



DC BAR LUNCH & LEARN: JUNE 7, 2018

Earn More, Attract More,
and Reach More Through

SELF-PUBLISHING

Earn more: Boosting
your business

Attract more: Putting
yourself out there

Reach more: Book is
available to the masses



RAMSES HOUSE
PUBLISHING LLC

Not a Get-Rich
Quick Scheme

WWW.PUBLISHINGFORLAWYERS.COM



amazon

**still the
king**



RAMSES HOUSE
PUBLISHING LLC

SELF-PUBLISHING
needs to be done right

BRANDING
speaking engagements, panel
participation, additional
clientele

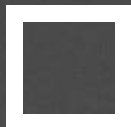
**SELF-PUBLISHED VS.
TRADITIONAL**

WWW.PUBLISHINGFORLAWYERS.COM

WHY SHOULD YOU WRITE A BOOK?

Several reasons

1. Increase Your Credibility
2. Gain Notoriety
3. Build Authority in Your Niche
4. Gain More Exposure for Your Business
5. Reach More People with Your Message
6. Attract New Clients for Your Services
7. Diversify Your Income

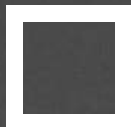


THE PRACTICE OF LAW HAS CHANGED

A law practice is a business. Attorneys must be:

1. savvy lawyers
2. savvy marketers
3. savvy business owners

A book is a great marketing piece.



EXPLORATION

WHY YOU SHOWED UP TODAY

Do you want to write a book?

Are you already writing a book?

Are you trying to finish your book?



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What is a book?

--a book is
whatever you make
it.

TREATISES, TEXTBOOKS, CASE
BOOKS, AND MANUALS ARE NOT
THE ONLY PUBLICATIONS SERVING
THE LEGAL COMMUNITY.

~~2,000~~ pages

32 pages

50 pages

300 pages

KOBO

IBOOKS

AMAZON

CHEAPER
TO PRINT

EBOOKS ARE

STILL HOT

SMASHWORDS

BARNES &
NOBLE



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Writing and publishing a book can mean a substantial investment of your time as well as your money, although it varies widely.

BEWARE OF BEST-SELLER STATUS

WHAT IT TAKES TO BE A BEST-SELLING AUTHOR ON AMAZON

BRENT UNDERWOOD



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82%

Americans want to write a book, more than half never do.

STATISTA.COM 2016

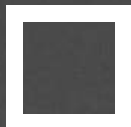
786,935

PRINT & EBOOKS
SELF-PUBLISHED

WWW.PUBLISHINGFORLAWYERS.COM

TODAY'S TOPICS TO BE COVERED

- How to find the motivation and time to make it happen
- How to decide on your topic and your audience
- How to find the right professionals to help
- Understanding the publishing formats



HOW SHOULD YOU BEGIN?

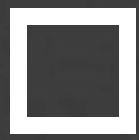
- CASE FILES
- BLOG POSTS
- ARTICLES
- SPEECHES
- VIDEO
- PODCASTS
- CONFERENCE PANEL OUTLINE



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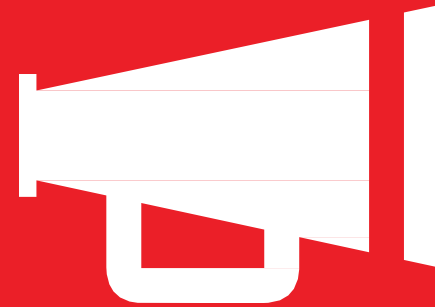


HOW DO YOU MAKE TIME TO WRITE A BOOK?



DEDICATE TIME & SPACE

- 45 minutes to 2 hours a day
- Mornings, evenings, lunch breaks
- Carve out space in your home
- Be consistent



TALK YOUR BOOK

- Voice recorder apps
- Transcription apps



WRITER FOR HIRE

- Expensive
- Your voice captured
- You approve the manuscript

Don't make it about the money

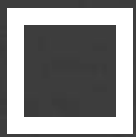
WHAT'S YOUR MOTIVATION? YOUR PURPOSE FOR WRITING A BOOK?

Establish yourself as a thought leader?
Attract new clientele?

