

POLISH YOUR TALENT AND SKILL IN BOOK WRITING

Key Points Every Aspiring Author Must Know!

EDIFY HAMPANDE

***Polish Your Talent & Skill in Book Writing:
Key points Every Aspiring Writer Must Know!***

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Dedication

I dedicate this book to all aspiring nonfiction book writers in Africa, whose success in writing is my greatest joy. May this book inspire and empower you to share your stories, knowledge, and experiences with the world.

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My mind for staying positive up to the finishing line while trying to bring into being this unique book.

Preface

Welcome to “*Polish Your Talent and Skill in Book Writing*”! I’m thrilled to share this book with you, as I know you are reading this book because, somehow, you strongly believe you are a talented writer and you are passionate about it. But for one reason or another, you believe you are not good enough. You are not yet there, you know what I mean?

You believe there is still room for growth in your writing skills. You further believe that this is a book which can give you a leakage and steppingstone to actualize who you really want to become in this life. Indeed, your instincts are correct!

Let me tell you this; for some people, writing is an inborn talent. It is in their DNA! Creativity is an intrinsic factor in them. With or without making graduate qualifications in writing as a prerequisite for writing great books, they can still perfectly write great articles and books. So, for them, college education in writing is not a factor at all! From birth, they are wired with the spirit and passion of writing. In short they are born writers.

For others, they have been to many colleges and universities of writing and are full of certificates of qualification in that. However, they are unable to use that education to write books except offering editorial services. Again, there are those who can still write a book but its quality is far less than that of those who are born writers but without any graduate qualification in writing.

Another minority group is for those who can write better or almost with the same level with those who are born writers but without formal training in writing. Both can be national bestsellers and attain all sort of awards.

This book I have written it for those who are interested in writing but are too occupied with other things of life, and/or those who are not financially prepared to go to college any time soon and become graduates in writing.

Therefore, I am neither here to discourage anyone from going to college nor demean the education in writing provided by tertiary institutions anywhere but to accommodate those without chance to. So, whether you are an accountant, medical practitioner, teacher,

dramatist, engineer, pastor, nutritionist, journalist, legal practitioner, photographer, pilot, professor, farmer, whoever you are, you will find the principles of this book somewhat helpful, practical and timely. You will have to read these principles over and over again just to remind yourself of what you are supposed to do.

This book will definitely polish your talent and passion in book writing and catapult you to success, at least to a greater extent.

Edify Hampande, persuasive writer.

Getting started with writing!

CHAPTER ONE

TYPES OF WRITERS

If you talk of music, you will find that musicians come in many types. There are those who sing pop, jazz, rock, lumber, reggae and other types. Such are called genres of music. An example of pop music is rap and reggae. Each singer knows exactly what type of music he is involved into.

The same goes on with the art of writing. We could all be called writers but, we are not the same. There are generally two broad classes to which you can belong to as a writer. These are fiction and non-fiction writers.

Fiction writing is where a writer composes literature based on imagination and creativity to convey his opinion to the audience. Thus, fiction work is considered non-factual but very sensible. The opposite of fiction writing is non-fiction writing.

Writers who fall under this category compose literature based on researched facts in order to communicate the message they have for their audience. In non-fiction writing, creativity is blended with facts. This book is an example of

non-fiction writing. Now, among the two aforementioned broad categories of writing, there are subcategories briefly explained hereunder:

1. **Novelists:** This is a special group of writers who specialize in writing novels and novels generally have at least 40,000 words. Within this category, there several areas one can focus on such as science, historical, love stories, etc. Novelists are fiction writers who are highly imaginative and creative. Sometimes novel writers imagine things which are out of touch with reality.
2. **Poets:** These are writers of poems and these poems vary widely. Poets are fiction workers.
3. **Songwriter:** These are writers who generate lyrics for new songs with or without tune but later turn them into music.
4. **Playwright:** These are creative writers who come up with stories which are then turned into films or other forms of performances on stage. These are also fiction writers.
5. **Short story writer:** Like the name suggest, indeed, they write short stories. A short story can have 500, 1000, 5000 or 10,000

words. Short stories are often published on various platforms such as magazines.

6. **Screenwriters:** These are writers who create scripts for television shows or movies based on various sources of information such as newspapers, articles, books, stories and so on. Definitely, these are non-fiction writers.

7. **Blogger:** These are writers who synthesize write-ups from various sources and self-publish content on various online platforms. These platforms could be newspapers and social media platforms like facebook, twitter, instagram, snapchat, and many more. Some writers such as novelists blog fiction work while others blog non-fiction work as a way of marketing their work and growing an audience.

Social media blogging is something which I strongly recommend to every aspiring writer who is serious about making a date with success through writing. Create a page and start posting free but relevant content in line with what you want people know you for. If you want them to know you as a poet, copywriter, novelist, medical practitioner, post stuff which will help you create that identity.

Continue posting free content on your blog for some time. Let people appreciate how knowledgeable you are through sharing content that is life-changing and in line with your future books.

Prove to them that indeed, you have more to offer to them. Social media blogging allows you to interact with your followers. When you impact your audience online, the day you will announce that you have something to sell, trust me, they will buy your books like no man's business!

Through social media blogging, you can unimaginably create a huge following which you can later monetize by turning it into a great market for your books. Through social media blogging, your products can reach all parts of the world in a very short period.

8. **Copywriter.** This is an author who creates content used for marketing or advertisement of products and services for a company or an institution. Do you think copywriting is a form of fiction or non-fiction writing?

9. **Ghostwriter:** These are writers with an ability to impersonate a client. They write content not for themselves but for their clients and can mimic their client in everything –voice and tone. Think of ghostwriters like some ghost comedians who imitate some public figures like country presidents and many more.

I know one ghostwriter from Zambia Mr Bob Banda. Ghostwriters can narrate stories or tell information in the first person point of view. Ghostwriters can be employed by high-ranking government officials such as presidents, ministers, members of parliament, party presidents, and even media houses to craft speeches or social media contents for their clients. Do you think ghostwriters are fiction or non-fiction writers?

10. **Persuasive writers**

These are non-fiction writers who craft pieces of writing intended to curve or shape people's mind towards a particular point of view or opinion. These writers compose literature which is calculated to influence or sway people in a particular direction. Persuasive writing begs for a response or an action from the audience.

Persuasive writing is good at convincing and motivating people to act a certain way. An advertisement is an example of persuasive writing which is intended to call customers to buy a service or product.

Persuasive writers make good copywriters, content writers and marketing agents. Persuasive writing argues its point based on highly researched facts. When I read and understood what persuasive writing is, I then knew I was a persuasive writer!

People like Edwin Ngwane the author of Hustle! Like a West African, Daniel Kabani author of Be Irresistible, Nancy Van Pelt author of Smart Love, Abass A. Toriola author of How to Make Money as a Freelance Writer in Nigeria, Chris Kumatongo author of Raising A Smart Child, Joe Osteen author of Your Best Life Now, Rick Warren author of Purpose Driven Life, Dale Carnegie author of How to Win Friends, Albert Ellis author of How to Hug a Porcupine, and Harv Eker author of Secrets of the Millionaire Mind, they are all persuasive writers. Religious or denominational literatures are forms of persuasive writing.

11. More nonfiction writers

Here are some more examples of non-fiction writers; reporters, autobiographers, biographers, scientific writers, religious writers, editors, journalists, translators, technical writers, and academic writers.

The purpose of this chapter was to give you a hint about a few type of writers and writing styles. Introducing you to that can help you know and understand what type of writer you are and how you can perfect your skill in it.

As an author, sometimes you can find yourself practicing fiction and non-fiction. Should that happen, make sure you do it the right way. I hope that you have been highly enlightened by this chapter and you now understand what type of a writer you are.

Where do authors get thoughts to write a book?

I often encounter this question from my readers and aspiring writers. My response to them has been consistent. I have told them writers are like chemical compounds who react to some things under certain conditions.

Writers develop their thoughts by responding to various stimuli in the environment. For example, upon seeing a picture, or listening to a video clip, or watching a movie, or listening to a touching story or news, an author can be mentally activated. An author will then react or respond to that stimuli leading to a chain of thoughts which then prompts them to write a book, movie, or song.

Other things to which authors react to include reading of magazines, newspapers, articles or books, or hearing of, or passing through a certain life experience or challenge, listening to a sermon or song, observing nature, and many more.

Each writer is unique and behaves differently in the face of each stimuli. For example, two authors may be watching the same movie at the same time but, one may react while another not.

In other words, they are like “the lock and key analogy” used to describe substrate and enzyme relationship. The enzyme is the lock while the substrate is the key. Only the right key enters the keyhole on the lock to unlock it. Thus, the author is the enzyme while the various stimuli

described above are the substrates which opens a spring of thoughts within the writer's mind leading to book writing initiative.

CHAPTER TWO

TRAIN TO BECOME A WRITER

“Do not avoid learning new things as a writer thinking that your gain of new knowledge might change or distort your natural way of crafting books. The saying which goes like ‘knowledge is power’ is not a lie!” –Edify Hampande

1. Find youtube lectures

The world we had a century ago is not a world we have today. Innovation in technology has greatly changed the educational landscape. Today, there is a lot of information on youtube and various internet and social media platforms from which you can learn almost anything you may want to know about writing and everything else.

Some of the youtubers who lectured me so much about writing are Jerry B. Jenkins, a best-selling author, Location Lebel and Chris Ducker. If my writings are insightful to you, you can visit their youtube channels and listen to their video lectures.

And, please do not be indoctrinated by limiting yourself to listening to their lectures alone. Knowledge is not found in a few heads of people only. It is found in many heads. You will have to pick a little here and a little there. That is why in this book you will find that I make reference to a lot of people.

The key in learning edge-cutting writing skills with youtube is in knowing how to punch in keywords in the search pocket. Here are a few

examples of key phrases you can plug into the search pocket, “how to become a writer,” “how to write a best-selling book,” “easy ways to learn about writing,” “Everything to know about writing,” etc. So, depending on the keywords you insert in the search button, you will get different results.

From the search results you can select and listen to the video lessons of your choice. Select to listen to videos which you judge could contain the most beneficial content. Follow and adopt what makes sense to you. But, never listen to one teacher only and take it as gospel truth. Listen to many youtubers and then draw your conclusions about what you heard and listened from one person to another.

