

NOTES FROM THE 3 AUTHOR- MISTAKES WORKSHOP



The FREEbie 3 Author-Mistakes Workshop:
The first part of the 4-Week Build Your Book Course



with Angela Treat Lyon

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

The following pages are from the pile of notes I write for the FREEbie 3 Author-Mistakes Workshop.

I gave you this workshop so you could be prepared for the work we do together in the 4-week **Build Your Book Course**.

There is a whole lot more in this ebook than there was in the workshop - I just didn't have time to say it all.

So read it carefully, take notes on it, and for goodness sake, USE the information! Won't do you much good to just read it and not use it!

I want to see your books on your website, on the shelf in book stores, libraries and on amazon!

So go for it - read on - have fun - take notes - and join me on the full 4-week course where I show you my system for writing books that cuts your time in half at WritePublishNow.com/book-course.

much aloha -
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DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Hi - I'm Angela Treat Lyon, and I will be your guide today helping you understand what the 3 Worst Mistakes Authors Make are, and how to conquer them - and much more.



WHAT DO DO RIGHT NOW

So please, get yourself to a quiet place where you can zero out distractions, and have something to sip on to stay hydrated.

This is a hands-on experiential workshop, so don't expect to just sit and listen! So get your note-taking stuff out and get ready to use it.

Here's where we're going:

I'll tell you a wee bit about myself

I'll go over the workshop content

and what you can expect

and what I want for you to walk away with,

and about the 4-week course that comes after this workshop.

I'm going take you through some easy but very thoughtful exercises that will help you avoid the 3 Author Mistakes. I'll also open the call to questions.

ABOUT ME:

First off, if you are used to the usual webinar intro of I lived in a van and now I'm a millionaire spiel, forget it, because in my humble opinion, it's a waste of time and is frankly boring. You'll be able to see in real-time whether or not I'm the real deal and someone you might want to work with. That said...

I've been a professional artist for 50+ years. I'm a painter, stone carver, illustrator, and graphic designer.

I'm also a best-selling author, and as such, I've written, illustrated, designed,

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

built and published hundreds of books - not just for myself, but also for students and clients.

And I'm the host and producer of an inspirational radio show, and long-time success coach. So.

TODAY'S WORKSHOP

I'm intending that it, in particular, will have a tremendous impact on you and your ability to get your written and published book out there into the public eye.

WHAT I INTEND FOR YOU TODAY

What I want for you today, is to go through our time together and then walk away with a clear understanding of at least the 3 mistakes authors make. If you can get that, you'll have a way easier time writing your books from now on.

Because I don't want making these mistakes to slaughter your books before they can even take a single breath on the marketplace book shelves!

I want you to never make them again - so your books can not only get to the bookshelves of stores and online marketplaces, but then jump right into the hands of eagerly awaiting buyers..

WHAT'S NEXT

I will be mentioning the next workshop in this series: ***the 4-week Build-Your-Book System Course***, where I personally hold your hand through the next 9 steps of my unique writing system - step by step - at the end of which you will have published a shorty book.

The purpose of the course is for you to learn the system and experience using it, first-hand, so you can use it again and again for your other books.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

You'll get a wee taste of it today. Because today's workshop will not be a sit back and fall asleep as I yammer on at you - in my long years of guiding people, I've seen that people learn best by doing, so a doing-experience you will get today!

AUDIO? VIDEO?

Yes, I am recording this, so you can listen in later, but I never know what our lovely technology will pull on me, so in case the recording is wonky, I want you to have good notes.

I recorded a class last week for my skillshare series, only to find that the entire audio recording turned out to be an hour's worth of caveman grunts and bat squeaks without a single discernible word.

I had to re-record the whole darn thing. Please, take good notes, and make sure you write down the answers you come up with to the questions I ask you. I will send you the questions in a pdf after the workshop is over so you can have them for future use.

Another thing - I was going to do slides today, but I decided to appear in person so you can relate to me better. I'm your guide, and just seeing words flash by on a white screen doesn't endear me to you very well. We need to resonate so you can benefit from our time together.

