in a document in your word processor.

Think how you are going to begin.

What chapter titles will be there?

Write sub-heading of your chapters next.

Don't worry, you need to make a very rough outline of your book.

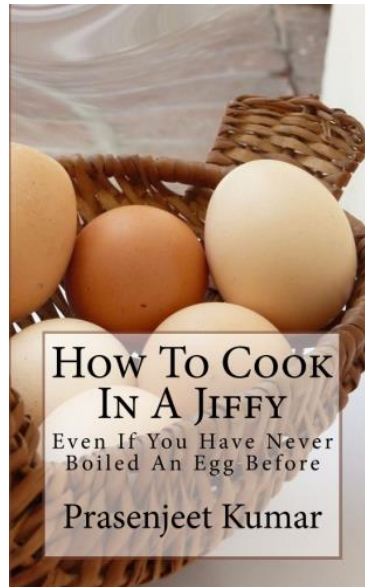
There will be time to turn this into your final outline.

Preparing an outline and planning my book structure has always helped me in putting up a coherent book. This strategy has worked for me, but may or may not work for you. So you must figure out what works!

Writing My First Book

When I started writing my first book, I had just a vague idea in my mind that I should write a book for an audience which does not know how to cook at all.

So the sub-title of my book had to be "Even If You Have Never Boiled An Egg Before".



I was already running a blog cookinginajiffy.com discussing my mom's 'Home Style' recipes.

A few interactions on Facebook made me realise that some group members were actually just starting out in the kitchen, and didn't know how to even make tea or set up a basic kitchen.

This reminded me of my own College days in University College London when I was forced to cook because the so called "catered" Hall of Residence, that I was living in, did not serve any meals during the weekends.

So, I had a first-hand knowledge of the problems faced by beginners in this field.

I researched further on the internet.

I also checked on Amazon and "looked inside" (a great feature on Amazon that allows you to read about 10% of the book) a few student cookbooks.

I realised that most of the student cookbooks assumed that you knew a little cooking and jumped straight to recipes such as Sweet n' Sour Chinese chicken.

This could be a problem for someone who does not even know how to boil an egg.

So I started writing my outline in that background.

Here is a sample of the first rough outline that I wrote:

Cover Page

Copyright Notice

Acknowledgements

Introduction

Who is this book for?

My Story—why I had to learn how to boil an egg and do much more?

Why should you learn cooking?

How NOT to turn cooking into a chore?

How only home-style cooking can ensure putting nutritious food on your table?

What if things go wrong in the kitchen?

Lesson 1: Setting up your kitchen: What equipment to start with?

Lesson 2: What spices and other ingredients you need to stock and experiment with?

Lesson 3: How to make tea or Coffee?

Lesson 4: How to toast bread and graduate to:

- * Making bread crumbs

- * Making a Garlic toast

- * Making a cheese garlic toast

Lesson 5: How to boil and peel an egg flawlessly and graduate to:

- * Making an Egg sandwich

- * Making an Egg grilled sandwich

- * Making an Egg poach or Egg Benedict

- * Making an Egg fry

- * Making an Omelette

- * Making a Cheese or Spanish Omelette

- * Making a Scrambled egg

- * Making a French Toast

Lesson 6: How to cook your vegetables:

- * Sauté peas

- * Grill tomatoes

- * Sauté spinach

- * Roast Baby Potatoes

- * Sauté mushrooms

- * Sauté mixed vegetables

- * Sauté anything and everything

- * Learn to make a white sauce

- * Steaming vegetables- the Jiffy way
- * Make Vegetables au gratin
- * Make Aubergines au gratin
- * Grill cottage cheese

Lesson 7: How to handle chicken:

- * What should you buy whole or cut into pieces?
- * How to boil a chicken?
- * What to do with a boiled chicken?
- * Make a delicious chicken sandwich
- * Make a grilled chicken sandwich
- * Make a cold chicken
- * Make a breaded chicken for dinner
- * How to grill a chicken

Lesson 8: What to do with fish and seafood:

- * How to grill trout?
- * Make a simple Indian fish curry
- * Graduate to making fish in a Yoghurt and mustard paste

Lesson 9: How about some soups for your soul:

- * Making Pumpkin soup
- * Making Tomato carrot soup
- * Making the classic Chicken soup
- * Graduate to making the Chicken Sweet Corn Soup: Chinese style

Lesson 10: Making a full meal in 30 minutes: with proper sequencing & parallel processing

- * The concept of Foundation Meals and parallel processing
- * Making a Foundation Breakfast
- * Making a Foundation Indian Lunch or Dinner
- * Making a Foundation Western Lunch or Dinner

Parting Tips

- * Make cooking a pleasurable experience by involving your friends and family

members

* Don't shy away from tweaking, adapting and experimenting with any cooking idea you come across, including from this book.

About the Author

I am sure you would have got a pretty good idea by now of why and how you should write an outline.

I have always written an outline for all my books even if they belonged to different genres. Because nothing can help organise your thoughts better.

This method, I believe, can be replicated for any genre, fiction or non-fiction. If you write fiction, it may be a good idea to organise your scenes chapter-wise and what happens in every chapter as sub-points with a clear beginning and an end. This may help in overcoming the writer's block as well as the syndrome which among Fiction Authors goes by the name of 'Losing the Plot'.

Your outline always guides you, so that you don't leave any important information out that you thought you should have covered (in non-fiction) or become so immersed with cheesy sentences and detailed scene building that you forget about the plot (in fiction).

Setting A Daily Word Count

With the draft outline out of the way, you need to start setting your other tasks and targets, of which the most important is the word count target.

All successful authors have a daily word count target. I read somewhere that Stephen King writes nearly 2,000 words a day. For me, I realise that writing 1,000 words (2-3 pages on an A4 sheet paper) in a day is a decent target. Unless I'm jostling with a serious writer's block, I find I can easily achieve this target by writing for nearly 2 hours.

There are many days when I get into a flow and write more than 1,000 words. Some days I have written 1,500-2,000 words. I think writing the first few hundred words is the most difficult part. After that reaching your target is pretty easy.

Just imagine if you wrote 1,000 words a day, you will be completing a 30,000 word book in just 30 days. If your average is more than 1,000 words, you will be finishing your book in 15-20 days' time. This would, however, be just the first rough draft.

A word of caution though. You do need to be extremely disciplined. It is very easy to wander off. You will want to procrastinate. Friends, parties, social media, TV and the Internet can all be major sources of distraction. However, you can very well develop your own strategy to turn each of these distractions into strengths.

Proof reading

Did you notice the extra 'o' in the word "proof" that I just wrote?

To avoid embarrassments like these, you need to first proof read your book yourself. Modern word processors have made this task quite easy by underlining spelling mistakes on the fly and then offering suggestions.

But beware of auto corrections and the very handy “Find and Replace” commands.

Once I wanted to change the abbreviation “mins.” by its full form “minutes”, which this command did in a flash.

Happy, I even put the book out on Amazon. Then to check how the formatting looked, I “looked inside” the Kindle version.

You can imagine my horror when I found that my great word processor had not only changed “mins.” to “minutes”, but also “vitamins” to “vitaminutes”, whatever that might mean!

That should bring us to the next step of “editing”.

Chapter 2: How to Edit WITHOUT SPENDING A DIME



Image Courtesy of Stuart Miles/FreeDigitalPhotos.net

Editing is a subject which no author should ever ignore. Everyone agrees that editing is vital, even if you wrote like Shakespeare (may be more so!).

It is really important for someone to critically assess your work; whether it relates to your writing style, punctuation, grammar, structure, coherence or strength/weakness of the plot. In the world of traditional publishing, editing was supposed to be fully taken care of by the publisher and writers did not have to worry about it.

However, that is no longer true, because no publisher worth his salt will even touch a badly edited manuscript. So the drill is that you write your tome, get it proof-read and edited at your own cost and then approach your literary agent (or a traditional publisher), who if he decides to accept you, will get it “polished” further.

The self-publishing world can accelerate the process but doesn’t eliminate it altogether. So authors continue to spend a lot of money seeking professional editors. Author Joanna Penn has compiled a fantastic list of professional editors on her blog. Here is the link: <http://www.thecreativepenn.com/editors/>

There is no doubt that getting professional advice from experienced editors can do wonders to your manuscript. But this can also be a major financial issue, if you are on a shoestring budget, as most professional editors charge anything from **\$600-\$3000**.

Basically editors come in two flavours: structural and line.

Structural Editors go through the entire structure of your book. Then suggest rearranging your chapters, or rearranging paragraphs within the chapters to ensure

that your book structure is more cohesive.

Line Editors, on the other hand, go through your book line by line. They fix grammatical errors and in general improve your readability.

Some professional editors charge **\$600** only for proof reading and then separately if they are giving feedback on structural changes. Some authors use cheaper options, for example, of approaching someone on [Fiverr.com](https://www.fiverr.com) and [Elance.com](https://www.elance.com).

Either way, if you do decide to hire someone, it is important that you “interview” her first. Send her the first ten pages of your book and ask her to edit it before you sign on the dotted line (this is how you interview an editor).

If the editor does a good job and you are happy (i.e. the editor understands you and your writing style) go ahead. However, you must insist that the editor edits the first ten pages of your book at no cost. If the editor refuses to cooperate (which some do), go and find another one. You definitely don’t want to risk spending your money if you are unsure of what you will get in return.

For more information on how to find the right editor, you may want to see this article: <http://www.thecreativepenn.com/2014/07/14/how-to-find-the-right-editor/>

Let me now come to how you can also get your book edited WITHOUT SPENDING A DIME.

(Warning: I am not suggesting anywhere that you should not seek a professional editor. The quality of your books should be of utmost importance to you. These are simply a few workable ideas if you are on a low budget.)

Here are then a few ideas.

Do you remember that classmate of yours who was always a few points ahead of you in the English paper?

Or that senior who edited the college magazine?

Or that relative or family friend who is a voracious reader at least?

The most important thing is that this friend or relative should have a balanced view of your writing skills. He/she should not either be too lax or too critical. In other words, some friends will say ‘great work!’ even if your work needs significant improvement. Others will needlessly be critical, over-competitive or destructive. You may choose to interview them the way you do with unknown editors (that’s completely your call!). The most important thing is to work with such a family member or friend in whom you have utmost trust.

As for me, I have come to an excellent understanding with a close relative who is forever ready to give me editing tips and suggestions. Being a voracious reader, he has, I find, developed a natural knack for editing. He understands my story and my writing style and doesn’t try to drown “my voice”. He does both line and structural editing for all of my books, something which could have otherwise cost me a fortune. He has an excellent eye and knows which portions of my story should come first and which should come last so that a flow is established and the reader is hooked from the very first sentence. Above all, he meets all my deadlines.

The understanding is that I have to return the favour when my “editor” writes his own fiction-trilogy, that he has been “thinking about” for the last 10 years!

Amateurish as it may sound, the results in my case have actually been quite pleasing. I always make fun of this close relative saying that I have got a really mad editor who can make my entire writing look red with track changes.

This is what you should expect from your editor. So it is vitally important to find that ‘mad’ editor.

You May Partner With Other Authors

If the “close relative” or friend idea doesn’t work, you could collaborate with other authors. How this works is that one author prepares the first draft and the other edits and vice versa.

This could be a great way to get editing done WITHOUT SPENDING A DIME. Some have had great success with this strategy. This is the way Authors Sean Platt, Johnny B. Truant and David Wright (Famous Authors of **Write, Publish, Repeat**) partner with each other. The trio, in fact, has written over 1.5 million words in a single year this way.

Recently Horror novelist J. Thorn claimed to have partnered with 10 other Authors for different novels. There is a joke that he can now partner with anyone, having already done that with 10 other strangers!

Authors Jack Canfield and Mark Victor Hansen too have collaborated and compiled some true motivational, inspirational and uplifting stories for their best-selling Chicken Soup for the Soul series of books.

This approach may, however, work better for the more established Authors with a strong brand and may not work so much for unknown Authors.

In any case, the usual caveats apply. You have to find the perfect partner who understands your writing style and knows how to improve upon that. In the end it is very important to find just the right person or the results could be very messy!