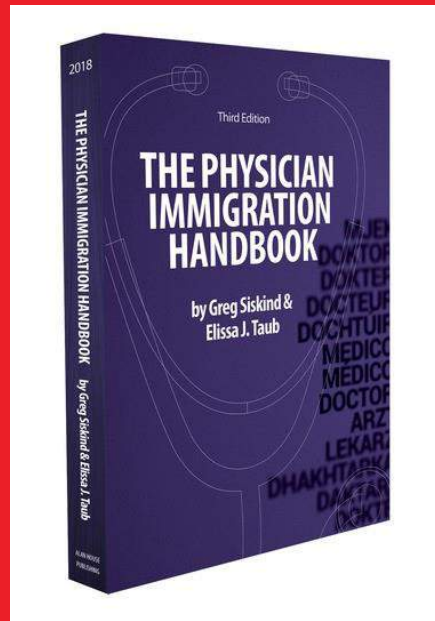
Move into a new and growing
market? Raise your public persona?

Build and expand your
practice? Make some residual

- For an attorney, it's about the reach the book might have and the opportunities that could present themselves to you and your firm.

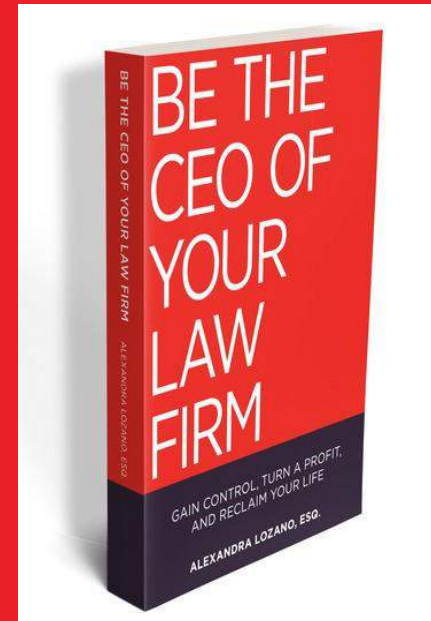


KNOWING YOUR PURPOSE



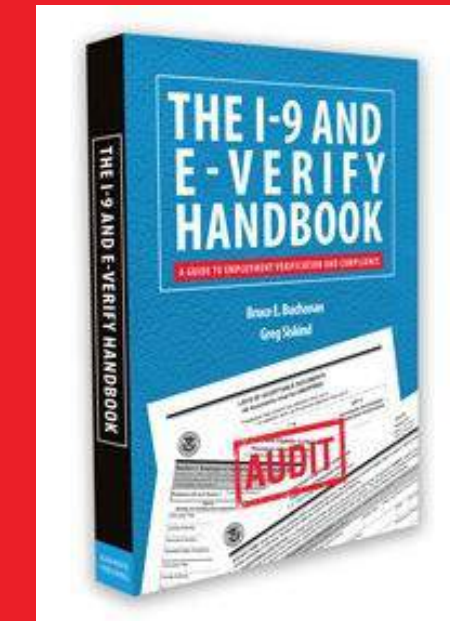
GREG SISKIND

- Solidify level of expertise
- Attract high-end clients
- 400-page business card
- Updated annually



ALEXANDRA LOZANO

- Share her experience with other female attorneys
- Build a speaking/consulting business



BRUCE BUCHANAN

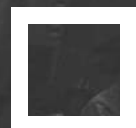
- Attract high-end clients
- Establish thought leadership

WHAT'S YOUR TOPIC AND WHO IS YOUR AUDIENCE?

- Who will benefit most from what you have to say?
Be specific about who you are trying to help with your book.
- What are the numerous questions you find yourself fielding constantly from potential clients?
- Is the topic based on your practice area?

Legalese is only for lawyers.

Others must have clear, concise writing with no legalese or jargon.



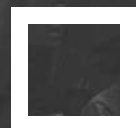
DEVELOPING AN OUTLINE

MIND MAPPING

- Write your book topic in the middle
- Write everything you know on that topic around the middle (stories, examples, lessons learned, books, ideas)
- Organize common topics into groups/sections
- Use those to form your outline and chapters

**But I
digress.**

An outline keeps you on point with less digression.



DEVELOPING A TIMELINE (CHECKLIST)

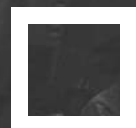
A timeline has target dates and specific events that must occur for you to succeed at writing and finishing your first book.

Depends on:

- The size of the book
- Your dedication to getting it done
- Getting the right help in place
- Being realistic

**Production
always
takes
longer than
you think.**

Pick a date. Then
add six months to it.



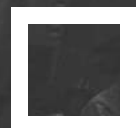
YOUR FIRST DRAFT

- The first draft is the ugliest. It is your data dump.
- Stay on track. Stay focused. Don't look back. Fight that desire to scroll up and re-read what you just typed.
- Keep going. It's the best thing you can do.

Take a break.

**Avoid the
desire to
edit.**

Your job is to write.