THE VALUE ...

Before I start, I want you to know something of the value of self-publishing and at least building your first book by yourself, before you hand it off to your husband who is 'good on the computer,' your VA or designer. If you know what goes into building a book, you'll be able to appreciate what your future assistants do for you much more deeply.

So listen up - I'm going to go fast because I have a lot to cover.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

FIRST OFF...

If you can use Word, or Open Office, the equivalent of Word, you can publish your book by yourself, start to finish.

FEES, etc.

Now, I charge the lowest fees I can for the people who hire me to design and publish their books for them.

Why? Because as you might guess, some can't afford to pay huge sums, and I believe in their books, so I try to help them out as much as I can.

Nonetheless, when you hear what I have to charge to cover my time, energy and the expertise I have developed over the last 20 years, you'll be really happy to find out about the trade secrets I'm going to reveal to you today.

HOW MUCH WILL YOU SAVE?

COVERS: When you ask me to design a cover for you - front cover alone - you'll pay me or any other decent designer a minimum of \$350. Yes, you can get one on fiverr or another freelance website. But you won't have the same experience as having your own dedicated book designer you can communicate with easily and effortlessly.

I've been paid as much as 3000 for a book cover - I know! High, right? It was because of multiple factors, like who it was for, the amount of research and correspondence it took, and more. It was well worth it to them to get what they wanted, and they could easily afford it.

INTERIOR: When you hire me to design the interior of your book - that includes headers and footers, copyright page, inside title page, dedication, thank you pages, intro section, foreword, the about the author page; formatting it with decent white space, appropriate fonts, paragraph settings, title, subtitles, headings, subheadings, quotes, text with bold and italics options,

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

captions, inserting photos or art...I get \$20 per page, or a flat rate starting at \$2000.

FINAL DRAFT & PUBLISH ON AMAZON: When you get me to take the finished pdf of your interior and the complete cover pdf and upload it and enter all the relevant info on amazon or lulu.com or nook press or where ever you choose to publish, I charge a minimum of \$350 for the time and hassle involved uploading, checking files, re-uploading, checking files, et.c

EDITING: I haven't even mentioned editing for spelling and grammar and content editing - both of which I can do but don't, because it makes me crazy. So that's another thing you need to put on your list of got-tos.

My point being that, by following the unusual tips that I give you today, you will be saving yourself a crap-ton of time, energy and money. No other way to put it.

So listen carefully, and take notes. I will provide you with the notes from my end, too, if that will help, but pay close attention, because I'm going to give you tips and tricks no other book-writing and publishing instructor will tell you.

Basically because most author coaches are authors, not authors plus graphic designers and book designers. I am, so I have a different perspective that allows me to come at the whole business a bit sideways.

You'll see what I mean when I show you a big surprise you'll find when we go through why you want to publish a book.

So! Here we go!

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

THE FOUNDATION

WHY ARE YOU WRITING THIS BOOK?

Now, before you run off, thinking this 'why' question is the same-old same-old marketing demographic and keyword search stuff used by others, you're mistaken. Our quest here is way more personal and intimate.

I'm calling this step the Foundation.

Because knowing why you're creating your book helps you determine your book's physical measurements, inner format decisions, and binding choices! Right off the bat!

That's the first surprise. I bet you never thought of that, but it's true. I'll go into in more detail later, so you can see what I mean. But first...

MULTIPLE REASONS

I'm going to read you a short version of the list I created of reasons for writing a book. Don't bother to try to write them down - I'm going to go really fast. You'll be getting a pdf of the longer list - you'll be amazed at the various ideas and new possibilities you probably hadn't thought of, and you'll probably think of ones I haven't.

