



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **GETTING PUBLISHED** MANUAL

COPYRIGHT

All rights reserved. No part of this publication 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 written permission of the publisher. No part of this publication may be used in any form of advertising, sales promotion or publicity.

What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



Essential Marketing Strategies
for Extraordinary Practice Success

POWER STRATEGIES



GETTING PUBLISHED

POWER STRATEGIES: GETTING PUBLISHED

This may very well be one of the shortest Power Strategies... yet, it may also be one of the most powerful.

The immense power of this strategy is the fact that when you are published, you automatically become a spokesperson for your field of expertise. You become recognised as an authority in your field.

Becoming published, however, is not necessarily an easy exercise.

Here are the different methods in order for you to become a published author:

Acceptance by a publishing house.

Self-publication and printing of books.

Self-publication of eBooks.

Contributing author... becoming a contributing author is when you provide an article, a chapter or a story within an existing publication of a book, such as being a contributing author to the *Chicken Soup for the Soul* series.

Co-authoring a book... finding an existing or established author to co-write a book with him and having it published in any of the established methods we have detailed herein.

Because the demand is so great in the publishing field, to date I have focused upon self-publishing. Each of the materials of the *Practice Mastery Program* and the *Practice Performing System* have been self-published and self-printed.

BEGINNING THE WRITING PROCESS

However, before you can become a published author, you have to write something worthy of publication, worthy of reading.

Here is the process I go through in order to write my material.

1. I am constantly reading, listening to audio CDs, watching DVDs and attending seminars and workshops.

2. The information that I absorb becomes my knowledge base from which to write.
3. Determining a topic area for my material is an important point. There are several things in which to consider here. The first thing to consider is whether there is a market for the material that you want to write. If there is not a market, the chances of being published are extremely slim. You may think that what is interesting to you is interesting to others. I have found this rarely to be the case. As such, you need to find out what is most interesting to the market and be willing to write in that area.

However, if you already have an existing market for your topic area, such as your clients in your practice, with your specialisation or niche, then you have the opportunity to author in that field, adding to the credibility and professionalism of your presentation.

4. Outline the titles for each of the chapters of the book.
5. Outline a synopsis for each chapter.
6. Write an introduction and, oftentimes, a conclusion.
7. Review for whether or not I perceive this will be a desirable work, an effectively deliverable work and capable of being written.

If I believe all of these points are validated, then I begin the writing process.

8. The writing process for me, and this will differ for everybody, is to pick up a dictaphone, and for the most part, speak off the top of my head from the knowledge base that I already have.
9. Following this, I collect quotes, points of interest and references from other books and materials, and include that material in the dictation as well.
10. I add anything else, following the inclusion of my other points of reference as is necessary.
11. I provide the file to a person for transcribing.
12. It is transcribed and delivered to me in a Word document.
13. Once it has been delivered as a Word document, I review the material, adding material, developing it and ensuring that it is complete in its draft form.
14. I then print it out, edit it, add content and edit for story.

15. Review and re-read and then deliver to third parties for feedback and development of the story.
16. Re-edit based on feedback.
17. Provide to a professional editor in order to gain further feedback and correction of the manuscript.
18. Accept or modify feedback from the professional editor and create a final draft of the material.
19. Leave for at least one week. Re-read, review and make changes as is necessary as to provide for a completed project.

In this way, I am able to write and self-publish a great number of works.

As I said, the purpose of this particular power strategy is to give you the opportunity to gain the instant credibility of a published author and all the benefits that come with that.

Note:

One other thought about getting published... you don't have to write the material yourself. You are welcome to get a ghostwriter. A ghostwriter can be contracted to write the material for any of the books, education material or other literature that you would like to write at a most reasonable fee. Check out www.elance.com for your ghostwriting and editing needs.

Also, I'd like to offer this opportunity to co-author some educational material or books with me. If you have an idea of material that you want to provide, feel free to contact me at the *Practice Mastery Institute*. Equally, if you feel confident enough to write some material, though you're not certain what genre to write within and you would like to write with me, I have many projects that I'm continually working on and can give you some direction and we could co-author a program together.

NOTES

NOTES

*Transforming **your** health care practice **your way***

Practice Mastery Institute 1st floor, 142 Monaro St, PO Box 76 Queanbeyan NSW 2620
t. 1800 770 217 f. +61 (2) 6284 2795 e. info@practicemastery.com.au www.practicemastery.com.au