

# Write The Book Your Readers Want To Read!

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Book Coach  
Ghost Writer

Of course, PR!



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President & CEO, PRLeads.com

FEATURED IN:



## Two Big Topics We'll Cover

- **Topic #1** - Get inside the minds of your readers BEFORE you start writing your book
- **Topic #2** - Get feedback on the book you are writing so you know you are answering their biggest problems
- Two great seminars in one program!

## **Dan's Update**

- Finished writing my 12<sup>th</sup> book: ***“Write Your Book in a Flash: The Paint-by-Numbers System for Writing Your Business Building Book”***
- Signed contract with publisher
- Book should be available by year's end
- Stay tuned!
- Special offer for seminar participants!
  - Free PDF of book!
  - Promise you'll send me a testimonial if you like it. I'll include it in the book so you get PR!
  - Email [daniel@prleads.com](mailto:daniel@prleads.com)

## **Problem – Follow your bliss...**

Most books don't sell more than 500 copies:

- Bad marketing and PR
- Too much competition
- Your book doesn't stand out
- They don't see the need for your book
- Your book doesn't solve a problem
- Your book costs too much? Probably not!

## What to do?

- Get inside the minds of your readers
- **HINT:** Find out their biggest problems
  - People buy books to solve problems

## Inspiration...

- “People will do anything for those who encourage their dreams justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.”
- Blair Warren, *“The One Sentence Persuasion Course.”*
- Quoted in David A. Fields’ *“The Irresistible Consultant’s Guide to Winning Clients.”*



## **What to look for in a beta reader**

- Ideal reader
- Authority who knows your subject matter
- Responsible, reliable
- Positive attitude
- Avoid overly critical people
- Good communicator
  - Not “I don’t like it.” But “this thought doesn’t make sense.”

## **Where do you find them?**

- Mastermind groups
- Ezine readers
- Advisors
- Friends
- Workshop participants
- Groups (LinkedIn, Facebook)
- Meetups
- Professors
- Authors
- Authorities

## How do you recruit them?

- Ask!
- Say “please” and “thank you”.
- Email, chats, groups, etc.
- Here’s a sample script to use for your initial contact – and how it will make readers practically climb over each other to respond.

## Sample script

*Hi,*

*I’m thrilled that you’ve been a fan of mine for years. I’d like to reward you for your loyalty. I’ve written a new book and I’d love to know what you think about it before I send it off to the publisher (printer).*

*I truly value your opinion and I’d be honored if you would read the book (or a chapter) and give me your honest feedback.*

*Please let me know if you are interested and I’ll send you the book (chapter).*

*Thanks in advance,*

*Dan*

## What comes next?

- They say, “Sure”
- You respond with the system
  1. What you want them to do
  2. How they want to receive book/chapter
  3. Any other instructions
  4. Praise and thanks
  5. **More** praise and **more** thanks

## What do you want them to do?

- Traditional publishing roles (define)
- Content?
  - Clear or vague?
  - Are examples clearly understood?
  - Enough examples and stories (or too many)?
  - Proper order?
  - Flow?
  - Writing tone? Talking down to readers?
  - Level of information Basic? Thought leadership?)
- Grammar/punctuation/proof reading?

## **Call, email, use social media, or face-to-face?**

- What do you send them?
- The entire manuscript or a sample chapter?
- Printed or PDF?
  - Mail hassles
- ASK THEM which format they prefer!
- Did you know you can write comments on PDFs?

## **My personal insights**

- Everyone wanted to see the entire manuscript
- Everyone returned the manuscript promptly
- Only 1 person didn't take it seriously (a good ratio – 10/1). Didn't know what was expected of him
- Some people were more detail oriented than others
- Some pointed out only what they liked, not what they didn't like

## **My personal insights (cont.)**

- Most people pointed out different things. Only one passage received the same comment – too self promotional and didn't flow in that particular context.
- Everyone gave feedback that led to testimonials for the book. Helps with promotion – and pre-framing my publisher's mindset!

## **How Beta Readers Helped Me with “Flash”**

- Examples of feedback:
- Too much self promotion
- Story seemed out of place, didn't prove the point
- Exercise had instructions out of order
- Keep summaries at end of chapters
- Book's “road map” was on page 48. Should be sooner
  - Led to breaking Chapter 1 into 3 Chapters

## **The secret psychological "trigger"**

- This makes them WANT to review your book
- People want to help!
- Let them!
- Ask for "help"
- Don't ask for "beta readers" as if you were posting a job board notice
- Ask for help as a friend would

## **Target readers need YOU more than you need THEM**

- Benefits to readers:
  - They get access to the material NOW, so it can help them faster
  - They don't have to pay for the book
  - They can brag they were a beta reader for you
  - They feel they have input into the book
  - They make a difference
  - Makes them feel helpful
  - Gives them a chance to show off their knowledge
  - They have access to you
    - They become part of your inner circle
    - You owe THEM a favor now! <g>

## **2 deadly mistakes to avoid like the plague**

- “You can buy the book at a discount.”
  - No. You should offer to send them a book
- Offering to pay them
  - No. This should be a favor, not a job or an obligation.

