


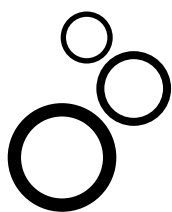
Duende Press



5 Questions to Ask Yourself Before You Write a Book

(Or Hire Someone to Write It for You)

By
**Rebecca
Pillsbury**



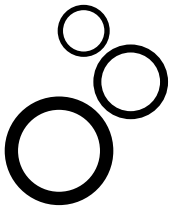
5 Questions to Ask Yourself Before You Write a Book (Or Hire Someone to Write It for You)

By Rebecca Pillsbury, Duende Press

Have you been told—or have you been telling yourself—that you should write a book?

Maybe the idea has been bubbling in your mind for years now, or perhaps you have only recently entertained the notion. Regardless of which group you belong to, perhaps finding enough time or the right words feels unattainable with your current workload or lifestyle or expertise. If sharing your story or your wisdom through the publication of a book feels like merely a pipe dream, there's an option you may not have considered: hiring a professional to write it for you.

Here are five important questions to ask yourself to help determine which option is right for you—working with a writer or writing the book yourself—and if your publishing expectations are aligned with your investment.



Question

#1



What is the first feeling you have at the thought of writing a book?

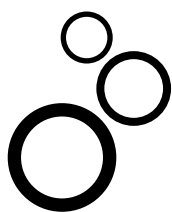
- a) Excited
- b) Challenged
- c) Overwhelmed
- d) Panicky

If you answered “excited,” then you should likely write your own book. Maybe all you need is a writer’s group to keep you focused and motivated; even researching the publishing process may be a task you take pleasure in. You may need to be diligent about carving out specific time periods to write, but time is an obstacle that can be overcome—it is just a matter of prioritizing.

If you felt “challenged,” the result could go either way. Are you someone who feels energized by the idea of a challenge? Does the reward of having overcome a challenge balance heavier on the scale than the fear of “failure”? If so, you probably just need a coach to guide you in the necessary steps to take your story from idea to publish-ready document. If, however, facing a challenge leads you to procrastination, your book could take years to write—or it may never get written without the help of a professional.

If “overwhelmed” was your answer, it may be that you have too many other responsibilities in your life that take priority over your book. Or you may simply not enjoy the writing process and therefore never begin it. You have to decide what is more important to you—sharing your story now through a team of hired professionals, or waiting until writing your book reaches the top of your priority list. Be honest with yourself though—will that time really come? Trust your instinct.

If the idea of writing a book led you to a state of panic, your body is trying to tell you something: writing is not your area of creative genius. Many people lie within this realm—perhaps your talent is instead playing music or public speaking or playing a particular sport. You still have a story to share though, right? There’s no point keeping it to yourself when there are professionals who can write and publish it for you.



Question
#2



What is the desired goal you want writing and publishing to help you achieve?

Now that we've determined how you feel about writing a book, let's discuss your intention.

Many first-time authors have the unrealistic expectation that once they publish a book, cash will steadily come rolling in. That kind of experience does happen, but let's face it—it's extremely unlikely. The average non-celebrity author sells 100 books. That's in a lifetime. What I learned the hard way is—contrary to what many internet publishing gurus would have you believe—one does not live on book sales alone.

Duende Press clients typically fall into one of these two categories:

a) You're a successful entrepreneur who has never been published, but who knows that publishing your story and/or wisdom would enhance your professional credibility.

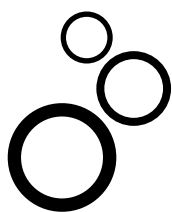
If this is you, you already know that being published establishes you as an expert in the topic at hand. This leads to additional (and larger) speaking gigs, more (and higher paying) clients, and an additional revenue stream. Publishing a book therefore enhances an already established business significantly, but it does not create a significant business in and of itself. Perhaps one day it did, but those times have passed.

Books in this category typically fall under the genres of self-help.

b) You have an inspirational story to share that you'd like to pass down to your children and/or share with the world—not with the intention of making money but rather as a family heirloom or motivational piece.

I am not saying these books won't make money—but realistically, the investment such books require leads to minimal profit. They could be used, however, as a stepping stone to building a profitable business—your travel memoir on your adventures in Ireland might be met with such enthusiasm that you're inspired to embark on and write about another adventure, in Zimbabwe. Before you know it, you have a fan base of admirers, and you're led to become a consultant on how others may undertake a travel adventure of their own. See how that works? The possibilities are limitless.

Books in this category are usually memoirs, biographies, or travelogues; they are typically based on journal entries or interviews.