If you don’t want to partner with other authors, there is still no harm asking for their feedback. In the course of your writing career, you are bound to meet and make friends with other authors.

[Blurb Trade](#) is a great place to meet other authors. The idea is to get blurbs of your books from other authors something which traditional publishers regularly do. But another advantage of Blurb Trade is that you build relationships with other authors who may get interested in your work. Once you have developed that relationship, you can start asking them for feedback regarding your draft manuscript and promise to do the same when they ask you to return the favour.

Marry an Editor

I am not joking, but if you are single, this could be a great option to consider. In any case finding just the right editor is like asking someone for a date. This will take time because you are never going to find the perfect person the first time you meet.

Many Authors have their wives or husbands as editors and they are really doing well. Dan Brown married his editor. Johnny B. Truant in his book *Write, Publish, Repeat* wrote that he pays his editor not with money but with sex.

What a nasty way to do business with your editor! But his editor is his wife and she was the one who edited that text and let it go.

What not to do?

Do not treat your writing career as a hobby. A lot of advice floats on the internet asking authors not to publish their work until they have spent a good deal on professional editing. The argument is that your books need to look professional to readers. While there is no doubt that professional editors can give you inputs that amateurs cannot, it will also burn a big hole in your author venture. A professional look to your book may not be sufficient to get a burst of sales and to recover your costs.

I really like the part in *Write, Publish, Repeat* where it says that:

“Businesses set budgets. A business knows what it can expect to get out of an investment at the outset, and spends accordingly. A business will invest in projects that aren’t expected to deliver a return, but only if that loss is in the service of a greater win down the road.... Businesses never go into a venture, spend blindly, and hope. Businesses plan deftly. If a project...carries risk, it’s kept on a shoestring. Only blockbusters are given blockbuster budgets.”

It may make sense for a Stephen King or Dan Brown to pay **\$3000** for professional editing because they know that their next novel is going to be a blockbuster just on the strength of their names. By the way both authors are traditionally published and may not now be spending anything from their pockets.

Can you say the same about yourself? I am not saying that you should be unnecessarily diffident or pessimistic. BUT be realistic. You would like your books to sell in millions but the reality could be that you may not sell more than a few hundred copies. And that is not because you are a bad author but simply because that you don’t have a strong brand like Stephen King or Dan Brown, which incidentally as these authors readily admit, takes years to establish.

Moreover, extravagant costs can financially bleed you and keep you away from writing more books in the future which is necessary for building your brand.

So while hiring an editor, always ask these questions:

Will this expense pay off?

If it won’t, do I have a concrete plan to make it pay off sometime down the road?

If not, why am I doing it?

Some writers go to the other extreme and simply publish their first draft on Amazon. That is pure suicide. I assume that you are a writer who is very serious about his career and will take precautions to ensure an ‘error-free’ book.

Proof reading/Beta reading WITHOUT SPENDING A DIME

After editing, the next part is proof reading. Again the most efficient way is to ask your

family members to give you a helping hand. You may compile a list of questions to assist family members so that you get honest, helpful and specific feedback than just “great” or “horrible” kinds of comments.

Here are a few ideas to ask them:

- *Was the opening compelling? At what point (page no.) did you first stop reading?
- * Did you relate to the character? Did you come to feel you knew the character?
- * Was there anything that confused or frustrated you (line, para or page no.)?
- * Was the ending satisfying? Believable?
- * Any obvious spelling/punctuation/grammatical mistakes that you came across (line, para, page no.)?

I think this much should be sufficient to yield a helpful response from anyone who volunteers as a Beta reader. You can insert more questions of your own but that may simply become overwhelming for your beta readers. The simpler the list, the better the response. At least this is my opinion.

You may like to see the full discussion here:

<https://www.goodreads.com/topic/show/542453-questions-to-assist-beta-readers>

You can also ask readers on Facebook, Goodreads or your mailing list to volunteer as Beta readers. There are already some very active Beta reader groups on Facebook and Goodreads where you can ask for help. Simply search for them in the search bar and then post your query in these groups.

Beware of just one thing. Beta readers may give you varied feedback regarding story and character development. Accept only those changes which are suggested by two or more people.

In my opinion, at least three people should proof read your work including you and your editor. This would be sufficient to weed out almost all typos and mistakes (you can hope).

The End

After editing and proof reading, you are now ready to publish your manuscript.

Chapter 3: How to Design a Professional Book Cover WITHOUT SPENDING A DIME

In the digital world, your book cover (along with your title) is literally your face. The cover in fact is the main driving force and literally the brand ambassador of your book. Your book description comes much later, after the buyer-reader is enticed enough to reach your sales page.

However, the digital world also throws up some unique challenges. What looks great on a 5" x 8" paperback doesn't look that good in a thumbnail on Amazon. Most authors are not graphic artists, so if they want such intricacies taken care of, they seek and pay for a professional cover design.

The most popular professional cover designers charge anywhere from **\$300- \$700** per cover. Create Space (an Amazon firm) has a cover design team which charges **\$599** for your self-published print-on-demand paperback. Low cost options include [Fiverr.com](https://www.fiverr.com) where you can have your book cover designed for as little as **\$5** but the quality varies from gig to gig.

However, there are many ways you can design a professional looking book cover yourself **WITHOUT SPENDING A DIME**. And you need not also spend hundreds of dollars on purchasing and learning Adobe Photoshop or a similar image manipulating software.

You can very well design your eye-catching book cover by using your word processor like Microsoft Word or your presentation software like Microsoft PowerPoint.

Personally, I treat cover design as a part of writing my book. The moment I finish writing the first few chapters of my book, I also start thinking about what my book cover is going to look like. So do take your time designing your book cover and do not be rushed.

Using Stock Images

Although it is possible to design a book cover, without using any pictures or drawings, I find these become much more eye-catching if you use one.

For pictures, you can research a number of stock photography sites like [Fotolia](https://www.fotolia.com), [Shutterstock](https://www.shutterstock.com) and [Dreamstime](https://www.dreamstime.com) to get an idea. But bear in mind that most free images that you can download will have low resolutions and that the high resolution images would usually cost you something.

I have used Fotolia and am very happy with the high resolution images that I could download for my books **Quiet Phoenix 1** and **Quiet Phoenix 2**. When I opened an account with Fotolia, it was free for a month and then charged by way of a monthly subscription. However, their policies keep changing so this offer may not be there when you open an account with them. Nevertheless, they keep making special promotional offers every now and then to download free images. So when you are taking up an opportunity with Fotolia, try to download as many stock images as possible for your series and then cancel your subscription. Yes, as unethical as it may sound, you indeed may be able to download an unlimited number of images in your free monthly trial subscription.

However, I strongly recommend you to please return the favour by buying a

subscription the moment you can afford that, because we need such an excellent service to continue ticking in the interest of all authors and bloggers.

[Dollar Photo Club](#) is another excellent website where you can buy an image for “\$1 an image”. For this book, I grabbed an image from this website as Fotolia has become too expensive of late.

Tip: Use only one stock image for your book cover to look the best in a thumbnail. If you use too many images, they may look unclear and cluttered in a thumbnail.

Using Your Own Snaps

For some non-fiction books, you can even use your own photographs. At least this is what I did for my book **Healthy Cooking In A Jiffy: The Complete No Fad, No Diet Handbook**.

For this book cover, I just arranged some fresh fruits and vegetables in a tray and used my point-and-shoot camera to click a picture.

I used natural light to avoid the glare that the flash gun unleashes and shot at the highest resolution possible, which was 12 megapixels. Look at the unedited result here:



Next, I used the free picture editing software paint.NET to add the twist effect to emphasize my series theme of “cooking in a jiffy”. The picture now looked like this:



Now I could go on to the cover design part.

You can use your word processor, and author Joanna Penn has shown an excellent way to use MS Word, to design a good looking free book cover.

Here is the link:

<http://www.thecreativepenn.com/2013/10/20/book-cover-design-ms-word/>

However, if you find the approach a little confusing, you can also choose to view a video and an excellent one is on YouTube at:

https://www.youtube.com/watch?v=nxrhP8wOg_o&feature=youtube_gdata_player

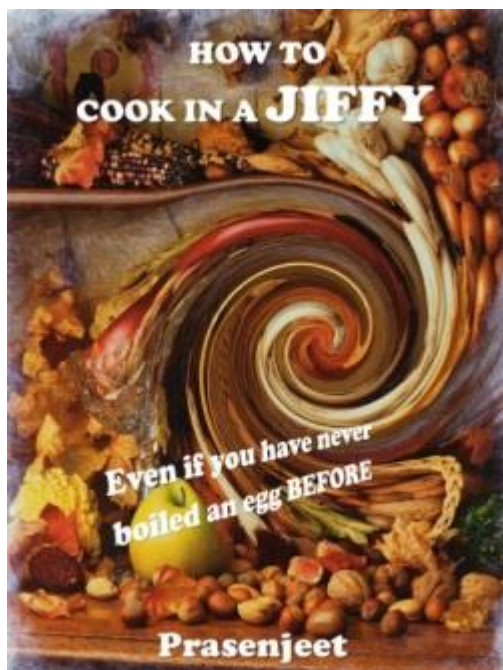
Honestly, my own experiments with using MS Word were not very pleasing. Nevertheless, I would encourage you to experiment using this methodology at least once.

I have had, however, better success using Microsoft PowerPoint. Author William King has written an excellent blog post where he talks about using MS PowerPoint to design your book cover. This is in fact his favourite method.

Here is the link:

<http://www.williamking.me/2012/02/22/create-your-own-ebook-cover-step-by-step-with-pictures/>

I implemented his tips and designed my first book using a free image from the MS-PowerPoint image stock. It looked like this:



The results were much better than those obtained using Microsoft Word, but these still looked a bit amateurish.

My Preferred Way

However, my preferred way of designing book covers is using the CreateSpace Cover designing tool. This is a free tool and by “free” I mean FREE FOREVER.

For accessing this tool, you will need to create an account with CreateSpace first at www.createspace.com. This can be easily done using the same username and password that you use for publishing on KDP.

CreateSpace is an Amazon owned company and you may like to use CreateSpace to self-publish your books in Print. Please note that the KDP dashboard also has an option to design your book cover using CreateSpace cover designs but the templates are not very good for Kindle. The templates for your Print books are infinitely better.

Once you “publish” your book in Print, you can download the ready-made book cover for Kindle which CreateSpace provides. For this you will have to log in to your CreateSpace account, click on the published title of your book in the Member Dashboard, go to Distribute and click on Publish on Kindle. This is where you will find a ready-made cover which you can use for your Kindle books.

This is my No. 1 method of creating professional looking book covers.

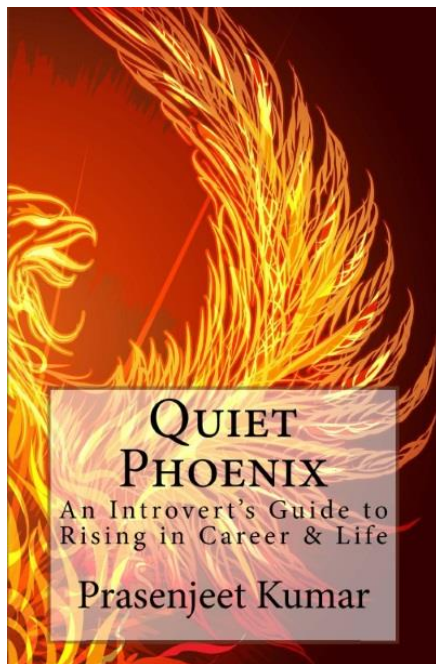
Here are a few book covers that I designed using the CreateSpace Cover Creator.

Quiet Phoenix: An Introvert’s Guide to Rising in Career & Life

I first downloaded a stock image from Fotolia of a Phoenix bird.