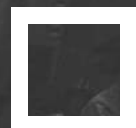


YOUR SECOND DRAFT

- Tweak language, reorganize paragraphs, fill in holes, expound and expand for clarity and comprehensiveness.
- Look for inconsistencies in thought, overuse of the same words or misuse of certain words, restatement of the same point, verbosity, unfinished thoughts, run-on sentences, unnecessary use of passive voice, typos and other grammatical mistakes.

The second draft is the OMG stage.

Read it aloud.



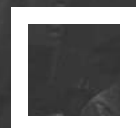
CHOOSING THE RIGHT PUBLISHING PROFESSIONALS

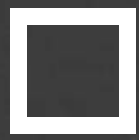
THE ROLE OF AN EDITOR "I was accused of murder."

- When performed well, editing goes undetectable to the reader.
- A trained editor's goal is to IMPROVE not CHANGE an author's writing.
- The editor's job is to retain as much of your voice as possible while balancing your needs with your potential readers' reaction to the words.

“The only pages that don't need editing are blank.”

No egos! Do not take it personally; the goal is to improve your manuscript.



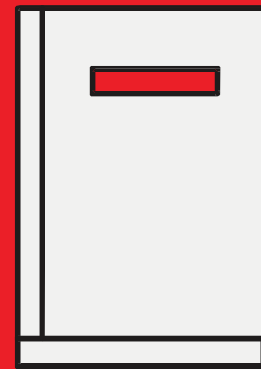


PROFESSIONALS YOU NEED



EDITOR

- Substantive editing
- Conceptual editing
- Copy editing
- Proofreading



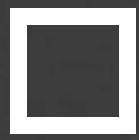
COVER DESIGNER

- Based on genre
- Provide details of your book, ideas



PAGE FORMATTER

- Not expensive
- Presentation is key
- Fonts, graphic elements, text boxes, header & footer positioning, margins