Question

#3



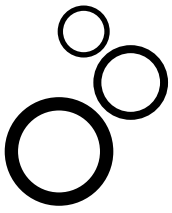
Are you willing to work with a team?

If you have decided to write and publish a book yourself, there is something very important to keep in mind: Don't try to do it alone.

One of the worst mistakes you can make if you're trying to build credibility is not to hire an excellent editor and designer. If your book isn't in peak form, it not only won't benefit your business, it will damage it. Even the greatest writers of all time work with editors—it's a step you should never try to skip.

In regards to publishing, did you know that over 400,000 books are self-published every year? This means there are many people who have been there, done that who you can learn from.

Why reinvent the wheel? It takes a huge time investment on your part to weed through all the resources out there to try to figure out the publishing process (everything from formatting, design, ISBN registration, and uploading to print on demand or digital platforms). If you haven't yet written your book, you probably don't have the time to figure out how to publish it, either. Fortunately, you don't have to. Our team has been through the process, many times. We are also aware that the process is continually evolving, and it is important to stay up-to-date with the latest trends and technologies. What you learned from a workshop you took five years ago likely no longer applies.



Question

#4

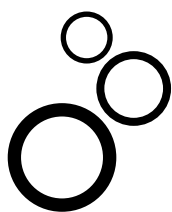


Are you willing to market like mad?

Although it's wonderful that book publishing has been made so accessible, the flip side of that is that it's getting harder and harder for your book to be discovered among all the other books. If you want your book to be read, marketing is a critical piece that many first-time authors overlook.

If your publishing goal is anything other than creating a family heirloom, are you willing and able to market it like mad? Gone are the days of even traditional publishers doing the marketing for you. If it's your book, it's your responsibility to market it. Period.

If you seek to be one of the rare exceptions who writes a best-selling and money-making book without the support of your already established business, [Duende Press](#) is not the right publisher for you. However, if you already have a successful business through which you carry out speaking engagements, have a sizeable and engaged list (newsletter subscribers, clients, etc.), and otherwise have channels in place to reach a wide audience, our services are an excellent fit. We can help you take your business to the next level—a book will compound what you have already built exponentially.



Question

#5



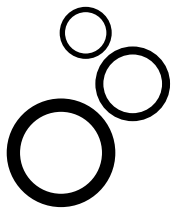
Are you willing to make a significant financial investment?

Regardless of if you decide to write and publish with Duende Press or not, you can expect to make a significant financial investment in your book. Writing a book requires so much effort on its own, why would you negate your hard work by not making it the best product it can be?

Don't be a cheapskate. Good editors and designers are not cheap—but they are so, so worth it.

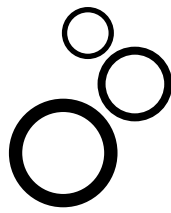
If you are hiring someone to write your book, you can expect a significant financial investment as well. This is why it's all the more important that you do the research to find someone you resonate with. That person's voice will be telling your story—you want to be happy with the result.

This is why Duende Press does not work with everyone who submits an inquiry—we want to be sure we are the right fit for you. If you have read through this guide and our website and what we have written speaks to you, please [contact Rebecca](#) for a free 30-minute consultation. We will talk through your publishing goals, your work style, and your level of investment.



What you can expect if you hire Duende Press to write your book

- ☞ One-on-one access to our team throughout the duration of the writing and publishing process.
 - ☞ Timely turnaround. Do you have an event already scheduled that you want to be able to sell your book at? We will discuss your desired timeline for the publication of your book and work together to meet your goal.
 - ☞ Quality. Encompassed within our definition of quality is authenticity. We know that if we write from a place of truth, readers will resonate more with your story.
 - ☞ Professionalism—with a side of humor. We take our work seriously, but not ourselves. We're undertaking a large project together—let's enjoy the journey.
 - ☞ Gratitude. We know you have options when it comes to reaching your writing and publishing goals. We are very grateful to those who have chosen to work with our team. Whatever you decide, we wish you the best on your writing and publishing journey!
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**Rebecca
Pillsbury**

About Duende Press founder, Rebecca Pillsbury

Rebecca Pillsbury is an award-winning writer, a dancer, and an adventurer whose soul purpose is to empower and uplift others—which she does via writing transformational books. Although known for her candid authenticity and contagious joy, it is her quiet, sensitive nature that allows her to notice subtleties of setting, emotion and character—which gives her writing an exquisite edge.

Rebecca currently resides in Portland, Oregon, though you may not find her there year-round—a vagabond spirit cannot be tamed. You can reach out to her directly at Rebecca@duendepressbooks.com. Wherever she is, she will be happy to hear from you.