You want to share fascinating idea

You want to create a book of quotes you love

You want to finally publish those cartoons or comic books you've done over the years

Parables, Fables, stories with morals and agendas

Religious books

Book to accompany and refer to in your classes, courses or programs you teach

(independent, or thru skillshare, udemy or thinkific)

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Inspirational book to help people, like Chix Soup

Educational - maybe even a text book

Giveaways

Help kid causes, hospitals, care & retreat centers

Sponsored books

For a cause to raise \$ for charity or org or school

Myths of your industry

Common mistakes in your industry

Ten tips books

Kids books

Picture books

Book of your art

Poetry

Historical fiction

History - real

Guides - how-to's

Guides - Preppers

Guides - Cooking

Environmental

Adventures

Sports

Make money

especially w Low content

Use your book as a brochure/calling card (a la Kiyosaki)

Status and credibility in your field

Get publicity - mags, newspapers, vlogs, blogs, radio, TV

Get booked as a guest on top national TV shows.

Make a name for yourself as THE expert in your field.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Build your own mailing list of people who'll buy from you again and again.
Become a highly-paid public speaker.
Create lucrative spin-off income streams based on your book, including tele-seminars, live seminars, audio/video products, coaching programs and more.
Sell yr book online and build passive income streams.
Sell yr book in libraries, bookstores and airport stores
Get introductions to affordable and reliable vendors

Not necessarily commercial

Family pix
Medical history
Wedding
Baby book

Leave a legacy

That's a shorty list. There are probably as many reasons as there are people on the planet.

WHY DO YOU WANT TO WRITE A BOOK?

List one or more reasons down on paper right now.
Take 60 seconds and write it down.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

SIZE, FORMAT, BINDING

Now. I said earlier that the reason you want to write your book always determines the size, inner design, and binding of your book, right? Remember that?

How is that?

Well, let's take 2 different book reasons:

1. you want to create an art book to share your paintings...or...
2. handbook for helping teens with depression

Can you see, right off the bat, why you wouldn't want an art book that displays your beautiful work in a 5.5" x 8" format, with a spiral binding?

Can you see why you'd never call an 11" x 14" hard bound book that taught teens how to get over being depressed, 'handy' to put in your pocket?

It's pretty obvious that the inner format of each book will be radically different.

If you wait until you've written the manuscript before being really clear on the why you're writing your book, you won't be visualizing your book as you write. That's a key trick.

See, if your pocket how-to book is only 5.5" wide, that means there is only a space of 3.5" at most for your text or images! You have to leave at least half to three quarters of an inch margin on either side of your text. More, if possible, because more white space = easier to read.

Being able to think of your text and images as only having a few inches to live in is vastly different from having a whole 9 or 10 inch spread to occupy, the way images in an art book might have.

Those are 2 extreme examples, but you can sure see how you can use your

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

choice of topic and genre as guides for choosing the size and binding for your book!

Here are some standard book sizes:

4" x 7" - pocket size

5.5" x 8.5" - easy to put in your pocket or purse

6" x 9" - the standard size for self-help type paperbacks

8.5" x 11" - journals, planners, workbooks

11" x 14" - art or photography coffee table book

Binding: spiral

perfect - normal paperback binding you've seen everywhere

hard cover - with and without dust cover

Inside content format:

5.5" x 8.5" - 3.5" x 6"

6" x 9" - 4.5" x 5.5"

8.5" x 11" - 7" x 9"

11" x 14" - full page, or 9" x 12"

(And yes, those measurements will be in the Why Write Your Book pdf you'll be getting).

Can you see how thinking about why you want to write your book will save you time and energy when it comes time to choose the size, binding and inner format?

So. There is the foundation of your book.

**Take a minute and jot down -
What size will your book be?**

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

THE THREE MISTAKES

Let's look at the three things that, if you don't know them,

- can get you confused as to where to even start writing,
- throw you off track and
- keep you writing way more material than you need
- not to mention keep people from buying your book
- and eventually, kill your enthusiasm, passion and excitement like a sopping wet rag thrown carelessly over a tiny spark.

MISTAKE #1

1. YOU HAVEN'T CHOSEN A SPECIFIC READER

Have you ever picked up a book you thought looked interesting, bought it, and got home with it ... to find that only part of it was interesting to you, or applied to you?

