

APA | Webinar

Supercharge Your Presence

Self-Publishing: How to Write Your First Book

Presenter: Kyler Shumway, MA

May 16, 2019 | 1:00 PM – 2:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



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PSYCHOLOGICAL
ASSOCIATION

Welcome

Discussion Topics

The practical steps of book-writing

Ways of identifying your core message

Tips for building content structure

Dealing with writer's block and imposter syndrome

The habits of highly effective writers

DISCLAIMER

- The views expressed in this presentation are those of the presenters and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for our presenter by using the "Questions" field located in the webinar control panel.



PRESENTER: Kyler Shumway, MA



- SEO Content Director for MarketingForTherapists.org
- Author of *The Friendship Formula*
- Doctoral student at George Fox University
- Current intern with Baylor Scott & White Healthcare

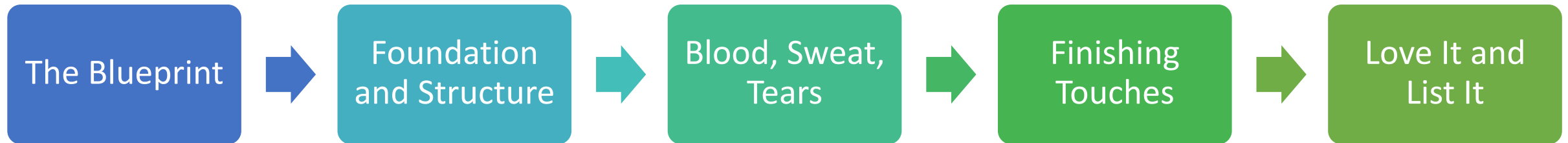
Hello again!





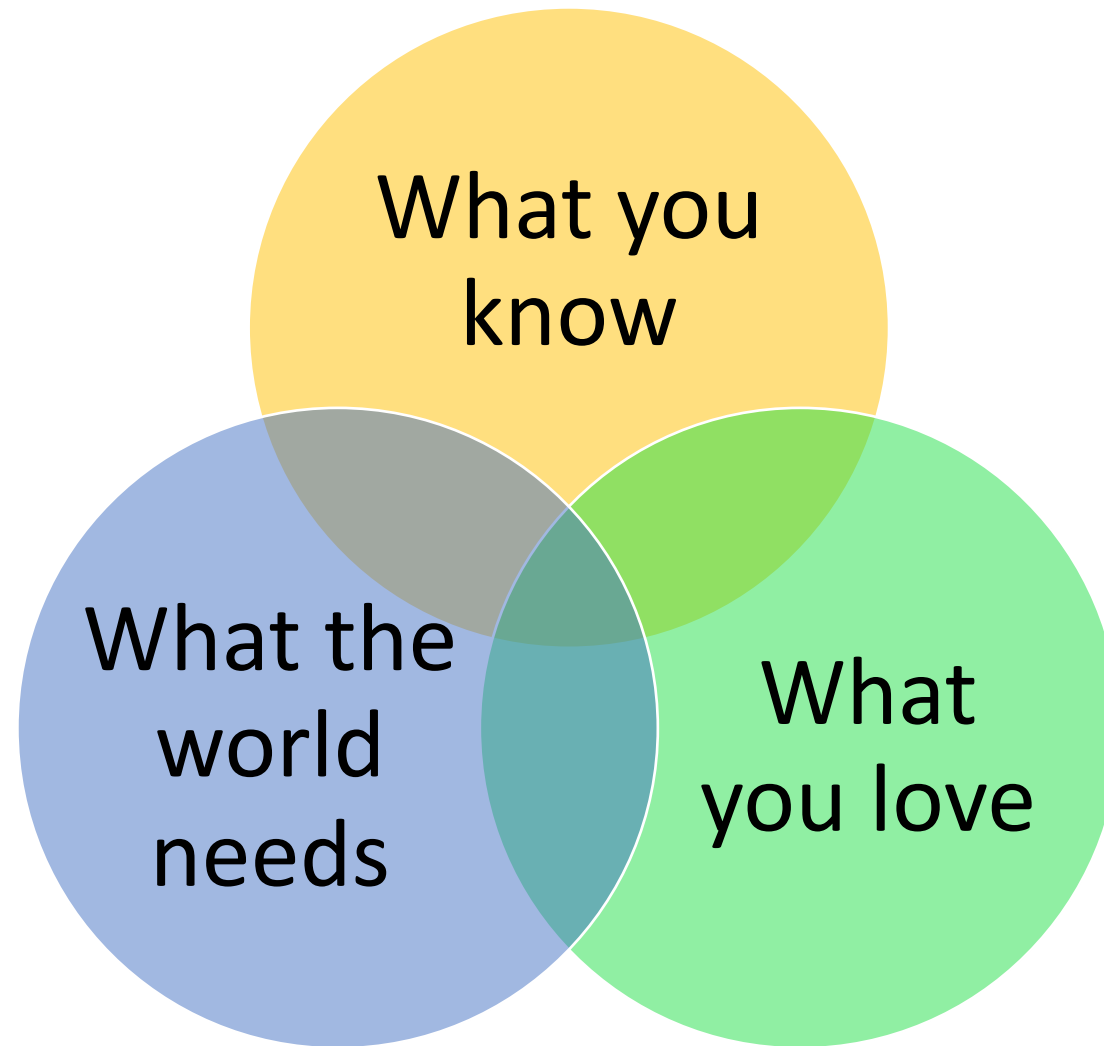
How do you do that?

