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I have already written 10 books and 93 scientific papers. Can you share with me something I haven't already experienced?

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Humility!

"Every man is my superior in that I may learn from him."

-Ralph Waldo Emerson

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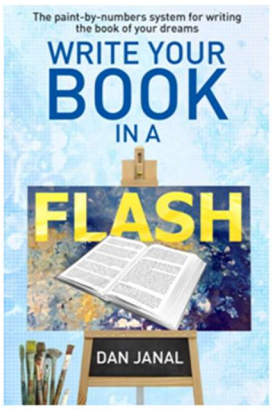
About Dan

- Finished writing my 13th book: ***"Write Your Book in a Flash: The Paint-by-Numbers System for Writing The Book of Your Dreams"***
- To be published first quarter of 2017
- Check out our website: http://www.WriteYourBookInAFlash.com
- Thousands of newspaper articles, blogs and ezines
- I still learn every day!



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What I told him instead…

- Read books about how to write fiction
- Take a screenwriting class
- Read movie scripts
  - GoIntoTheStory.com
- Favorites
  - Michael Hague, "Storytelling Made Easy"
  - K.M. Weiland, "Creating Character Arcs"
  - Hallie Ephron, "Writing and Selling Your Mystery Novel
  - Any Cliff Notes of your favorite classic novel or play
  - Great Courses (via Audible)

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What's your goal for the book?

Sell 10,000 copies?
Or get 1 client
Do the math

1 Client = $15,000
600 buyers at $25 per book = $15,000

It is easier to sell 1 client than 600 buyers
The minute you stop promoting the book, the buyers disappear.

Books actually have a long life for a coach, consultant or speaker who wants to grow their high profit items.

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15. How do I find time?

15 minutes a day.

Every day

No exceptions

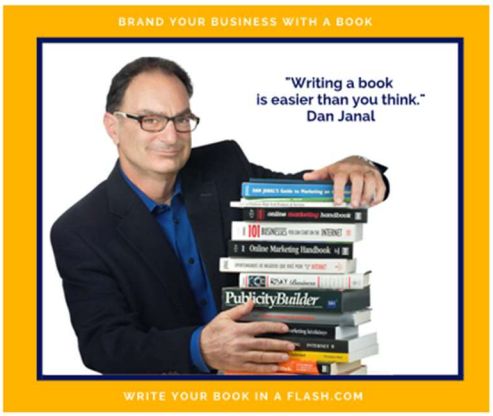
No sick days

No kids are sick days

No “I have a job” excuses

If you want to write, you’ll write. If you don’t want to write, you won’t.

Please don’t kid yourself.



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“I have all the time in the world to do what truly matters to me.”

- Christian Mickelsen

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14. Unfocused

Narrow it down.

Absolute must.

1. You aren't the expert on everything

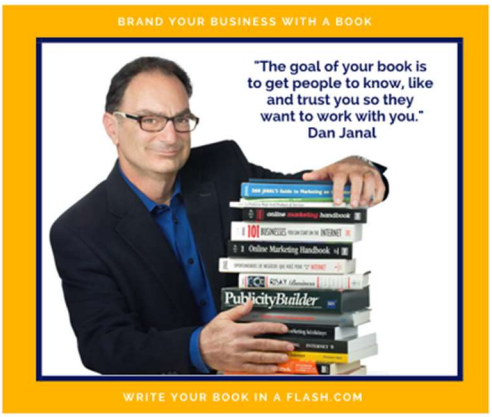
2. No one wants to read about everything

3. They want you to solve their problem. If you can't, then they will buy someone else's book.

4. Your goal: Find out their problem and give them 10 chapters and 20,000 words that solves it.

Mistakes: Client #1

Story: Tom – training topic vs. log books or sponsorship items.



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13. Distractions

People who write books – really write books – love research, exploring and finding new things.

That's the problem this person raises.

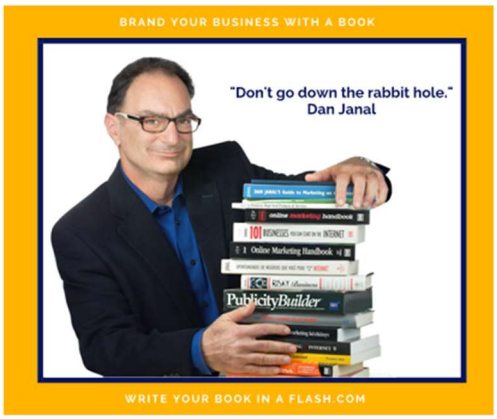
It's fun to go down the rabbit hole and explore.

Google will show you an endless string of results.

Explore.

You never know if you'll find something useful.

But stick to your time frame and stick to your outline – if it is too far afield, book mark it and read it after you've finished your book.