In all this, all you need is nothing but internet bundles in relation to your financial muscle. By learning through listening to youtubers, you can greatly improve your writing skills, save lots of money you would have spent at college and many years of studying. After all, those youtubers are people who have already made it in life. So, what would be wrong in listening to their advice other than becoming like them – successful writers?

After listening to their nice video lessons, click the like button and subscribe to their youtube channels. Otherwise I call it “bad manners” to listen to their great wisdom and knowledge then fail to appreciate them by hitting the like button on their channels.

2. Find a mentor for yourself

Mentorship is an ancient but very relevant principle in all field. If you are Christian, you will realize that Jesus Christ mentored his twelve disciples for three and a half years. The famous but late Prophet TB Joshua of the synagogue church of all nations also did the same. Also, most millionaires and billionaires we know today were once mentored by a rich man before they became who they are.

When the disciples of Jesus Christ had been mentored for the stated number of years above, they could easily accomplish any task their master would assign them. Even you, to become a great writer, you must recognize the necessity of a mentor.

Mentorship encourage skills transfer from a master to a student. In cases where you lack a mentor, at least make efforts to read books

written by the gods of the field you seek to dominate.

3. Find books that build your skill

“Reading books does not only improve your writing skills but builds your vocabulary as well” –Edify Hampande.

There are several authors who have documented essential knowledge on how to write fiction and non-fiction books from poetry, novels, motivation, politics, all the way to health. There are several authors who have written books which can guide you on how to write books within your area of interest.

Some of these books you can buy them online or from bookshops around your country, or download them from the internet and begin to read them. Novels are generally recommended for people who may want to know more about grammar, vocabulary and creativity.

4. Attend writers’ conference

The popular saying which goes like, “Species of the same feathers fly together” is not a lie. Society always has a way of grouping people with similar challenges together. You will often

observe that the rich often relate well with the rich, the poor relate well with the poor, presidents relate with fellow presidents, and so on. It is also the same with writers.

As a person who takes writing very seriously, you need to make it your habit to attend gatherings which bring your fellow writers together. These could be writers' conferences, symposiums, webinars, and so on. In these gatherings, a lot of knowledge and practical experiences from great authors is shared.

That information can be of great help to your writing journey and therefore, I encourage you to attend them. In fact, in these gatherings you may even interact with formally trained authors who might share with you some of the things which they learnt at college or university and that may be a plus for you who may have had no opportunity to do so.

5. Working as a writer

Although underrated, writing is actually a serious profession just like journalism, pharmacy, medicine, teaching, or accountancy. But, most young writers fail to succeed in writing because of their attitude towards it.

They take it as a just-by-the-way kind of thing. They think it is a small thing. They think it is not that significant.

But, a person doing a small thing with seriousness can be more rewarded than someone doing a big thing without seriousness. So, it is not about how big or small what you are doing which matters most but the seriousness and commitment you attach to it.

The common words we hear, “never talk about money and book sales in African literary circles” is a lie. Wilbur Addison Smith was an accountant and novelist born from Zambia but raised in South Africa. His novels sold 120 million copies and had a huge base of international fans. His success story just tells us that African writers can succeed as well.

In fact, Mr Smith even abandoned his accountancy job for writing because he was making more money with it. As it is said, “money knows no career,” is indeed true. You can make lots of money through book writing just like any other job.

An income from your books can then be invested in many other things such as

agriculture, infrastructure, education, health services, publishing, tourism, or energy. You can work as a writer on part-time or full-time basis.

Part-time writers are those who make writing a side-hustle job after serving their employers from which they generate their regular income. For these, writing is a matter of chance. Part-time writers often take longer period to complete a book. Part-time writers have a higher risk of losing zeal in writing a book. They have higher failure rates to finish writing a book than their full-time counterparts.

The ‘I am too tired to write today’ excuse is very common among part-time writers. They often fail to challenge it. Moreover, writing is not their main source of income. The benefits which they usually get from it is very little or nothing at all. But, for someone to succeed as a part-time writer, he must be seriously self-motivated. To score in writing as a part-time writer you will have to keep on pushing yourself over and over again. There is no one else who can do that for you.

It is very tough and tricky to work as a part-time writer especially when you are writing things for yourself like a book. Why? You are an employee and an employer at the same time. So, you won't find it easy to play different roles at the same time. For example, no one can punish you if you don't write anything in your book that day.

But, when you are a boss or departmental director at your workplace, you can find it very easy to shout and sternly warn those who report late at work like it is your own business entity. You even get very personal to the point of blocking their salaries and even dismissing them from work for some time.

So, can you do that to yourself? If you cannot do that, it should teach you that supervising yourself is more difficulty than supervising others. You will find situations whereby someone is weak at supervising himself but very hard on others. A person who can work hard to coach others in order to achieve his employer's goals cannot supervise himself to achieve personal goals. That is how weak people behave.

When weak people are in high positions they can make you sweat blood but, go to their homes. You won't believe what you will find there. You will stand open-mouthed. Things are just scattered everywhere. No order. Tough on others but weak on themselves. But strong people are hard on themselves but treat others with lenience.

So, part-time writing is for strong people. If you are weak but you want to become a part-time writer, you have to change and become strong. I am a full-time pharmacist and a dedicated part-time writer. I am tough on myself. I push myself more than I push my workmates, my wife, my child, my brother or sister, my maid, or anybody under my care.

On the other hand, full-time writers are those who take writing as their main employment and regular source of income. These could either be formally or not formally trained but spend at least eight hours in a day of writing.

They write and complete their books in a shorter period than the former. They write and sell more books than part-time writers. Their failure rates in completing books is lower. They

usually generate more income and profits than part-time writers.

If you are an unemployed graduate and has a talent and passion in book writing, I urge you to take it very seriously. You can make a living out of it. My friend Peter Mukuma had gone to university to pursue degree in education but he had no job after graduating for several years.

He then started writing and one of his book *No Melanin* made him become a national bestseller. He was there making money and a living out of his talent and passion until he got employed. In fact, even after getting employed, writing still remained as a crucial side hustle for him.

6. Opportunities for writers

I won't delve much into talking about opportunities for writers because that has not been my focus area in this book. Even from the very title itself, I designed this book to become a tool for capacity building among people who dream of writing books.

But due to an increasing demand for writing jobs in all professional fields in this postmodern

and technology-driven world, allow me to put on spot the content writer job opportunities.

To be hired as a content writer, you need to have a graduate qualification in the field seeking to employ you as such except where your primary graduate qualification enables you to work with professionals from different fields.

This means that, if you are a talented and passionate writer with a graduate qualification in business studies, you can work as content writer for various business institutions, companies, institutions, and social media pages. If you are a graduate in politics, you can be hired as content writer by political parties, government agencies and other organizations with interest in political affairs.

If you are a graduate in English language and literature, you can be hired as content writer by publishing companies. If you are a graduate in health sciences, you can be hired as content writer by institutions, organizations, agencies and companies dealing with health services and so on.

Content writers develop specific content unique to a particular field in accordance with

employer's requirements. That could be generating mails, adverts and posts for marketing their products and services, and many more.

Content writing can generate lots of money just like any other job and that is why I encourage aspiring writers to try to write books and articles within their respective fields where they are an authority and continue to build their knowledge and skills.

Apart from content writing, several employment opportunities I have discussed them with you in chapter one of this book. Additionally, there are writing grant or scholarship opportunities which the Western world and the European countries advertise from time to time on various internet and social media sites. You can grab one and become a formally trained writer.

In conclusion, let me tell you that living your dream life on earth is what gives sense and meaning to life. Seeing your mind-engineered book put on a bookshelf gives you a sense of accomplishment as an author. Every time you see your book on a shelf it reminds you that

indeed dreams come true. Therefore, hire yourself today and turn that book thought in your mind into reality.

7. Chase your dreams now

Are you dreaming of writing a nonfiction book or a novel? Does each time you think of writing a book feel weak and paralyzed like what you are thinking is a fantasy and unachievable? Then delay no further. Chase that dream! If you can dream it, never be fooled by another thought that you can't do it! If you can dream it, you can make it.

Let me tell you; there are books which I dreamed of writing but, later on I felt like it was impossible to achieve them. My mind was telling me 'buddy, this is too big for you. It will drain you. This yoke you are about to put on yourself is heavy. Stop it!'

Over and over again, such conversations got heated in my thoughts chamber each time I had a new book idea. But what encouraged me was a thought I had read several years ago which went like, "If your dreams do not scare you, then they are not big enough!"

So, I knew I was dreaming right when each of my book dream scared me. Yes there are challenges in actualizing everything you could be thinking about. But, where there is a will, there will always be a way.

One thing many success dreamers fail to fully understand is the principle that our mind can think in two different ways: negative and positive but at different times. When your mind thinks positively, it will cheer you in your pursuit for your dream. It will make you believe you can achieve that thing. As long as the thinking pattern of your mind is positive, progress is guaranteed in what you are doing.

However, under certain conditions, the once positive mind can switch off and then turn onto negativity. At that point, even what you once started and believed that you can achieve it will now become impossible.

It will zoom in and magnify the obstacles and challenges which are likely to make it very difficult and hard to achieve your dream. You will then begin to doubt your capability, become discouraged, give up and abandon your dream. That is how dreams die.

When your mind is negatively oriented in relation to your dream, your dream will come true in the negative sense. It will die. So then, what will stop your mind-birther dream from becoming a reality when your mind is positively oriented? There is absolutely nothing!

That is why I came up with a conclusion that one of the reasons why our dreams fail or succeed is the intermingling of the switches of negativity and positivity thinking patterns within our mind. Actually, when King Solomon became alive to this fact, he fittingly said, ‘As man thinks, so is he,’ Proverb 23:7. Based on that text, James Allen even wrote an interesting book titled “As a man thinketh”.

So, train your mind to think positively, and fight and figure out your way through thin and thick to the actualization of your book dream. “Commit to the Lord whatever you do, and your plans will succeed” is our counsel from scripture. So, what book dream are you thinking of writing? What things do you have to know in order to write your book well? I have answered these crucial questions in the next chapter. Read and discover what they are.

CHAPTER THREE
THINGS TO CONSIDER WHILE
WRITING

Master 12 key points as rules for writing!

1. Write with an identity

Each musician has his or her own unique voice, beat and style of singing. When their songs play, both new and old, whether you have listened to them before or not, you can easily tell who sung that song with minimal error. Why?