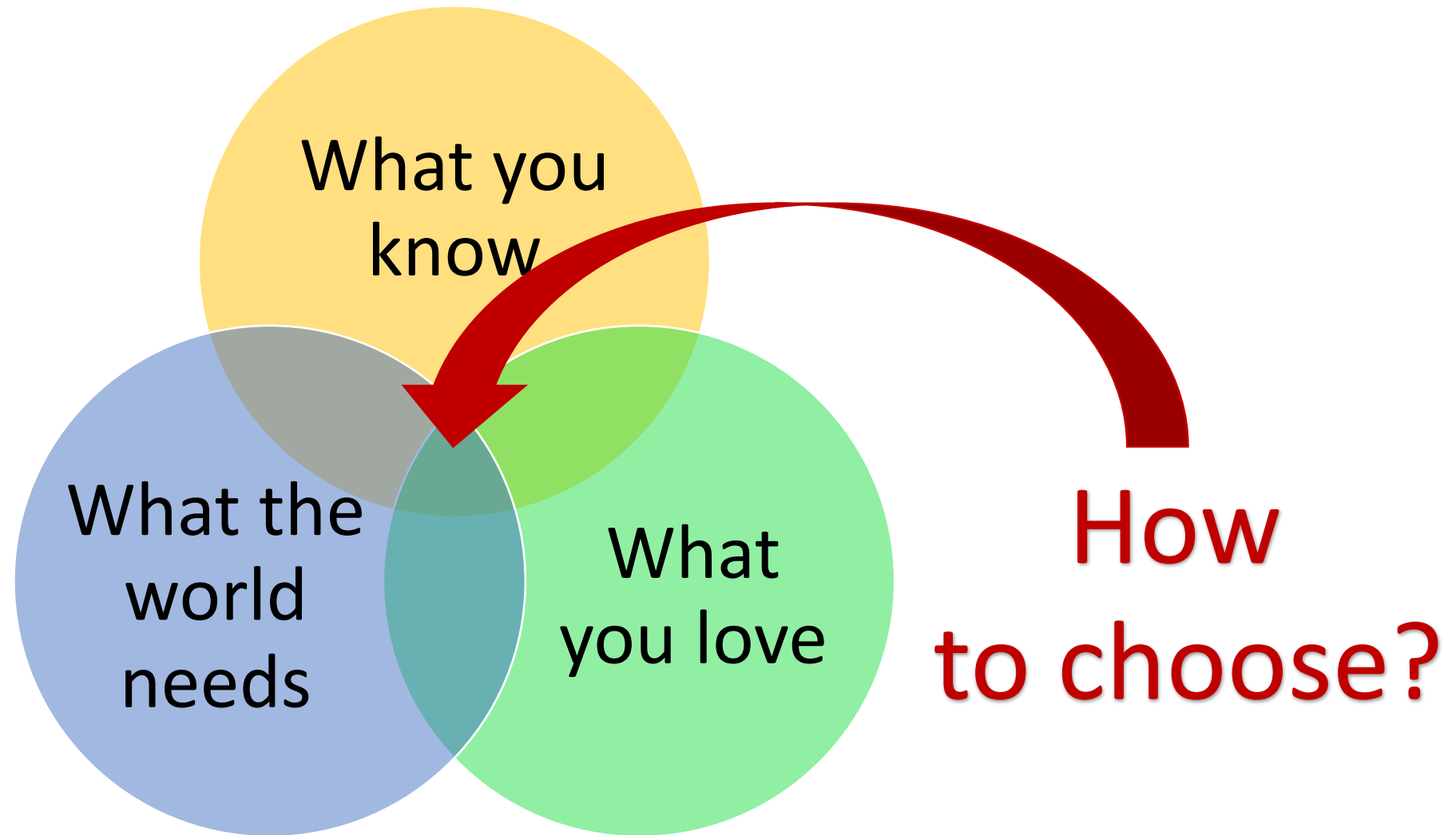
How to Write Your First Book



Choosing a Topic







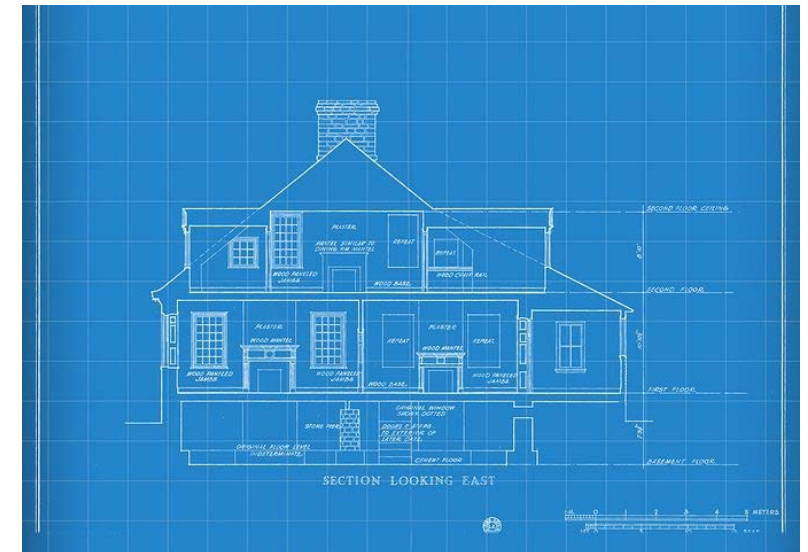
How to Choose

- Pick the easiest one
- Talk about the topics with others
- Search the web
