



**Get  
Published  
NOW!**

*Self-Coaching Program*

*Get yourself published*

*...fast!*

---

## Get Published NOW!

**This is a 4 week coaching course to help you get published fast. You can coach yourself using this workbook alone, or use it as a tool within an existing coaching relationship, and/or as part of the Get Published NOW 4-week Teleclass.**

### **What's included:**

- ♥ How to develop your writing track record
- ♥ How to define and target your market
- ♥ How to research your market
- ♥ How to use and explore online writing resources
- ♥ How to find publishers specialising in your field
- ♥ What to put in your publication proposal
- ♥ How to submit to magazines and trade/professional journals
- ♥ What you need to know about Self-publishing
- ♥ What you need to know about e-Publishing
- ♥ A sample publication proposal

Get Published NOW!

Contents.

Introduction

Session 1. Getting Started

Session 2. Writing for Journals and Magazines

Session 3. Book Publication.

Session 4. Alternatives to Traditional Publishing

Appendix: Sample Publication Proposal.

## **Session 1. Getting Started**

**Keywords:** Intention, action, message, location, self-care.

### **Key Points:**

- 📖 **Have a clear intention**
- 📖 **Take action**
- 📖 **Know your subject**
- 📖 **Discover your niche**
- 📖 **Develop your track record**
- 📖 **Develop your style and ability**
- 📖 **Be consistent**
- 📖 **Develop a strong personal foundation**
- 📖 **Discipline yourself**



Each of you will be at a different stage when it comes to your writing. Some of you will have had articles published, some of you will have plans to write a book, some of you may have written one and are looking for a publisher. You may have had a book published in which case you will identify with some of the action outlined here.

In order to create anything you must first:

- a) Have a clear intention  
and
- b) Take consistent action towards that intention

For those among you who love success formulas it can be expressed as:

**Intention + Action = Creation**

Get Published NOW!

### **Make it easy for them to publish you!**

Once you have chosen which magazines or trade journals to write for how do you get your articles accepted for publication?

#### How to get the editors attention:

- Know about the journal
- Review past issues
- Get to know their readers

*"If there's one thing that does annoy me it's when people clearly haven't even seen the magazine, let alone studied or read it."*

- Julie Kellow, former editor of Top Santé  
(the UK's best selling health and beauty magazine.)

#### Prepare the ground

You can always contact the editor, or assistant editor, of the journal and outline your idea. You can judge their interest level and may be able to modify your article to a different angle which they would prefer to cover.

They will be expecting to hear from you. Then when you mail your manuscript it will get their immediate attention. Unsolicited manuscripts are often put to one side and many end up in the bin!

Tip:

If it is a monthly produced Journal they will be busy publishing during the second and third weeks of the month. Better to call when things are quieter and they will have more time to talk to you!

#### Popular magazines

Magazines like Top Santé expect you to submit a query letter. Your first point of contact is normally an assistant editor who will issue you with their *guidance for authors* and let you know their preferred format for queries.

Typically a query will include:

- an outline of your feature idea,
- your resumé
- samples of your previous work.

Your writing style and ability will be judged on the quality of your query. It is extremely rare for unpublished writers to break into the popular glossy magazines. This is where your track record is important.

#### Author guidance

Most trade and professional journals also provide *guidance for authors*. This is often a written document which they expect you to follow to the letter. This informs you of their preferred format for articles in terms of layout and which word-processing software they use. Always ask for their authors/contributors guidance, then follow it.

Get Published NOW!

### Be original.

*“There is a reality, a life force, an energy, a quickening that is translated through you into action, and because there is only one of you in all of time, this expression is unique. And if you block it, it will never exist through any other medium and it will be lost. The world will not have it. It is not your business to determine how good it is nor how valuable nor how it compares with other expressions. It is your business to keep it yours clearly and directly, to keep the channel open.”*

Martha Graham

It has been said there are only a handful of stories in the world and they have been told and re-told through the ages. In other words originality comes not from *what you are saying*, but *how you are saying it* (your style) and *how you are making it relevant* to your readers, who may be emerging generations or specific groups e.g. busy people, working mothers, retired professionals, skateboarders etc. Having said that there is always something new. As we grow and evolve we create new ideas and discover new concepts.

Are you procrastinating? Take note. Your procrastination could be indicating that you have an underlying fear. One concern which writers raise time and again in this class is their fear of ‘losing’ their idea to an unscrupulous publisher who may take their idea and use it, or they have an idea for a book and during their research it appears that someone else has already written something similar. Many writers are so fearful of telling anyone their idea, giving away ‘their’ creation, that they are afraid to send in the publication proposal.