They have a musical niche which identifies them from the rest of singers. Their music niche is as special as their biological DNA. It is similar to none. Thus, no matter how their songs may mix with other artists', they still stand out!

In a similar manner, finding your writing niche or genre can be more helpful to you than being a writing generalist. However, I do not condemn the latter but my guidance is, 'focus on doing one thing right than trying to do many things with an average performance. After all, when people know that you know one thing perfectly well, they begin to believe you know all things! So, aim to be perfect at one thing but do not imprison yourself mentally. If need be, explore all areas for opportunities.

Writing with a niche simply means focusing on a very specific field and polishing your skills at it to the best of your ability. It helps you know your field of focus “inside and out” as suggested by the-writer-finder.

To identify your genre you may need to make a list of fields where you enjoy writing books or articles, for example business and financing, love and family affairs, politics, religion, travel and adventuring, agriculture, etc. If you may like, the writer-finder suggests, to use your social media followers to assist which areas they think you can perform well in terms of writing.

When you know your genre, you can begin to practice over and over in order to become perfect at it. Here are some of the examples of persuasive writers and their matched niches: Dr Myles Munroe for spiritual leadership, personal development and family counselling, Daniel Kabani for public speaking and business management, Ellen G. White’s for religious and family affairs, Dr Daniel Chuunga’s for family affairs and spiritual leadership.

As for myself, I am a writing generalist with emphasis on pharmaceutical public health. This means that, most people have known me as their medical doctor and writer not by training but, by sharing writings on my facebook page with a medical bias.

The beauty about people knowing you for one single thing that you do best is that your name will always be the first one to click in their mind wherever consultations or services in that particular area is concerned. But when they know you as a generalist, it is difficult for you to stand out in public. That is why I encourage you to find your writing genre and begin to market yourself as such.

2. Write with a purpose

As you write, never forget to answer these critical questions: Why am I writing this book? How will it benefit my audience? What do I want to achieve at the end of it all? Fame and make money? These are great questions to consider as an author.

Among the reasons why authors write books is to entertain, educate, and warn, and so on. These reasons can eventually lead to economic,

educational, health, social and other forms of benefits to members of the public. An author must properly understand how his book will lead to all these benefits.

3. Write regularly

Being an effective writer is like being a student at a university or college. To perform better, a student must be attending lectures and must be studying regularly. Being regular in writing produces enjoyment and coherence in your thoughts.

In fact, it is only when you write regularly or consistently that you will finish your book. Even if you pray and fast, after that please go and start writing your book. No angel from anywhere will ever come to write your book. You have to do it yourself. You have to keep on reminding yourself to go and write because, without consistence, you will never finish.

For some writers, they only manage to start writing a book but not to finish it. They are good at start things but not finishing them. They have masters in beginning but not in ending which is very sad. Usually, it is not that they have run out of thoughts, no. It is not even that what they are

writing is maybe very difficult or that they cannot find information. It is the lack of consistence, nothing else.

If you are such a one, I have questions for you. Where is that energy and motivation which made you start writing that book? Where is that spirit which once made you believe you have a book to write?

Come on, buddy! Pray to your God now and say, “Father in heaven, revive me again that I may finish writing my book. Cheer me up again and again that I may be consistent in my writing,” Amen.

4. Write and rest

Being consistent in book writing ensures that you finish your writing project on time. At the same time, you need to write with caution so that you are not consumed while chasing your great book dream.

No wonder, after struggling with your elephant, please pause a little while and relax. Slow down. Declare a period of rest for yourself. I mean gift yourself with a holiday in accordance with your generosity. It is healthy for your body.

According to Auckland physiotherapy, there are many forms of rest and each form of rest offers unique benefits to your body. On mental rest, experts say ‘it refreshes our mind from continuous cognitive activity and mental stimulation. It allows our mind to relax and recharge.’

Recharging our mind can be done through sleep which is a form of rest. Another way of doing that is by engaging into any activity which requires less of mental work for example having nature walk.

Physical rest is also crucial in restoring your health. It allows your body to regenerate and repair worn out body tissues. In other words, physical rest heals our bodies and thereby prolonging our existence.

Rest is so important that even God himself needed it after creating this universe. Jesus Christ and his disciples did the same thing after teaching and laying hands on the sick. (See in Genesis 2:1-3 and Mark 6:31-32).

In the above scenarios, the characters involved only rested after completing their tasks. Even

you, write and achieve your writing targets, then rest.

But to write continuously and neglect rest is self-harm. In fact, King Solomon of ancient aptly said, “my son, be warned: the writing of many books is endless, and excessive study and devotion to books is wearying to the body” Ecclesiastes 12:12, Amplified Bible. In other words, the wise man is saying books can finish you and therefore, you have to stop chasing them at some point.

5. Write what you know

To become a smart writer you must always focus on writing what you know best. “Write what you know” is also what one of the bestselling writers George RR Martin recommends. Do not punish your brain to write a book in a subject it knows nothing about.

If you are a storyteller, please focus your energy on that. If you are a medical practitioner, focus on educating and impacting lives in that area. The same principle applies in all fields. Aim to write in the field where you are an authority.

6. Write without giving excuses!

Like I mentioned earlier, most writers are part-time workers. As they reach home, they are usually tired and finished. It is at this point when excuses can take advantage of them. “You are too tired to write. Just rest. You will write tomorrow, or on the weekend,” your mind will tell you.

If you will regularly follow the negative suggestions of your mind, you will never run out of genuine excuses for not writing your book. How can your mind convince you to rest now and procrastinate your writing schedule to tomorrow when it knows nothing about tomorrow?

Friend, sometimes it is important to learn to argue with yourself. The truth of the matter is that today is your only valuable day you have to do most of your work, if not all. Tomorrow is uncertain. In fact, to believe in doing your assignment tomorrow is like counting your chicks before they are hatched. It is of little worth. If you procrastinate today’s work to tomorrow you might meet very unique and unescapable real-life challenges beyond your control. Those challenges will make it harder

for you to write even a single word in your book.

Actually, some authors who procrastinated writing to tomorrow they realized that yesterday was a better day to write. That is why even when you may be truly tired from work, you still need to write a little bit. After all, writing is also work. And, where there is a will, there will always be a way to write.

Of course in your tired state you may not meet your daily writing targets but, writing whatever number of words you can manage certainly pushes you closer to the completion of your book. In days where opportunity allows you to write even beyond your daily targets, please do so.

7. Write with deadlines

If you have never thought that writing requires deadlines, or maybe you are aware of it but, you've never taken it so seriously, I want to urge you to change for better. Look, when students are given assignments, there are deadlines attached. People working for various governments and organizations are given

deadlines to achieve certain milestones and targets.

When a publisher accepts your book proposal, they will frequently ask you as to when your manuscript will be completed. That is a question about deadline.

When teachers are given assignments to mark national examinations, they work while tied to a deadline. Their leaders cannot just leave it open for them to work and complete the work at whatever time they may feel like.

College students are also given assignments and they are to be handed over on or before the deadline. Even when they may feel pushed to a corner by their lecturers, they still work and accomplish their given tasks on time. If college lecturers never put deadlines for assignments, some students would not have finished up-to-date and would never graduate.

In a similar manner, at an individual level, you need to give yourself deadlines for your projects. Attaching deadlines to your writing projects shows seriousness and commitment to your goals. Deadlines ensures that you are

working on your writing project consistently. Deadlines help you maintain your writing momentum until the end.

Working without a deadline is one of the reasons why some writers never complete their books, lose interest in their book projects and eventually end up abandoning them. It is the lack of working with deadline why they keep on writing one book for many years as if taking long to write a book guarantees quality. It is lack of deadlines in work why some people achieve less despite living many decades on earth.

Therefore, I want to challenge you to be more serious with your writing goals and other things if you want to achieve them in your life. If your daily writing targets is 1000 words per day, every so often work towards achieving that goal. If you committed yourself to completing your book in six months' time, or whatever number of years, keep your eyes on the ball.

And, remember, changes in time comes with its own challenges some of which are beyond your control. As time changes, your eyesight may be lost, your laptop may be stolen, you mentor

might die, your golden opportunity to sell and make money with that book may be lost forever!

Permanently, let it be known to you that time is not in your hands. Time is not in your favour. In Job 14:5, the scriptures fittingly say, “You have decided the length of our lives. You know how many months we will live, and we are not given a minute longer.”

From the text above, it is clear, God put our lives on a timer. If we delay too much, we may die before completing a great book which would change human life for better.

8. Write with well-chosen words

In your writing, let it become normal to you to select and use the most appropriate word in constructing sentences for your book. If you’re using English language to write your books, remember you have to make a choice out of over 170,000 words which it has; according the Oxford English Dictionary estimates.

Moreover, the scripture fittingly says there is “a right word at the right time,” Proverbs 25:11. Never put any word in your book as a space

filler. Matter of fact is that every word is a vital ingredient to your book. So, to create a great book every word used must add value to your book just as a message of the book itself.

Also note that, in most styles of writing except in entertainment, use of bombastic words is discouraged. As an author, you are not in a vocabulary challenge with your reader. You are there to communicate a specific message. The challenge of using big words in your book is that it acts as a distractor to your readers.

Instead of focusing on the real message you are trying to communicate, readers will now start thinking about the meaning of that big word. “Should I Google it, or I look for a dictionary?” They will start asking themselves while reading.

As a result, your readers might end up remembering and learning a big word but not the message. In short, your readers will miss the point. That is what the wise call, “going away with smoke but leaving the fire.”

9. Write with creativity

Do not be too ordinary in your writing. Add some creativity into your work. That is what

great writers do. When you intertwine an ordinary work with creativity, you turn it into an awesome and extraordinary work!

For a moment, I want you to reflect on popular comedians around the world. If I may ask you, what new things have these guys really brought into this world that huge clouds of people should be following them? What new things have they really invented?

The answer is that there is totally nothing. Yes! The very things we already know and have heard about are the very things which they do. But, don't they manage to crack our ribs? They do. Why? They understand what creativity can do when added to ordinary things.

10. Write researched work

As an author, it is imperative to develop a culture of researching all the information you are putting into your publication. Great writers are fact-checkers.

Fact-checking information through research more especially in nonfiction work can make your book come out perfectly well. In fact, even in fiction writing, researching how to structure your novel, poem, story is of essence.

