

*Month 2*

## **THE ROUGH DRAFT**



**From idea to published in 6 months**

## Month 2

# ANATOMY OF A SCENE

*For each scene you write ask yourself this:*

**WHO?** Who is in my scene?

**WHAT?** What is happening and what does each character want?

**WHERE?** Where is the scene taking place, how did characters get there, how does environment impact it?

**WHEN?** When is scene taking place? How much time has passed? What time of day/week is it? Does this matter?

**WHY?** Why does the outcome of this scene matter? What are the stakes?

**CONFLICT** What is the main conflict? How can you raise the tension in this scene?

**RESOLUTION** What happens as a result of this scene? What changes? Is there a cliffhanger?

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## Month 2

# CREATING THE OUTLINE

*It's not as hard as you think!*

1

Go back to your **STORY ARCHITECT** notes and jot down the key story moments- allowing space for extra scenes.

2

Each key story moment gets a dedicated scene- or a few.

3

For each scene jot down the 5 W's and **CONFLICT** and **RESOLUTION** (from the **ANATOMY of a SCENE** page)

4

Just list these scenes and details in order. Number or letter them if you like. There are no rules!

## Month 2

# HOW TO DO TRANSCRIPTION

**Figure out which scene you're going to write**

**Figure out the 5 w's of the scene & beginning, middle & end**

**Close your eyes and imagine it**

**Open the voice memo app or similar on your phone**

**Tell your scene like a story, speaking as clearly as possible**

**At the end of the scene, stop the recording and upload the audio file to your computer**

**Use a transcription tool, whether it is office 365 (with chrome) or otter.ai**

**Paste the resulting text into your document**

**Edit for clarity while you still have the scene fresh in your mind**

**When you are done, either edit by hand or re-dictate your scene into a program like pages or notes where you can check your punctuation, etc. as you go.**

# Month 2

## DICTATION GUIDE

- Make sure you are in a reasonably quiet environment, with access to Wifi. Do it in private so you don't feel embarrassed! It may help you to pace or to close your eyes while you dictate. Play around to see what works best.
- Dictate into voice memos on your smartphone and then have it transcribed for free in an Office 365 Word doc or Otter.ai, or dictate directly into Notes, Word, or Pages.
- Speak as clearly as possible, and a little slowly at first. You can build up to dictating more quickly.
- In some programs, you speak the punctuation marks: Period, Comma, Question Mark, Exclamation Point. To insert a word that's also punctuation, such as "comma" or "period," say "literal comma" or "literal period." Say "New line" or "New paragraph" for a new paragraph. You can skip punctuation if you're doing VoiceMemo and add later.
- If there is a name that keeps getting misspelled, update your personal dictionary to include it or use a placeholder name.
- Work from an outline so you don't feel stuck and can skip scenes if you are not in the mood or if they're too challenging. Don't lose momentum.
- Write scene by scene, and keep in mind that dictation may work better for certain types of scene, such as description. Oddly enough, dictation is a little more difficult for dialogue.
- Envision the whole scene. Who is in it? Where does it take place? What needs to happen? Close your eyes and think about what you want to say, and how.
- It's ok to pause between passages to gather your thoughts.
- Start speaking. Don't worry if you mess up. Just keep going, and look over your work and edit for clarity after each writing sprint. Stopping every 15 minutes and giving yourself 5 minutes to clean up what you've done is ideal.
- Don't edit too heavily and worry that your writing isn't "pretty" enough at this stage. This is just for the first draft.
- Does it seem like it's still not accurate after a bunch of practice? The app may be to blame. Switch it up, try a quieter room or a microphone.

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## Month 2

# CHOOSING & USING A CRM

*It's all about automation & analytics*

**CRM = Customer Relationship Management**

*Why do I need a CRM?*

Email is the best way to communicate with those who want to hear from you.

A good CRM helps you to automate mailing list tasks.

A CRM will help you to segment your list in a number of ways to nurture your audience.

You can personalize campaigns and sequences.

## WHICH CRM SHOULD I CHOOSE?

That's up to you, but consider how many people you plan to have on your list & what kind of automations you want to perform.

## SAMPLE AUTOMATION

Reader gives email address in response to a specific lead magnet - Tag is applied to contact - Contact added to one or several lists - Freebie delivered via email - Automatic sequence of 4 or more emails sent to contact to nurture them - Newsletter delivered at the interval of your choice - Other campaigns such as sales & announcements & events can be started - CRM records every interaction.

# Month 2

## THE LEAD MAGNET

*A good lead magnet...*

**APPEALS TO YOUR AUDIENCE...  
IS FREE OR CHEAP FOR YOU TO PRODUCE  
GETS DELIVERED AUTOMATICALLY**

- Access to a free podcast episode or video about your book/world
- Audio recording of one of your scenes
- Access to a free podcast episode or video about your book/world
- Q&A webinar
- Free ebook/ short story
- Giveaway sweepstakes
- How to's for your genre
- Writing/publishing checklists
- Book writing playlist
- Writing snack recipes
- Unpublished bonus scenes
- Character art
- Cheat sheet to your world
- Extra world details you didn't put in (maps, myths, etc)
- Desktop wallpaper
- Opportunity to beta read
- Name a character contest

## *Month 2*

# **COMMUNICATE WITH YOUR AUDIENCE!**

*What do you want to say, and how are you gonna say it?*

**What is unique about me as an author? How can I best express that?**

**What is super cool about my book and how can I let my audience know?**

**Create a tagline for yourself- 3 words that best describe you**

**Create a one sentence tagline for your book. Yes, just one.**

**What are you great at and terrible at when it comes to this writer business?**

**Which social media platforms are you most active on?**

**Which kind of content is most aligned with you? Podcasts, video, images, blog...**



## *Month 2 Checklist*

- Have I figured out a place to write?
- Have I created a writing schedule?
- Do I know how long it will take me?
- Have I tried writing sprints?
- Have I figured out dictation?
- Do I have support?
- Is my story spine clear? Have I completed my outline?
- Have I practiced scene setting?
- Is my rough draft done?
- Have I created a lead magnet?
- Have I chosen a CRM?

*Month 3*

**GETTING YOUR WORK  
READY TO BE SEEN**



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## *Month 3*

# SELF EDITING PROCESS

- 1** Create a new outline from your first draft.
- 2** Evaluate the story arc- does it seem complete? Balanced? Is it clear, with strong causality?
- 3** Print your manuscript out- double spaced.
- 4** Mark up any problem spots identified via outline.
- 5** Are all characters well developed with a strong arc?
- 6** Is each scene well set? Does it have a purpose?
- 7** Check character's actions and motivations.
- 8** Check dialogue- is each dialogue purpose driven?
- 9** Is tense and POV consistent and clear?
- 10** Read your paragraphs out loud for flow and pacing