

BROWN FEDORA BOOKS PRESENTS:

MAKING BOOK

A BROWN FEDORA PAMPHLET

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Can I write a book and get it published in a year?

Yes, you can.

You can be a proud and published author, without spending a dime of your own money, while also making a few bucks on the side.



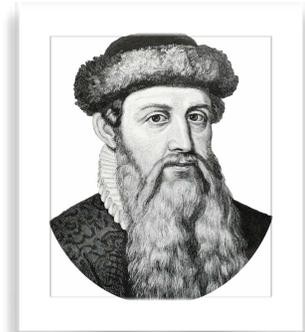
Yes, it will take a fair amount of effort and frustration on your part, but you will not encounter any insurmountable clusters of trouble and woe.

Read on.

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So what's this all about? How's it work?

Well, in 1439, a guy named Gutenberg sort of invented the printing press. His full name was *Johannes Gensfleisch zur Laden zum Gutenberg*, but he got tired of moving all those little block letters around, so he just went by "Gute." His invention allowed books to be printed much easier and cheaper, better than being hand-copied by monks who would much rather be assigned to the jelly and jam making team.



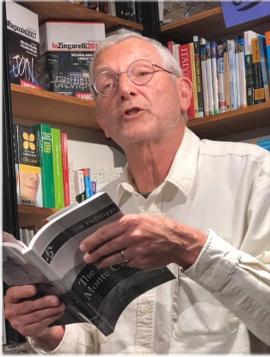
Then, five hundred and something years later, a guy named Bezos invented a thing called Amazon, which allowed anyone to print up a book for free. He didn't need your money, he was doing okay without it. He *will* take a share of your book's profits, but not too much.

This pamphlet will show you how to take advantage of this technology, along with a few doses of utilizing a more traditional technology— that of using your own brain.

Some lug named Jim DeFilippi will walk you through the process.

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Jim who? Who is this palooka anyway?



Jim is the CCO (Chief Coordinator) of *BROWN FEDORA BOOKS*, a bunch of frustrated writers trying to hawk their wares. No, don't worry, this isn't a scam, it's not a come-on to sign up with *BROWN FEDORA*. We would love to have more readers, but we don't need more writers, and, no offense, we really don't want you and your book.

The deal is—in his long and for the most part oblivious lifetime—Jim has published books with big-shot mainstream publishing houses like *HarperCollins*, as well as with small prestigious boutique publishers like *The Permanent Press*, and independent places like *BROWN FEDORA*.

He has written and published thirty books, mostly when working full-time as a school teacher and special needs bus driver, so he's figured out how it's done.

Now he wants to show you. Again, it's for free. No hooks, scams, or come-ons involved. He has this process he's been using for years: How to dream up an idea for a book (mostly fiction—novels, short stories, things like that— but non-fiction is even easier), then how to write it, and how to get the thing published.

It's really all pretty basic.

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So where do I start? I got this one idea...

Yeah, yeah, so you have a great idea for a book, who doesn't?

Look, your story will have to be at least **60,000 words long**. Don't panic, there are about 200,000 words in the English language, so you'll just have to use a fraction of them. (Again, we are talking about fiction here, about writing a novel... non-fiction is a breeze.)

Do some math to determine how many chapters you need, and how long they have to be. 20 chapters? 3,000 words each. 30 chapters? 2,000.

Each chapter will have to move your book along. No slush. No deadheads. A chapter is like an "act" in a play, and "act" means "action." **Something happens!** Something has to move your story forward in each and every chapter, if not on every page.

A book should tell a fascinating story with words that sing. Let's repeat that, it's important: **A book should tell a fascinating story with words that sing**. We'll get to the singing words later, but for now, just come up with a fascinating story. Also, each chapter should lead logically to the next, but at the same time should surprise and entertain the reader. Admittedly, it ain't always easy, but...

Do it anyway, then write down your list of 20 or 30 chapters.

This list becomes the backbone of your novel, and it should be all set before you start out on Page 1. Yes, you can alter it, but it remains the basic blueprint.

Don't fall for any of that "I create my characters and let them lead me through the story" crap. That's just something authors say to sound special, to impress you. It's like when they say, "Writing is pure hell, but I must do it anyway." No, it's not.

Playing the violin is hard. Writing is fun, and for the most part pretty easy. Maybe not as much fun as the monks have making jelly, but fun.

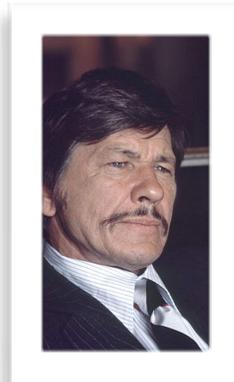
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Can you give me some examples of how plots work?

Well, for one example, if you are doing a thriller, have your brave, tough hero, get into a jam. Getting out of that tangle lands the hero in another one, even worse. Then again and again and again.

Or you can take a group of characters— some attractive, some not— and isolate them— maybe in a rural setting, or a haunted house, a stuck elevator, etc., etc. Then inject some **Danger!** Start bumping them off one at a time.

Also, the old revenge theme never gets old. The hero's loved ones get axed, so he or she turns from being Charlie Brown to Charles Bronson.



And you can't miss with a good home invasion or jilted lover scenario. Or try the old Wood Unit, also spelled Whodunit.

How about "Boy meets girl, loses same, then gets her back (along with her lovely front)." There's buddies on a trip, a seeker on a quest, the sensitive kid coming of age, damaged cop catches crazed killer, on and on.