## **Checklist: Dos and Don'ts**

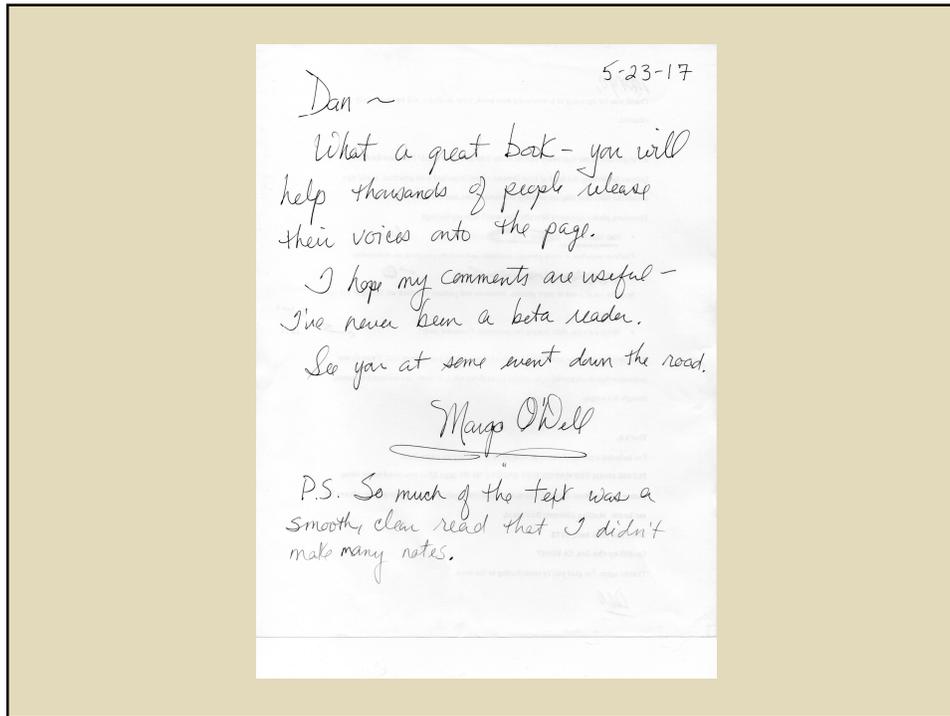
- Do recruit enough readers.
- Don't send early drafts that are in constant flux.
- Don't send them all the same mss at the same time. Use initial comments to update mss. Get feedback on revision.
- Do ask whether they want print or PDF.
- Don't send hard copy by mail unless you have to
  - expensive to print, mail
- Do give them a deadline.
- Don't make the deadline unrealistic. They are doing you a favor.

## **Checklist: Dos and Don'ts (cont.)**

- Do take their comments seriously but you don't have to do anything they ask.
- Don't overwhelm them with requests.
- Do tell them what you want them to do.
- Do tell them what you DON'T want them to do. (i.e. proofreading)
- Do thank them in every communication you have with them.
- Do print their names in the acknowledgement section of the book.
- Do send them a copy of the book.

## **Additional benefits of Beta Readers**

- They will give you reviews!
- Chances are they will email you with their comments
- "What a great book. You will help thousands of people release their voices onto the page. I hope my comments are useful. So much of the text was a smooth, clean read that I didn't make many edits."
- Margo O'Dell
- Your beta readers become your reviewers, your ambassadors, your tribe
  - They want to help you
  - You don't even have to ask (although you might have to!)



## **Bonus Tip: How to test book titles**

- Facebook ads
  - Test titles on different ads
  - See which titles do best
- Facebook posts
  - Show 5 titles
  - List a, b, c, d, e
  - Ask them to select by letter, not by title to avoid confusion

## **You don't have to do it yourself!**

7 reasons 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



## **How to work with a ghostwriter or coach**

5 things to look for:

- Do you have personal chemistry?
- Do they have the time to do the job on your schedule?
- Do they understand your topic?
- Do they have passion for your topic?
- Do you like the way they write?

## **Should we work together?**

- Dan wrote 8 books for Wiley
- Dan wrote and self-published 3 books
- 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

## **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.PRLEADStoPROFITS.com/writing>

We can talk about:

- Book coaching
- Ghost writing
- Outlining your book

# Thank You!

Time and space  
are limited.

Act Now!



<http://www.PRLEADStoPROFITS.com/writing>