- Pick a starter

The Blueprint

Ask yourself...

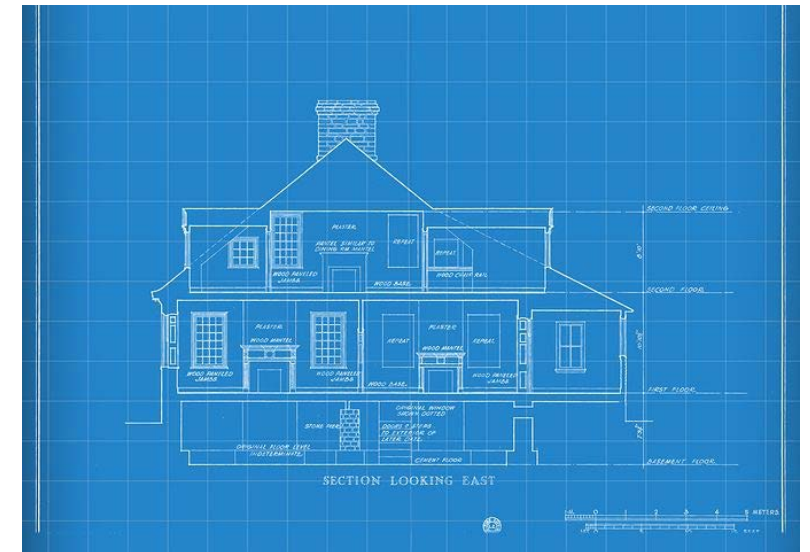
- What is the “core message”?



The Blueprint

Ask yourself...

- What is the “core message”?
- What problem will this solve?







