

MDFlyn.com

# Fabulous Novel Action Plan

## **Prewriting Action Plan 2 months**

Brainstorm

PreWrite Project Workbook (8 days \$7)

Outline character arc

Outline story structure

Develop characterization

Backstory monologues/freewrite

Create settings and context

Discover your ideal reader

Identify 5-10 similar bestselling books = potential reader/target audience

Define tone

Define genre

Define age market

Choose 2-5 book categories (find 3-5 similar modern books)

Decide POV and viewpoint characters

World-Building Leviathan method (1+ per day, 52 steps, overlaps)

Snowflake method start (to character charts)

One Page Novel spreadsheet

Choose theme/dramatic premise – know WHY, heart and soul of story

Create visual storyline

Index cards/outline

Write discovery pre-draft (tell the story to yourself, just WHAT happens)

Snowflake method finish

Write book blurb (selling tool, cover)

Write book synopsis (for querying)

Write book proposal

Design sample cover/mockup

Review notes, tidy outline, character charts, etc

Brain nap (2 weeks)

## **Drafting Action Plan 7-9 months**

Write last scene

Write 10 most important scenes

Adjust outline – know WHY

Layer 1: Skeleton Draft - The Junk Draft plot based

Working 1hr/day for 8 months, 110,000 word novel, 1,310 words/hour

Inciting Incident 20% 47 days

End of the Beginning 5% 13 days

Pinch Point #1 13% 30 days

Review and adjust – know WHY

Midpoint 13% 30 days

Pinch Point #2 13% 30 days

Crisis 13% 30 days

Climax 24% 58 days

Resolution 1% 2 days
Adjust outline – know WHY
Review/Write book blurb – ideal version of your book
Layer 2: Flesh, Muscles, Heart - The Structure Draft characters, theme
Layer 3: Freckles Revision - The Rough Draft
Adjust outline, blurb – know WHY
Book nap - 1 month, develop character backstory/worldbuilding into short stories to submit
<b>Editing Action Plan 3 months</b>
Complete read-throughs, out loud, backwards
Increase tension, conflict, suspense
Rearrange, cut, add scenes
Layer 4: Check Up Edits - The Surgery Draft
Run through Pro Writing Aid copy edit <a href="http://prowritingaid.com">prowritingaid.com</a>
Book nap - develop character backstory/worldbuilding into short stories
Revise, adjust outline, blurb – know WHY
Paid Big picture level edit > structural/content edit \$0.05/word \$350-\$1,000
Beta readers (3-6, swap services for editing/eyes?)
Revise on Kindle (use comments)
Layer 5: Toning - The Last Draft
Move to Pitching (for traditional publishing)
Paid Paragraph level edit > line edit \$0.04/word \$800
Paid Sentence level edit > copy edit autocrit.com editminion.com hemingwayapp.com \$0.03/word \$600
Paid Word level edit > proof reading polishmywriting.com \$0.02/word \$400 (must do editing, min \$200)
<b>Pitching Action Plan 12 months</b>
Review and revise querying materials
Write query letter template
Research literary agents and publishing houses
Query agents. Repeat. (At most 5 at once, wait for response 1 month then move on)
Meet w/ reps at writing convention
Participate in contest or social media event
<b>Publishing Action Plan 6 mo-2 yr</b>
ISBN purchase 10 for \$250 or 1 for \$125; You need separate ISBNs for ebooks, print and audio
Formatting DIY (Vellum on Mac, Jutoh) \$200 or \$30 ea, or paid \$150
Paid cover design, \$50 premade, \$150-2500 avg \$350; book artist early
Copyright \$35
Amazon
Audio (DIY it, paid \$2000)
If selfpublished wait 6 months, several iterations, selfpublish print book on demand Createspace
<b>Marketing Action Plan 5 months (overlaps)</b>
Author headshot (DIY it, paid \$200)
Build author platform
Build author site - add book page/section (selfhosted \$15/mo incl domain)
Update site and media kit
Build mailing list
Amazon presence
Print media - business cards, bookmarks (DIY it or Vistaprint)
Booklet/short (handout/promotional item)

<u>Engage with readers to build trust and familiarity</u>
<u>Promote novel (authentically, handsell first 1,000 readers)</u>
<u>Events - Participate in cons, book tours, signings, readings</u>
<u>Blogger reviews</u>
<u>Guest posts</u>
<u>Virtual blog/podcast tour (DIY it, paid \$150)</u>
<u>Paid advertising (BookBub \$350, GoodReads giveaway)</u>
<u>Book trailer video (DIY it, paid \$400)</u>
<u>Incentives</u>
<u>Article marketing</u>
<u>Press release</u>
<u>Book tour</u>
<u>Launch party</u>
<u>Book club discussion guide</u>

This novel action plan for writers brought to you by M D Flynn

Other Sources:

Author 2.0 Blueprint by Joanna Penn

Basic Beat Sheet by Jami Gold (wordcounts)

How to Write a Book: The 5-Draft Method

How to Write and Revise Your Story in 5 Draft Phases

How To Write A Novel Outline from Well Storied



