

Two Big Topics We'll Cover

- **Topic #1** – You don't have to write your book by yourself. You can collaborate with book coach, developmental editors, co-authors/ghost writer (The Foundation)
- **Topic #2** – How to get the most from your book coach or developmental editor (The Vision)
- Two great seminars in one program!

Dan's Update

- Finished writing my 13th book:
***“Write Your Book in a Flash:
The Paint-by-Numbers System
for Writing The Book of Your
Dreams”***
- Publisher sent me proofs!
Working on cover design!
- Book should be available by
year's end
- Stay tuned!



Wise Words

*“Writing is easy. You open a vein
and bleed.”*

Red Smith
Sportswriter

The Myth that “Writing Is a Lonely Profession”

- Hemingway. Steinbeck. Etc.
- Slaving away at writing
- Working late at night
- No. False
- Most speakers and thought leaders hire ghost writers
- Successful writers get help from book coaches and developmental editors

Great Writing Is Not Done Alone

You need feedback and perspective – someone to believe in you and your project

- Book Coach
- Developmental Editors
- Writing Groups
- Your Friends and Family
- Which group do you think would help you the most?

Biggest Mistakes Writers Make

- It will take less time than it actually does
- The first draft is the final manuscript
- Taking too long to get advice and help

Why Are The Best Business Books Collaborations?

- You don't have time to write and/or research
- You don't have confidence in your writing
- You need an objective opinion on your ideas, focus and writing style
- For the same reasons teams are better than individuals
 - Spread out the work
 - Learn from each other
 - Make each others' ideas better
 - Get a new perspective

Who Needs Help With Writing?

- Business people who don't have time
- Thought leaders who need outside perspective
- Professional writers who want to take their work to the next level
- Doctors, healers who aren't comfortable writing for a general audience
- Anyone who needs encouragement
- Anyone who is stuck
- Anyone who doesn't know where to get started

Several Kinds of People Can Help: Definitions

- Book Coach
- Developmental Editor
- Book Shepherd
- Copy Editor
- Proofreader

Do Some Book Coaches and Developmental Editors Overlap Duties?

- Yes.
- Many people I asked couldn't tell the difference.
- Many book coaches provide editorial insights
- Many developmental editors provide coaching duties (i.e. get unstuck, brainstorm)
- ASK the person what they do and what they don't do. (See checklist for list of possible tasks)

Book Coach

- Does NOT edit
- Does NOT write
- Uses coaching skills to help you
- Overcome barriers
- Reach goals
 - Keep you on target to meet deadline
- Cheerleader
- Accountability
- Much more

Developmental Editor

- Doesn't write
- Does edit on a helicopter view
- Mainly concerned with Concept, Organization, Message
- Clarifies your goals
 - Too many thoughts?
 - Too many audiences?
 - Not focused?
 - Not one book, but several
- Provides structure to the book
 - Reorder chapters
 - Suggest stories, statistics, (what's missing)
 - Suggests ideas for market research for competition
 - What's working. What's not working
 - What needs to be done (i.e. interviews, research, case studies, stories)

Ghost Writer

- Writes the entire book
- With help from author, or without
 - Conduct interviews
 - Conduct research
- Delivers “finished” manuscript
- Might get byline credit on cover – or not

When Do You Hire a Book Coach or Developmental Editor?

- At the BEGINNING of the project
- Get help with concept
- Create outline
- Start writing
- IF NOT
 - You could have written hundreds of pages for nothing.
 - “You haven’t written 300 pages. You wrote one ten-page story 30 times.”
 - Mark Levy
 - Book Coach

How Do You Vet Them?

- Ask for a “disaster” client experience
 - If they don’t have one, they are lying!
- Check their personal style
- Check their professional expertise

Book Coach or Developmental Editor?

What To Expect From a Book Coach

- Get clear about your goals.
 - Get clarity on why you want to write, who you want to reach and what effect you want to have on people.
- Encouragement – cheerleading
 - Find the courage to get the words on paper
 - Celebrate your successes and give you perspective on setbacks
- Honesty and Objectivity

What To Expect From a Book Coach (cont.)

