

## *Chapter 3*

# **THE BIG PICTURE**

The first step toward getting focused on writing your nonfiction business book is to write an executive summary—your book’s essence.

It answers these questions:

- What is the book about?
- Who is the ideal reader?
- What problem do you solve for them?
- How will they benefit from reading the book?
- Why is your book better than competing books?
- Why are you the right person to write the book?

This assignment will keep you focused, and once you’re finished with your executive summary, you will have created the first piece of marketing material to promote your book. You will use this summary as the basis for the sales material printed on the back cover and on Amazon.

### **YOUR TURN: WRITE THE EXECUTIVE SUMMARY**

Answer the preceding questions in 400 words in this space:



Download a printable version of this worksheet at:

<http://www.WriteYourBookInAFlash.com/worksheets/>

After you write the answers, turn them into a narrative or a story, as I did in the example. Here is the executive summary for this book—402 words.

## EXECUTIVE SUMMARY FOR WRITE YOUR BOOK IN A FLASH

**Do you want to know the secret to writing a nonfiction business book without wasting time or money?**

*Write Your Book in a Flash* shows business executives, entrepreneurs, and thought leaders how to get focused fast, so they can write their book without tearing their hair out. Most people dream of writing a book, but they never do. They either have too many ideas or not enough. Simply put, they aren't organized. The secret to completing a book quickly is to have a system. Unlike books that show you *why* you should write a book, this book actually shows you *how* to write a book! You'll discover:

- How to write an outline and have fun doing it
- How to get stunning testimonials to help sell your book
- How to find and manage beta readers who will share honest feedback before the book is published
- How to research interesting ideas, stories, and facts so you never run out of ideas or information
- How to overcome "The Imposter Syndrome" and other limiting beliefs that stifle nearly every would-be author
- Clear examples that show you what to do
- Empowering exercises that show you how to write better and faster
- Simple how-to steps anyone can follow
- A paint-by-numbers system for writing a book!

*continued ...*

Even if you hate to write, 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, entrepreneur, or business executive who wants to write a business book to build your personal brand, open doors to new opportunities, and leave a legacy of wisdom to future generations. Business leaders who write books get more clients at higher fees, have more impact, develop more credibility, and have more visibility where it matters most: in front of clients, customers, and prospects.

Unlike other books on writing, *Write Your Book in a Flash* doesn't debate the pros and cons of self-publishing vs. traditional publishing. Instead, it shows 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 more than a dozen books that help businesses build their brands, including seven books for publishing giant Wiley. He is an award-winning daily newspaper reporter and business newspaper editor. As a publicity and marketing expert, he 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.

## **AVOID MISTAKES WITH BOOK POSITIONING**

Don't say the book is for everyone. Here's why:

- Very few books are for everyone.
- You can't afford to market the book to everyone.
- No one wants to buy a book for everyone. They want to buy a book that speaks to them. Think of women's health or men's health; those two markets have different concerns.

## **SHORTENING YOUR EXECUTIVE SUMMARY**

When you look at the back of other books, you'll see the sales copy is much shorter than 400 words. So why do you need to write 400 words?

For starters, you can write 400 words more easily than 50 words. When you write 50 words, you limit yourself. You edit as you write. You cut words and ideas. You censor instead of create.

As you write, you will think of ideas, concepts, phrases, and words you would not have thought of if you had stopped at 50 words. You will get into a flow state that makes it easier to express yourself.

## **YOUR TURN: TRIM YOUR 400-WORD DESCRIPTION TO 50 WORDS**

Here's my 50-word version:

*Write Your Book in a Flash* shows business executives, entrepreneurs, and thought leaders how to write their book without tearing their hair out. Learn the paint-by-

numbers system so you can have fun sharing your ideas. Thought-provoking exercises guide you to success.

Write your 50-word description here:

## **YOUR TURN: RESEARCH COMPETING BOOKS**

If you'd like more help writing your summary, why not review your competitors?

Use Amazon to find five books that compete with yours and rank high on Amazon's sales charts. Read their descriptions. What do you like about them? What don't you like about them? You'll see how your competitors have succeeded and you might see features you can improve.

BOOK 1: NAME

What do you like  
about the description?

BOOK 2: NAME

What do you like  
about the description?

BOOK 3: NAME

What do you like  
about the description?

BOOK 4: NAME

What do you like  
about the description?

BOOK 5: NAME

What do you like  
about the description?