Here's how to not do that to your reader.

I know, I know, you have been told to know the demographic of your reader before, I bet.

So what? I can hear you say it!

But the thing is, no one ever gets you to ask the right questions about your reader that helps you narrow down your focus enough to be able to write JUST to her.

I bet the demographic Qs you've seen before are like this:

male or female

race

location

age

occupation

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Sounds like a census or something!

Truth be told, it's close, but it's not personal enough.
Not intimate enough.

Here's how I want you to think of it.

First, think of your why.

Let's say you're an energy practitioner who wants to help people who are depressed.

So you start writing - what is depression, what does it work like/ You write stories about people who have fought it and won. You add some steps that might help - but somehow your book doesn't seem right.

Here's why.

You're writing on too broad a subject.

Do you want to look good and get credibility? Get invites to speak or go on TV? Keep writing. But in truth, your book as it is right now is not for depressed people - it's really for getting you credibility from others in your field, and as an intro to places where you want to speak or serve!

Why? Because it's not addressed to any one person.

You'll get lots of kudos and congratulations, but you will actually help only a few, until you start working with them in person. That's not a bad thing at all. But you are severely limiting the scope and capability of your book if you don't pointedly reach out to the specific person you want to help.

When you write your book to one single person, that person will see it in the store or on amazon or your website, and think, "Oh! That's me! That books is written for me!" And she will buy it faster than you can blink twice.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

See why knowing your why is so critical?

You can write an about book or a help-one-person book.

That 'one' person is the symbolic representation of an entire group of people. For example:

Let's pretend I'm a 13-year old teenager.

I'm a too-thin girl who hates to eat because I believe that people won't accept me if I'm fat.

I'm so depressed I'm numb.

I cut myself.

I'm so deeply depressed because my parents are regimental strict no no-nonsense disciplinarians, and I'm a free spirit and feel unseen and unable to be free to be me.

I'm not going to be interested in your overall-about-depression book because it doesn't speak to ME.

I want to know what to do.

I want to know where I can get specific support.

I want to know specific steps I can take to feel better.

Or, let's say I'm a 51 year old woman.

My kids have flown the nest.

I've spent all my years as a married woman having babies and caring for them, helping them grow into wonderful adults.

Now they are all in college or off on their own.

Suddenly, I'm alone!

Will she be interested in the book for depressed teens?

nope. She wants a book just for her.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Take a minute, and ask yourself, exactly who do I see, sitting in that corner in the sun over there, reading my book?

Who is it?

How old is he or she?

What does she wish she knew?

What does she wish she had?

What does she wish she could be or do?

Is she physically fit? Or not?

Who does she struggle with?

What trips her up?

Write down your answers as they come from your mind, lickety-split. Take a couple minutes and do that.

THE 4-WEEK BUILD YOUR BOOK COURSE

Now, just so you know, in *the 4-week Build-your-Book Course*, I take you through, hands-on, the 12 steps to easily plan, write and publish your book.

As I do that, you discover how to have fun marketing your book before you write a single word of content. You'll see! You can sell copies before it's even finished.

As I do that, I show you exactly how to design your book's back cover in such a way that you automatically get the names of your chapter headings!

Can you see how focusing on one person, one symbolic person, can help you zero down on your content so you can write a book that they will so resonate with that they will not only buy and read it, but tell others they know going through the same stuff about it?

How cool is that?

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

OK. So now you know who your book is for.

MISTAKE #2:

NOT KNOWING THE REAL PROBLEM YOUR READER SUFFERS FROM

OK, we have why you want to write your book,
we have how big your book is going to be
we have the kind of binding to use
we have the look of the inside of your book,
and we have your who your book is for.

Now we need to know exactly what your reader is suffering from that you can help her with.

So here's a teen, she feels oppressed and isolated, punished and restricted by her parents.

She's suffering and isolating and cutting herself.