Then I played around the CreateSpace Cover Creator to create the final version which looked like as below:

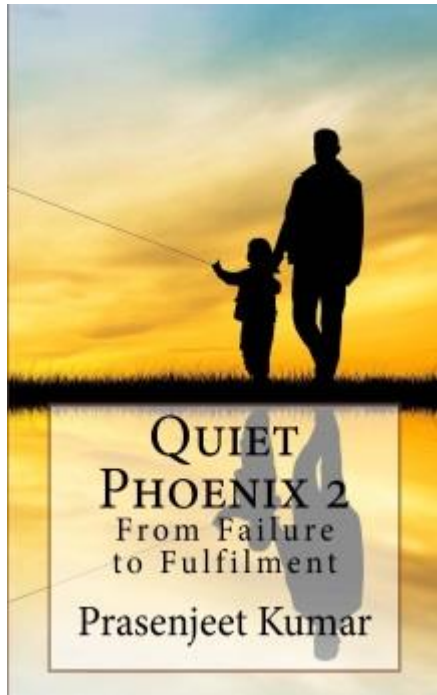


Quiet Phoenix 2: From Failure to Fulfilment: A Memoir of an Introverted Child

I repeated the same process as for Quiet Phoenix 1, which is I first downloaded a stock image from Fotolia and then played around with CreateSpace Cover Creator till I was happy.



This is how my book cover looks now after using the CreateSpace Cover Creator:



As you can see that the results are pretty professional. And the best part is that anyone can do it.

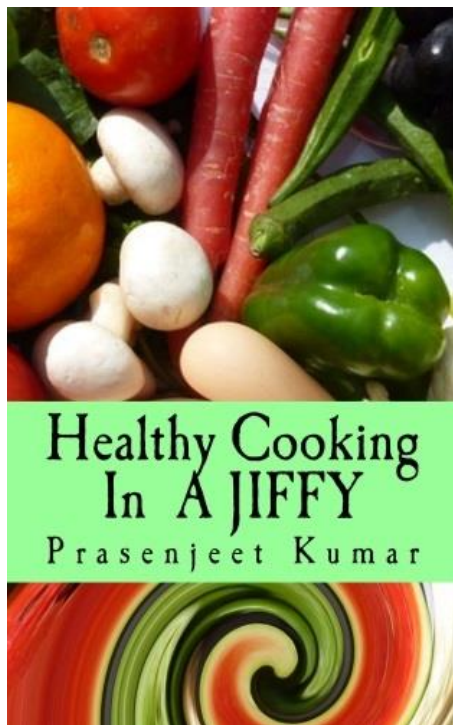
I used the same technique for my cooking books as well.

Healthy Cooking In A Jiffy: The Complete No Fad, No Diet Handbook

Below is the image I used.



And here are the final results after using the CreateSpace Cover Creator:



Conclusion

CreateSpace has got lots of professional looking free book cover themes to choose from. Study the genre you are in on Amazon and choose a suitable template.

The CreateSpace experience is almost idiot-proof. You choose a template, import your image, write your title and sub-title, put your book description for the back cover, insert your photograph and you are done.

You can also adjust the font type, colour and background colour.

99% of the time your free book cover looks pretty professional and the bonus is that it also converts well in a thumbnail when you put it out on Amazon.

I strongly suggest that you play around with [CreateSpace's Cover Creator](#). You will not be disappointed with the results. Take your time. Spend a day or two to finalise your cover design. Try out different templates, fonts, background colour, etc. Soon you will get a good hang of things.

I wish you all the best!

Chapter 4: How to Format and Publish Your Book WITHOUT SPENDING A DIME

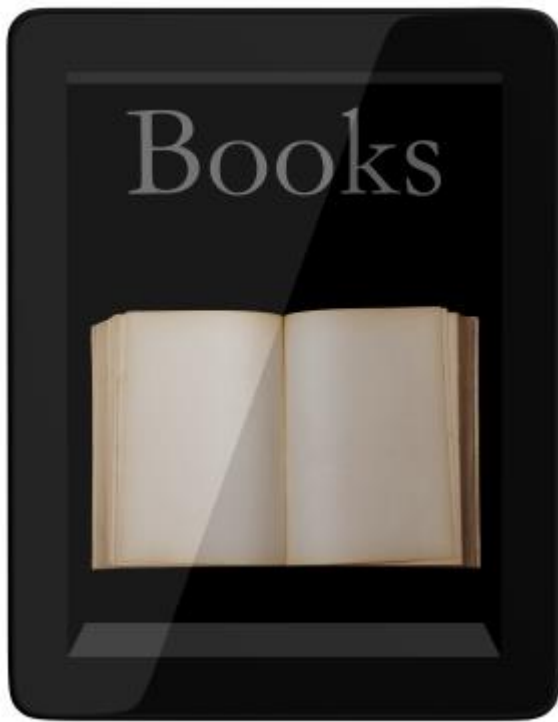


Image Courtesy of Adamr/FreeDigital Photos.net

I am often flabbergasted whenever I hear some authors brag about the hundreds of dollars spent by them in formatting “perfectly” their Kindle or Print books.

I understand that most authors, like me, are not very tech savvy. So they are quite justified to think that e-book or paperback formatting is best left to experts who are well versed with html, css and JavaScript (whatever all that jargon means).

Many also think that their time is better spent on writing more books, which is their core strength, and it is difficult to quarrel with that logic too.

The question then revolves around the budget you can earmark for this seemingly vital need. But do you know that there are a couple of simple skills that you can acquire very easily and that can help you format your books yourself FREE of all costs? Even if you have the money, learning these skills can save you hundreds of dollars that you can then invest somewhere else in your Author Business.

There are a couple of You Tube video tutorials that I stumbled upon which bolstered my confidence to format and publish my books (both in e-book and Print formats) in a professional way without spending a dime.

You will be surprised to know that there is so much FREE information out there on the World Wide Web but hardly any one is using it. I have compiled a list of video tutorials that can help you jump start your career as an author.

Most of these videos are over half an hour long, so it is best to watch them one at a

time. This way you can also protect yourself from information overload!

How to format your book for Kindle:

https://www.youtube.com/watch?v=utnP8dLCdE4&feature=youtube_gdata_player

How to upload your book on Kindle:

https://www.youtube.com/watch?v=utnP8dLCdE4&feature=youtube_gdata_player

How to publish an e-book today that sells like Gangbusters

This is a long video which deals with the craft of uploading your books, choosing keywords and categories and all the important things that you should be doing correctly as a self-published author.

https://www.youtube.com/watch?v=Xa3C4n6ZGVw&feature=youtube_gdata_player

Formatting Your Book for Print

Sadly, a lot of authors do not publish their books in Print. This is because they either think that the Print medium is dying or that it is too technical to format your books for the paperback format.

No doubt, in this new world e-books sell more than paperbacks. But by creating your books in Print, you reach a different audience who can be equally fanatic about their reading. Some people, and not necessarily of the older generation, like to read their books only in the Print format. And this is especially true about cookbooks.

I have shown my cookbooks on Kindle to many people and they all said that they would prefer to read a Print version. The reason was that people don't want to carry their rather fragile electronic devices (like their Kindles) to their Kitchens but think it safer to carry a physical book. One of my fans, who didn't want to wait for the print version to arrive, typed out a recipe from his Kindle on his laptop and then printed out a copy for easy reference in his kitchen!

The logic is impeccable. Who after all would like to risk her cold soup (ready to go into a microwave) spilled on to her Kindle? On the practical side, I have been pleasantly surprised to notice that the sale of my paperback version of **'The Ultimate Guide to Cooking Lentils the Indian Way'** has been higher on many days than my eBook sales.

For my other non-cookbooks, my Print sales have been slightly lower than my Kindle sales probably in the range of 1:2 to 1:3.

So the argument that Print is dead stems out of sheer laziness in releasing your book in another format.

Remember, your one manuscript can generate multiple streams of income. Your book in eBook, Paperback, audio and foreign language translations, multiplied by territories, can skyrocket your income. Never then in the self-publishing world scoff at the prospect of exploiting all your rights.

Read Joanna Penn's excellent article on this topic:

<http://www.thecreativepenn.com/2014/01/07/know-your-rights/>

The other argument against Print is that its formatting is too technical and so it is best avoided. In the previous chapter, I have already showed how you can create a professional looking book cover using Create Space's Cover Creator.

This is a video which I used to teach myself the ropes of formatting my books for Print. The video very nicely explains the formatting rules that traditional Publishers use such as how every new chapter must start on the right side even if in the process your left page becomes a blank, etc.

https://www.youtube.com/watch?v=7FzvtxK686c&feature=youtube_gdata_player

After formatting, you need to log in to your account on Amazon and upload the manuscript. Here is a useful video again:

https://www.youtube.com/watch?v=KGlgQGQxDzw&feature=youtube_gdata_player

Conclusion

I hope this section gives you everything to confidently format and publish your books on various platforms.

The next section is how you can market your books without spending a dime.

Chapter 5: How to Market Your Books WITHOUT SPENDING A DIME

In the self-publishing world, authors are unfortunately burdened with the responsibility for marketing their books all by themselves. This NOT being the core strength of any writer justifiably flummoxes them. So they do a simple Google search and are suddenly inundated with hundreds of sites which promise to “promote” your books, generally for a fee which ranges from **\$5-\$400**.

Now if you can afford these rates, then you don’t need to read any further. I can in that case only suggest that before you try out any such “paid” service, do check out their popularity first by getting their Alexa rank (by searching for their websites on [Alexa.com](https://www.alexa.com), which is an Amazon company). This could be a very simple way to rank and prioritise such services in the budget that you have earmarked for them.

Also try to find out if the selected site will refund the fee charged if some minimum sales, recovering at least your costs, don’t occur.

In this section, however, we will discuss options that you can use to market your books WITHOUT SPENDING A DIME literally.

KDP Select Promotional Tools

For those of you who do not know what KDP Select is, this is a programme whereby you give exclusivity to Amazon for a period of 90 days in exchange for some powerful promotional tools. Exclusivity means that your books in its digital format cannot be made available for sale anywhere else, like Nook, Kobo, Apple, etc. Your books then also automatically become eligible for inclusion in the Kindle Lending Library or the Kindle Unlimited programme. All these book promotional tools, which are incidentally FREE, provide a great reason for enrolling in the KDP Select programme at least for some time.

A lot of Authors, led by Mark Coker of Smashwords, have been lately advising against KDP Select. Their logic is that you should not put all your eggs in one basket. What if Amazon suddenly changes its algorithm or its terms and conditions that adversely affect your sales in a big way? If you are totally dependent on Amazon, then this could be a big blow to your writing career.

From my personal experience, however, I have noticed that it is very hard (nearly impossible) to sell your books on other platforms such as Kobo, Nook and Apple. The main reason is that these platforms do almost nothing to help you promote your books. There is no Amazon style free book or \$ 0.99 discount promotions. There is also NO possibility of borrows under the Kindle Lending Library or easy risk-free sales under the Kindle Unlimited programme.

The only way to make your books sell in these non-Amazon platforms is through merchandising agreements. This means that if you succeed in building some contacts with the representatives of these platforms, then they can help you by including your books in the marketing campaigns that they run from time to time.

So, in a nutshell, you need to be friends with someone to sell your books. How helpful for an unknown author!

So my suggestion is that if you have just published your first book, test the waters by enrolling in KDP Select first. There is no point expanding to other platforms till your

first book gets some traction on Amazon. Remember with more than 60% of all eBook sales in the world in its fold Amazon continues to be the biggest gorilla in the ring.

You will find a list of sites later on in this section which you can use to promote your FREE or \$0.99 books without paying anything from your pocket.

PERMAFREE “Reader Magnet” Strategy

This is actually my favourite book marketing strategy. Perma Free stands for permanently free. If you have already written three or more books in a series, then perma free could be the best promotional tool at your disposal.

Nick Stephenson calls it “Reader Magnets” in his book (PERMAFREE of course!) *“Reader Magnets: Build Your Author Platform and Sell more Books on Kindle.”*

Basically, in this strategy, you make the first book in the series PERMANENTLY FREE in the hope that readers who sample your work for free will buy your other books in the series or at least subscribe to your e-mail list.