A Firm Foundation



Knowledge

A Firm Foundation



Knowledge
Experience

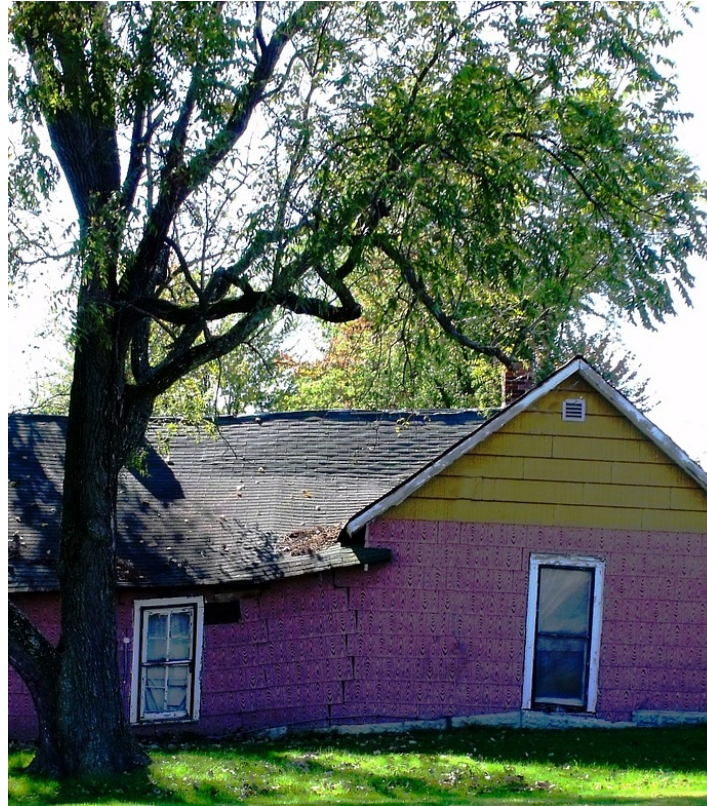
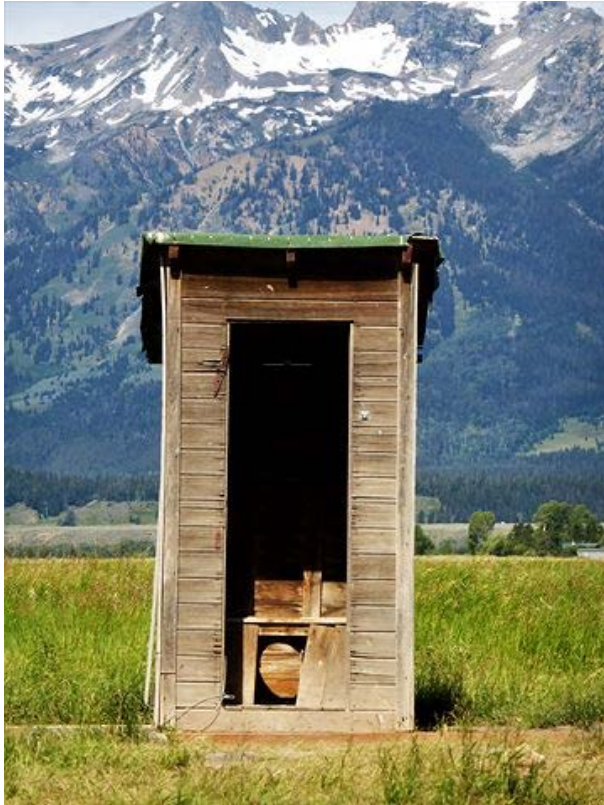


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A Firm Foundation



Knowledge
Experience
Resources



Structure: “Roughing it Out”