Writing ungrounded facts can make the public to have low trust levels in you and bring down your reputation. Writing without fact-checking your information can make your work old-fashioned sooner you might think.

When you research you might find priceless thoughts which can blend well with your thoughts to create hybridized thoughts which are more powerful. When you research and find nice thoughts from your fellow writers which can blend well with yours please make use of them. But, be sure to recognize or cite them in your work. That shows respect. By citing other people's work in your writing you avoid plagiarism.

The moment you fail to apply your research skill in your writing, you give an advantage to your competitor to flourish and create a more perfect book product using your work as a model.

Personally, I have come across a number of books where I could clearly tell that its author did not do his honest part on research. The moment you do your honest part on research in your publications, you will discourage a lot of

your would-be competitors from writing similar books as yours.

A publication which reflects that research was indeed done will tell others that even if they wrote another book, it will still remain inferior to yours. It will give you an advantage to dominate the market in that category, at least for some good time. Therefore, it is of great consequence to write consultatively and making sure that your book is tied to facts.

11. Write with the language you know

A great writer is a communicator. To become a great communicator you must understand your communication tools one of which is the language you are using as a medium. It is fundamental to have some basic understanding of the language you are using to write your books. If it is English, Tonga, Bemba, Chinese, French, Swahili, Sign Language or any other, please spend time to learn it.

As you learn of that language, you expand your vocabulary as well. If possible, please arrange for extra lessons. In that way you will sharpen your writing skill like a Gillette razor blade and become more efficient.

12. Write with specificity

On audience specificity

As a smart writers you must try by all means to be specific in your writing. You need to know who exactly your primary beneficiary of your book is. National bestselling authors like Edwin Ngwane or Daniel Kabani do not market their books to everyone they meet. Why? Because they understand that their books were not written for everybody but for a very specific and defined group of people.

When I came up with an idea of writing this book, it was not everybody I had in mind. I specifically wrote it for those who are dreaming of writing a book one day. But, if you have no plans to write a book, you are a secondary beneficiary and only yourself can best know how reading this book will help you.

On topic specificity

When you go to the library or bookshop, you will find that each book is arranged into its category. There is no purposeful book which has ever been written under the sun which can fit on any book shelf.

Like medicines, so are the books. They have specific groups to which they belong. Each medicine can only be used by a specific group of patients, with a specific condition, without which they cannot be used. Real medical doctors do not prescribe medicine anyhow, or just because it is there. They prescribe it because they have made an assessment and realized that their patient qualifies for it.

Therefore, it is wise for an author to have an idea about which shelf his book is going to find itself on. Is it on the shelf for politics, marriage, motivation, science fiction, space science, health, or business management, where your book will be placed on? That question you should answer it as you write your book.

To wrap-up this section, I want you to know that following audience specificity in book writing and marketing can save your essential energy and minimize sales objection encounters by trying to market your book to a wrong audience. That is why I am encouraging you to even know the specific age ranges your book is addressing.

CHAPTER FOUR

PREPARING YOUR MANUSCRIPT

*Master fifteen key points to help you prepare
your manuscript!*

1. Make a book sketch

Many first time writers have always asked me questions like, how do you start writing a book? Where do you start from? These questions might sound simple to some experienced writers. However, some of us who have even written four books and others who have written way more books still testify how uneasy we used to find it to start writing a book.

After all, what could be easy for us could be very difficult for others. And what works for you might not work for others. Thus, the one-size-fits all kind of thinking does not work every time in writing. That is what makes answering the two questions above a bit slippery!

Nonetheless, based on my ten years of writing experience without tertiary qualification in writing, I have attempted to provide guidance to first time writers on how to start writing a book. Interestingly, there are several scholars around the world who agree with my point of view.

At the present, every person aspiring to write a book often has a thought or an idea right about what he wants to write. That is a truth!

Moreover, every book begins with nothing but a thought in one's mind. That is why all those who want to write a book which they have no idea about are not writers. Writers are dreamers and dreamers always have an idea. It is having that book thought in your mind which is the genesis of all book writing. It is that same thought which you need to write down and turn it into a book sketch.

A book sketch is a simple written document showing an unfinished layout of your dream book. In other words, it is a skeleton of a book. There is nothing much in it but from its outlook, someone can tell that this document is a depiction of a book in progress.

In a book sketch, you write down the title of a book lingering in your mind on one page, a book synopsis on a new page, then craft what you think will be an introduction to your book on a new page as well, and then create your table of content on a new page.

On your table of content you write down by listing chapter titles which you think are going to be part of your book. If possible, list what you

think will be the final chapter of your book as well.

When that is done, begin to arrange and rearrange the chapters of your book on your sketch to determine the flow of your book. When you find the right matrix for the arrangements of your chapters, you can begin writing your book.

For some books, you may begin writing your book from any chapter point on your table of content. For such books, a client can start reading from any chapter and will still get the benefits from a book. However, to get the best out of each author's book, it is better to read a book following the author's suggested flow of chapters.

There are other books especially under fiction category, which you will better write them starting with the first chapter up to the end. Keep on writing to expand your book by following your book sketch in the meantime.

2. Meditate upon your book sketch

Now that you are in the process of writing your book, start building on your sketch. You can build on your book sketch by tasking your mind

to meditate upon your book. To meditate is to think on something over and over again. You will have to meditate on your book sketch when you are bathing, eating, travelling, working, lying down, walking, driving, etc. Everywhere, and consistently, you will have to meditate on your book idea. During meditation period, your mind should be a little bit selfish by being occupied of your new book idea. Your mind should be thinking on how that book dream can be turned into a reality.

Consequently, the more you contemplate upon your book idea, the more thoughts will be born in your mind to help you complete your book. As you meditate, you will begin to realize that there are some chapters you will need to insert here and there on your table of content to make your book perfect. When you allow your mind to meditation upon a small thought, your thought expands. It is meditation which will make your book skeleton bulky.

3. Give your book a catchy title

As an author, you must try by all means to create unique but short and catchy book titles. A great book title is as essential as the message of the book itself.

To come up with a nice book title, try to create several unique book titles over time. If you fail to come up with new book titles, you may try to rephrase and rearrange the words in the already existing book title. As for me, sometimes I would create over 60 unique titles for one of my book. All those title sometimes they all flop and I begin to look for a book title again!

But, while you are still thinking of a book title, you may be writing your book's content. Whenever a nice thought about a book title knocks on your mind, get a pen and have it captured in your diary.

At an appropriate time, review all your book titles and see which one would be the most appropriate. To check for uniqueness of title, try to type your book title on various search engines like Google, Google Scholar, Bing, and others. See how many results might appear.

The fewer the names appear after search results, the more unique your book name is. When you have identified the best and unique book names, you can now use elimination method to come up with one book title.

Even if you may have already settled for one book title, if at a later stage you think of another brilliant book title, please change it. Being a writer requires you to be flexible and accommodative to new thoughts, as long as they add value to your book.

4. Develop manuscript protection habits

Developing manuscript protection habits is a very critical aspect of writing. Your manuscript needs constant protection throughout the journey of writing and even beyond. Losing a book which you are writing especially when you had invested all your time, energy and had gone very far, it can really be painful, costly and discouraging.

I have felt it before. I remember losing a manuscript titled “the soul comforter.” I know there are many first time writers out there who have felt that kind of experience before. It is a very bad and toxic experience you want to avoid at all costs. Even if you may start afresh in writing that book, you will not exactly write it like you did at first.

That is why in this chapter I thought to share with you some tips for manuscript protection

tactics. The first one is by way of creating more than one email account. Each time you stop writing, you must send your document using one email and to be received by another. In this way, even if your cellphone or laptop crashed, got stolen or broken, your risk of losing that manuscript will be low.

When at any stage of your writing send your manuscript to any of your email accounts, you can access it by logging into your email account through any device anywhere. You can always download your manuscript a thousand times from your email account and continue writing your book towards completion.

The second way of protecting your manuscript is by backing it for example on Google Drive. Backed up documents can be downloaded into your device just like those sent via email.

The third way is by sending a copy of the manuscript from your computer to your cellphone after each writing session. If one copy can be in your laptop and another in your cellphone or tablet, you are unlikely to lose both copies at the same time.

The fourth method is by having an anti-virus on your laptop and avoiding connection of flash disks. Attaching sticks to your computer anyhow can corrupt your files, including the book which you are writing.

Another unique way of protecting your manuscript is by restricting access to it through encryption. This is simply a way of putting a password either to your word or pdf document. Each time you want to access its content you will need to enter a password just like you do to your cellphone. This could be very cardinal if your laptop is like a public institution which is accessed by lots of people.

Manuscript encryption is a very secure way of protecting manuscripts sent to other people for reviews. Even if you mistakenly sent your book to an unknown person, they hardly open it.

Apart from putting a password to open your document, you even put a password to limit editing as well. When you put a password to limit editing, no one can temper with your write-up except those who know a password to enable editing. All these are interesting ways of protecting your manuscript.

You can learn how to encrypt your document through youtube tutorial videos or from your information technology (IT) expert.

Permanently, be zealous about manuscript protection as it ensures that you are progressing forward in your writing. Not a situation whereby you write three steps forward and then twenty five steps backwards! It can be very frustrating to you.

And remember that you can use all the outlined methods above either one by one, or in combination. It is up to you to choose which methods you would like to apply. But ever since experience taught me these things, I have tried these methods many times and found them to be very effective. I know you will get the same results when you use them as well.

5. Give your book an emotional sense

Actors know how to make viewers relate with a movie. As you watch it, you clearly know when to tear down, laugh, jump, cross fingers, and so on. You will hear movie lovers saying “It so emotional and I couldn’t hold myself but to cry.”

So it is with writing. You can make your readers cry, laugh, jump, and smile and do all sort of things as they read your book, if only you can give your book an emotional touch. Most writers either neglect or forget this critical aspect of book writing.

In writing we need to “show and not to tell.” If someone was happy, do not tell or explain that to your reader. Instead, aim to describe or show your reader how happy the character was. If the character was angry, do not explain in the book but show your reader how angry the character was.

So, think of the various ways people or animals express their happiness or anger through body language. In happiness people may give a Duchene smile or laugh. In anger some people’s skin turn reddish, break or throw things, and so on. That is what you need to write.

Constantly, find creative ways of incorporating emotion in your writings. Emotional provocation make people reflect on what happened in the past. Emotion produce reactions inside and outside the body of a character which you can easily write about.