If you need to understand this strategy in detail, you could, apart from downloading Nick’s book for FREE, check on this very helpful article below:

<http://www.thecreativepenn.com/2013/12/09/write-publish-repeat/>

In my experience, this could be the most cost effective advertising strategy for a new author. You don’t spend any money upfront and still can, almost on auto-pilot, keep on giving away your books for free 24*7, while growing your mailing list.

You don’t have to “beg” established websites to accept your “guest post.”

You have the e-mail id of everyone who downloads your book. Contrast this with your experience of being on KDP Select where during your FREE book promotion days, there could be thousands of downloads but you will have no idea of where your readers are coming from (especially if you are not asking your readers to subscribe to your blog) .

And you don’t incur costs, which you can’t avoid if you were running a giveaway on Goodreads or CreateSpace, because giving away physical copies of your books will cost money.

It is very important to consider this strategy, therefore, as an advertising opportunity to display your skills and expertise as an author. So make sure that you list all your other books with links to other e-book retailer sites at the end of all your books, including the PERMAFREE ones.

It is very important to think about building your audience base from the very beginning. You must have a mailing list, as all experts keep on hammering, and ask readers who wish to download your book for free to subscribe to that mailing list first.

The best way readers come to you is when you offer something of value for free. Ideally a full book does better than simply giving away an excerpt or a free short story. Make sure you advertise your freebie at the front and the back of the book.

Build Your Mailing List

If you are serious about your writing career, then you must start collecting e-mails of people who show interest in your work, even before you write your first book. This could be possible only if you start a blog and invite people to subscribe to that blog.

To professionalise this model, you will need an auto responder service like the one available from Aweber, Mailchimp or Traffic Wave. Of these, Mailchimp is currently the only service which is FREE till you collect 2,000 subscribers.

There is some learning curve associated with all the three services. If you need to get started with Mailchimp, here is a very good video tutorial:

<https://www.youtube.com/watch?v=5KAnqy5YOeI>

Sites Where You Can Promote Your Books

There are hundreds of sites promising to promote your books. Their business model is obviously not very robust, because I keep on finding them dropping “dead” at the drop a hat. Pixel of Ink is a recent example.

To be on the safe side, you could start with Author Marketing Club which in any case is a great place for indie authors to learn about book marketing. Their basic membership is FREE and you can register with them to use their site.

I have also done a review of Author Marketing Club’s Premium Membership. There is no need to spend money immediately but if you are interested in learning more, you could go to:

<http://www.publishwithprasen.com/author-marketing-club-premium-membership/>

Author Marketing Club features a good list of sites that will accept your books when you are running a free or discounted promotion.

You could check them out (without registering) at:

<http://authormarketingclub.com/members/submit-your-book/>

The sites featured here that can be tried out for your FREE books are:

- * Freebooksy: for PERMAFREE too
- * It’s Write Now
- * Bookpraiser: for PERMAFREE too
- * Free&discountedbooks: for PERMAFREE too: Need to register first.
- * Kindle Book Promos
- * Indie Book of the day:
- * eReader Girls
- * Ignite your Book
- * OHFB
- * Book Circle

* Ebook Stamp: Every time you wish to promote, it asks you to “update your profile!”

* The Reading Sofa

Here are a few more sites that I have compiled which you can use. Just remember to post to these sites at least 14 days in advance; otherwise many may not accept your request. Most of these sites also have a paid option but I suggest sticking to the free one. There is no need to waste money.

More Sites to Promote FREE BOOKS and PERMA FREE BOOKS

Read Freely:

<http://www.readfree.ly/submityourfreebook/>

Hot Zippy:

http://support.hotzippy.net/?page_id=585

Just Kindle Books:

<http://www.justkindlebooks.com/submit-your-book/>

Independent Author Network:

<http://www.independentauthornetwork.com/free-ebooks.html>

Choosy Book Worm:

<http://choosybookworm.com/>

Free Books Hub:

<http://www.freebookshub.com/authors/>

Note: This site almost immediately asks you to take their paid option! So you can avoid them.

E-Reader Utopia:

<http://ereaderutopia.com/>

Note: Your books always remain on this site, so for future promotions you need to just update the period of your offer.

Awesome Gang:

<http://awesomegang.com/submit-your-book/>

Zoey's Online Books:

<http://www.zoeysonlinebooks.com/free-promo/>

E-Reader Perks:

<http://www.ereaderperks.com/authors/>

Book Canyon:

<http://bookcanyon.com/submitbook/>

Frugal Freebies:

<http://www.frugal-freebies.com/p/submit-freebie.html>

Daily Cheap Reads:

<http://www.dailycheapreads.com/your-two-cents-worth>

Note: You will need to send them a message! My message, for example was:

“Amazon #1 bestseller author Prasenjeet Kumar’s “Quiet Phoenix: An Introvert’s Guide to Rising in Career & Life” (Book Link: <http://www.amazon.com/dp/BooKZKoN9S>) is going FREE (regular price \$3.99) only for five days from March 05 to 09, 2015.

In a first-of-its-kind tell-all memoir on the inside working of a top Indian law firm, corporate lawyer turned author Prasenjeet Kumar, shares his experiences in as candid and no-holds-barred manner as never disclosed in this genre before.

Like the legendary Phoenix bird rising from the ashes, "Quiet Phoenix" is a self-help manual specifically meant to encourage all introverts or Quiet persons to lift them up literally from the bootstraps, by constantly reminding them that introversion is NOT a handicap to be ashamed of. In fact, Introverts are supposed to have amazing powers of concentration, engaged listening, and an ability to foster deep relationships with friends and clients.

Over all, “Quiet Phoenix” is an incredible career change story that Prasenjeet Kumar shares, with wit and charm, of the journey from being a Corporate Lawyer to becoming a Full Time Author-Entrepreneur using his introversion as strength to overcome all obstacles”.

The Digital Ink Spot:

<https://docs.google.com/spreadsheet/embeddedform?formkey=dC1PcUFvVlZiV25lcjYtZzhtNzNQQnc6MQ>

Free Books Blog:

<http://www.freebooksblog.com/contact/>

Note: You will need to send them a message.

Indie House Books:

<http://indiehousebooks.com/about-3/#contact-form-456>

Note: You will need to send them a message: They need at least one week notice prior to the free promotion date. Send them an email at staff@indiehousebooks.com with “Free eBook” in the subject line. Be sure to include the book description, the title, a link to the listing, and the date(s) of the promotion. The promotions are provided on a first-come, first-serve basis.

Book Angel:

<http://bookangel.co.uk/submit-your-book/>

Note: This is a British website. Send them your Amazon.co.uk book link therefore!

Click Reading:

<http://clickreading.com/contact/>

Note: You will need to send them a message.

Feed Your Reader:

<http://www.feedyourreader.com/submit-your-book-2/>

E-Free Books.org:

<http://efreebooks.org/contact-us/>

Note: You will need to send them a message.

Deal Seeking Mom:

<http://dealseekingmom.com/about/contact/>

Note: You will need to send them a message.

Penny Pinching Mom:

<http://www.pennypinchinmom.com/share-your-deals-with-me/>

Note: Need to send a message to tracie@pennypinchinmom.com.

Free Stuff Times:

<http://www.freestufftimes.com/about-the-site>

Note: Need to send a message.

Free Books For Me:

<http://www.freebooksforme.com/authors-page/>

Free Books Blog:

<http://www.freebooksblog.com/contact/>

I Love Ebooks:

<http://www.iloveebooks.com/for-authors.html>

Sites for FREE AND PERMA FREE BOOKS but with conditions

You can once again start with the Author Marketing Club at:

<http://authormarketingclub.com/members/submit-your-book/> & click on:

Orangeberry Free Me:

<https://docs.google.com/forms/d/1L82zYr8sJBTchnUni79XcT8MH2Aw-SyBTUPmOxrPeig/viewform>

Note: They will promote you only once in 90 days.

Digital Book Today:

Note: Minimum guidelines for listing free books are 18+ reviews and a rating of 4.0+ stars. If your book does not meet these guidelines, you have to pay.

The Ereader Cafe:

<http://www.theereadercafe.com/p/bargain-submissions.html>

Note: Needs minimum 3 reviews; for PERMAFREE too.

EBL (ebooklister.net):

Note: Needs minimum 5 reviews above 3.8

Buck Books:

<http://buckbooks.net/buck-books-promotions/>

Note: Needs you to promote their books as Affiliate! So you can avoid them.

Reading Deals:

<http://readingdeals.com/submit-ebook/free>

Note: Needs 5 reviews above 4 star; you will also need to enter a code received on email.

Your Daily Ebooks:

<http://www.yourdailyebooks.com/sample-page/>

Note: You will need to register and send a message to contact@YourDailyEbooks.com. They are for fiction only.

Book Preview Club:

Note: Needs you to upload preview chapters.

Sites outside the Author Marketing Club but with conditions

Read Cheaply:

<http://readcheaply.com/submit/>

Note: May reject if:

- * At least one of your books has been listed within the last 30 days.
- * The book submitted has been listed within the last 120 days.
- * Your book does not have enough good reviews from verified purchases.

- * Your book is not professionally edited.
- * Your book is not professionally formatted.
- * Your cover graphic-design quality is sub-par.
- * You used an Amazon Look-inside image instead of a clean high-res image.
- * The cover image you provided is poor quality, low-resolution or not at least 400px in height.
- * You provided a full cover image instead of just the front cover (does not apply to boxed sets).
- * You have provided non-functioning or non-US buy URLs for your book.
- * The URLs you provided are shortened using Bit.ly or another URL shortner, or contain affiliate codes.
- * The short description you provided is not at least 200 characters, or is poorly written, or lacks appeal.
- * The category you have selected is not appropriate for your book.

Fussy Librarian:

<http://www.thefussylibrarian.com/for-authors/>

Note: In order to be considered, your ebook must have 10 reviews and a 4.0 rating on Amazon OR Barnes and Noble. If you have 10 reviews split between Amazon's various stores -- like US and UK -- your book is eligible. The eBook should also be priced at \$5.99 or less.

If you have a new release or pre-order, it can be accepted if you have a previously published book with more than 50 Kindle or 50 Nook reviews and a 4.0 average. The 50 reviews need to be for a single book.

Addicted to E-Books:

<http://addictedtoebooks.com/content/free-advertising>

Note: Needs 5 reviews.

Daily Book Worm:

<http://thedailybookworm.com/submit-free-books/>

Note: Needs four reviews with 3.5 or above

Great books Great Deals:

<https://greatbooksgreatdeals.wufoo.com/forms/gbgd-authors/>

Note: Needs 20 reviews with 4 stars!

Book Lovers Heaven:

<http://bookloversheaven.com/author-information-form/>

Note: Needs 10 reviews over 4 stars.

Story Finds:

<https://storyfinds.com/promotions-for-authors>

Note: Appears to be for fiction only; you will need to register and create an author's page.

Midlist:

<https://www.themidlist.com/submit>

Note: Appears to be for fiction only; Needs 20 for discounted and 30 for FREE books. Reviews must be above 4 stars.

Kindle Book Review:

<http://www.jotformpro.com/form/21078469493969>

Note: Needs 14 days notice and 3.5 star reviews

Mom Junky:

<http://www.momjunky.com/submissions-for-free-kindle-books/>

Note: This site is only for genres relating to parenting, babies, recipes, etc.

Sites Where You Can Submit \$0.99 and Discounted Books

You can again do well to start with the Author Marketing Club at:

<http://authormarketingclub.com/members/submit-your-book/> & click on:

- * Bargainbooksy
- * Bookpraiser
- * Free&discountedbooks
- * Kindle Book Promos
- * Book Goodies
- * OHFB

Sites outside the Author Marketing Club

Click Reading:

<http://clickreading.com/contact/>

Deal Seeking Mom:

<http://dealseekingmom.com/about/contact/>

Read Freely:

<http://www.readfree.ly/submityourfreebook/>

Hot Zippy:

http://support.hotzippy.net/?page_id=585

Independent Author Network:

<http://www.independentauthornetwork.com/free-ebooks.html>

Choosy Bookworm:

<http://authors.choosybookworm.com/newsletter-and-website-feature/>

Ereader Utopia:

<http://ereaderutopia.com/>

Note: Your books always remain on this site, so for future promotions you can just update the period of your offer.