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12. Copycat syndrome

1. Competitive research?
2. You need to know what is out there so you don't duplicate
3. BUT you want to make sure you don't "steal" (intentionally or unintentionally)
4. You must be unique
    1. Don't quote Zig Ziglar, Brian Tracy and Dale Carnegie without attribution
    2. Some people don't read ANY competitive literature so they are sure their work is original – and can be defended as such. That works for them, but see #1. Tough balancing act.

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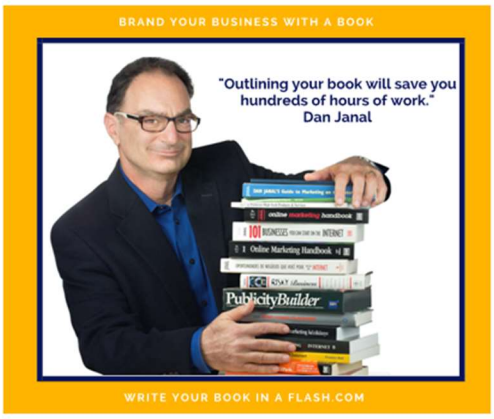
11. Overwhelm

1. Write the back cover copy for the book (400 words)
    1. Who it is for
    2. How they will benefit
    3. Why is this important
    4. Why are you the best person to write this book?

2. Write outline for 10 chapters
    1. First chapter is overview
    2. Last chapter is call to action and summary
    3. Middle chapters tell your story, make your points, prove your case.

3. You'll write fast!



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10. You are the superhero

1. Tell them what you do – subtly
    1. Case studies with your clients as heros
    2. Cast studies with you as hero

2. Tell them how to buy your services
    1. Ad pages in back of book
    2. Call to action
    3. Order forms
    4. Website listings
    5. Free reports or anything digitally delivered so you can build a mailing list and a relationship

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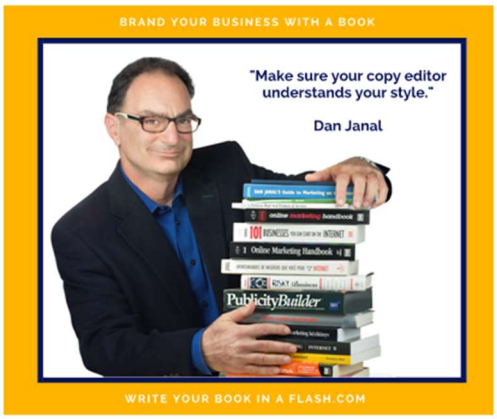
9. Copy editors

- Must be on the same wavelength
- Determine style
  - Yours or publishers
- Biggest faux pas
  - Numbers
  - Commas in series
  - Capitalization in titles



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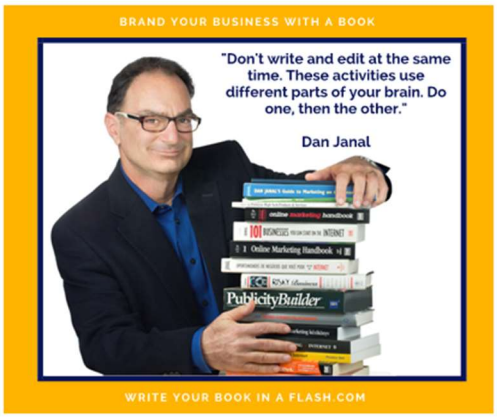
8. Writing and Editing Simultaneously

- No. Write then edit
- Two different modalities
- Use different parts of your brain
- Different skills
- Do one, then the other.
- Mistake: Proofread on computer
  - Read the printout
  - Listen to voice-to-text
  - Show manuscript to several people
  - They'll all find new typos.



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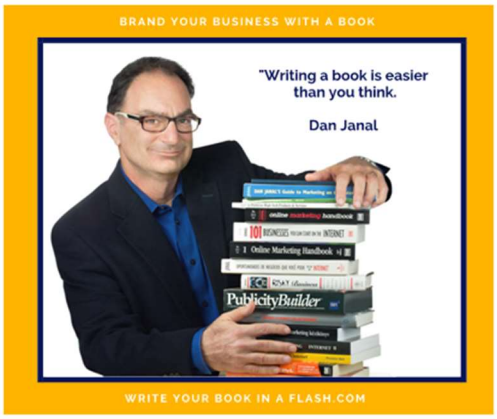
7. Writing a book is easier than you think

- Don't start from scratch!
- Use your
- Blogs
- Articles
- Speeches
- Podcasts
- Tips
- Anything you've written can be re-used



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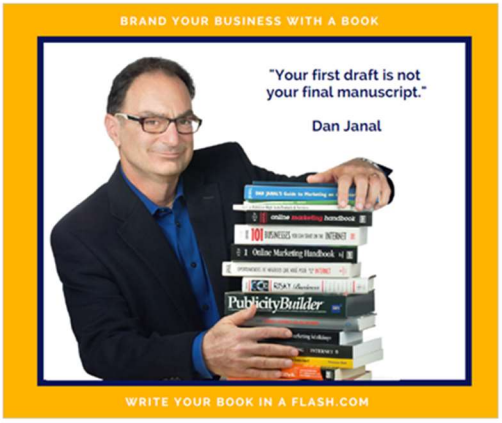
6. You first draft is not your final manuscript

- Most first drafts stink
- You need to put it aside for a few days or weeks.
- Review it with fresh eyes
- Ask beta readers for feedback



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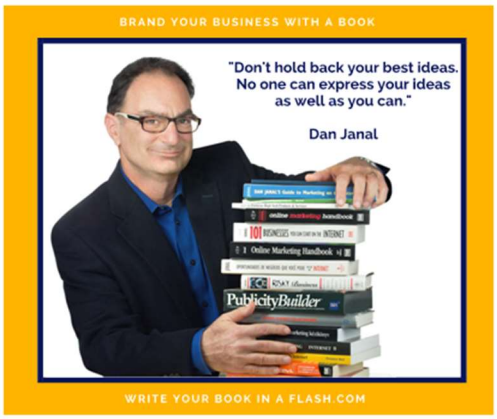
5. Don't hold back your best ideas

- My competitors will steal my IP!
- My publisher will steal my idea!
- No. They can't express your ideas as well as you can
- Your prospects won't see you as unique unless you show them that you are unique!



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4. It takes a village to create a book

- Authors write manuscripts
- Teams turn manuscripts into books
  - Copy editor
  - Proofreader
  - Internal layout
  - Cover design
  - Distribution
- If you self publish, plan on spending $$$ on this.

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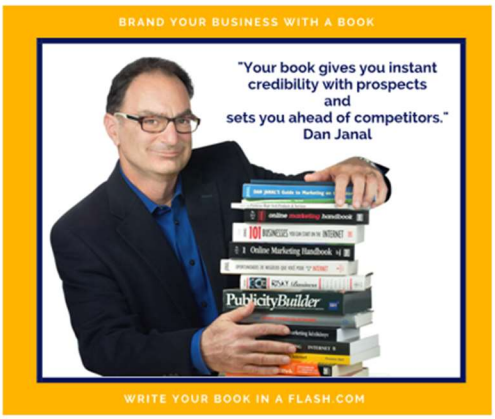
3. The worst time to write a book is when...

- You have more clients than you can handle
- You already have a A list brand name.
- You don't need passive income

"Don't let the creation of a product interfere with the execution of a sale," Mark LeBlanc



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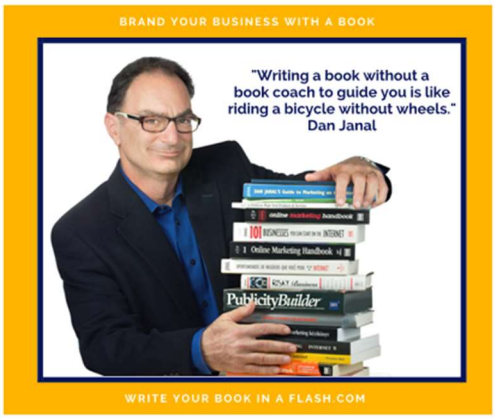
2. Mistakes I've seen

- Story doesn't match their lesson
- Sample script shows how not to do HR. Failed to show a script on how to do it correctly
- Too much scientific background
- Didn't believe they could tell a story. (The story he wrote wound up being the introduction to the book!)



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1. Working alone

- Biggest mistake
- It takes a team to create a book

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You Don't Have to Do It Yourself!

7 benefits to work with a book coach or ghost writer, or co-author:

- Guidance
- Feedback
- Accountability
- Contacts and Referrals
- Save time
- Save money
- Learn from each other – Ken Blanchard

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Should We Work Together?

- Dan wrote 13 books, including 8 books for Wiley
- Award winning daily newspaper reporter
- Business newspaper editor
- Northwestern University, BSJ, MSJ
- Interviewed President Gerald Ford, First Lady Barbara Bush
- Written thousands of newspaper articles, blogs

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Your Questions...

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Questions

1. How to find an agent
2. How to find a copy editor (Lydia)
3. If you have a personal story and expertise, should those be split up into two books (a series) or combined, then maybe expounded upon with more?
4. Is there a writing tool to record words into text, dictation help? (Dragon Dictate, iPhone, etc.) (Monique)
5. Is it true it's now better to market and pitch and sell the book _first_ (so as to stay flexible as to what market and/or publisher actually wants) rather than write it and then try to pitch or market it? (Patricia)
6. Is it better to start writing, or validate the market acceptance of a book before beginning, ala Kickstarter? (Michael)
7. Indie publish or look for the publisher (John)

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Take Action

- Schedule your free, 20-minute "What's holding you back" coaching session with Dan
- No obligation
- Please select a time on my schedule app:

http://www.WriteYourBookInAFlash.com/coaching/

We can talk about:

- Book coaching
- Developmental editing
- Ghost writing

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Thank You!

Time and space
are limited.

Act Now!

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