What is she REALLY suffering from?

loneliness

self-hatred

feeling left out

afraid of dying

yet maybe wanting to die just to end the pain of living

feeling enraged

and yet hopeless and powerless

Or here's your empty-nester, wandering around in her empty, echoing house where she's used to having huge squads of screaming kids in every corner.

Or maybe she and her only daughter used to be super-pals and do everything together, and now daughter is in college, or got married, or went in the military.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Or maybe she was a soccer mom who took all the neighborhood kids to games and events, and it's weird to have no one to do things for now

She has very low self-esteem
very few real-world skills
probably no tech skills
possibly physically challenged with arthritis or some immune disease

She's depressed, too!
she doesn't feel useful or valued anymore
she doesn't know what to do with herself
she has put every last person on the planet first!
she has no one to serve anymore, except herself.
And she has no clue how to do that, feels guilty about doing it, and hasn't a clue what to do.
she afraid, confused, has no energy,
and has no idea that there is a shred of creativity within herself
she doesn't know what to do

Can you see how to help these people?

They are real people.
they have real, specific, easily defined problems.

So what is your reader suffering with?

Take a couple minutes and jot down some of the things your specific reader is struggling with. Circle one that most moves you & that you know you can help her solve.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Can you see how writing a book for the empty nester, giving her hope and inspiration that she isn't just a washed up dishrag of a no-long-needed mom is going to be so much more helpful (and profitable!) than a general feel-good book?

Can you see how your pocket-size helpful book that has real, actionable tips for the teenager will help her feel better about herself, stop cutting, and get into a situation where she can feel safe and able to self-express?

So now you know exactly what your reader is challenged with, and can go on to bypass the next mistake authors make.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

MISTAKE #3:

3. NOT KNOWING WHAT YOUR READER REALLY NEEDS

When you go to a car dealer, the dealer wants to sell you a car.
You are buying not just a car, you're buying freedom and ease, comfort, safety, and maybe status, class, style, or even sexiness.
You feel relieved, safe, comfortable and happy.

External:

Internal:

Fundamental:

So for the teen:

External: depression

Internal: angry at parents

Fundamental: self-loathing

For the mom:

External: kids are gone

Internal: loneliness, feeling useless and lost

Fundamental: confidence and satisfaction

Take a minute and write down the external problem, the internal problem, and the fundamental solution.

What are the 3 levels of the topic you are writing about?

External:

Internal:

Fundamental:

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

for example:

Your reader: is a coach or business owner

External: Can't get enough clients

Internal: Shy, no self-value

Fundamental: confidence, self-worth

Energy practitioner

External: Can't get enough clients

Internal: not tech savvy, simply not taught how

Fundamental: self-training or hiring someone to do it for her, clarity and confidence

Author

External: Wants to write a book

Internal: Procrastinates, feels bad about it, doesn't know a system

Fundamental: show her a system that works, give her the experience of practice to develop self-assurance and self-worth

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

So I have shown you the three big bugaboos that most authors forget to know before they start banging away on the keyboard.

So much extra writing occurs before they get swamped with so much material they have to stop and regroup. Many don't know how.

Now you do, and you can start focusing with clarity and confidence.

So here's the fourth mistake - surprise!

You thought I was only going to give you three!

#4: NOT KNOWING WHERE YOU'RE GOING TO TAKE HER

Your overall intention should be to lead your reader to:

Physical health and wholeness

Mental safety and stability

Emotional safety and stability

Creativity

Self-confidence

Self-expression in safety

Clarity

Courage

Humor

Love

Appreciation of something

(ex: art, environment, a cause, group of people)

Entertainment (sci-fi, romance, fantasy, etc)

How do you do that?

It's you! And your book! And any ancillary products you include.

The problems your teenager experiences are merely the symptoms of way deeper issues.

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

She needs the Internal solutions.

So you provide inspiring stories and anecdotes about people just like her, so she can FEEL the successes as she reads along.

Your story of how you went through the same problems she is going through, and came out the other side.

Or, stories about people you have worked with and helped in a big way. Helping her see that she isn't alone that there are options and communities just waiting to welcome her and whatever gifts, skills, knowledge or expertise she has developed as a multi-tasking-capable mom or intelligent, bright, creative teenager.

