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## **Chapter 1: Where Do I Begin?**

This certainly is the million-dollar question. The truth is that you “began” when you started writing your book, saw that process through to completion, and decided that what you’d written was worthy of being brought into the world. So congratulations! You have already begun.

Now that you can check “writing your book” off the list, your next task is to define what success means to you. Yes, “selling books” is a good goal in general, and yes, it would be nice if Bill Gates recommended your book for his summer reading list. But success as an author is more complicated than simply selling books. For many authors, being successful means leaving a lasting legacy. For others, it means winning awards in the literary world. For authors who have speaking careers, success might mean having something tangible and desirable to sell to their audience. You are guiding this journey; you get to create your goals based on your vision for your life and career.

Doing this work at the beginning will focus your marketing efforts. There are literally thousands of ways to market your book. So begin by asking yourself why your book is important, who you’ve written it for, and how you expect it to impact your audience. If your book isn’t solving a problem or offering something new and different, you’ll have a difficult time marketing it.

Next, envision the next three to five years. Are you hoping to start a business? Become a career writer? Launch an online platform based on your book’s content? Inspire activists? Is your book the start of several books you will write? If so, who are these future books for? Are you growing a robust online business where content is essential to grow and leverage your brand?

When seeking marketing opportunities, revisit your definition of success and measure whether each potential marketing effort helps meet your specific goals. What works for someone else’s book won’t always work for yours. If an opportunity does not advance you toward your vision, skip it.

What are three non-monetary definitions of success that align with your vision for your life, career, and future?

- 1.
- 2.
- 3.