BK Nights on Fiverr.com:

Note: This is paid advertising and costs \$5. I am mentioning it because these guys are very ethical and promptly refund your money on their own if you did not get enough sales to recover the cost of \$5. There is no harm in trying them out, therefore.

Here is the link:

<https://www.fiverr.com/bknights/promote-your-paid-kindle-book-as-a-featured-book-on-my-kindle-site-for-my-book-loving-audience>

Sites to Promote Your \$0.99 Books BUT With Conditions

You can again do well to start with the Author Marketing Club at

<http://authormarketingclub.com/members/submit-your-book/> & click on:

Ereader Cafe:

<http://www.theereadercafe.com/p/bargain-submissions.html>

Note: Needs minimum 3 reviews

EBL (ebooklister.net):

Note: They email a confirmation link; needs minimum 5 reviews above 3.8.

Just Kindle Ebooks:

<http://www.justkindlebooks.com/submit-your-book/>

Note: Needs a unique 50+ word description that appears nowhere online.

Orangeberry Free Me:

https://docs.google.com/forms/d/1OVJSChrZ9g2JCoZigGko18hYNb-R2OgNRVgez_eKvEQ/viewform

Note: Needs minimum 4 reviews; and allows only one FREE submission per author in 90 days.

Sites outside the Author Marketing Club BUT with conditions

Read Cheaply:

<http://readcheaply.com/submit/>

May reject if:

- * At least one of your books has been listed within the last 30 days.
- * The book submitted has been listed within the last 120 days.
- * Your book does not have enough good reviews from verified purchases.
- * Your book is not professionally edited.
- * Your book is not professionally formatted.
- * Your cover graphic-design quality is sub-par.
- * You used an Amazon Look-inside image instead of a clean high-res image.
- * The cover image you provided is poor quality, low-resolution or not at least 400px in height.
- * You provided a full cover image instead of just the front cover (does not apply to boxed sets).
- * You have provided non-functioning or non-US buy URLs for your book.
- * The URLs you provided are shortened using Bit.ly or another URL shortner, or contain affiliate codes.
- * The short description you provided is not at least 200 characters, or is poorly written, or lacks appeal.
- * The category you have selected is not appropriate for your book.

Fussy Librarian:

<http://www.thefussylibrarian.com/for-authors/>

Note: In order to be considered, your ebook must have 10 reviews and a 4.0 rating on Amazon OR on Barnes and Noble. If you have 10 reviews split between Amazon's various stores -- like US and UK -- your book is eligible. The eBook should also be priced at \$5.99 or less.

If you have a new release or pre-order, it can be accepted if you have a previously published book with more than 50 Kindle or 50 Nook reviews and a 4.0 average. The 50 reviews need to be for a single book.

Great Books Great Deals:

<https://greatbooksgreatdeals.wufoo.com/forms/gbgd-authors/>

Note: Needs 20 reviews with 4 stars!

Book Lovers Heaven:

<http://bookloversheaven.com/author-information-form/>

Note: Needs 10 reviews over 4 stars

Story Finds:

<https://storyfinds.com/promotions-for-authors>

Note: Appears to be for fiction only; you will need to register and create an author's page.

Mid List:

<https://www.themidlist.com/submit>

Note: Needs 20 reviews for discounted books.

Facebook Group Promotions

Facebook has nearly 60 groups where you can promote your free and discounted books to potential readers.

A warning though. After wasting quite some time on such groups, I realised that only authors join such groups to post about their books with hardly any readers following these posts!

The result is that you only have posts about book promotions and no reader commenting about them which I find a bit funny.

Anyway, if you are interested in trying out Facebook, you may find this post really helpful. It also lists 60 Facebook groups.

Bookmark this site:

<http://www.trainingauthors.com/facebook-groups-for-authors/>

Conclusion

This chapter was a brief overview of how you can market your books without going broke. Of course, posting to these sites can be somewhat time consuming and at times quite irritating. So do try to rope in your friends and family till you are able to afford a virtual assistant.

However, if you plod on, and implement the strategies listed here, you will be well on your way to building your audience and fan base WITHOUT SPENDING A DIME.

In the long run, this can be very empowering and exhilarating. After all, there is no greater joy than when you receive an e-mail from a fan saying that your book has made a difference to her life!

Chapter 6: Final Thoughts



Image Courtesy of Ideas Master Isolated Images/FreeDigitalPhotos.net

I hope you would have by now got some ideas to help run your Author venture without getting into the clutches of a “self-publishing” service and blowing a big hole in your pocket.

I know from first hand that it can be quite overwhelming being an Author Entrepreneur. There is simply so much to learn.

In this bonus section, therefore I thought I should share with you some tips or rather habits that can help you achieve your dreams faster. These habits once routinized will create a system that drives all the results you want.

There are no magic pills or potions as Warren Adler, Author of the “War of the Roses”, once said.

You need to just adopt the habits of all successfully self-published authors and change your mind-set.

Let’s begin.

Accept the fact that building an Author Platform will take time

Rome wasn’t built in a day and nor will be your Author Platform. This was my first realisation. The sooner you accept this, the better it will be for you. Do not be too impressed by reading about that Author who is selling 200 copies in a day; instead read about his or her struggling days.

Most authors are pretty honest about their struggling days. They will tell you that in

their first year, they literally sold a few copies. A few! I heard a podcast interview of Steve Scott where he mentioned that he has been running online businesses since 2005, and it is now 2015! He talks about the days when he would flounder and flounder and even try to make money out of “loopholes” that would be soon found out and closed.

So please do realise that you are not the only dude who is struggling to make a living.

Take Things Slowly

Understand that you need to take things slowly to their logical conclusion. Always remember that:

Small, smart choices + consistency + time= Massive Results

Therefore, do not be in a hurry to jump at everything you read or hear. Remain focussed. Write one book, publish it and use the KDP Select Promo days efficiently. Then move on to write another book. You not only need to develop good habits but need to be also very, very consistent.

Channelise Negative Emotions To Yield Positive Results

Your biggest weakness is negative emotions.

“When will I become successful?”

“Am I moving in the right direction?”

“Life was much better a few years ago.”

“How will I pay bills this month?”

“How much time will it all take?”

You would be very sensitive to criticism. But if you hear and read some author interviews, you will realise that you are not the only one encountering these emotions. Sometimes negative emotions can be paralysing. Many authors give up on their dreams because they get crippled by such negative emotions.

But negative emotions may not be such a bad thing after all. This is what I learnt the hard way. A few years back I used to work in a posh corporate law firm. I had no great desire to rise to the top, so I never felt frustrated.

Now I want to rise to the top and sometimes feel very impatient about it. But that is a good thing. You can only move up if you so desire. My negative emotions are simply telling me to work harder and develop good habits that will take me to newer heights.

So if the thought of paying your mortgages scares you, it only means that you should be writing more and working harder.

Your negative emotions can be the biggest factor in your success. Channelise them well. Whenever you are overwhelmed by them, interpret them to motivate you more than to depress you.

Treat your Writing Career as a Full Time Profession

Most Authors have a day job but some (like me) work from home. The trouble about working from home is that you do not consider your writing career as a full time day job.

It is very easy to wander. You do not feel like writing. You think that you are probably unemployed.

I think adopting this attitude would be the biggest disservice you would be doing to yourself and to your writing profession.

The most important thing to do is to challenge this mentality. Do not consider yourself worthless or unemployed. Instead think that you are a self-employed Author Entrepreneur. I love to call myself that.

When I used to work in a corporate law firm, I found that it did not operate on a 9-5 fixed working hour basis. Most of the days, your boss would dump a pile of work at 6 p.m. and ask you to finish all that the very same night.

“Haven’t you heard about going the extra mile...” your bosses would tell you. And you had no option but to happily accept the work and work all night and often on weekends.

Why not have the very same mind-set when you are working on your own? Why not consider your writing job as your day job? Why not write every day thinking that this is what you are being paid to do, as you would have with any other employment?

The moment I started considering my writing career as my new job, wonderful things started to happen. In my law firm days, I hated my work and did not feel like going to office on a Monday morning. Now I look forward to beginning my day whether it is writing a new book, a blog post, or a message to my e-mail subscribers.

Keep Writing

One of the major reasons for failure for authors is that some writers don’t spend enough time writing.

My father jokes that you cannot be a writer without writing anything.

If you look at all successful authors, they have all written more than one book. Some have written over 40 books while others have written at least 10.

As a writer, make it a habit to write every day whether you are writing a new book or a blog or guest post. I understand that developing this new habit can be difficult. But it will pay to develop one.

Most writers have a ritual before they write. I feel, for example, that I am pretty fresh in the mornings. However, when I actually sit down to write, I realise that I need to warm up. Ideas do not flow easily.

So sometimes I listen to music. This relaxes me. Or I read something motivational, usually a success story of a creative person, be it an artist, actor or a self-published author. This fuels me for the day and I soon get into the mood for writing.

When I start writing, I have noticed that I do not stop. The most difficult part is writing the first few hundred words; after that it is easy.

Other Authors block their social media accounts, switch off their cell phones and ask their family members not to disturb them, while they lock themselves up in a quiet room and write for two hours, without a break.

So find out what works for you and “routinise” it.

Do One Thing at a Time

A better idea is to concentrate on one thing at a time. Decide what you want to do TODAY.

If I am writing a book, I sometimes decide that I am only going to write my book today and do nothing else.

On certain days, I only write more blog posts and messages for my e-mail subscribers.

On some days when I don't feel like writing, I will read a new book on self-publishing and try to implement those ideas into practice.

Focusing on one thing is always easier than juggling so many.

Do One Thing in a Year

As a self-published author, you have to wear many hats. You have to write your next book, build relationships with influencers and readers, be active on social media and also focus on content marketing.

As Joanna Penn says, many authors try to write books, be active on Facebook and Twitter, create videos and podcasts, blog and when nothing works in about a week, they burn out and give up.

Steve Scott on many occasions has spoken about the 80/20 rule and of hanging out on one or two social media networks only. I take this advice seriously and have started only with Twitter and Google Plus.

I didn't set up a Facebook fan page because I don't like the fact that I need to pay money to Facebook to interact with my fans.

I am only concentrating on blogging, writing more books and building my email list. Hopefully, in a year or two, when I'm a little stable with my blog, I may venture into podcasts or making You Tube videos. Or I may like to stick around with blogging only.

This way, you ensure that you remain focused on a few tasks. Remember it is a marathon, and not a sprint. So it is important to slowly change your habits for a long lasting impact.

Uptime and Downtime

Small changes in habit and time management can ensure that you can focus on writing and also engage with your fans on social media and e-mail.

Every author has an uptime and downtime. Use your uptime for your most productive work and downtime for interacting on social media or in learning a new skill.

As I mentioned, I find that I am the freshest in the mornings (like most authors).

However, I have also realised that I need a warm up session to clear my thoughts.

So I spend a few minutes (hardly 5-10) on social media. I “follow back” some of my followers on Twitter. I also like reading something motivational in the morning. A great success story of an artist or tips on becoming a better author or marketer. This is generally enough to charge me for the day.

I share these articles on Twitter, Google Plus and Stumble Upon by using the share button at the side or at the end of these articles. My shared articles are quite often “retweeted”, “favourited” and “plus oned” on social media.

If I am in the mood, I tweet influencers. I don’t ask for any favours but simply show my gratefulness to that person for a tip or idea that may have impressed me.

Then I log out of social media and spend most of my day writing. I decide whether I need to write my book or write a blog post and stick to it.

In the evenings when I feel I’m a little dull, I listen to podcasts or watch videos about the self-publishing industry. Whatever I learn, I try to implement.

I can understand that it can be very difficult to write a 30,000 word book and also blog at the same time. Plus you also need to engage with your subscribers. I blog twice a month so that my blogs look updated to all visitors. This strategy is better than writing 20 blog posts in a month and then not post anything after that for 20 months!

I write a blog post in such a way that it can easily be turned into an email to subscribers. Whenever I update my blog, I also send an e-mail to my subscribers and share the blog post on social media using the share button.