Emotion can make people think of, or reflect on the future and sometimes can produce happiness or fears.

Remember, communication is not just about words but even nonverbally and the later will usually involve emotion.

6. Give your book longevity

As you write your manuscript, it is essential to give it an adequate lifespan. Recount that it is the creator or manufacturer of something to give an expiry date to what he or she has created. For example, the architect of the White House was James Hoban in the late 1700. By November 1, 1800, its construction was completed and the first occupant President John Adams occupied it on November 1, 1800. Over centuries down the line this old yet magnificent building is still existing. Why? Its designer gave it an incredible longevity.

Similarly, you are an architect of your book. If what you are writing will be important even for the next generations, in what ways are you writing your book so as to give it sufficient life? Here is one clue: make principles as your book's building blocks. Why? A principle does

not change over time and is not limited to culture.

Doesn't it really inspire you to read books like those of Dr Myles Munroe, Ellen White, Martin Luther, Napoleon Hill, who, despite being dead, their books still speak to us as if they were written just but yesterday?

Of course, it does. And the reason for that is simple, their authors gave their books an incredible longevity by tying their books to principles and facts. They calculated each parameter, word and sentence in constructing their books so as to make sure that their message will not be outdated anytime soon. As you write, therefore, think of how your book will be of help to humanity in the present and in the future. After all, a great writer is a generational thinker.

7. Organize your book properly

Most great and national bestselling writers like Brian Tracy, Edwin Ngwane, Chinua Achebe, Dr Myles Munroe, share this common trait: organization of their books. Their books are not only organized into chapters but chapters are further broken into subheadings as well. That

makes reading their books sweet. Indeed, if writing smart were to be a person, then you would need to point to something like these great men.

Their writing style makes it easier for a reader to understand and follow their gospel. Can you notice a similar trait within this book? Certainly! If you doubt me, go and check at my table of content. Analyze it properly. Each entity's position wasn't a matter of guesswork. I knew what I was doing. So, go and do the same to your book as well. You are not in race with anybody in this journey of writing that you should fail to do your honest part. After reading this book, you do not want to write a book which will make you keep on apologizing to your fans like, "please bear with me. I was still an amateur when I wrote that book." Remember, "The first cut is the deepest."

As matter of fact, writers who have written books without doing their honest part have paid a hefty price. They have lost a huge base of fans. Their fans are in deep regret right now and they aren't buying their favourite writer's books anymore! They have lost confidence in them. Their writers de-campaigned themselves by

tricking their fans to buy a book which was less than the value of their money.

Apart from organizing your manuscript properly, you need to know where your writing tools such as laptop and smart phone are. You need to know exactly which folder in your computer contains a manuscript of what book. Such are the traits you need to learn, copy, adopt or cultivate as you aspire to write your books.

When you do that, you will not stop spending much time clicking one folder after another looking for a manuscript whenever you want write, or send to your book publisher, or printer, or client. When you learn that, you will avoid clicking and opening a wrong folder only to selecting a wrong manuscript and later realize you printed an outdated or unedited version of your manuscript.

When you become organized in writing, you will avoid unnecessary expenses. When you learn to become an organized writer, you will avoid losing or misplacing manuscripts and loss of time. To write books while lacking organizational skills can prolong your journey

to success as a writer. It can delay you from enjoying the fruits of your sweat.

8. Condense your work

The world we live in today is busier than yesterday's. People are getting more tied-up every day and, being alive to this fact as a writer is necessary. It should guide you on how long and short your books should be. Additionally, an author should bear in mind that there is a lot of knowledge crucial to human existence which people are seeking to acquire. At all times, bring to your mind that nobody has it all, including yourself.

Therefore, if you want to communicate your message in full to your would-be audience, please make your books brief but to the point. If you make it long, make sure it is exciting and enjoyable to read throughout.

Otherwise, when it comes to writing, it is not the length of the book which matters the most but the points you make in it. And in terms of sales, small but powerful books actually sell faster than the bigger ones. Why? Smaller books are usually cheaper, portable and more encouraging to read.

9. Keep on improving your book

When you are just starting your career as a writer, you would think everything in your book is very perfect and on point. I had such thoughts on my first book “The Two Roads of Life” as well. As you can tell, the title was very catchy and its content was just okay as well. However, I did not know that in some places for example I had over explained things.

I did not know that I had over repeated certain points. As I began to realize that, my confidence in marketing, selling and reading that book began to dwindle. Three years later, I started challenging myself to rework it in order to produce a better edition.

Because the book was quite bulky though I could still read it in five days’ time, it started giving me a feeling of defeat whenever I thought of revising it. ‘Where do I even start from in terms of reworking this book? It is too big and long for me,’ I told myself. Five years post-publishing, I started working on it but guess what? I failed to even finish a single chapter!

The challenge of revising a book is not an easy undertaking, more especially when you have acquired more knowledge in your writing skills like I have done nowadays.

So, six years later, I managed to work on it and completed it. As I worked on it, one of the things I aimed at doing was to reduce the number of words so it could be a little bit shorter. I removed repeated themes, words, and sentences. In one chapter, I remember clearing a junk of words amounting to 1,900 words! Right now I market and sell that book without a sense of shame or guiltiness because the knowledge I acquired in writing six years after its publication helped me to improve it.

To become a smart writer, you need to keep on improving in your writing skills. Continually, attempt to be brief but to the point. Also, if there is anything you feel like doing for your book in order to improve it, never resist the urge to do so.

Bear in mind that some thoughts are pangolinic in nature. What that means is that they are rare and once you miss them, you may never find them again. So, value and treasure each thought

that hits your mind. Harness and secure it, even if it hits your frontal lobe at an awkward hour.

At all times, correct spelling errors as soon as you identify them. You may use Microsoft Word to check your spellings, or other applications just to be sure that you are grammatically on point.

Similarly, there are usually some words which suffer overuse in the book writing process. This is due to limitation of vocabulary. For that reason, it is necessary to search for such words and then replace and modulate their repetitions with their alternatives or synonyms. Thesaurus dictionary incorporated on Microsoft word can suggest new words for you. If you are writing your book in French, Portuguese, or Chinese, my advice to you is the same as above.

Furthermore, add the missing words in your sentences as you do your proofreading. Never ignore correction of a mistake or error in your book which has plainly come to your knowledge. There is no best time to correct a mistake in your book than the time you notice it. For me, even if I had already slept when I noticed a mistake, fear of failure to lose sight of

it would wake me up to correct it. Thereafter, I would sleep again. That is how crazy sometimes we become as writers.

10. Proofread your book repeatedly

“You must read your book many times until you forget the number of times you have read it” – Edify Hampande

Another principal aspect of writing is proofreading. This has been defined as a process of “checking a written text for errors in spelling, grammar, syntax, and punctuation.”

I know when you are writing, you usually feel you have killed it all! But, most often it is not so. Most writers, if not all, they skip and misspell a lot of words, and misplace punctuation marks, so on. Such errors can be very dangerous and costly to a writer. Writing errors can change the meaning of a sentence and message for your book. For that reason, all efforts must be put in place to crop them out.

In fact, some errors may not even be seen especially when you try to proofread immediately after writing your book. Your mind need rest. It needs to relax and refresh. So, I recommend that you only try to proofread your

book after one week, or month, or quarter, or years. You can proofread your book chapter by chapter. And, if while proofreading your book your mind is hit by a great thought which you strongly feel can be integrated to add value to your book, please do not deny it the chance to be included.

Nonetheless, I want to emphasize that it is necessary to take this work seriously because there is no person who can contribute more to the perfection of your book other than yourself. Here is a faithful saying, ‘the chief mourner at a funeral is always a person closely connected to the deceased.’ This proverb teaches that you must play the greatest role on your book more than anybody else.

11. Subject your book to peer review

When you are done writing your book and you have adequately proofread it, subject your book to peer review, more especially when you are just a beginner. A peer review is a process of purifying your book or article in order to ensure accuracy of information.

During peer review, your book is fact-checked and evaluated by highly educated and

knowledgeable scholars in the field where your book draws its content from. You can also share your manuscript with your trusted friends whom you think can analyze, critique and give you feedback on your book. This process ensures and guarantees production of high quality books from all author but, more especially first time writers.

For example, if your book is about religion, then peer review should be done by theologians within that religion. If your book is talking about romance and love affairs, then you would want to engage marriage counsellors to review your book. If your book is talking about health, and maybe particularly mental health, then clinical psychologists would be the best people to review your book.

If your book is about fiction, then your fellow fiction writers are the right people to evaluate your book. The ability to judge rightly about who to ask for peer review on your book is imperative. In cases whereby you do not know who to engage in such matters, your mentor or writing coach can always help. Reach out to them and tap from their wealthy experience to propel you towards success.

When undertaking peer review exercise, it is of great consequence to be strategic and smart. You may for example, engage several people and assign them specific chapters to focus on and review in your book. In cases of cases, a thorough peer review by one person on your book can be profound and sufficient.

Meanwhile, the beauty about breaking down work targets into smaller units, might make your work and your peer reviewers' work easier. But working without strategy in peer review, your progress will be as slow as the chameleon's walk. You will be stuck! You will be static. You will say 'people are not helpful.' So, always be innovative and conduct peer review on your books in a smarter way.

And, always give your peer reviewers deadlines for submission of feedback. Without giving them a deadline, you will wait, and wait, and wait, and wait. If the person you want to engage is very busy at the time of peer review exercise and yet you think they can do a great job, you can always ask them as to when they can accommodate your program.

As a writer, you need to be a very patient person. And, when you engage a peer reviewer or any person to do something for your book, always make follow-ups. It is key to know this because, any person you can engage to play any role in your book development, they will not take things as serious as yourself. For things to move forward, you have to keep on pushing. When you stop pushing towards the finishing line, your progress changes from being active to passive.

Another principal thing I want to bring to your attention is this; when you want to engage someone to review your book, it is of essence to be willing to pay them. Otherwise, most people you may wish to contact for peer review are likely to decline when there is no money attached to that work. Where money-making is concerned, people have very little or no excuse to give. They are always available to do a service for you. I learnt this from experience but, if you want to do the try and error method, go ahead!

Lastly but not the least, most peer reviewers want to evaluate a book which has been professionally edited. Therefore, before you

subject your book to peer review, find an editor to scavenge and pluck out as many grammatical errors first as possible.

