

INTRODUCTION



There's a saying which goes "Everybody has a book inside them"



However, most people never get to write their book.



So if you're reading this and want to become an AUTHOR, THEN LET'S MAKE IT HAPPEN!



Writing a book and becoming an author is a very well respected thing to do.



 For that reason, you should do your best to make your book the best it can be!





Scan the QR code to find out more!



Remember that your Ultra teachers are there to help you every step of the way. Do not be afraid to ask questions or voice your concerns.



INTRODUCTION



- lt's **important** to **remember** that:
- 1. To become a successful author, writing your book is just half of what you need to do.
- 2. The other half is marketing and selling your book which you might do for:
 - Months or even years.





Lucky for you, by the time you've finished going through all the steps in this document you'll know everything it takes to become a successful author!



DID YOU KNOW...





180,000



are published each year.



50,000



are published in the



each year.





is the most popular category of







Vloggers is the newest category of





DID YOU KNOW...





10,000 B.C. is the first



ever written.





The **shortest**



ever written is



long



100,000



is the **longest**



ever written.



100



is the **average length** of a





QUIZ 1....

1.

After your book is written what is the other really important thing you need to do?

2.

What is the most popular category of book?

3.

What is the average length of a book?



△ Write another book



Start a business



©□ Market the book



2.



B. Cooking



 $\mathbb{G}_{\!\scriptscriptstyle \square}$ Bedtime stories



3.

△ 100 pages



3,000 pages



©₀ 500 pages







TIP: The correct answers are at the end of this document!



STEP 1: WRITE ABOUT WHAT YOU LOVE!



Steve Jobs (the founder of Apple) said... "The only way to do great work, is to do what you love."



- Just like any:







Your book should be based on something that you're passionate about.



• Chances are, there are lots of other people who've written about your topic.



However, if you love the topic you're writing about then you'll be able to come up with ideas that are unique to you.





STEP 1: WRITE ABOUT WHAT (YOU LOVE!



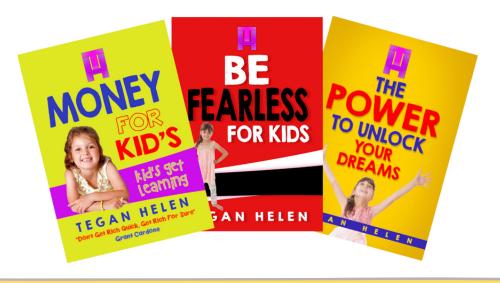


Example: Tegan Helen loves writing books and was passionate about teaching more children about money.



So Tegan decided to publish her first book on learning about money for kids.

As you can see below Tegan loves writing books!





NOTE: DO NOT RUSH THIS STAGE. It's ULTRA important that you take time to work out what you're passionate about so that you 100% believe in the book you're writing.



QUIZ 2....

1.

2.

3.

What should you write about?

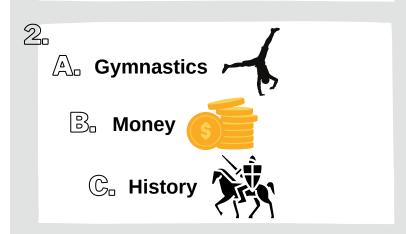
What did Tegan love writing about?

Which company is Steve Jobs the founder of?



△ Something you love **S**omething you hate

© Something your friends like



3. **△** Microsoft **S** YouTube $\mathbb{G}_{\!\scriptscriptstyle \square}$ Apple



TIP: The correct answers are at the end of this document!



STEP 2: CHOOSING A NAME FOR YOUR BUSINESS



How to choose a title for your book?

1. A good book name is:



B Memorable.



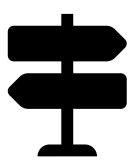
 \mathbb{C}_{\square} Can include a subtitle:



- Diary of a Wimpy Kid (Title)
- Cabin Fever (Subtitle)
- 2. Start writing down your ideas; it doesn't matter if they're not perfect, just note them down on a piece of paper.



STEP 2: CHOOSING A NAME FOR YOUR BUSINESS



How to choose a title for your book?





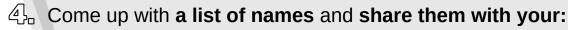
- For example:
- - Secret
 Fantastic
- Great
- **Simple**