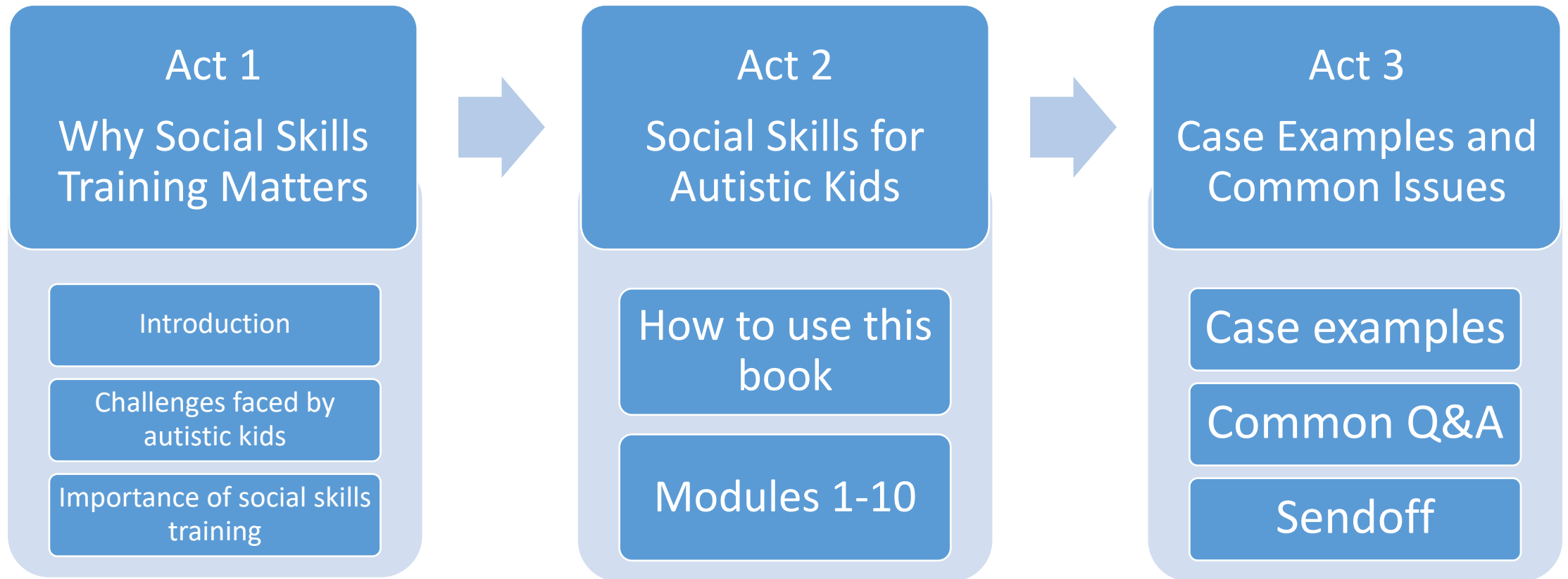
Roughing it Out: Three-Act Structure



Roughing it Out: Three-Act Structure



Roughing it Out: Three-Act Structure



Roughing it Out: *The Q&A*

Topic

Intro

Question?

Question?

Question?

...

Conclusion



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Roughing it Out: *The Q&A*

Bullying

Intro

Why do kids bully?

Should I confront the parents?

What can the legal authorities do?

What is restorative justice?

...

Conclusion and Resources

Roughing it Out: *The Q&A*

For Targets

Intro

Question

Question

...

Conclusion

For Bullies

Intro

Question

Question

...

Conclusion

For Parents

Intro

Question

Question

...

Conclusion



Roughing it Out: Chapters



Three-act model

- Context, Content, Conclusion
- Conclusion -> next chapter

Q&A model

- Intro, Q&A, Q&A, ..., Conclusion
- Does not require transition



Bringing it all together



1. Choose your approach
2. Focus on the big details
3. Create an ugly outline



The Ugly Outline

1. Act 1 – Introduction

1. Chapter 1 – Welcome to my book
 1. Why this book matters
 2. Who should read this book
 3. ???
2. Chapter 2 – I have no idea ☹️
3. Chapter 3 – Using forgiveness in therapy
 1. Why forgiveness matters
 2. Research findings on forgiveness in therapy
 3. Maybe something on self-compassion?