12. Find an editor for your book

When you are done writing and proofreading your book, find a professional and qualified editor to go through your work. Your editor will specifically focus on correcting your grammatical errors. When he/she is done, never make a mistake of sending your book from an editor directly to a publisher or printer. Always go through it just to appreciate the work done and confirm whether changes made to it are worthwhile, or not. When you are satisfied and happy with its outcome, you can now have it published.

13. Choose your book formats

There are many forms by which you can sell your book and make money for example printed, audio and e-book formats. Each of these formats come with its own disadvantages and advantages. Despite all that, it is vital to have all format options in order to meet your different customer expectations.

In the past, books could only be sold in printed formats but, that is not the case today. The world has changed over the years and technology keeps on reshaping our world. As an author, you must be quick to adapt and embrace the new technological trends in the world or else you will be old-fashioned.

Matter of fact is that we cannot afford to fight technology. We cannot win a battle against technology. The only thing we can do is to adjust and adapt. We must see how best we can plan our success in writing and ride on the back of the same technology.

The sale of digital books is something we must explore as writers. Farbrizio Marclano recommends several online platforms where you can sell your book such as self-publishing on Amazon.com, blurb, sellfy, payhip, podia, only to mention a few.

In as much as these platforms are good recommendations, I must warn you that putting a book on any of them does not in itself guarantee huge book sales. Putting a book on an online platform is one thing and making it sell is another. Selling calls for deliberate efforts

from you as an author, or your publisher. I mean you need to market and promote your book in order to make it visible to customers

In the year 2020, wordsrated reported that 191 million e-books were sold. This was a huge number and perhaps it was due to covid-19 pandemic advantage. That is why in times of pandemics and technological advancements we must think of new ways of doing things instead of sticking to traditional methods because they may not work.

14. Find your book a catchy cover

Coming up with a cover for your book is another weighty aspect of book writing. A good cover is an important aspect to a book and therefore, it must be excellently done.

In fact, the popular statement which goes like, “Do not judge the book by its cover” is very misleading and I have differed with many people. Human beings are visual creatures and they cannot avoid making conclusions about something which they have seen.

Matter of fact is that, even if you may tell people saying “do not judge the book by its cover,”

people will still judge it. You cannot stop them from doing that.

It is against that background that I encourage authors to take matters of cover designing very seriously. But, who should come up with a cover design? The author, or the graphic designer, or both.

With the former, an author may have a better picture about a cover design for his book and share insights with the graphic designer. In cases where the author is at sea about the cover design for his book, the graphic designer may use his creativity to design one.

Where to find cover designers? There are several pages of book cover designers on social media, publishing houses, stationary shops as well authors can provide you links or contacts to some of the best cover designers.

15. Know types of book binding

Having an idea about what types of book binding exist and the advantages they offer especially if you are planning to self-publish your book could be a great idea. Among the types there is saddle stitch, perfect binding, case

binding, combo binding, wire binding, and more.

Case binding is common to novels while perfect and case binding is common to text books. Perfect binding is probably the type of binding you would settle for your book.

You may check the books within your vicinity and appreciate what I am talking about. See what type of paper was used in printing them and the type of binding. Settle for the type of binding and paper quality which pleases you well and communicate that to the company you are planning to hire in printing your book.

I would like to mention that publishing or printing companies can give you good advice about what type of binding could be suitable for your book. Remember, being wise is not really about knowing everything in life but knowing who, when, what and where to consult what you do not know.

The type of book binding which you choose to use has a bearing on the cost of production for your book and eventually the selling price for your book.

CHAPTER FIVE

PREPARE YOUR BOOK'S MARKET

Do not be too convinced that your book is good enough by title, cover and content that it will create a market for itself. Your personal involvement in marketing your book is more crucial! – Edify Hampande

1. Create the market

Whether you intend to self-publish your book or use a for-profit publisher, market is crucial when it comes to selling your book. Most profit-making publishers prefer publishing authors who command a great audience.

That is why it is prudent for you to become a social media blogger as earlier advised. On your blog begin to publish some content to inspire and grow your market. Authors who become bestsellers are those who have an existing audience already.

Even musicians whose albums hit million streams on Boomplay, Youtube, and other music platforms in few days are those who already have an existence audience or followership. Your audience determines your altitude. The success of your book story is closely related to the size of the number of people who follow you. Thus, to succeed in your writing business know that it requires people. As an author, you must become a people person just like musicians or artists are.

As much as you can, always try to reply to their text messages in your inbox and whatsapp.

When you are interacting with them via social media platforms like facebook, twitter, snapchat, always read their comments and where necessary, please reply and respond politely.

For people who comments negatively and injuriously always handle them with care and thoughtfulness. To such, do not respond quickly but give yourself some time to think and reflect on their comments or questions and see how best to answer them.

If their comments require an answer but you realize you do not have the right words for them, always remember that even silence is an answer. As a social media person, I must warn you that some comments can be very nasty and toxic and, to effectively handle them you need to be emotionally mature. Nonetheless, some people who may seem to be your critics may turn out to be your best followers and clients.

2. Desire to be famous

There is no great writer who is not visible in public. There is no great writer who is a secret to the general public. That is why you also must have a strong desire to be famous as a writer in

making. To desire fame is not being boastful. That is what it takes to be a great writer.

If you are a novelist, poet, or whatever kind of writer you are, please do not shun away places, platforms, gatherings or events which can increase your popularity.

And, whenever you are being introduced or introducing yourself, do not forget to mention to the public that you are not only a MR or MS what and what an engineer or a pilot. Say something like “I am Edify Hampande, a pharmacist and a writer (or a poet)”. That is self-marketing. You need to be proud of being an author.

CHAPTER SIX

PUBLISHING YOUR BOOK

*Master the eleven key points about book
publishing!*

1. Have a publishing plan

A publishing plan is a blueprint of how you intend to publish your book so as to reach your audience or market. Generally, there are two ways you can do that. The first one being through a for-profit publisher and the second one being self-publishing.

Requirements and impact for each type of publishing differs. Sometimes authors keep on switching between the two for several reasons. Usually, the dream publishing method for each knowledgeable writer is through a commercial publisher. However, challenges associated with this method of publishing has often led many authors to opt for self-publishing.

2. Where to find publishers

You can find publishers in the cities, on the internet, social media platforms and in the first pages of published books. You can physically visit their offices or engage them via internet. Internet and social media have turned this whole world into a global village and you can get in touch with anyone everywhere at any time.

3. Finding the right publisher

One of the tedious tasks for a writer is the search for a credible publisher for his work. A credible publisher can help you market your book and sell it to masses but, it is not easy to find one. There are thousands of publisher with different interests in book publishing services.

There are publishers who are only interested in medical, religious, political, fiction, or motivation books. Some publish a wider range of books and therefore, it is wise for an author to seriously search and analyze who would be the most appropriate publisher for his work.

4. Procedure for finding a publisher

Some authors start their work of writing first before finding a publisher while others do the opposite. Like I mentioned it before, no ‘one size fits all’ kind of approach. Both ways work and have their own limitations. For example, if you start by finding a publisher, your book will have 100% guarantee of being published. Such publishers will always require you to present your book proposal to them for review. After analyzing and assessing your book proposal,

they will give you feedback through your engaged literary agent.

Formats for book proposals differ from one publisher to another and therefore, do not take it for granted that you can send the same proposal to as many publishers as you may wish. Read proposal guidelines for each publisher and see if you can cope with them.

The challenge with following this plan is that sometimes the requirements from publishers are too many. As a result, that lengthy process often discourage authors, especially those who aren't formally trained as writers.

Another group of authors is that one where most of us belong to. I mean those who, when they dream of writing a book, they do not care about the requirements of a publisher anywhere. All they care about is to write and bring to reality the book idea they have birthed in their mind. Later on, they try to look for a publisher who can accommodate their book dream.

With this approach of book writing, dilemmas usually arise when you attempt to publish your book with a commercial publisher. For example, you may come across a publisher who

would only consider publishing manuscripts of your type if their length is from 35,000 words and above. Now, imagine your manuscript has only 20,000 words. What do you do in such a case? Will you start researching, editing and inserting new phrases and sentences into your book so as to reach the desired number of words?

Personally, I do not encourage aspiring writers to do that. Instead, what they should know and understand is that, if their book doesn't meet the manuscript acquisition criteria for a certain publisher, better they try knocking at another publisher's door.

After all, publishers are just like colleges or universities. Each of them may set their own requirements for would-be their students. They may decree that only those who have between six and nine points will be admitted. Now, if you have eleven points, you are automatically disqualified. For that reason, you must just try your good luck at another university where your number of points may be considered.

But, suppose you choose to lengthen your book in order to meet your dream publisher's

requirements. It is a good thing, isn't it? Certainly! Imagine you now submit your book and it is met with rejection! So, what will you do, especially after finding out that another publisher accept manuscripts with 20,000 words in length? Will you chop out some words from your book? Whatever your response is, it was after realizing such dilemmas of writing why I started encouraging aspiring writers to end their book story when they feel it has ended.

5. Establish publisher authenticity

There are genuine and false publishers especially on the internet. You will find websites which are eye-catching with some of their products uploaded just to convince you that they indeed exist.

To unearth their scam, you must work hand-in-hand with your internet technology expert. On the other hand, publishers whose information is available in a published book which you have read is proof enough that they are real.

6. Publishing through a commercial publisher

To publish your book through a commercial publisher is an enormous achievement. This

does not come easy. This is how you do it. You need to find a literary agent for that publishing company. Usually, their names and profiles are made available on each commercial publisher's website.

A literary agent can guide you on what kind of manuscript and formats are acceptable by their publisher. They can guide on you how to write a book proposal in accordance with their publishing company. But for most of these companies, their guidelines on how to write a book proposal are usually published and can be downloaded from their websites.

A literary agent is a middleman through which a commercial publisher and a prospective author exchanges information. Literary agents are manuscript specific and that means that, you need to select from their website an agent who specifically deals with manuscripts in your subject area.

Publishing your book through them can help you make a global impact and acquire some great cash. Commercial publishers will handle all your book-related pressure and stress except

on marketing where you will need to be working together.

The few challenges of dealing with a for-profit publisher is; the process of publishing your book is quite long, payment of small royalties and manuscript rejection. These concerns should not scare you at all. Why? Commercial publishers are just like public service institutions who may want to hire a worker. A lot of those who think they qualify for the job may apply.