Super

Amazing

- Ultra
- Easy
- Delicious
- Better

~~~~~~







• Teachers

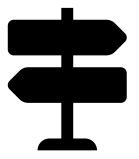


To help you decide on the best one!





STEP 2: CHOOSING A NAME FOR YOUR BUSINESS



 Ruby Rose, one of our budding authors asked Ultra Education to share her book on our soical media page.

And she had over 100 people comment on her book title on



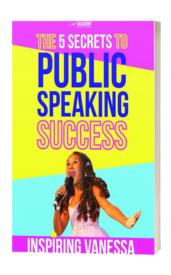


Example: Inspiring Vanessa, a 10 yr old motivational speaker simply titled her book based on the skill she has.



Check out Inspiring Vanessa's book below!









QUIZ 3....

1.

Is a good name better than:

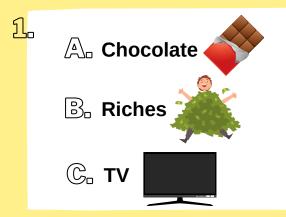
2.

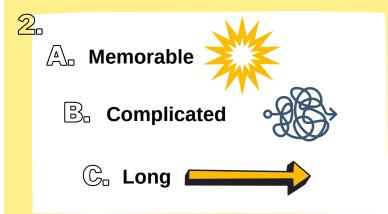
What makes a good book title?

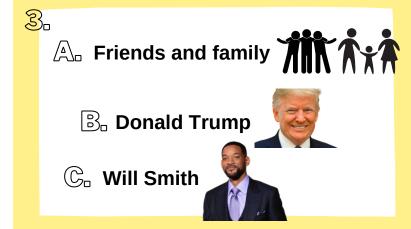


Who can help you decide on your book title?









TIP: The correct answers are at the end of this document!



STEP 3: DESIGNING YOUR BOOK' COVER

Follow these steps:

Lusing the 'book' design option on



- Canva
 - Canva is also an app you can download.



 \square And use the pre-exsiting templates.



2 You can also start with a pencil and paper to draw what you'd like the cover to look like.



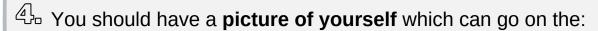
3. DON'T FORGET



• Your cover has a back too, so think about what that should look like.



STEP 3: DESIGNING YOUR BOOK COVER







 $\mathfrak{S}_{\!\scriptscriptstyle \square}$ Here are some great places to get ideas for your book cover:













They say a picture is worth a thousand words and they're right!

Your book cover is going to be the first thing people see so make it eye-catching!



QUIZ 4....

1.

How many words do they say a picture is worth?

2.

What is the first thing people will see about your book?

3.

Which design tool can you use to create your book cover?



1.



3 500



C₀ 1000



2.

△ The author



B. The price (\$



 $\mathbb{G}_{\scriptscriptstyle \square}$ The front cover



3.

🕰 Canva



B Audible



© Youtube





TIP: The correct answers are at the end of this document!



STEP 4: WRITING YOUR BOOK!

In the world of publishing, they say "Content is King"



- Your idea is
- Book title or cover is



 If the actual content isn't great then it won't be a success.

Follow these steps:

- Remember it's YOUR book.
 - ☐ It's OK to get help from your: Parents Teachers





But YOU have to do most of the WRITING.



- 2 People start writing their books in different ways:
- \triangle Some just start writing whatever comes to them and think $\frac{U}{h}$ about the structure of the book later.



- By structure we mean the chapters of the book
- $\mathbb{G}_{\mathbf{p}}$ Either way is fine, the most important thing to do is to start writing!





STEP 4: WRITING YOUR BOOK!

Follow these steps:





 However, the longer the book is the more you'll be able to justify selling it for.



Proofread your book.



This means checking the spelling and grammar of your work and also making sure that it makes sense.



- So if you've written a story, does the person reading it:
- Understand the story?
 Do they get the characters?



- © If you've written a cookbook, are the:
- Instructions easy to follow?



• Is there anything missing





When you're at this stage, let your Ultra Education teacher know and we can help you find someone to proofread your book!



STEP 4: WRITING YOUR BOOK!







- Which is often written by someone else who the author knows and is connected to the subject they're writing about.
- If it's a storybook then this generally isn't the case.





• So include this in the first few pages of the book.





QUIZ 5...

1.

The world of publishing do they say "Content is..."

2.

Checking the spelling and grammar of your book is called?



Is there a right or wrong book length?



1

🕰 Queen



📴 Joker



C King



2.

A Proofreading



B Edit reading



© Grammar reading



3.

🕰 Yes



₿ No



©_□ Maybe



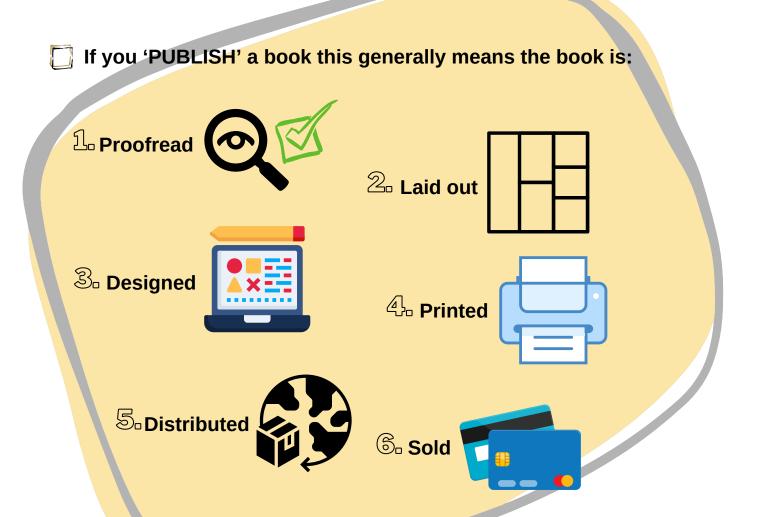


TIP: The correct answers are at the end of this document!



STEP 5: PUBLISHING YOUR BOOK (KINDLE)







STEP 5: PUBLISHING YOUR BOOK (KINDLE)