Blood, Sweat, and Tears

Things to Do



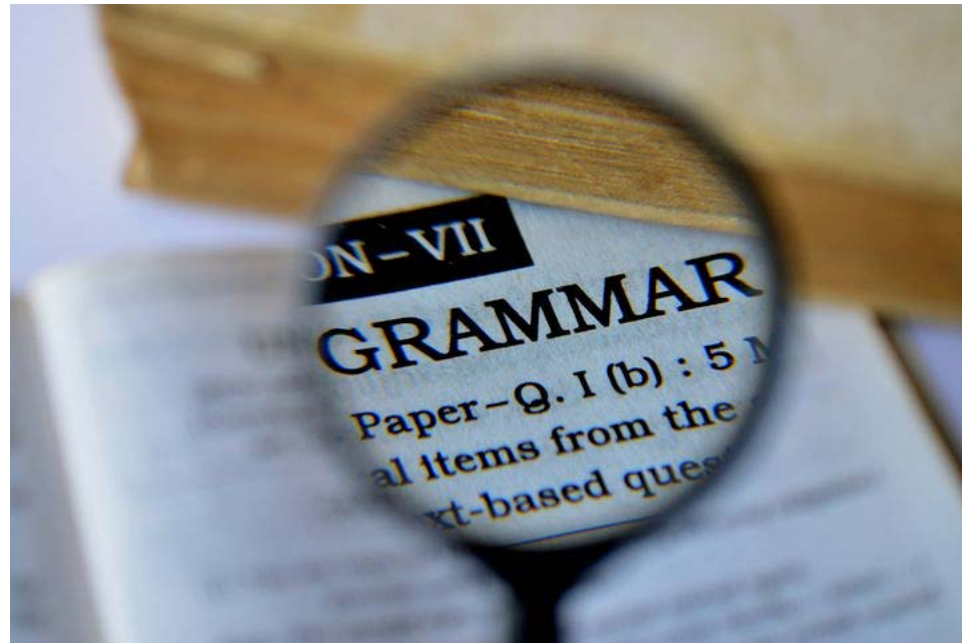
Set wordcount goals (50k!)

Things to Do



Block off and Squeak in

Things to Do



Grammarly.com

Things to Do



Reward yourself

Things to Do



Seek inspiration

Things to Avoid



Zimmerman, B. J., & Kitsantas, A. (2007).
A writer's discipline: The development of
self-regulatory skill. *Writing and
motivation*, 19, 51.

Rushing

Things to Avoid



Worrying about details

Things to Avoid



Gollwitzer, P. M., & Sheeran, P. (2006). Implementation intentions and goal achievement: A meta-analysis of effects and processes. *Advances in experimental social psychology*, 38, 69-119.