It is important to remember a couple of points. First, remember, an *idea* is not a *creation*. Everybody has ideas every day. Few are acted upon. This is why acting on your idea, putting your ideas into action and actually getting it written is so important. Secondly, we are all unique. Someone may take your idea and even your title, but they *could never do with it what you would do with it*. This is very important to remember.

Your work is unique because it contains *the essence of who you are* and you are unique. If you have an idea and someone else appears to have ‘got there first’ don’t be afraid to take a good look at it. Outline your idea, then look at your competitors work. You will see a big difference.

Your approach will always be unique. As an exercise, identify how yours is significantly different, and highlight those differences in your publication proposal. You can then tell a potential publisher why your work is so different from your competitors and increase your chances of publication.

The more you can weave uniqueness and authenticity into your work, the more original your work will be.

Get Published NOW!

***“Writers are 10 a penny. Finding someone who will write well, consistently and deliver what they promise and on time is an entirely different matter.”***

Q. How do I get published?

A. Deliver what publishers want.

Remember that publishers are simply business people. They don't just publish what they fancy. They publish what people want to read. They, and you, want to publish *what people want to buy*. You're on the same team!

- Know your market.
- Write well.
- Deliver what you promise, and on time,

....and you are a publishers dream come true!

## Comments from former teleclass participants:

*"I can highly recommend Ruth's teleclass. It has kick-started my new-found writing career! I always knew I could write and people have always told me I was good at it. But I never thought I could make a living from it. Being part of Ruth's teleclass gave me a real kick up the pants. Not only does Ruth have a fantastic knowledge of the writing industry, she also is able to create a very supportive and collaborative ambience in her teleclasses. Since doing the teleclass, 2 magazines have accepted articles from me, 2 businesses are paying me to write their website copy and business plans and a literary agent has approached me about publishing my first book. Not bad for a 80 quid investment!"*

-Gabriella Goddard, MCIM, MICF. Founder & Managing Director, Claravia Ltd

*"Thank you for being a brilliant teleclass leader - I loved your class! A fabulous Q and A session which was informative and inspirational. Many thanks!"*

-Suzy Greaves, Health Journalist & Life Coach, Director of Health Coaching eBeDo Ltd

*"I never thought that I could even dare hope to get a book published. The teleclass made me realise that I am more than capable, that I have the ability and most importantly, that I will succeed. Ruth is a practical, warm, intuitive, knowledgeable coach - who steers the class with considerable flair and understanding. She seems to be able to tap into everyone's individual circumstances and provides the most striking insights almost immediately"*

-Julie Plenty, Personal and Business Coach

*"When I signed up to do Ruth's 4 week teleclass Get Published Now, my habitual scepticism led me to question how much of a difference one brief course could actually make. I have to say that it has brought about a major shift. Not only does the course provide useful, practical information but it has inspired me to undertake a major project I would never have dreamed of before. This project also requires that I write a series of articles and I find that I am far more focused and productive than ever before. Ruth has a talent for bringing out the best in each individual on the course and creating a very fertile atmosphere of mutual support and sharing. Ruth is an inspirational coach who delivers more than she promises."*

-Annie Kaszina, Alexander Teacher and Coach.

*"I did enjoy your teleclass yesterday, although I have published in a number of magazines I did learn from the experiences you shared during the class. Thank you also for the resources you sent, they were really useful."*

-Teresa Marshall, Clearview Coaching

*"It was a real pleasure to be part of the group today and I am convinced that you are the person best able to bring out the best in all of us. Many thanks for your experience and centred way of controlling the flow without being controlling - some skill!!!"*

-Penny Darby Smith, Life Coach

*"Ruth's intuitive coaching helped me to appreciate that the seemingly most trivial moments in my life, such as changing nappies, are actually the magnificent moments that my book is being written. Ruth reminded me of being fully present in the moment and trusting that the way life unfolds for me is the best way for me to write this book. I have tried it and, believe it or not, many ideas have come to me when doing the 'nappy business' since then! The Get Published NOW workbook has great insights. It is practical and a powerful reminder of what is really involved when writing and publishing. If, like me, you feel frustrated when things get in the way and prevent you from writing, I strongly recommend you talk to Ruth."*

-Mireia Asensio, Educator and Career Coach