

## OCTOBER 2016 BEHIND THE CURTAIN JOURNAL ENTRY

### *THE MESSY PROCESS OF CREATING A CRAFT BOOK, PART 2*

BY CHILDREN'S AUTHOR JENNIFER PHILLIPS

Capstone Press just released my new book, *Picture Perfect!: Glam Scarves, Belts, Hats, and Other Fashion Accessories for All Occasions*. Last month I shared how these projects typically unfold. **Here's** a bit more about what **I've** learned in tackling these types of craft books:

- You need at least double the number of ideas as final projects. More is better. Many of the ideas simply will not work out as hoped, or they will be rejected down the road.
- Move quickly into mocking up ideas and getting your hands dirty. You want to rapidly learn which ideas and instructions **don't** just look good on paper.
- Always, always, always keep your readers squarely in mind. Will a project be appealing? Will it challenge them a bit in technique but not so much that they get frustrated and give up.
- Take pictures of the steps as you figure out the best way to construct a project. These will be your memory aid when you write the instructions. And your editor may want to see these to help on their end as well.
- **Don't** hesitate to ask your editor for clarifications. **It's** a collaboration and they are just as invested in making sure the book turns out well.
- Save everything until you know the book has gone to press. The projects may change some until the very end, and all of those prototypes and materials could still be needed.

Let me know if you have any questions!

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