Telling people about your book

Things to Avoid



Neglecting your life



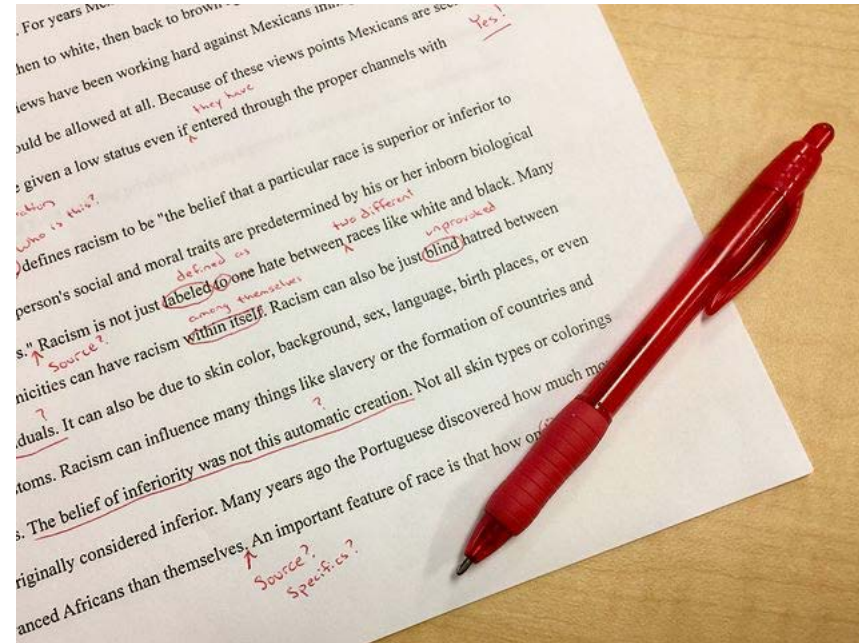
The Finishing Touches

Assemble a Team of Editors

- Friends and family
- Colleagues
- Intended audience
- An actual editor

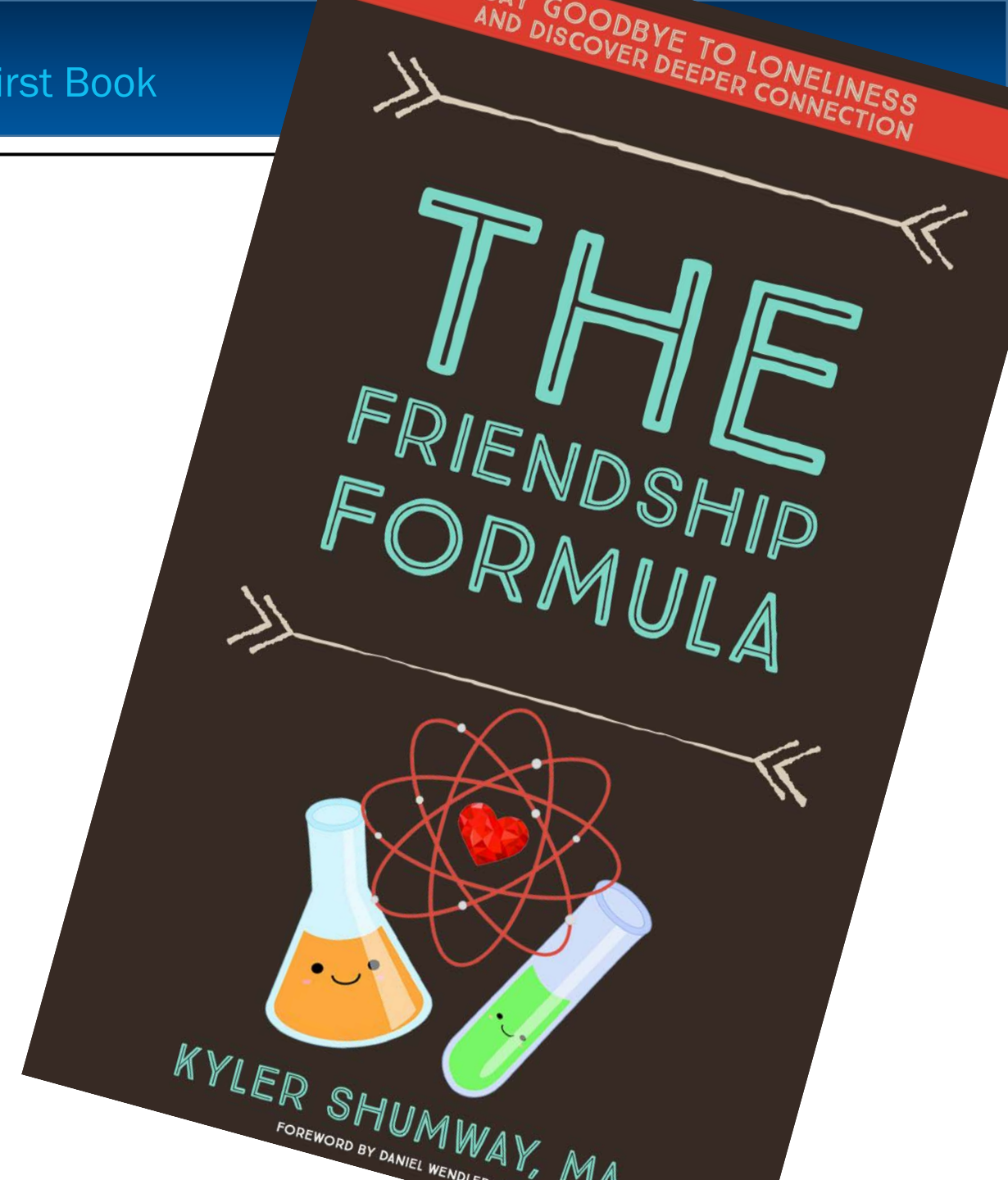
Actual Editors

- BookBaby.com
- Reedsy.com
- Shop around!



