



DRAFT-A-BOOK
EXPERIENCE

NON-FICTION WORKBOOK

MADE FOR SUCCESS PUBLISHING

Made for Success Publishing

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Welcome to the Journey!

Congratulations on your decision to put your ideas into the written word and have your ideas immortalized as a book. Writing is a noble calling, indeed.

Draft Your Book in a Weekend is a system designed by people who make a living out of writing. This process is a fast-paced method to clearly establish the reasons why you are motivated to write and document key ideas to support a well written book.

Best selling books have one common denominator.....the manuscripts are well written. In addition to rapidly writing your book in an organized fashion, our goal is to work with you to produce a manuscript which has best seller potential.

The *Draft Your Book in a Weekend* process is designed to craft your ideas, stories and experience into the framework for a book. Knowing you are busy, we create a customized writing plan that works within your schedule.

When our time together is complete, you will have a clear framework and timeline for completing the writing project. