

## THiNKaha Elite Writing Guidelines

The THiNKaha series is comprised of physical (THiNKaha Elite) and THiNKaha App-only books that contain 140 well-thought out quotes (tweets/ahas) that are 140 characters or less. These books are quick to read and very memorable.

THiNKaha Elite books are delivered in paperback, eBook (pdf, Amazon Kindle, Sony Reader, B&N Nook, etc) and via the THiNKaha app.

THiNKaha App-only books consists of the 140 tweets and a front cover. They do not have the back jacket, foreword, endorsements, dedication, acknowledgement or section descriptions.

The first step in writing your THiNKaha Elite book is filling out the six questions. Questions 2-5, in particular, will help shape your book. It's important to have a paragraph summary of the book to understand what the book will do for you, to understand and document the intended audience and what they will get out of the book, and to chunk the quotes into sections. For this guideline, we thought it was important to repeat question five from the six-questions document.

As this book is comprised of 140 tweets/quotes/ahas, we'd like you to chunk the quotes into sections. What are the proposed sections of the book with a paragraph summary of each section? These summaries will let you (and the copy editor) evaluate the merit of each quote within that section.

Here are some additional guidelines:

1. No plagiarism. If it is not your quote or thought, please do not use it unless the thought is in the public domain and/or you give the appropriate attribution.
2. Each quote (140 characters, including spaces, or less) must stand on its own (if you opened up a fortune cookie and this quote was the fortune, would it make sense?).
3. Introductory comments belong in a preface, not as a quote. Closing comments belong in an afterward or the summary of the last section, not as a quote.
4. If you're supplying a list of items, include the name and number of the list at the beginning of each quote (e.g. Life Lesson#1:, Life Lesson #2, etc.).
5. The last quote in the book (e.g. #140) must be upbeat and broad in scope.

Please contact us with questions.

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