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Easy Author Blueprint: Effortlessly Write YOUR Book

Choosing to write your book comes in a few flavors. Regardless of the path you choose, you will enlist other professionals to assist you. The amount of team members you gather will determine the investment and time necessary to complete your project. In other words, the more professionals you enlist, the less time you will invest to get the project completed.

This does NOT translate to completing the project faster, however. Overseeing the various editors, copywriters, proofreaders, design and graphics professionals can be like herding cats. Rarely does a single person possess all of the necessary skills to create, write, edit, layout, design, proof and publish a high-quality book.

This blueprint will give you several paths to creating your book. No single path is right for everyone and each path may have variations based on your resources and management skills.

Many authors enjoy reading, but when it comes to writing, the task can be overwhelming. Your thoughts generally fly through your head much faster than your fingers can type. Once your thoughts are translated to paper, many authors are their own worst critic and tend to type, retype and edit as they go. This slows the process down even further and many authors have completed a chapter or two, only to scrap the entire concept before they are done. Oftentimes, as you write, your concepts are flushed out; change and either improve or decay.

People suffer from...

- Writers **block** (Inability to write concepts or content)
- Writers **critic** (Self criticism that stunts creation)
- Writers **time crunch** (Too busy with career or business to write)
- Writers **skill** (False idea that your words aren't good enough)

Nearly all authors (and some VERY famous best-selling ones) suffer from some or all of these stifling assumptions. The only advice that makes any sense is to recognize these stumbling blocks on your journey and do whatever it takes to reduce or eliminate them.

Here are a few ideas to help you along the way:

Writers **block**:

When you are faced with a blank slate, take advantage of it. Don't over think your ideas, concepts, history or values. Just start jotting down notes. Leonardo DaVinci's greatest creations were not exclusive to the Sistine Chapel...some of his most innovative ideas were concepts and simple notes in his journal.

Here is the perfect cure for writer's block. Most creative people have MORE than one book inside of them. Go ahead and write down 5,10 or even 20 or more titles, ideas and concepts that you have. When you compile notes, write or dictate, you may jump from idea to idea. That is not schizophrenic, that is CREATIVE! Simply label each note, dictation or idea by color or concept. When you are "blocked" or stuck on one book, immediately pick up your notes or files from one of your other topics and let you mind wander, create even destroy! The more you let your thoughts free, the more they will come to you faster than you can write!

Writer's **critic**

Rarely does a creative work have only a single draft. Your manuscript WILL be edited. How much editing has absolutely no reflection on the end result or impact you will have on your audience. There are books that have been edited for weeks and those that have been "in process" for years. Even best selling "how to" books have updated editions and improvements as the author adds to his work and as the environment evolves. Notably, Robert Allen's' best selling book, "Nothing Down" had several editions including "Nothing Down for the 90's" and "Nothing Down for the 2000's".

Writers **time crunch**

How do you eat an elephant? "One bite at a time" goes the famous quote. Writing can be tedious and extremely time consuming. Even a simple, short book cannot be created in a day. If you choose to create something special, give it the time it is due. Don't fixate on the monumental task of creating 130, 150 or 200 pages. So many writers become frustrated with the huge task of completing they never even start. Don't fall into that trap. By simply writing a single page or two a day, your book can be crafted in just a few months. Begin.

Writer's **skill**

If you are awake and can talk, you can create a book. You don't even have to have a great command of language! One of my friends, Ron Shimony, is an Israeli immigrant and his book, "Ron for Your Life" is an excellent example of how a person with broken English and a terrific editor, proof reader and copy editor can work together to create a great book. Don't EVERY concern yourself with your skill as a writer. The only requirement to be an author is the desire to publish a book-period. Using any of the 3

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methods outlined in this blueprint will give you a book that you can be proud of and can elevate your status in any profession.

There are three distinct methods to creating your book. With a good amount of time, money and massaging, each of these methods probably has infinite variables. It doesn't matter which method you choose to get started. The most IMPORTANT thing to do is to simply start. You may start on one path and switch to another. There is no crime in starting to write your book out...becoming frustrated and hiring someone to finish it for you. Likewise, if you start banging that keypad every day for a week...develop writers block or become time strapped and choose to record a bunch of chapters that is also acceptable. There are no rules to this game except that your creation will never occur without you starting and finishing the project.

Lets breakdown each method into easy and manageable steps. Before you begin, there is one foundational concept that will save you time...a ton of time.

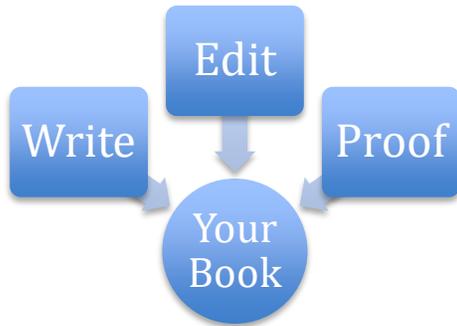
Many authors tend to be a bit picky about their works. Of course they have pride and don't want to produce any subpar works. However, no matter what you create, it will ALWAYS be a process. Your words rarely come out the first time, go to print and are read. Revisions, editing and proofing are all necessary steps that must occur. The BIG mistake many people make, however, is that they edit while they are writing. Correcting spelling, phrases or layouts as you write slows your process down and worse, it dilutes your creativity.

DO NOT EDIT AS YOU WRITE!

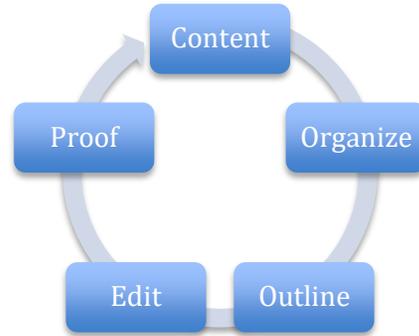
If you fall into the trap of editing as you create, you are engaging both the left and right sides of your brain. The creative side starts, and then stops as the other side corrects the spelling, grammar or layout. Resist the urge to correct anything during the creative process. The amount of time you save can be 100, 200 even 500% what most people spend as they type-correct-type-proof-etc.

Resist that urge and your creativity will flow faster and with less effort. You will have plenty of opportunity and resources to edit and proof after you "data dump" all of your thoughts, ideas and content onto the page or recorder. If you find yourself correcting yourself and can't stop, go ahead and employ method 3 to finish your book. Correcting what you say takes less time than what you type.

DON'T DO THIS



DO THIS INSTEAD



Version 1: Write it one page at a time

As the illustration above shows you, sitting down and writing a book can be perceived as a daunting task. Don't succumb to the temptation to edit as you go. You will definitely stunt your creativity and slow the process.

Writing can be tedious because your brain thinks faster than it can type. Don't slow your thinking down! Speed of thought can be a wonderful thing...as you trust your intuition, it becomes sharper and your ideas will actually come out clearer if you let the mistakes happen and ignore the context of your thoughts.

Of course, no book can be written in a day, so don't worry about the speed with which you write or the amount of pages you are creating.

When you consider great business book like Stephen Covey's "7 Habits for Highly Effective People" or Michael Gerber's "The Tipping Point" keep in mind that these books contained exhaustive research, thought and conceptualization. Many months or years were invested to provide you the distilled knowledge in a 200-page book.

By the same token, consider the essence of "The Tipping Point." The book is about a single concept! In fact, you could simply explain the concept on a single flash card! The problem is, nobody would pay \$20 for a flash card or even 7 of them!

Books are highly valued BECAUSE of the thought you put behind it. You do not need 10 years of research and a PHD to create your masterpiece, but don't ignore the fact that 200, 150 or even a 90-page book will have significant content in those pages and your thoughts, ideas and perspective will be important to showcase.

Taking your time is an asset, not a liability.

How do you eat an elephant?

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One bite at a time.

It doesn't matter if you are business owner, professional or stay at home mom. YOU have only 24 hours in a day and probably don't have "spare" time to put into a book.

Being patient with yourself not only eases any potential frustration with the time it requires, but also gives your creation a better chance of being of good quality. Rushed projects rarely compare to ones that have been thoroughly researched, proofed and crafted.

CREATION TIP: If you can bang out a page in 10, 15 or even 30 minutes, budget ONE block of time each day to create and dump your content onto a disk. Eating your elephant "one bite at a time" by creating only 1 or 2 pages per day can give you enough content to become a real book in just a few months. Patience always wins.

Version 2: Get someone to write it for you

Ghostwriters are like wines, some are inexpensive and others are prohibitive. I have seen quotes for as little as \$5,000 to as high as \$300,000 to create a book.

Regardless of the budget you have to hire a team, keep in mind you will need a slew of professionals and a coordinated effort to create your book. Notably, you will need:

1. Concept editor. This person can review your content, organize it in a cohesive manner and has experience with published books. They may or may not have proof reading as an additional skill set.
2. Proof reader. This type of editor corrects for grammar, spelling and punctuation. Microsoft word can never be trusted for this function. You need a set of human eyes to verify you don't sound ignorant.
3. Layout artist. Many people judge a book by its cover. Once they open it up, people scan headlines, bullet points and paragraphs. The clearer your book is organized, the more people will engage and the more copies you will sell.
4. Graphic artist. Pictures, graphs and the all important book cover will need a person who understands and is proficient with design, art and composition.
5. Publisher. Traditional publishing is a completely separate topic and in the glossary, you will find some excellent sources for getting an agent, publisher and the marketing machine you will need to create a platform for your book and make the publisher a ton of money (That is what they are banking on...not your genius book, I'm afraid). You may start out with self-publishing your book and there are different levels of involvement available to you from simply printing all the way up to five and six figure marketing fees to firms that will take your book to the masses.

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Your first hire will be a ghostwriter. The other people you put on your team may come from referrals or other sources available to you. Let's start with where and how you hire someone to tell your story. Here are your steps:

1. Do your research on WHY someone would want to read your book.
2. Have a clear idea (examples are helpful) of what your book is about.
3. Give YOUR differentiating angle (there isn't a topic that hasn't been covered).
4. Post a project "Ghostwriter needed" on several places and ask for samples.
5. Interview your prospective writer based on:
 - a. Their experience
 - b. Their examples
 - c. Their ability to capture your spirit, voice and message
6. It is customary to give them a non-refundable deposit to start work.
7. It is also acceptable to have a revision or two after the first draft.
8. Ghostwriters traditionally do NOT do design, layout or editing.
(See appendix for resources)

Version 3: Talk your book

Of all the methods to create a book, this one may be the easiest to pull off. Unlike a strict ghostwriting assignment where the ghostwriter must collect a myriad of notes, files and interviews from you, the "talk your book" concept will be fast, clear and a bit more economical if you follow the examples below.

The Concept

Before you can digitally record your book, you still need to be a bit organized. Many professionals have a vague idea of what their book is about, but do not have the structure or experience in place to pull it together. Create a basic concept on what you'd like to communicate. Here are a few ideas:

- **Story.** Make your book a linear progression of your life's journey. Having someone interview you and asking you the RIGHT questions is critical. Simply recalling your past from memory, you will leave out juicy details and may not have a theme that someone can learn from. "Tuesdays with Maury" is a best seller that followed a simple interview format on a man's life and his perspective on dying.
- **Passion.** You may be passionate about your hobby, business or a value. Talking about that passion will be easier to some than others. Most passionate people won't be at a loss for words when discussing their favorite subject. The outline or framework you choose to discuss in your passion can take any shape you desire. It can be full of photographs, lessons, or "how to."

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- Life Lessons. If you have life experience (hint: we all do) that has shaped your situation, someone else can probably learn from it. Your past challenges and how you overcame death, divorce, cancer or other perceived tragedy could inspire others. Or perhaps you have had a series of unfortunate events that can be retold in a humorous manner. In either case, the lessons you learned from your experiences in life can be a great framework for a book.
- Business. You are unique. Even if you own a franchise that 1,000 other business people own, your path to success is YOUR story. Do you have 7 principles that have guided you? Is there a core value that you apply to your professional, personal and spiritual life? Many books are really about a single concept and that concept is simply peeled apart like an onion for the reader to digest, reflect and learn from.

Writing your book can be one of the most gratifying experiences of your life.

The moment your book is completed and those first copies show up at your door will be a moment you will never forget.

The first positive review you receive from someone other than your mom will do more to your self-confidence than finishing a marathon or winning an award at work. Publishing your book will put you in the top 1% of the respected professionals in the world.

You are an author.