- Develop a plan for success, so that you reach those goals.
 - Taking action each week to reach your goals
 - Having accountability to support your success
 - Addressing any challenges you're having in meeting your goals and overcoming any roadblocks to achievement
 - Assess your progress and make any necessary changes to your plan.
- Exercises to help you overcome obstacles
 - Learn from "mistakes" and turning them into opportunities

What To Expect From a Book Coach (cont.)

- Deadlines to keep you on track
 - No nonsense approach to keep you to your word
 - Stay focused on the project and deadlines
- Help you find the energy for the rewriting and self-editing the writer must do to polish the manuscript
- Get questions answered from someone who works with writers and knows challenges writers face

What To Expect From a Developmental Editor

- *Clear, understandable edits*
- *Not vague “too long,” “too short”*

Specific Solutions and Answers

- The constructive way to approach length is:
 - Do we need this or not?
 - Is it essential to the moment, short term or down the road?
 - If not, put a line through it.

Creative Input

- A good editor will enter the author's universe and come up with new and original ideas.
- The editor might suggest for example, changing
 - Order of chapters
 - Stories
 - Subheads
 - Exercises

Case Study #1

- She wanted to write two books: guide and a work book
- I realized the two books should be one book. Integrate the content
- Revised her business model to focus on more lucrative markets, drop markets that didn't have enough money and required more hand holding
- Also helped brainstorm her title from boring to brilliant
 - Shows her personality
 - Stands out from the crowd

Writing

- A good developmental editor can suggest new language for narrative, dialogue, and visual description.
- Developmental editors are not ordinarily ghostwriters

Case Study #2

- Turn a “touchy feely” book on “connecting” from a mass market audience to a business audience
- Cut out stories that were too personal
- Add stories of business examples
- Brainstormed with him to think of those stories
- Showed how to turn stories into point makers
- Also, cut book from 40,000 words to 25,000
- Hard for an author to do
 - Lose perspective
 - Love their words

Respect Your Ideas

- If the editor suggests something you find unacceptable, remember: You're the boss. If you disagree, good editors will bury their own egos and respect the intentions, style of the writer-client.
- If your editor is inflexible, overbearing, or takes a "my way or the highway" tone, it's time to terminate.

Instruction

- A good developmental editor can help an author become a better writer, by including detailed explanations to accompany changes and deletions.
- Here's an example. I worked with an author who referred to people as "others." Example: When you work with others, you should...
- I deleted these as a term that was impersonal. Instead we used "co-workers, direct reports, assistants, team members and people."

Market and Focus

- Select a marketable topic
- Develop a unique point of view to stand out from other books
- Understand reader's problems and how this book might help

Case Study #3

- Yet another book on why meetings suck
- Lots of reasons WHY
- The world doesn't need another book like that
- DO YOUR HOMEWORK ON COMPETITON!
- Instead, write a book with 101 solutions to the problems
- Referred to Cialdini book and Peter Baron Stark book on negotiating.

What YOU Need to Expect From YOURSELF

- An open mind
- Willingness to work together
- Research
- Rewrite
- Obtaining permissions and make introductions when needed
- A peer and audience review to vet the material before it is sent to a publisher
- Pay for services
- Keep appointment or give ample notice for rescheduling

What You Should Expect From BC or DE

- A contract outlining services, with terms of payment and termination provisions
- Timetables
- Confidentiality
- A professional level of advice based on years of experience and a professional background

What To Look For In A Coach Or Developmental Editor

- FARM
 - Friendly
 - Available
 - Reliable
 - Motivated
- EIEIEIO
 - Encouraging
 - Interested in you as a person as well as your project
 - Expressive, easy to communicate with
 - Informative
 - Experienced
 - Insightful
 - Engaging
 - Inspiring
 - Outcome oriented

Your Questions...

- How to create “sizzling” content
- Make sure the market wants the book
- Should you be the hero of ALL your stories?
- How to give the most value to the reader
- Create titles
- Foundation = outline
 - Write Your Book in a FLASH!

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



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

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
- Developmental editing

Thank You!

Time and space
are limited.

Act Now!



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