This way I am able to ensure that I not only finish a 30,000 word or so book in a month but also keep my blog updated, engage with my subscribers and followers on social media, and remain updated about the self-publishing industry, all together.

Keep Learning

It is always good to have a beginner’s mind-set and to shun complacency. Accept the fact that you are not an expert and that you need to learn and practice what those greats in your industry are suggesting and doing. I have noticed that authors with over ten years of experience are still willing to learn and try out new things. They don’t believe that they know so much that they don’t need to learn anything now.

It is good to work with this mind-set. Get into the habit of learning something especially when you are not in a very creative mood.

Take a Break When Things Become Too Overwhelming

Just as it is important to work hard, it is also important to take a break once in a while. Remember writing is a marathon and so you don’t want to sprint, and burn out and crash.

There is at least one day in a week when I don’t work. This is recharging time.

When things become simply too frustrating, I take a break for one or two days. This is not giving up but simply rejuvenating time. Once I feel recharged, I go back to work.

It may also be a good idea to go on a holiday for about 10 days in a year. Don't see this as a missed opportunity to do more work but simply as recovery time.

Conclusion

It is in this way that I hope that in the long run I will reach somewhere. These habits surely do require some cultivating but that is not so difficult.

Useful Resources

[How to Market a Book by Joanna Penn](#): This book is an A-Z guide for marketing your books. In a nutshell, it covers everything you need to know about marketing your books. Some strategies are short term while others are long term. If you need to buy only one book then I definitely recommend this one.

[Reader Magnets by Nick Stephenson](#): A very good book on how any author can grow his e-mail list. His strategies are very implementable and the best part is that this book is FREE.

[Write, Publish, Repeat by Sean Platt and Johnny B. Truant](#): This book is 'chock full of advice,' coming as it does from two legendary authors. It covers anything and everything that you need to know about self-publishing. If you need to understand the perma-free strategy, also known as the funnel, read this book.

[Business for Authors by Joanna Penn](#): If you are really serious about making a full time income from writing, you need to view your books as "products", your editors, translators, and book cover designers as "suppliers", your readers as "customers" and your writing career as "customer service" whereby you write one book after the other to keep your readers (i.e. customers) happy. This means that you should see your writing career as a "business" and yourself as an "entrepreneur". "Business for Authors" by Joanna Penn teaches you exactly that.

[Supercharge Your Kindle Sales by Nick Stephenson](#): For Keyword search and optimisation, this is the best book. Treat Amazon as an online search engine. Make it easy for readers to find you rather than you trying to find your readers.

[Self-Publishing 101 by Shelley Hitz](#): Another comprehensive book on the basics of self-publishing. This book is also FREE.

A Big Thank You for Reading This Book till the End

I'm indeed grateful that you chose MY BOOK.

I know that you could have easily picked up some other book on the subject but you took a chance with mine.

So a big THANKS for selecting this book and reading it all the way to the end.

If you liked this book, I shall be grateful if you could do me a small favour.

Please take a moment to leave [a review](#), if you are happy.

If not, please tell me directly. Your feedback is of immense value to me as an Author.

Your suggestions will help me in writing the kind of books that you love.

Other Books by the Author

How to Translate Your Books WITHOUT SPENDING A DIME

Enca\$h the power of translation WITHOUT SPENDING A DIME

From the Amazon #1 Bestselling author of the “Cooking In A JiffY” and “Quiet Phoenix” series of books, comes this DIY manual of practical tips and advice that can take your writing dreams to literally translation Nirvana.

Distilling his practical, hands-on experience in putting out as many as 12 books on all e-Book platforms from Amazon to Babelcube, author Prasenjeet Kumar details as to how you too can make the translated versions of your book hit the world market, in both paperback and e-Book formats, without breaking into a nervous sweat.

This book covers many essential issues of translation:

- * There are tips on how to select a translator
- * Finding an editor/proof reader for your translated books
- * Adapting your existing book cover
- * Formatting, pricing, publishing and marketing your translated books worldwide on 300+ retailers like Amazon, Apple, Barnes and Nobles, Baker and Taylor, Chegg, Follet, Gardner, Google Play, Inkterra, Overdrive, Page Foundry, Scribd, Toulino, 3M, etc.

And all, as promised, WITHOUT SPENDING A DIME!

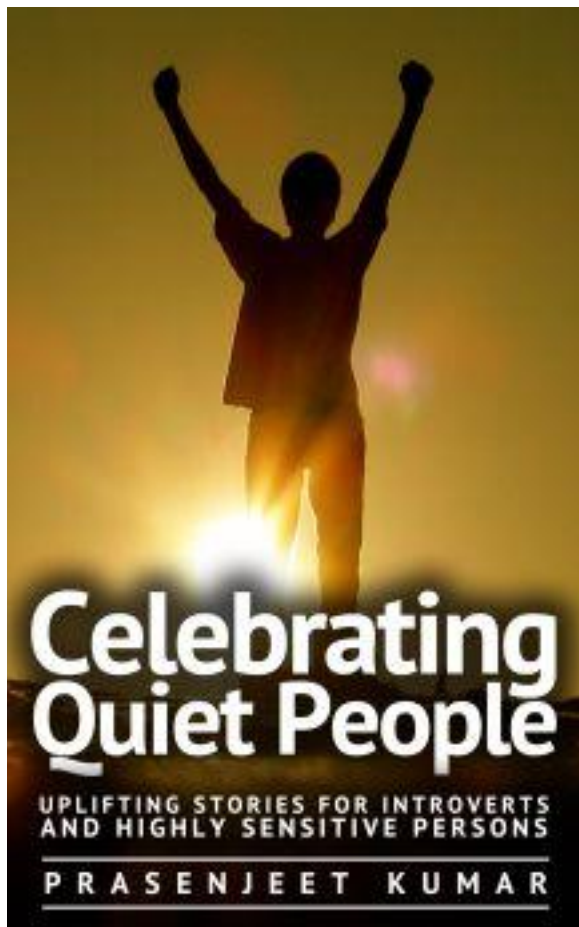
Remember Paul Coelho’s “The Alchemist”? Could it be setting a Guinness World Record if it had not sold more than 65 million copies in 67 different languages?

History has proven the power of the written word, but translations of those powerful works can be equally significant.

That’s why you need “How to Translate Your Books WITHOUT SPENDING A DIME”.

Books by the Author in the “Quiet Phoenix” Series

Celebrating Quiet People: Uplifting Stories For Introverts And Highly Sensitive Persons



**** This book is PERMA-FREE on all major online e-book retailers. If you are interested in this self-help genre for introverts or in the Quiet Phoenix series, it may be a good idea to sample my work through this book first. If you wish, you may also download this book from my blog. Here is the link:**

[**https://authormarketing.booklaunch.io/prasenjeetkumar@hotmail.com/celebrating-quiet-people**](https://authormarketing.booklaunch.io/prasenjeetkumar@hotmail.com/celebrating-quiet-people) ******

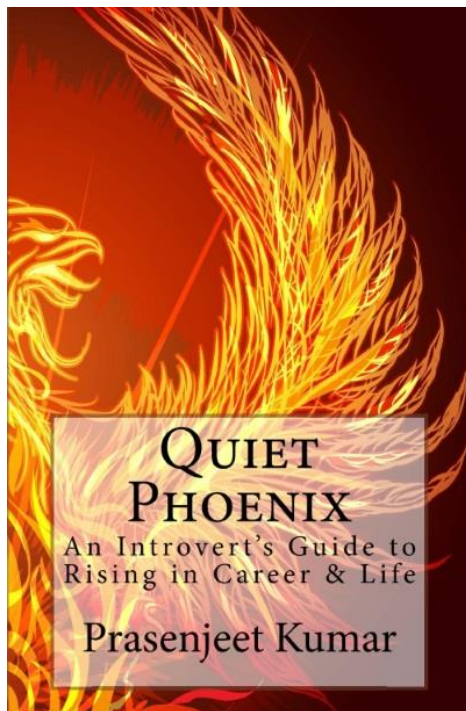
A unique collection of motivational, inspirational and uplifting TRUE stories for introverts and highly sensitive persons that you shouldn't miss....

These stories tell us about how really famous introverts such as Abraham Lincoln, Albert Einstein, J.K. Rowling and Walt Disney overcame, with steely resolve, the most difficult challenges thrown their way.

Above all, they highlight the importance of hard work, persistence, self-discipline, and having a vision or a rich imagination which all Quiet persons are fortunately, naturally endowed with.

The author sincerely hopes that these stories will give you the courage to pursue your dreams and ambitions, regardless of how “outlandish” they may seem to others.

[Quiet Phoenix: An Introvert's Guide To Rising In Career & Life](#)



Amazon #1 Best Seller in Legal Profession and Ethics & Professional Responsibility

Awaken the Phoenix Bird inside You.

Rise in Your Career. Love Your Profession.

In a first-of-its-kind tell-all memoir on the inside working of a top Indian law firm, corporate lawyer turned author Prasenjeet Kumar, shares his experiences in as candid and no-holds-barred manner as never disclosed in this genre before.

This makes "Quiet Phoenix" an invaluable, 242 pages, book:

First, for all law students who have starry eyed notions of working in a corporate law firm;

Second, for those Junior Associates who have just entered the portals of their dream firm and are bewildered, for example, at the senselessly long hours they are required to clock in; and

Third, for the Managing Partners who need to see in the mirror how horrible they look and what they need to do to become human again.

With extensive research and penetrating insight, the book also focuses on the “problems” of introverts who feel that:

Their extroverted colleagues are better at marketing themselves and in getting ahead in career;

They feel sick and tired of long working hours;

They don't know how to deal with office bullies;

They are aghast at Co-workers stealing their ideas;

They can't believe that their bosses can practice blatant favouritism;

Or that they can have a Colleague just round the corner who is willing to back stab them without any provocation.

Using everyday office incidents, experiences and politics that anyone (and not just lawyers) can immediately relate to, "Quiet Phoenix" not only inspires but makes you come with your own uniquely actionable plan.

The characters used in the book are so life-like that they will immediately remind you of someone in your office.

You have the Senior Associate one Mr. Late Nightaholic who loves to let his juniors twiddle their thumbs the whole day and then at 06.30 pm dumps a lot of work to keep them busy the whole night.

Then you have Ms. Senior Partner, who despite being a junior associate acts as she is the senior partner for all junior associates.

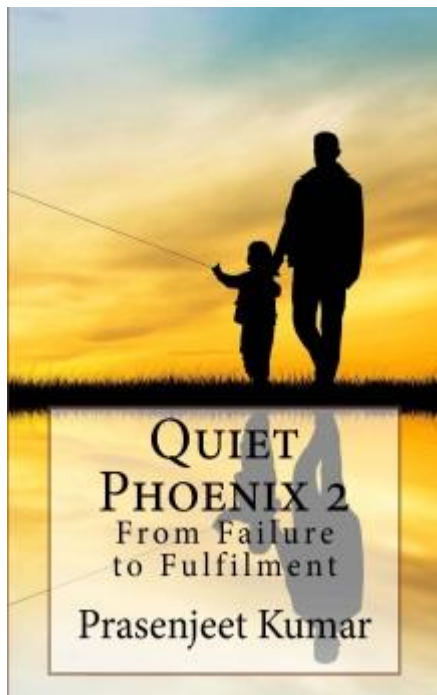
Next is Ms. Goof-up Queen, who is trying to be a senior associate by proving that she is the only one NOT goofing up while everyone around her is churning out sheer garbage.

And at the very top is the partner Mr. Blood Sucker who is where he is because he is a childhood chum of the owner of the firm.

Like the legendary Phoenix bird rising from the ashes "Quiet Phoenix" is meant to specifically help all introverts or Quiet persons to lift them up literally from the bootstraps, by constantly reminding them that introversion is NOT a handicap to be ashamed of. In fact, Introverts are supposed to have amazing powers of concentration, engaged listening, and an ability to foster deep relationships with friends and clients.

Over all, "Quiet Phoenix" is an incredible story that Prasenjeet Kumar shares, with wit and charm, of the journey from being a Corporate Lawyer to becoming a Full Time Author-Entrepreneur using his introversion as strength to overcome all obstacles.