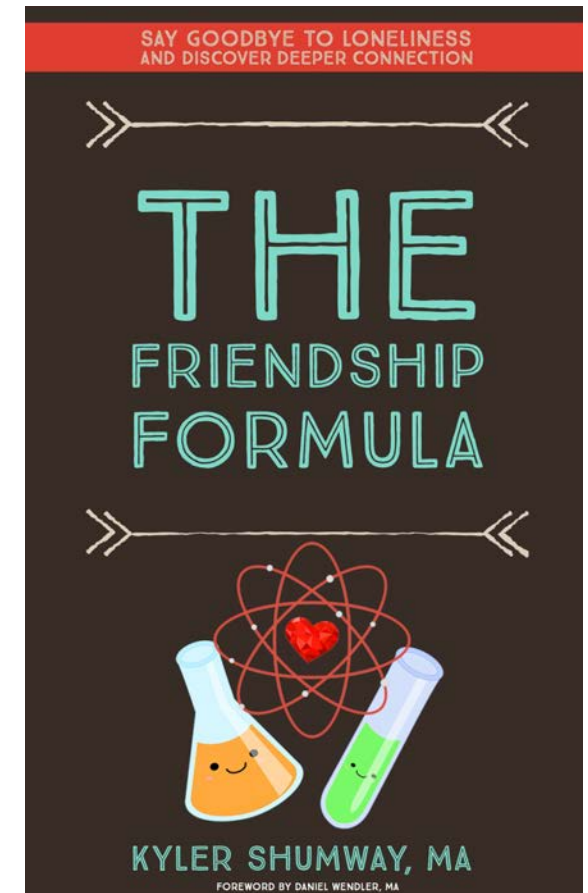
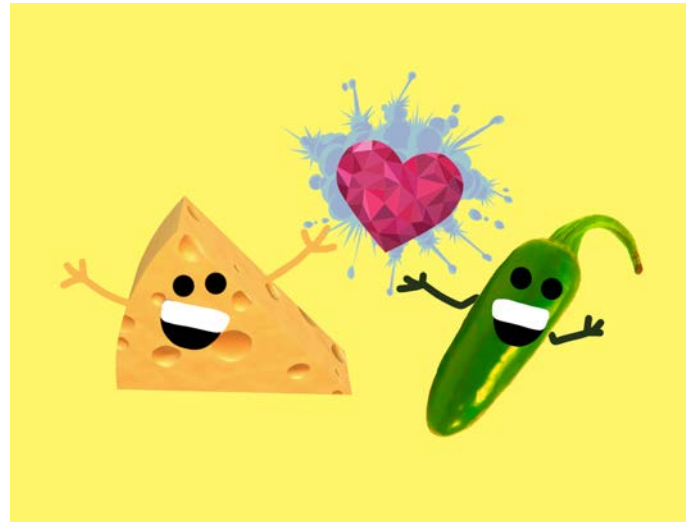
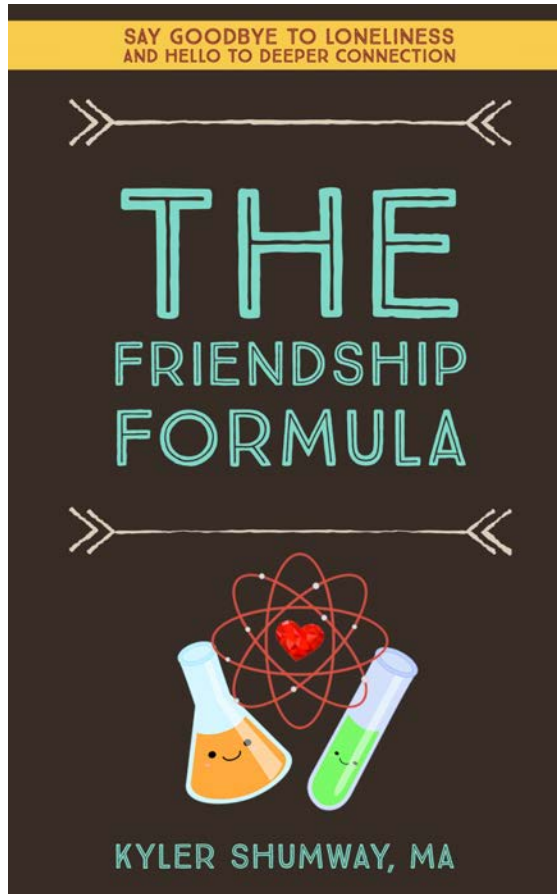
Editing ≠ Formatting

Title and Cover



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Title and Cover



Love it and List it



Tune in May 17
(tomorrow!)



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Love it and List it



Send it my way!

Kyler@KylerShumway.com



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QUESTIONS & ANSWERS

Protect your creativity

Register your copyright to protect
your work against infringement



Visit apa.legalzoom.com to learn more! *legalzoom*[®]

Final Thoughts

- Webinar recording will be emailed to you in 3 weeks
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- *Our next Self-Publishing Supercharge* webinar:

Marketing Your Book
Friday May 17 at 2pm EDT

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Supercharge Your Presence

THANK YOU

For more webinars, visit apa.org/members/