There are 18 basic plots, with 87 variations. Use any one of them. Don't worry about stealing ideas. The last writers to come up with an original plot were writing the Old Testament.

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Now What?

So far you've invested what, maybe half a morning on this project?

This next part will take some time, maybe a couple months.

As you stumble your way through life, keep your head on swivel and your antennae out for anything that you can use in your book. An overheard snatch of conversation for Chapter 13, an uncomfortable scene at a party for Chapter 6, a nasty coworker for your villain.

Record all of these. Use the "Voice Memo" on your phone. Or if you're so old that your shelf life is about to expire, carry a pad and pen.

WARNING: This step will entail your going through life with a blank and distant look on your face. Friends will call you "drifty." Family members will accuse you of being oblivious. The term "On Mars" might even be tossed around. That's the cross that authors carry.

Finally, when you have accumulated a book's worth of notes, sit down at your keyboard with the pile of notes organized by chapter. Writing the book will be a piece of cake. A walk in the park. A stroll in the park while eating a piece of cake. Writer's block? Can't happen. You're not creating here, you're not composing, you're not extemporizing. You're just transcribing your notes.

And **VOILÀ!** your first draft is done. (Avoid using corny terms like "VOILÀ.")

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Am I done yet?

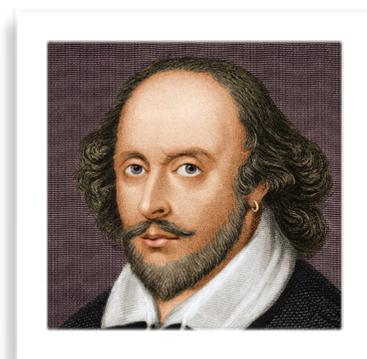
No.

Remember that part about “a fascinating story with words that sing”? Now you have to get those words a-singin’.

Add some style to your pages. Get a voice. Do whatever it takes.

Dream up original figures of speech. Use poetic gimmicks. Slap in some memorable lines. Write like this guy. (It’s not Col. Sanders.)

Don’t bore your reader with stuff they’ve heard before. (You’ve already done that with your plot.)



There is nothing that “sings” like real people saying real words. Put original lines of dialogue into your characters’ mouths. **Original! Unexpected! Ungrammatical!**

A good rule to follow: If you think a line of dialogue has ever been used before in the history of literature, don’t use it. Go to school by reading the best book of dialogue ever written, **The Friends of Eddie Coyle**, by this guy.

Keep on tweaking your words until they start singing. It’s fun, it’s easy— work at your own pace when you’ve got the time. It’s like putting a nice coat of wax on a motorcycle that you’ve built by hand



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Do I have to poofread?

Yeah, you do have to “poofread.”

A lot. After you’ve done it as well as you can, and you have the manuscript in perfect shape, give it to somebody else to proof, because you saw things that weren’t there and didn’t see things that were.

Then do it again. Then give it to somebody new this time, somebody who’s really good at this. Then do it yourself one more time.

There are still three errors and typos on every page.

Keep weeding them out.



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Okay, so I wrote the damn thing, now how do I go about getting it published? And remember, I don't plan to spend one thin dime on this.

Keep your wallet in your pocket. There are two ways you can go about this.

First way: You can spend a year chasing dinosaurs. "Dinosaurs" are those literary agents, acquisition editors, and mainstream publishing houses. These are good people. The real ones won't charge you up front, they'll just take a taste of your profits. They are hard working, smart, and caring. But they will soon become extinct, wiped out by the volcanic ash of technology. Thus, they can be a bit grumpy, hard to connect with. It's true that they could end up putting a really good spin on your writing career, but more likely you'll spend month after month being ignored, if not eaten alive.



Second Way: Remember that guy Bezos you read about on Page 2? Go see him at WWW.KDP.AMAZON.COM. (There are other good places doing this too.) Bezos will lead you through the process of publishing your book. You will retain complete artistic control, including title, cover, book design, and every word of content. It's all **free**.

Your book will be published immediately, both in hard copy and eBook, and it will get immediate worldwide distribution. For every copy sold, you will be paid at a higher royalty rate than the mainstream boys would have given you.

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BROWN FEDORA BOOKS PRESENTS:

Will I sell a lot of copies?

No.

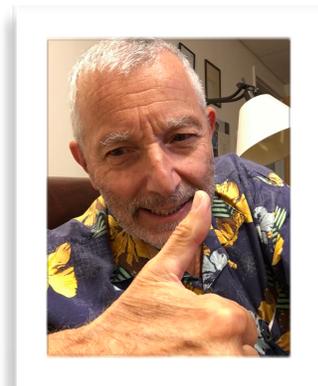
You might try splashing the book around a bit on social media— Facebook, Twitter, blogs, Clawhammer— and that effort might goose your sales or hoist your sails, but only by a little bit.

Putting up Stephen King numbers? John Grisham? Harry Potter? As Big Loman said to his dad Willy in DEATH OF A SALESMAN, you can “take that dream and burn it.”

True, a few outliers have started with this independent publishing gig and hit the big time, but you won't.

But so what? You have done what you set out to do. You have enjoyed yourself and accomplished much, met a goal that most people have just dreamed about.

Kudos.



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Footnote:

Two literary critics were discussing F. Scott Fitzgerald.

One said, “He must have died a broken man, his masterpiece, THE GREAT GATSBY, was a commercial and artistic failure.”

The second one said, “He died happy. He knew he had written a good book.”