Later on, the employer may shortlist prospective employees and call them for interviews. There are two outcomes from a job interview: clinching or losing a job. If you are the one who successfully gets the job, you can expect either a handsome or peanut pay. In a circumstance where you receive a bad pay from your employer, will you get discouraged from making job applications in the future? Certainly not! You are likely to try your luck a few more times. Precisely, that is what book publishing with commercial publishers is all about.

7. Dealing with book rejections

Like I mentioned earlier, it is every writer's dream to have his book published by a commercial publisher. But, things do not always go in their favour. Instead of a manuscript being accepted, it is rejected. Such an experience can be mentally traumatizing. I have felt that before, in fact, many times.

What really happens is that, when you engage commercial publishers, they will always request for a book proposal from you and must be written and submitted in accordance with their prescribed guidelines.

Not only that, some publishers may go on to ask for your book's sample chapters, or even your entire book.

By going through your book proposal, with or without sample chapters, a publisher will judge and make impressions on whether it is viable to invest in your book or not. If he is pleased, your manuscript will be accepted and vice versa.

Rejection of your manuscript can be painful and discouraging. In view of that, you must be psychologically prepared.

Even when you are very confident that you have really done everything it takes to publish a book with that engaged commercial publisher, your book may be rejected. Sometimes a publisher may tell you why but, most often they do not. Motives behind that are best known to themselves. I recall too well how two of my books were rejected by several publishers until I ended up with self-publishing. George Orwell's book *Animal Farm* was also repeatedly rejected by commercial publishers but, today it is known as one of the best novels ever written!

So, if that happens to you, it may be time for you to reflect on your manuscript. Perhaps there could be something that you did wrong.

However, if you find out that everything is just all right, do not lose hope. Rejection of your manuscript by one publisher does not mean rejection of your manuscript everywhere. In addition to that, one wise writer suitably says, "rejection of your manuscript is not equal to rejection of you as a person."

You and your work are totally different entities. Furthermore, rejection of your work does not

mean your book will not sell. Therefore, try to look for another book publishing deal elsewhere.

When authors realize that they have tried enough with saleable publishers and things are not working out, self-publishing remains there only option.

8. Publishing through self-publishing

This is a form of publishing where you bear almost all the costs of the publishing process. This form of publishing is user-friendly, quick, and convenient for small scale writers and a better option for any writer whose work did not find favour in the sight of any commercial publisher.

In this form of publishing, there is less paperwork and the impact thereof is not as huge as the former. Usually, that is attributed to financial and market limitations. Nonetheless, the author has an opportunity of enjoying all the profit made from all book sales. With the advent of social media and e-books, self-published authors can reach to masses just like commercial publishers do.

9. Publishing timing

Book publishing is not something that can just be done at any other time. It follows similar principles as farming. There is a time for preparing the fields, a time for planting, a time for weeding what was planted and a time for harvesting. There is also a right season and place for publishing and launching each type of a book.

An ancient brain baster King Solomon once said, ‘There is a right season for every activity under the sun.’ This saying is faithful, true and worth of all acceptance.

To succeed in writing you need to be strategic and take well calculated moves. You must be like a predator which knows when to pounce on its prey. Find out what the right time for publishing your book. If the right time is a little bit far or past, better wait for it.

If the intended time of book publishing crashes with that of commercial publishers or any other big event which you think can sway your target audience, better to reschedule your book launch and publishing. Patience is an indispensable virtue for writers. I wish I had better words to

emphasize that point but, I know you have heard.

For example, political books are best published near or during the time of election. Marriage or romantic dating books are better released in February due to Valentine's Day. Research says novels are better released within the first quarter of the year when most people are still serious with their new year's resolutions, including commitment to reading.

For other types of books you can still research at your own time of convenience, including the best dates and days for releasing your books, especially if you are self-publishing. If that is asking too much, you can release your book any time between the first and third quarter of the year, on weekends and month-ends, for obvious reasons.

10. Where to find book printers

There are a thousand companies around the cities and towns, locally and internationally whom you can engage to print your book. You may pay them a visit at their office or contact them online.

Actually, most book publishing companies can be engaged to print your book without necessarily asking them to publish and market your book, including those who may have rejected your manuscript. Ask them to give you a quotation for printing your book and see if you can manage. If you cannot afford their services, please try knocking at the next door. Keep on doing that until you find a more affordable and qualitative book printer.

11. Launch your book

Master ten golden key points to help you launch your book successfully!

When you are done with all your book writing processes, the final stage is launching your book. A “book launch” is an activity organized by an author to officially release his or her book onto the market for sale. This can be accomplished either through the traditional way or virtually.

The two methods above have many similarities, advantages and disadvantages. The latter is usually preferred by self-published authors because it is cheaper as it rides on the widely accessible internet services globally.

A book launch is a significant activity in the development process of a book and can be a great steppingstone for an author to becoming a national bestseller. As such, it must not be handled casually. It is for that reason why I thought of sharing with you some key insights on how to wisely launch your book.

i. Print and make your books ready on time

The key product at the book launch is a book you are releasing on the market. Therefore, be sure that your book is printed at least one or two months before the due date of its launch. Why? The book printing process is not a perfect one. There are printing errors and mistakes such as pages being arranged upside down, words being too faint to be seen, book being wrongly cut, including some words.

When your books are printed on time, it allows you and your team to physically inspect each of them. During this activity, you set aside all book damages and then tell your printing company to re-print those. Conducting physical inspection on your printed book ensures that the book going into the hands of your clients is perfectly done. Otherwise printing books on the last

minute can make you sweat. You can be thrown into stress and panic.

ii. Identify your guest speakers

Selection of who to speak at your book launch is very cardinal. You do not just invite anybody anyhow to come and grace your audience at a book launch. You need to choose people who are public figures and cloud pullers. You need to choose people who are well-accomplished. You need to choose people who can inspire others. You need to choose people who can add value to your event.

Intelligently and professionally, engage them directly, or through the help of other people who may have stronger connections to them than yourself. Tell them exactly what you would like them to talk about during your book launch.

As an author, it is sensible to have an idea of what kind of people are likely to be in attendance and then distribute topics and speakers accordingly. What I mean is that, if you think there will be students at your book launch, then you might want to find a specific topic and a public speaker who will address

them. Topics like “how to excel academically without being a genius” might definitely pull students.

And, if you think there will be people who are likely to be the next big thing in life and are zealous about success, you might want to put topics like “how to punish poverty.” I guess this topic might pull a lot of people to your event.

All in all, being mindful of your audience’s needs is critical. Without it, your audience might feel out of place. Therefore, finding topics which are likely to be beneficial for everyone is very essential.

And, according to my experience of launching books, two or three invited speakers are enough. Note that as an author, you are also a very important and inspirational speaker at your book launch. As you engage your guest speakers, communicate to them on time regarding the amount of time you have allocated for them.

Also, send them regular reminders so that they will not forget about your upcoming event. Regular reminders to your guest speakers can help you know if they are still available for you

or not. If you realize your speakers of choice will not be available for your event, use your plan B. It is not normal for an author to run out of ideas over what he wants to do.

At all times, find a way of overcoming barriers, mountains, challenges and obstacles on your way to success. If you get stuck and fold your arms, your dream will die! Therefore, if it means finding new speakers for your book launch, please do it.

I had been through this before. I never cancelled my book launch even after receiving news that two of my would-be key speakers won't be available. I just learnt a lesson that some people are only available for us not necessarily that they value us. But because there is nothing requiring their presence at the moment we need them.

iii. Set a convenient and ample date and time

To make a choice of buying a book takes more time than buying hungry lion to eat when you are hungry. Book launch news should not come to your audience as an emergency. Announce the news of your book launch to your audience

at least three months in advance, especially if you are self-publishing.

iv. Publicize your book launch

A book launch is not a secret or surprise kind of thing whereby you just wake up and say, ‘Guys, this weekend I will be launching my book entitled.... and therefore, I implore you to come and support me.’ If you will try to surprise your customers that way, you will end up with self-surprises.

Continuously publicize your book launch. Announce it in churches, schools, colleges, universities, and in all places where you might find customers. Promote and market your event on social media, radios, and televisions. Create short videos and circulate on social media.

Constantly be innovative and creative in marketing your book launch event. You can even hire professional marketers to help you do this work. Let people know about it. In that way, you will help your audience to make decisions such as organizing transport, money to buy your book, rescheduling and adjusting their programs so as to create time to attend your program.

v. Make a budget for your book launch

Holding a successful book launch takes a lot of money just like a white wedding. Make a list of all things you will need on that day. Ask for quotations from all your would-be service providers and then find an estimated cost. ‘Count the cost first and see if you are able to manage.’ That is a counsel from our holy writings.

There lots of bill to be paid. In light of that, if it means you going round asking for money from well-wishers, please do it. A colorful and memorable book launch requires writers who are financially sound.

vi. Create a book launch organizing committee

When not handled properly, a book launch can be a very stressful event to an author. You need to work smart. Do not make it a one man’s show. It is an opportunity to tap from your friends’ potential. Ride on them by creating a committee involving a few of your friends to help you do the errands.

Let them help you arrange for a reasonable public address system (P.A. System), professional photographer, videographer,

decoration and catering team, arrange seats for your guests, selling of attendance tickets, arrange transportation of any movable items or things to and fro the venue and other things. Once in a while, you may need to check and approve what they are doing for you.

vii. Choose a professional master of programs

The same rules you follow when selecting a guest speaker, you also follow them when choosing a master of programs. If you just choose them anyhow, these people can potentially ruin your special event.

Therefore, you need to choose someone who is a cloud puller. Someone who can make the young and the old, the married and the unmarried, the rich and the poor, the singles and the divorced, the religious and non-religious, feel part of your grand finale.

viii. Hire an appropriate venue.

A venue must be easily accessible to both people who drive and those who don't but, use public transport services. It should also be of an appropriate size.

Regularly, use your popularity and how people seem to be interested in your book to determine the size of a venue. Time and again, have a working target number of people you would like to attend your book launch. If it is 50, or 300, or more people, plan for those.

Apart from that, your venue should give you a sense of peace and not regrets. Never look at how poor or broke you are and then justify settlement for a venue like a piggery! That's rubbish my friend! It is totally nonsense!