Quiet Phoenix 2: From Failure To Fulfilment: A Memoir Of An Introverted Child



Amazon #1 Hot New Releases in Biographies & Memoirs > Professional and Academics > Educators

Celebrating The Quiet Child: A Must Read For every Parent, Teacher, Mentor, Sports Coach.....

From Prasenjeet Kumar, the author of Quiet Phoenix, the Amazon #1 Bestseller in the Hot New Releases category, comes a sequel that no one who deals with introverted children should miss.

The underlying theme of the book is that just as a Phoenix Bird is hardwired to be reborn from the ashes of her ancestors, her tears are meant to cure wounds and she symbolises undying hope and optimism, so is your Quiet child built for persistence, creativity, and self-discipline; and for displaying a knack for self-learning, high emotional intelligence and an impeccable sense of moral responsibility.

Instead of cherishing such rare traits

Introverts are sadly often misunderstood by almost every one.

Parents worry if their children prefer spending time in solitude, probably day dreaming.

Teachers presume that if a child hesitates to answer questions, she must be having some kind of learning or even social disability.

Quiet Children have difficulties in making friends, with their classmates seeing them as “weird”, “rude” or “arrogant”.

They are seen as “over” sensitive to mean comments or bullying.

They appear to lack aggression or as some say ‘the will to fight back’.

Overall, introverted children seem to be more flustered about almost every facet of life in noisy and large Public Schools.

Any advice that Quiet children should be more ‘outgoing’, ‘sociable’ and ‘active’ seems to be counterproductive.

Any aggressive follow up on this advice often results in your Quiet child losing her self-esteem, forcing her to become even more withdrawn.

With fables, stories and real incidents from the author’s own childhood “Quiet Phoenix 2: From Failure to Fulfilment”

Reiterates that introvert Children being asked to behave in a more extroverted fashion is like asking a young Phoenix bird to behave like an Eagle.

Every child is born with some unique traits. The challenge is: how parents, teachers and friends can recognize, nurture and enhance those powers so that every child, quiet or loquacious, becomes a winner.

“Quiet Phoenix 2: From Failure to Fulfilment” sincerely intends to help everyone dealing with ‘Quiet Children’ to cherish and celebrate them for what they are.

And to help them rise above everything; to lead them towards a path of happiness leaving behind all old memories of pain and isolation; and to turn them into life’s winners.

Just like the Phoenix rising from the ashes.

With real life characters like Ms. Brownie Points, Mr. Noisy Ferrari and Ms. Pencil Snatcher, this book is intended for everyone--a parent, teacher, or sports Coach.

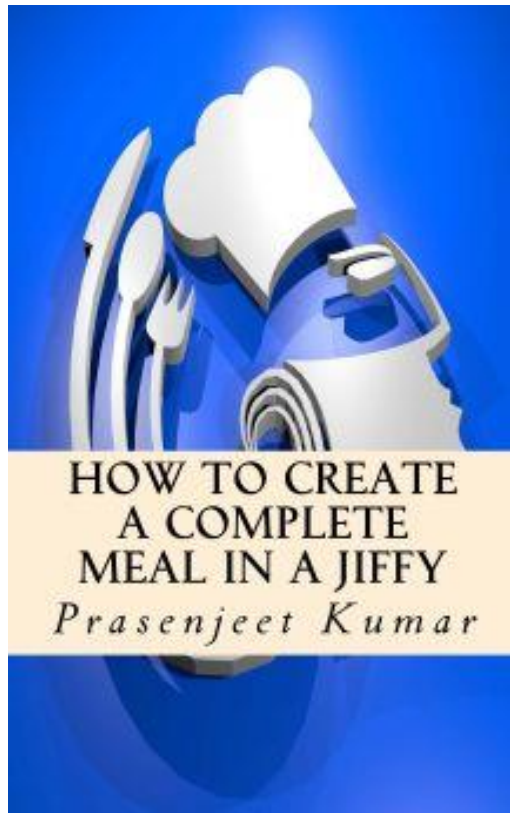
Who wants to understand how to harness the powers of Quiet children in an extroverted world.

And if you are an introvert adult, you may find this book useful in understanding yourself, your past and what you want out of life in the future.

So what are you waiting for?

Books By The Author in the “Cooking In A Jiffy” Series

How To Create A Complete Meal In A Jiffy



** This book is PERMA-FREE on all major online e-book retailers. If you are interested in the cooking genre or in the Cooking In A Jiffy series, it may be a good idea to sample my work through this book first. If you so wish, you may also download this book from my blog. Here is the link:

<http://eepurl.com/SVaoz> **

Presenting a Cookbook Like No Other Cookbook in the World

From the popular website www.cookinginajiffy.com and the author of four Amazon Bestseller cookbooks comes a cookbook that doesn't focus on recipes.

Instead, it shares the secret of creating a Full Meal in around 30 minutes.

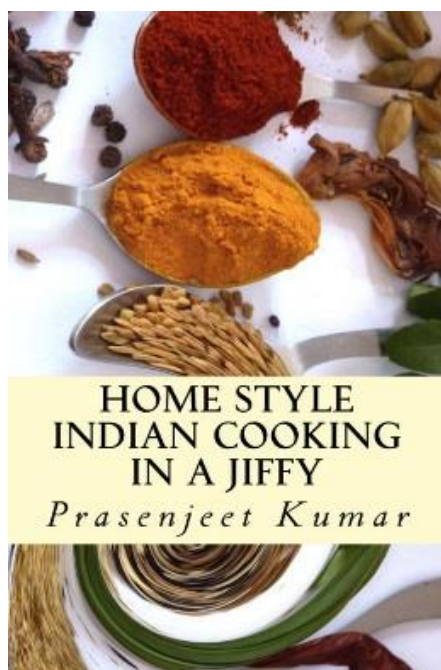
How is that possible?

With just Proper Sequencing and Parallel Processing of your actions, is author Prasenjeet Kumar's answer.

So if till now you didn't know (or hadn't thought about) as to how with proper sequencing and parallel processing you can reduce your drudgery by many, many fold, you have come absolutely to the right place.

In that background, the Book presents around 40 dishes grouped into 10 Full Meals consisting of: two “concepts” of breakfasts, four Indian meals, one Thai meal, one Japanese meal, and two Western meals.

Home Style Indian Cooking In A Jiffy



Amazon #1 Best Seller in Indian and Professional Cooking

With an amazing compilation of over 100 delectable Indian dishes, many of which you can't get in any Indian restaurant for love or for money, this is unlike any other Indian Cook book. What this book focuses on is what Indians eat every day in their homes. It then in a step-by-step manner makes this mysterious, never disclosed, "Home Style" Indian cooking accessible to anyone with a rudimentary knowledge of cooking and a stomach for adventure.

Prasenjeet Kumar, the corporate lawyer turned gourmand, in this second book of his series "How to Cook everything in a Jiffy" explores the contours of what sets Indian "Home Style" food so apart from restaurant food. In his uniquely semi-autobiographical style, he starts with his quest for Indian food in London, wonders why his European friends don't have such a "strange" debate between "Home Style" and "Restaurant" food, and learns that the whole style of restaurant cooking in India is diametrically opposed to what is practiced in Indian homes with respect to the same dish.

You may like this book if:

You are an Indian pining for a taste of your home food anywhere in the world, including India.

You are an Indian, reasonably adept in your own regional cuisine, for example, South Indian cuisine, but want to learn about the "Home Style" culinary traditions of the Eastern and Northern India as well.

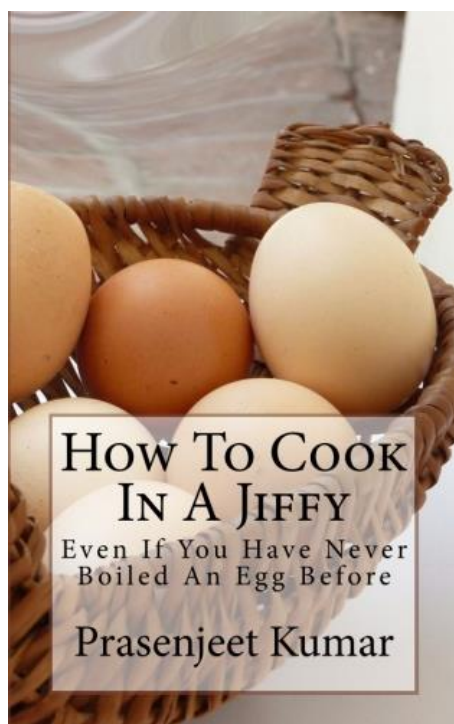
You are NOT an Indian but you love Indian cuisine and have wondered if someone could guide you through the maze of spices that Indians use, and help you tame down the oil and chilli levels of many of their dishes.

Recommends Amazon.com Top 100 Reviewer Mysterious Reviewer "There's plenty

to like concerning the Home Style Indian Cooking In a Jiffy cookbook by author Prasenjeet Kumar. Kumar has formatted the book so each recipe links back to the interactive table of contents making navigation easy. He's also included color photos illustrating his recipe throughout his cookbook. Best of all Kumar offers information how to set up a basic kitchen, a brief introduction to Indian spices and goes onto offer various chapters covering Indian food.

His recipes offer both the standard cooking method or the option to use a pressure cooker (when appropriate) to prepare the recipe. He gives clear directions how to complete the task using either cooking method..."

[How To Cook In A Jiffy Even If You Have Never Boiled An Egg Before](#)



Introducing “How To Cook In A Jiffy”— The Easiest Cookbook On Earth From The Author Of The Hugely Popular Website www.cookinginajiffy.com

Never boiled an egg before but want to learn the magic art of cooking? Then don't leave home without this Survival Cookbook. Be it healthy college cooking, or cooking for a single person or even outdoor cooking---this easiest cookbook on earth teaches you to survive all situations with ease.

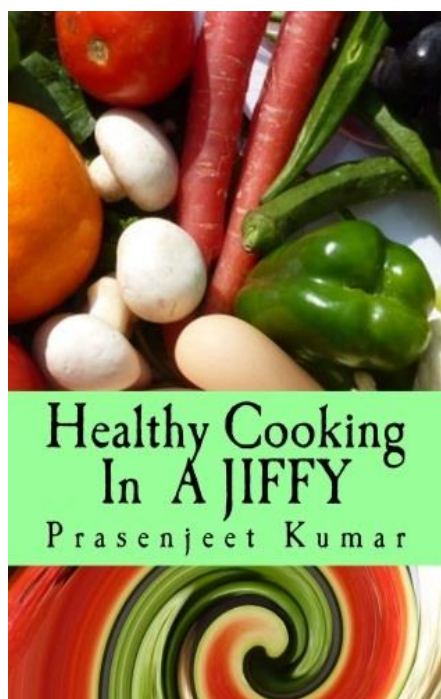
Where this book scores over other “How To” cookbooks is the structured manner in which it follows a step by step “graduation” process.

Most uniquely, the book teaches the concept of “sequencing and parallel processing” in cooking to enable busy people to create a 3-4 course meal in less than 30 minutes.

The book is fun and entertaining to read with the author sharing his own personal story of bumbling about in the wonderlands of cooking, with wit and humour.

Recommends Amazon.com reviewer B. Farrell “This is a good informative book for someone starting out in the adventure of cooking. This would make a great gift for a young bride just starting out with her new duties of cooking or a single person getting out on their own.”

[Healthy Cooking In A Jiffy: The Complete No Fad No Diet Handbook](#)



Amazon #1 in Hot New Releases in Health, Fitness & Dieting> Special Diets> Healthy

Amazon #3 Best Seller in Health, Fitness & Dieting> Special Diets> Healthy

If you have ever wondered how you can be healthy without dieting, following any peculiar fads, eating any esoteric foods, injecting any hormones or downing any pills, potions or supplements, you have come absolutely to the right place.

