

Write Your Book in a FLASH!

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Book Coach
Ghost Writer

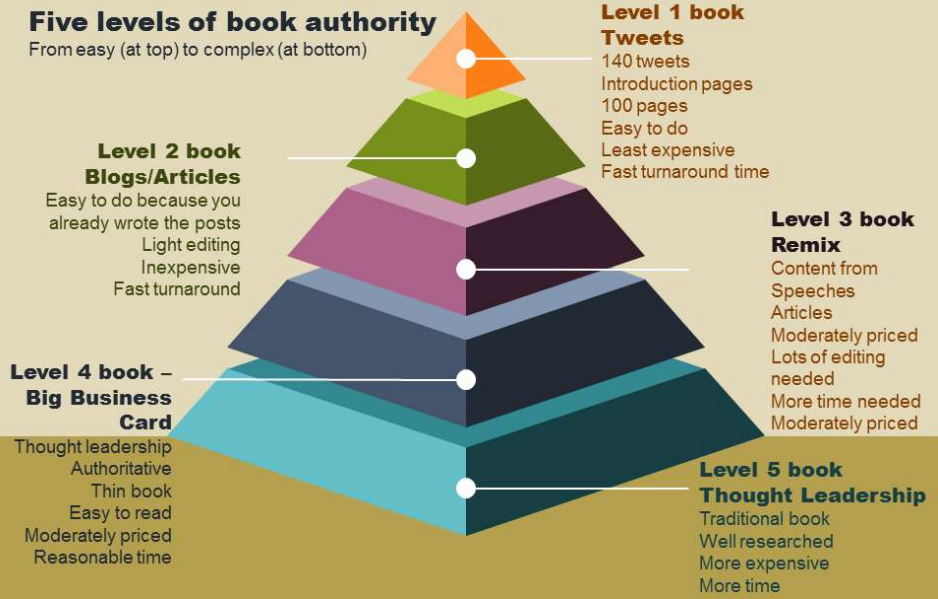
Of course, PR!



**Yes, You Can Write a Book!
What kind of book is best for you?**

Five levels of book authority

From easy (at top) to complex (at bottom)



100 Word Description

- Gets you FOCUSED
- Used in Amazon promo and back cover sales copy
- Answer these questions
 1. What is the book about?
 2. Who is the ideal reader?
 3. What is the problem you are solving for them?
 4. How will they benefit from reading the book?
 5. Why is it better than other books in this market?
 6. Why are you the best person to write the book?

Answer the six questions here:

(Dan Janal's sample)

Do you want to know the secret to writing a non-fiction business book without wasting time or money?

“Write a Book in a Flash” shows business executives and thought leaders how to get focused fast so you can write your book without tearing your hair out. Most people dream of writing books, but they never complete the book. They have too many ideas, or not enough ideas. Simply put, they aren't organized. The secret to completing a book quickly is to have a system. You'll discover:

- How to write an outline and have fun doing it.
- How to get stunning testimonials that can help sell your book
- How to research interesting ideas, stories and facts
- How to overcome “The Imposter Syndrome” and other limiting beliefs that stifle nearly every person who ever wanted to write a book.
- Clear examples that show you what to do
- Empowering exercises that show you how to write better and faster
- Simple how-to steps that anyone can follow

Even if you hate writing, you'll finally feel good about writing your book. Most importantly, you'll get the job done!

This is the perfect book to read if you are a thought leader or business executive who wants to write a business book that builds your personal brand, open doors to new opportunities and leaves a legacy of wisdom to future generations. Business leaders who write books get more clients at higher fees, have more impact and develop a much more credibility and visibility where it matters most: in front of your clients, customers and prospects. Let's get started now!

Unlike other books on writing, “Write Your Book in a Flash” doesn't teach grammar or debate the pros and cons of self-publishing vs. traditional publishing. Instead, it shows you how to use your own work style and personal strengths, preferences and personality so you can write the book you were meant to share with the world.

Dan Janal has written six books for Wiley and has self-published three others. He is an award-winning daily newspaper reporter and business newspaper editor. He is a publicity and marketing expert who has helped more than 10,000 authors and experts build their platforms over the past 16 years. He holds bachelor's and master's degrees in journalism from Northwestern University's famed Medill School of Journalism.

Write your description here:

Working title

- Create something, anything, just to get started
- Doesn't have to be perfect
- It will change many times
 - Based on your whims
 - Focus group feedback
 - Facebook feedback

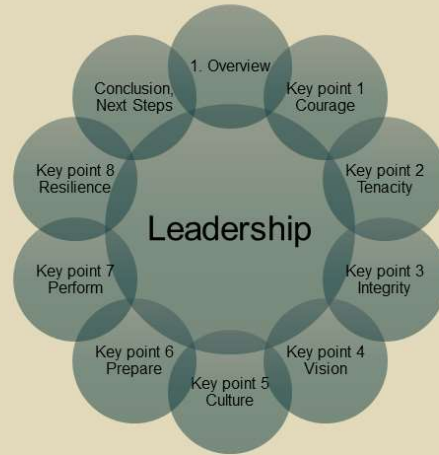
Brainstorm some working titles here:

Foolproof Positioning Statement

- TITLE is a CATEGORY that helps PRIMARY AUDIENCE achieve PRIMARY BENEFIT
- Unlike other CATEGORY books, TITLE has KEY DIFFERENTIATING FEATURE

Write your positioning statement here:

10 Chapters



Write Your Chapter Titles Here:

Chapter 1 – Intro, overview

Chapter 2 -

Chapter 3 -

Chapter 4 -

Chapter 5 -

Chapter 6 -

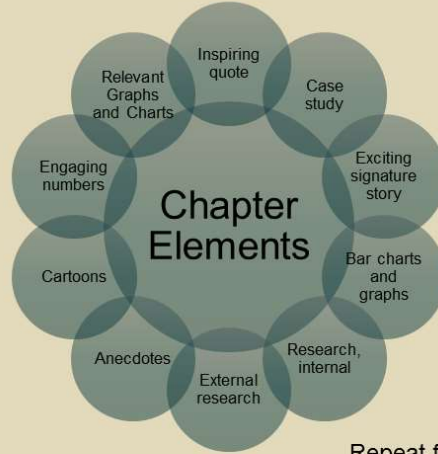
Chapter 7 -

Chapter 8 -

Chapter 9 -

Chapter 10 – Conclusion, summary, next steps

**8x10 Exercise:
8 Chapters x 10 Proof points per chapter
Ice Breakers**



Repeat for each chapter

Print 8 copies of this page (one per chapter) and write down the proof points:

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 co-author

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 6 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