As a rule of thumb, make it a habit to choose a venue which will be acceptable to people of all economic classes –the rich and the poor. Your venue choice should be classic and top-notch.

ix. Create a program for your book launch

Being smart and organized should not just end in book writing. It should also be seen at your book launch through your way of programming. Create a nice, timed, typed and printed program to follow. Then share it with your guests and inspire them with your organizational skills.

x. Guest of honour launches your book

When all speeches are done, it is time now for your master of programs to invite the guest of honour to give a keynote speech. Thereafter, let there be cutting of ribbon and signing into one or two books. This action marks the official launch of your book. The guest of honour-signed book copy or copies are usually sold by auctioning.

CHAPTER SEVEN

YOUR POST-PUBLISHING WORK

Know three key points about your post-publishing work as a writer

After publishing your book, know that your work as a writer hasn't ended yet. There is lot of work to be done post-publishing. So, here are the three crucial things you will need to engage into after publishing your book:

1. Promote and market your book

Without post-publishing promotions and marketing strategies for your book, your book's public visibility begins to diminish. Eventually, your book can completely be forgotten as if it never existed. In fact, the public can even forget that you are even a book writer. Why?

You have become dormant. You have gone to slumber. You have forgotten that book marketing is a continuous process. It never ends.

Therefore, continue publicizing your book through whatsapp status, social media, television, radio, various websites and many other ways. Talk about it. Attend trade fairs and

display it. It is your duty to ensure that your book is regularly on the map.

2. Review your book

There are five reasons why I would encourage you to review your book at some point in future, even after publishing it. Firstly, to confirm if your book is still relevant and applicable in the present time. When you realize that it has some lapses, you may work on it by patching it, or simply updating it.

Secondly, knowledge is dynamic. It can change. In fact, it changes. What you know today may be challenged by somebody tomorrow. Therefore, reviewing your book can help you to reconcile your book with new discoveries. If you don't do that, your book will soon be old-fashioned and get kicked out of the market.

Thirdly, reviewing your book leads to perfection. The truth is that as human beings we error. We make mistakes. We are not perfect; even after many rounds of proofreading our books.

But when we realize the need to go back to review our work, we discover some of “the

bubble fish kind of mistakes,” –the slippery ones. We then make corrections to them and make our books more perfect. That is what make some writers to produce new book editions which are more superior. So, if you hear that there is another edition of this book, do not be surprised. Just know that there was a new light which the author received.

Fourthly, you may have come up with new thoughts about your book which you may want to include. Reviewing your book accords you with the chance to improve your book and make it more valuable.

Lastly but not the least, reading your own book can encourage you and inspire you to work even harder. If you do not believe this, write a book now and then, read that book after five or seven years. If by then you will have grown cold, after reading your book you will say this prayer, “Father in heaven! Please, revive me again. Give me back that spirit which once dwelt in me and cheered me to write great books like these.”

3. Find trustees for your book

Elsewhere I mentioned that the length of our lives is well-calculated by God and we are not

given any minute longer. Oftentimes, we do not even know when we will answer God's call. But we know for sure that soon or later, we will be dead. If we are not careful, our books will also disappear from the scene as soon as we are buried.

However, it is possible for you to continue speaking to the living through your book by finding your book trustees. Trustees are usually publishing companies, books distribution or marketing companies, and so on.

You can engage them while you are still living or by writing a will so that they can take up the responsibility of printing and selling your book. As they do that, a certain portion can be retained as theirs while another could be channeled to help your children, relatives, church or other organizations as charity.

Therefore, I want to encourage and challenge you to find a credible book trustee. Remember to consult a legal practitioner because these are the right persons to guide on such matters.

CHAPTER EIGHT
**POLISH YOUR TALENT IN BOOK
WRITING**

To polish your talent in book writing does not come on a silver plate. I have clearly shown you it throughout this book. Maybe, the way I have explained it is not what you really expected to hear. But, I couldn't manage to beat about the bush. Instead, I thought to say things just as they are. It comes at a great cost but the results are worthwhile. It takes consistent efforts and great sacrifices, including your own kidney.

Frequently, there is always something to sacrifice in order to attain that status. It could be skipping a meal and putting yourself at risk of digestive problems. It could be denying yourself quality sleep or even spending sleepless nights. Then wake up late for work with reddish and painful eyes begging for sleep. Over time, this habit can lead to sleep problems such as insomnia.

It could be pushing yourself to write even when tiredness is written all over your face. That of course could lead to muscle fatigue. It could be sitting for many hours to write which could put

you at risk of back pain. It could be not watching football or going for a movie in order to create time to write. That will lead to denying yourself some pleasure and enjoyment.

Actually, most often you will need to make many great sacrifices despite the risks in order to succeed. To gain what you need in your life you will have to stand firm and boldly in the face of danger or risk. If you can't do that you are like a farmer who watches the clouds. That farmer will not sow as he repeatedly thinks the rain will soak him if he goes to the field.

It is as a result of making a sacrifice for gain which made some people to develop certain health conditions like insomnia, backaches and digestive problems but they probably made it in life. Sacrifice for gain left them with either a temporal or permanent scar. Every time they see the scar it reminds them of their sacrifice. For those who are Christian, the saviour of humanity Jesus Christ made a sacrifice to die on the cross. His scars will be there for eternity.

As for those who thought making a sacrifice for gain was too much they also made a sacrifice for loss and they acquired some social-

economic problems like poverty. We have seen them wallowing in poverty and struggle to access basic needs of life. So, in this life nobody has it all. It is either you sacrifice for gain or loss. There is no middle ground. But the beauty about making sacrifice for gain of this great writer status is that you will not be sacrificing forever. It will only be for a limited time.

There is a faithful saying which goes like “If you want to achieve something you have never achieved before, you have to become a kind of person you have not been before. If you cannot decisively make a sacrifice that can change your life for better, then any change in your life either for good or bad can only come by a matter of chance.

If you do sacrifice for change, your life is likely to follow something like Isaac Newton’s First Law of Motion which states, “an object will continue in its state of rest or motion unless it is acted upon by unbalanced forces.” That means that, if you are an achiever and there are no factors to change that, you will always be an achiever.

Without change, over and over again, you will get the same results. But to expect different results in life when nothing has changed about us is what is what one of the greatest scientist who has ever lived Albert Einstein called insanity.

Apart from paying the price and making sacrifices to become a great writer, you need to believe that you can be as well. It has been said, “I can” is a more powerful than intelligent quotient (IQ).

In fact, even Jesus Christ once said, “to those who believe all things are possible.” He never attached any condition to that. So, it is “a-whosoever kind of thing” and all you need is to believe that you can.

Finally, always bring to mind the teachings of this book and be open-minded to other teaching which can add value to your writing career if you are to become a great writer. Become one, now.

ABOUT THE AUTHOR

Born on June 26, 1992, in Kaumuzya, Zambia, Edify Hampande has always been driven to excel. Edify was brought up and schooled from central, southern and Lusaka provinces of Zambia.

To be in particular, Mr Hampande attended Kamulobwe Community School in Chief Liteta of Central Province from 2001 to 2007 when he wrote and passed his Grade Seven Composite Examinations.

It is interesting to note that Mr Edify Hampande was Headboy at this school in 2007 and that he earned the highest marks in Grade Seven in Mwomboshi Zone.

He then went to Southern province where he enrolled as Grade Eight at Japi Basic School in Pemba district in 2008. In the second term, his elder sister requested to transfer him to Katimba Basic School in Monze district where she was a teacher.

Mr Hampande continued working very hard academically. He was the best pupil in Quiz not only at Katimba Basic School but in Kaloba Zone as well. When he wrote his Grade Nine

Examinations in 2009, Mr Hampande repeated his custom of earning best marks and making his teachers and friends proud.

Mr Hampande was then accepted at Monze Boarding Secondary School in 2010 as Grade Ten until 2012 when he finally completed. While at this school, Mr Hampande served as Academic Headboy as well as President for Junior Engineers, Technicians and Scientists (JETS).

Mr Hampande, along with his friend Mr Mweemba Pious, was zealous about JETS Quiz and the duo were among the best participants in Southern province. In fact, Mr Hampande's first appearance on Television (TV) was in 2012 in Kasama during the JETS Fair as they represented Southern province in Senior High School Quiz Category.

Mr Hampande received a lot of academic awards in his life. His love for Literature in English is the reason why you are reading about him today. Through this subject, he realized he had a talent of authoring books.

Having lived in, and travelled to several parts of Zambia, Mr Hampande became familiar with most local languages spoken in Zambia.

Mr. Hampande is a passionate persuasive writer with over ten years of penning experience. Since 2014 when he ventured into this work of lettering, he has written many life-changing books on spiritual development, marital bliss, book writing, youthful inspirations, and travel. Hampande's books are getting global attention and can be easily purchased as portable document files also known as pdf, or as hard copy formats.

Hampande is a skilled Editor and Coach in nonfiction book authoring. Equally, he is a blogger on Facebook who freely shares relevant content of diverse range but mainly on matters of health, family life, Christian values, personal development, among other things. Some of his articles have been published and featured online by several platforms such as Zambia reports, the Mast Newspaper, Daily Nation, to name just but a few.

Besides all that, Hampande is a medicines expert. He is a pharmacist, holding a Bachelor

of Pharmacy from the Lusaka Apex Medical University; a leading private institution offering health sciences programs in Zambia.

In him lies a wealthy experience in retail pharmacy practice. He critiques student academic research within the field of pharmacy and mentors new pharmacy graduates in retail pharmacy practice. He further offers consultation services to clients on how to open and operate a pharmaceutical retail business.

Separately, Hampande holds a Diploma in Sports Nutrition from Udemy Academy, USA. With this qualification, Hampande worked at Zambia Institute of Sports (ZIS) as a wellness promoter.

Religiously, Mr Hampande and his family are Seventh-day Adventist Church believers who are looking forward to Jesus Christ's soon return. Correspondingly, he is an invested master guide, preacher and leader who has served the church in countless leadership positions.

As we sum it up, it is good to mention that Hampande aims for nothing in whatever he does except excellence. His published books as

well as observation derived from his way of doing things in life all testifies to that fact.

Want to connect with Edify or explore his work? Reach out through his Facebook page, Edify Hampande - Persuasive Writer, or WhatsApp him at (+260) 973086074. Discover how his writing, expertise, and experiences can inspire and impact your life!