- There are two options you can choose to publish your book:
- 1-Traditional publishers will:
- \triangle **Do all of the above (points 1-6)** so you don't have to worry about it.
 - Take a percentage from the money made from your book
 (varies, can be 50%).
 - You have to find a publisher willing to work with you.
 - The above process can take time and you're not fully in control.



STEP 5: PUBLISHING YOUR BOOK (KINDLE)



If in doubt, speak to your Ultra Education teacher and we can give you some advice.

The second	option you can	choose to pul	olish your bo	ok is:
2 Self-Publishi	ing. This means			
YOU Do all of (points 1-6).	the above	전 전 □		
Takes longer but you're in full control.				
Pou keep all the money made from the book.				
© You can us	se the following	self-publishin	g platforms.	



TOP TIP: We recommend self-publishing for speed and control. However, if you have found a friendly publisher who can help you to get into the big book shops (like Waterstones) then it's worth considering.



QUIZ 6...

2.

① What does 'publishing' mean?

Do publishers take a percentage of you book sales?

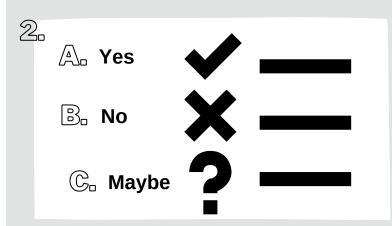
③ What does self-publishing mean?



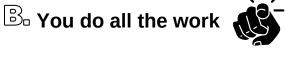
To write a book

Bo Print a book

Co Review a book



Someone else does all the work



 $\mathbb{G}_{\hspace{-0.05cm}\text{\tiny \square}}$ No one does any work







STEP 6: MARKETING YOUR BOOKI



A wise man said "there's no point have a great product or service if no one knows about it".

• There are about 55 million



on Amazon.





Hardcover



13,275,863

Paperback



35,096,335

Audiobooks



516,963

Kindle books



5,356,277

In loads of languages!





STEP 6: MARKETING YOUR

BOOKI





As you can imagine, if you just **upload your business to any of the websites above**. It doesn't mean that **anyone** is **going** to **find your business.**



That's why you need to MARKET YOUR BUSINESS!

Marketing means that you tell as many people about your business as possible for as long as you can or want to.









STEP 6: MARKETING YOUR BOOK!









- The only reason people will tell their family and friends about your book is if it's really good!
- So where do I market my book?
- 1. **a**
- Many of the self-publishing platforms will automatically upload your book to Amazon.



- When your book is on Amazon, the secret to getting it onto the best-sellers list is to:
 - Get as many sales within a short space of time:
 - A week or two.



TIP! When you get to this stage, speak to one of your Ultra teachers and we'll help you to come up with a plan for your book.



STEP 6: MARKETING YOUR BOOK!





2. f

A You can setup a Facebook for your book.



• Example:



3.



Instagram is a good way to show people images of your book and how you're promoting it.



• Example:





STEP 6: MARKETING YOUR BOOK!







Twitter is the easiest way to connect to anyone in the world and tell them about your book.



• Example:







Using something like wix.com or a free WordPress template you can get a book website online to promote it.







So if you're in doubt, go back to Steps 1 - Step 4 to make sure you're happy with your book.





QUIZ 7....

1.

How many books are on Amazon?

2.

What does marketing mean?



Where's a good place to market your book?



1

△ 55 Billion



55 Million



 $\mathbb{G}_{\hspace{-0.05cm}\scriptscriptstyle{0}}$ 55 Thousand



2.

A Telling people about your book



B Writing your book



 $\mathbb{G}_{\!\scriptscriptstyle{\square}}$ Publishing your book





B Instagram



 $\mathbb{C}_{\scriptscriptstyle{\square}}$ Your pet



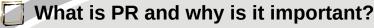


TIP: The correct answers are at the end of this document!



STEP 6: MARKETING YOUR BOOK!









PR generally refers to getting yourself and your business into:











Newspapers • Radio

TV

Magazines

Popular websites

Lots of our kid entrepreneurs have been in the news.







QUIZ ANSWERS



QUIZ 1

Q1: C Q2: B Q3: A

QUIZ 4

Q1: C Q2: C Q3: A

QUIZ 2

Q1: A Q2: B Q3: C

QUIZ 5....

Q1: C Q2: A Q3: B

QUIZ 3....

Q1: B Q2: A Q3: A

QUIZ 6

Q1: B Q2: A Q3: B



QUIZ 7....

Q1: B Q2: A Q3: B