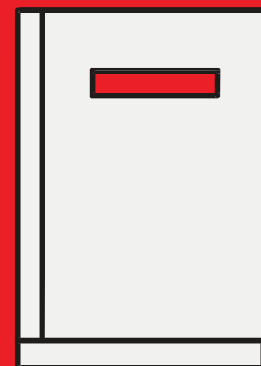


PUBLISHING FORMATS



AUDIO

- Requires voice talent
- Amazon service: Audible



PRINT

- Print on Demand
- Paperback or hardback
- IngramSpark
- CreateSpace
- Amazon



EBOOK

- Kindle (mobi)
- ePub for B&N and iBooks
- PDF

RESOURCES

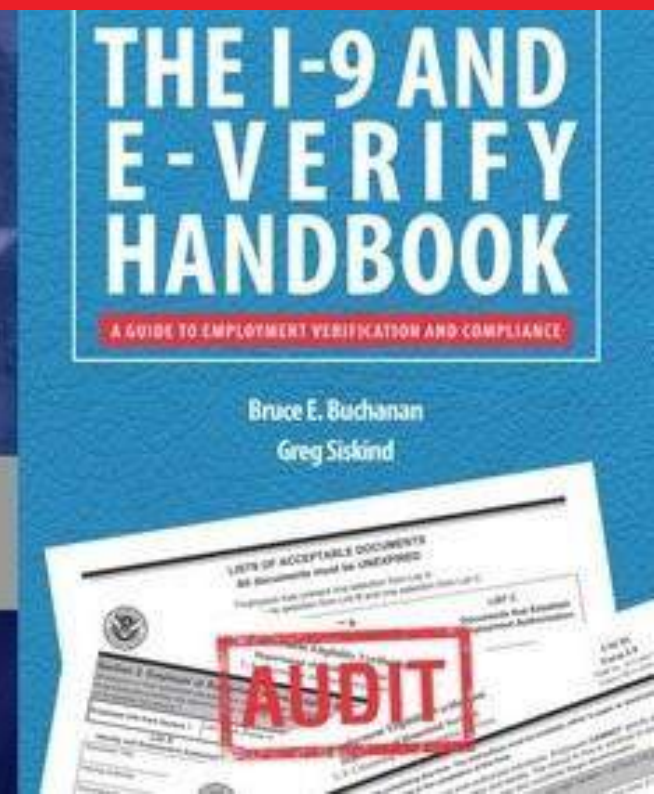
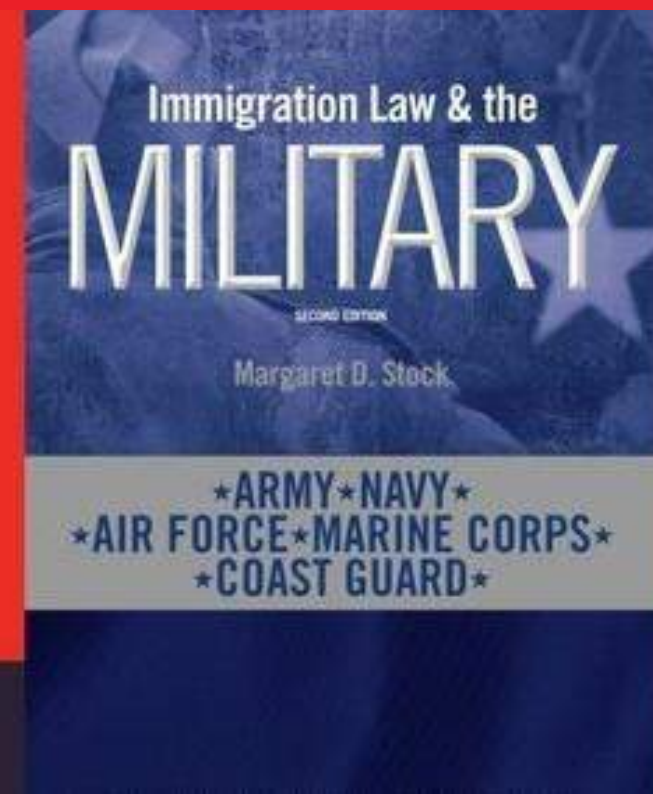
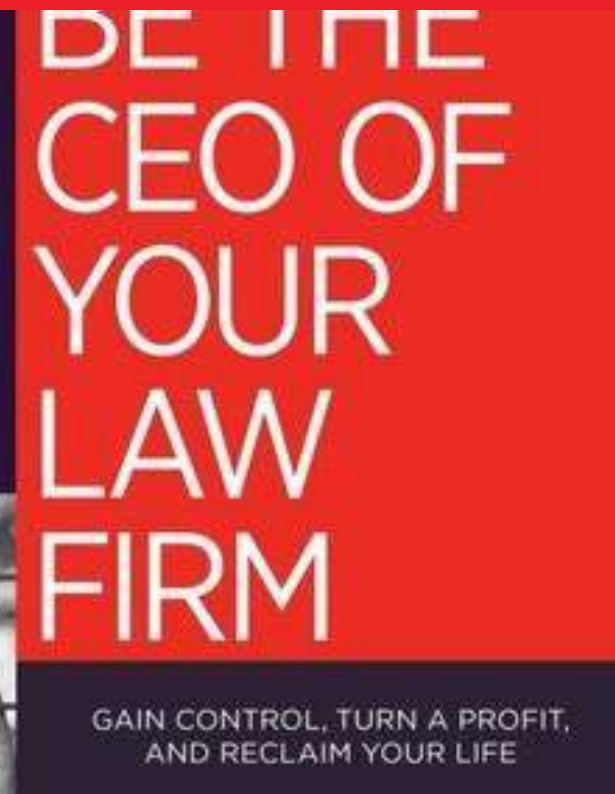
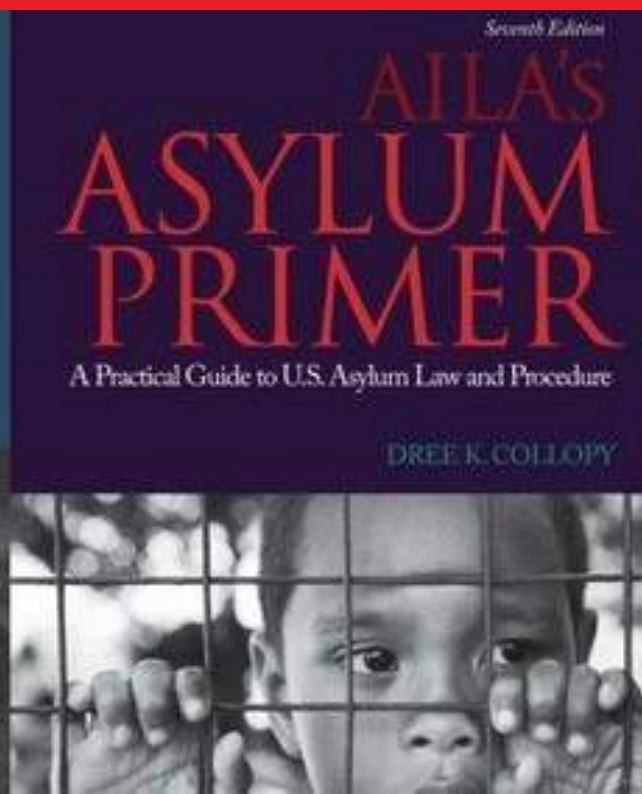
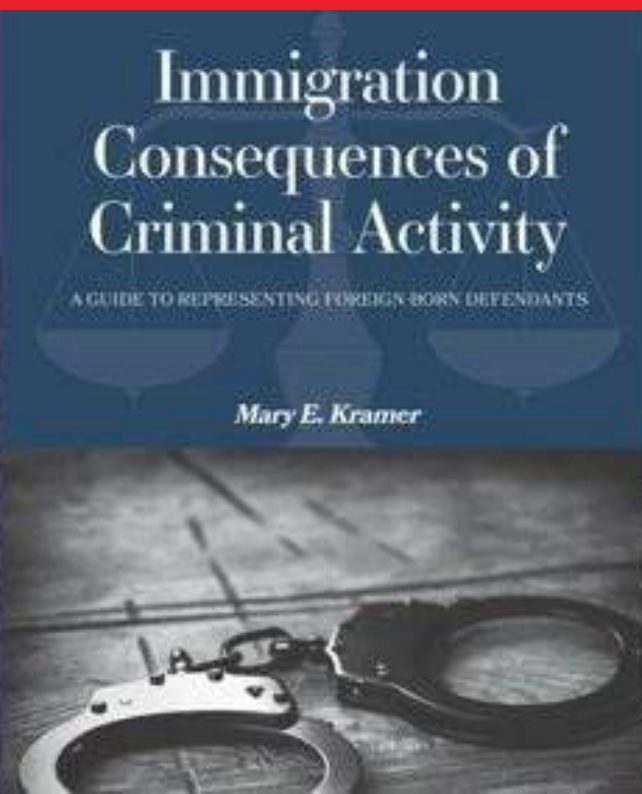
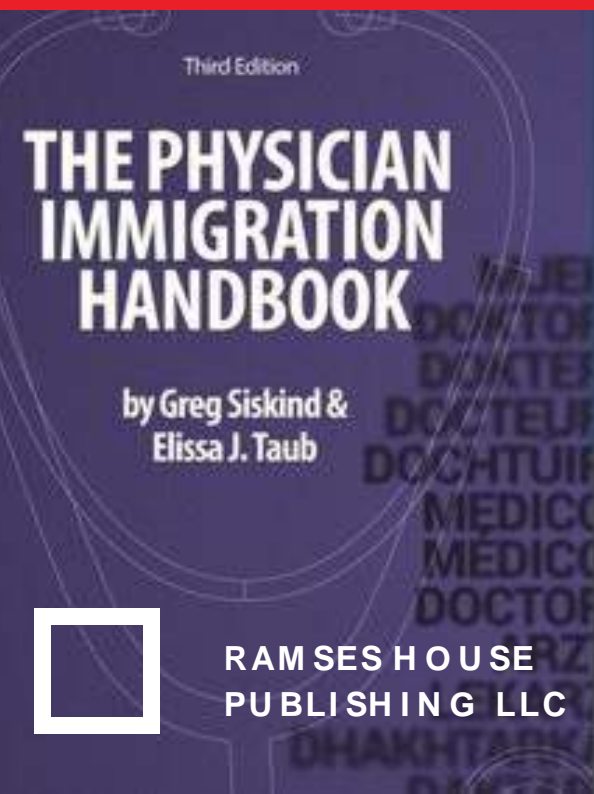
Attorney at Work articles (handout)

Attorney at Work: Jay Harrington, "Want to Generate More Leads as a Lawyer? Write a Book"



Sexy Like a Book newsletter: tips on self-publishing. Ramses House Publishing

- www.ramseshp.com
- IngramSpark.com
- CreateSpace.com
- KDP.amazon.com
- press.barnesandnoble.com
- Mind Map worksheet (handout)



SPEAKER

Tatia Gordon-Troy is a Maryland attorney and an award-winning publisher who has led an illustrious career in legal publishing for more than 20 years. She has been instrumental in the production of more than 500 books and periodicals serving the legal community and has extensive experience developing eBooks, magazines, newsletters, blogs, and white papers. Tatia is the former head of a multi-million-dollar publishing unit for the American Immigration Lawyers Association. She now helps attorneys self-publish to market themselves and build their practices. Tatia is the founder and CEO of Ramses House Publishing LLC, a publishing house and marketing consultancy, and is publisher of the Washington, D.C., Suburbs edition of the Attorney at Law magazine.



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