She needs concrete steps to walk on to get from where she is to where she wants to go.

Don't write a book all about a problem without offering at least 3 steps someone can take or emulate!

Provide exercises and steps she can take to revive, reveal and expand her real, deep, beauty and creative self.

Same thing for your empty nester, or your senior who is looking for things to do...

If you're putting together an art or photo book, you wouldn't write all about the art without showing examples, right?

It's the same with a solutions book - give example solutions!

A big question I get all the time - should I hold back my secrets and big-time helpful info?

No! Don't worry about giving away your secrets. When your reader loves

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

you and loves how you help her in your book, she will probably request 1-1 coaching. Be prepared!

So, through your stories, exercises, anecdotes and handy-dandy steps, she gets to wake herself up again.

She learns how to find help for her physical problems.

You give her new mental routines and habits she can develop to replace old, destructive and limiting thoughts, beliefs and habits.

Maybe you turn her on to EFT, or meditation techniques.

And you help her see herself as the sparkling version of the woman she always wanted to be and never knew how.

And this is where guides come in - for all kinds of things:

Guides

- Your first baby
- How to write a book
- How to grow veggies
- How to paint
- Preppers manuals
- Cook books -
 - Recipes
 - Keto, Fasting or Paleo how-to

Environmental

- exposé, treatis
- adventure
- save the planet
- hidden places
- historical places

Adventures

- Mountain climbing

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Diving
Sailing
Camping
Walking
Across-country Trail walks
Sky diving
Cave spelunking
Skiing

Sports

Tennis
Golf
Soccer
etc

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

A SUMMARY

You know why you want to write a book, so you can get back on track if you fall off.

You know the physical attributes of your book-to-be, so you can hold the vision of that in your mind as you write.

You know who your specific one reader is.

Your reader has one main problem, maybe a couple related sub-problems.

You know you can help her and can offer her a solution, because you know what she needs, not just what she says she wants.

You get a full pdf of the Whys list

Plus the Questions and answers I set out for you in the workshop (in this pdf - after each segment).

The notes (this pdf)

WHAT'S NEXT?

The next step is to find out what the OTHER major mistakes writers make that hold them back!

The mistakes the trap them in writer's block, too much research, procrastination and fear of publishing!

You get all of that in my upcoming ***Build-Your-Book Course***.

I walk you through each step, like I did today -

We start out with an idea for a small book - 50 to 80 pages max.

We go through the first 4 steps

We quickly plan your book

You see how to create your back cover

We organize and set up your files

We even light the first sparks of marketing

You write some shorty chapters easily and quickly

I show you how to create your internal format and make a pdf

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

You create your front cover and add it to the back cover
You publish your book and cover on amazon

You walk away from the course with a small book, if you so choose.

More importantly, you get to experience the full system of how to plan, write, format, design and publish any future book you can think up!

We meet once a week for 2 hours.

The first part of each class will be detailed explanations you can easily follow.

The second will be Q&As.

Only ten people in the class at a time.

You get personal interaction and hand-holding with me as I guide you through each step.

If you've got an idea for a book, this is your chance to discover how easy and fast you can prepare, write and publish it.

Oh - tech! You can use Word, Open Office, Canva, and other freely available apps and software. If you are familiar with its use, Adobe InDesign is the perfect book-creating software. But it isn't required by any means.

You might think that a 4-week course like this would be worth a couple thousand dollars. Well, you'd be right. The time I spend preparing is phenomenal, not to mention the instruction and hand-holding I give you.

However, since this is a new edition of my book-creating course, I want you to experience it easily.

After January 1, it will be \$1499.

After November 10, it will go for \$499.

For now, you get to have it for \$199, a 60% savings off the \$499 fee.

Why? I want real people taking it. You can register at

WritePublishNow.com/book-course/

DON'T MAKE THESE 3 AUTHOR MISTAKES ... and more

Draw, doodle, have fun here!