In fact, without bothering about the risk of sounding so old fashioned, author Prasenjeet Kumar (of the celebrated website cookinginajiffy.com and the writer of the “How to Cook Everything in a Jiffy” series of cookbooks) declares that he does not think that anyone should be on a perpetual diet to stay healthy. In this book, therefore, he recommends that you do not follow any of the rather peculiar diet regimes such as a low carb high protein diet, low fat diet, Vegan diet (unless you truly believe in the vegan philosophy) or any kind of crash diets. From his own experience, he says that that they will all do you more harm than good.

Instead, the author recommends going to the basics that of following a balanced diet regime. In that background, the book presents a veritable cornucopia of easy recipes to give you an idea of what you can cook to achieve your target of having regularly a balanced diet. You will find ideas on how to cook your vegetables in a simple and tasty manner, how to handle pasta recipes, chicken recipes, fish recipes, mutton recipes, milk shakes (even if you hate drinking plain milk), breakfast recipes, lunch and dinner recipes and some Asian recipes when you feel the need to have something different and exciting.

Surprisingly, you will find some supposedly “unhealthy” recipes as waffles, pancakes, French toasts, lasagne and lamb moussaka too in this “healthy” cookbook. The

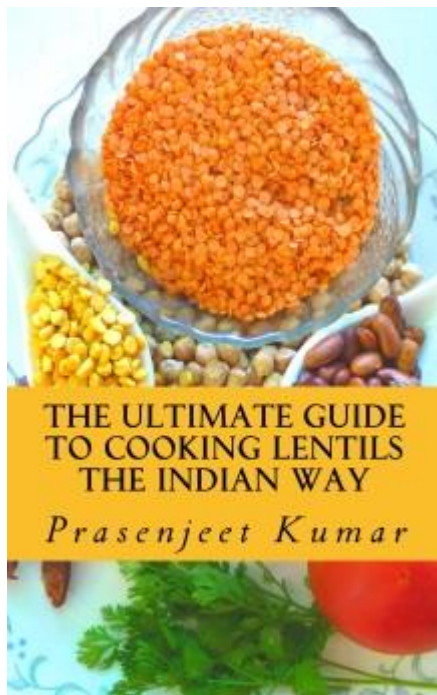
author's short answer is, that the wonderful taste of these dishes makes you happy and being happy (and full of serotonin) is more than half way to being healthy. Moreover, as the author believes, any sensible person will have these dishes only once-in-a-while when you are bored eating your regular stuff.

Again, quite boldly, the author declares that personally he does not count calories in his diet, oops recipes. He feels that counting calories can actually drive you mad. This book celebrates exactly this very viewpoint and deliberately with some justifiable pride eschews providing any calorific or nutritional information for the listed recipes. If you want to still count calories, feel free to do so by taking advantage of so many tools that are readily available on the internet, the author advises.

At the end of this book, there are tips relating to how you can manage to have five to six small meals a day, regardless of your busy schedule, how you can exercise even if you are not a "gym person", how to freeze and preserve leftovers and finally how to sequence and parallel process your actions so that you save time while cooking your meals.

So if you are sick of dieting, counting calories, or gorging on supplements, do consider investing in this book of simply sensible cooking and get on to a journey of eternal joy and happiness.

[The Ultimate Guide To Cooking Lentils The Indian Way](#)



Presenting 58 Tastiest Ways to Cook Lentils as Soups, Curries, Snacks, Full Meals and hold your breath, Desserts! As only Indians can.

From the author of # 1 Amazon Best seller “Home Style Indian Cooking In A Jiffy”

This is simply the ultimate vegetarian protein cookbook.

We all know that as the cheapest and most versatile sources of protein available to mankind, lentils have been cultivated and consumed from the time immemorial.

Lentils are mentioned in religious books such as the Bible, Quran and the Vedas.

Lentils were so important for those long sea voyages that the Romans named their emperors after the most common legumes: Lentulus (lentil), Fabius (fava), Piso (pea), and Cicero (chickpea).

And yet, lentils came to be almost forgotten in the modern post-20th century world with easy availability of red meat and the rise of fast food joints.

Now thanks to scientists and expert bodies like the Mayo Clinic, we know that lentils are actually better than meat.

Lentils are actually the “Healthiest Food” in the World.

Lentils are good for a Healthy Heart: Lentils contain significant amount of folate and magnesium, both doing wonders for your heart.

Lentils replenish Iron Needed for Energy: Lentils are rich in Iron, which is a vital component of energy production and metabolism in the body.

Lentils are low in cholesterol: Lentils, unlike red meat, are low in fat, calories and cholesterol. They are also somewhat lower in oxalic acid and similar chemicals which

cause stone formation in kidneys and result in gout, a painful affliction of joints caused by the deposition of crystals.

Lentils are rich in fibre: If you are looking for ways to reduce constipation, try Lentils as they contain a high amount of dietary fibre, both soluble and insoluble.

The way Indians cook lentils is unmatched by any other cuisine on Planet Earth.

No one can cook lentils the way Indians do.

This is because almost every Indian meal has to have a lentil dish, as dal (soup), curry, snack or dessert. So they have centuries of expertise in turning lentils in whichever way you want.

On the other hand, most western cook books would, at the most, recommend baking lentils with cheese, putting them in hamburgers, having them with sausages and casseroles or making lentils stew.

One is, of course, not counting the lentils sprouts salad or the famous students' dorm dish of baked beans (straight from the can) as well as the West Asian "sauce" hummus, without which no Lebanese meal can be termed complete.

There is nothing wrong if you want to have your lentils this way.

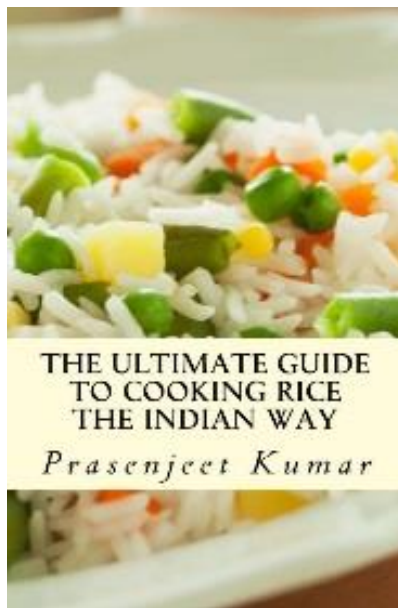
But if you want to experiment, and wish to embark upon a roller coaster culinary adventure, you must look at Indian cuisine.

"The Ultimate Guide to Cooking Lentils the Indian Way" lets you savour, in this background, as many as twenty most popular "Home Style" dal recipes; ten curries; six lentil dishes cooked with rice; eleven snacks; three kebabs; three lentil stuffed parathas; and five desserts.

It is said that without carrying Sattu or roasted chickpea flour with them, for sustenance on those long and arduous treks, Buddhist monks from Bihar could NOT have spread Buddhism to far off places from Afghanistan and Tibet to Korea!

Still don't believe about India's robust lentil tradition?

[The Ultimate Guide To Cooking Rice The Indian Way](#)



Amazon #1 in Hot New Releases in Rice & Grains

From a Bed for Curries, to Pilaf, Biryani, Khichdi, Idli, Dosa, Savouries and Desserts, No One Cooks Rice as Lovingly as the Indians Do

From Prasenjeet Kumar, the Amazon #1 bestseller of the “Cooking In A Jiffy” series of books, comes the ultimate rice cookbook that anyone looking for gluten-free food should just grab with both hands.

Cataloguing the legendary “love affair” that Indians have with rice.....

The book narrates how rice forms an intrinsic part of every Indian’s life from birth till death.

Every religious ceremony has to involve rice.

Rice is stuck on the red vermilion that is applied to your forehead as akshat.

Rice is poured into the holy fire lit during religious ceremonies as an offering to the gods.

Rice is sprinkled over guests, worshippers and the newlyweds to bless them, with the incantation: “May your life be full of dhan (wealth) and dhanya (rice).”

Rice is “popular” because it is one of the easiest foods to digest.

Being totally gluten free, it is the best food for infants when they have to be weaned.

For young adults and old people too, who may have wheat allergies or even celiac disease, adopting a rice diet would be what every sensible doctor would prescribe as the first step to adopting a totally gluten free diet.

For the same reason, rice is great for relieving digestive disorders like diarrhoea, dysentery, colitis and even morning sickness.

This is why 70% of the world, including USA and northern Canada, grows and consumes rice.

Indians cook rice with anything and everything; with lentils, veggies, meat, fish, chicken and seafood.

In addition, they have plain or spiced rice as a bed for curries and ground rice for making all kinds of pancakes like appams and dosas.

Rice flour is also used for crisping savouries called pakoras.

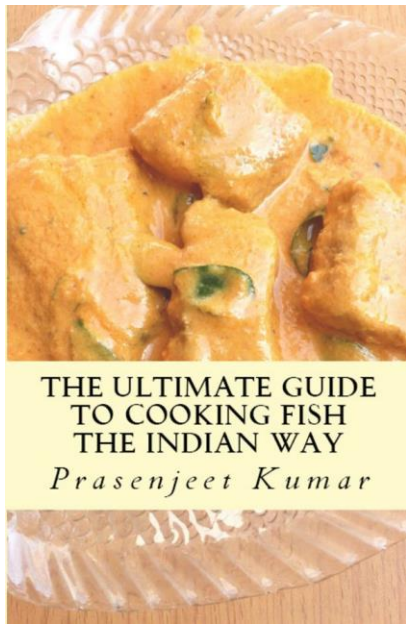
Most temples serve as prasadam (blessings) the Indian rice pudding called kheer or payasam.

And then in many Himalayan states, from Ladakh to Sikkim, fermented rice is used for making the potent brew called chhang.

In this background, this rice cookbook presents a total of 35 mouth-watering rice dishes, including 20 dishes where rice cookers can be used. There are eight plain rice recipes, five for cooking rice with lentils, five each for cooking rice with vegetables and meats, five ways to use rice in snacks and seven as desserts.

There is no Chhang recipe, sadly because that is one dish that, as Prasenjeet says, is not made in his house!

[The Ultimate Guide to Cooking Fish the Indian Way](#)



43 Mouth-watering Ways to Cooking Fish in a JIFFY as Only Indians Can

From Prasenjeet Kumar, the #1 best-selling author of the “Cooking In A Jiffy” series of cookbooks, comes the Ultimate Guide to Cooking Fish with such exotic spices and taste that you will be left asking for more.

So say bye to the boring boiled and broiled ways to make fish and prawn dishes and let this new book open your eyes to the wonderful possibilities of cooking fish the way northern, southern, eastern and western Indians do.

There are six starter (or dry) dishes, 14 curries, 12 prawn dishes, and 4 ways to cook fish head and eggs (caviar) the Indian way. For the spice-challenged or nostalgia ridden folks, there are 7 dishes from the days of the British Raj.

So if you were wondering how to incorporate this superb, dripping with long strands of polyunsaturated essential omega-3 fatty acids (that the human body can't naturally produce), low-calorie, high quality protein rich white meat in your daily diet, just grab this book with both your hands.

Connect With The Author

You are always welcome to visit me at: <http://www.publishwithprasen.com>

Should you have any questions or comments, please do not hesitate to write to me anytime at prasenjeet@publishwithprasen.com

I would also love to connect with you on Social Media. Join me on:

Twitter

<https://twitter.com/PublishWithPras>

Goodreads

<https://www.goodreads.com/prasenjeet>

Google Plus

<https://www.google.com/+PrasenjeetKumarAuthor>

About The Author



Prasenjeet Kumar is a Law graduate from the University College London (2005-2008), London University and a Philosophy Honours graduate from St. Stephen's College (2002-2005), Delhi University. In addition, he holds a Legal Practice Course (LPC) Diploma from College of Law, Bloomsbury, London.

Prasenjeet loves gourmet food, music, films, golf and travelling. He has already covered seventeen countries including Canada, China, Denmark, Dubai, Germany, Hong Kong, Indonesia, Macau, Malaysia, Sharjah, Sweden, Switzerland, Thailand, Turkey, UK, Uzbekistan, and the USA.

Prasenjeet is the self-taught designer, writer, editor and proud owner of the website cookinginajiffy.com which he has dedicated to his mother. He is also running another website publishwithprasen.com where he shares tips about writing and self-publishing.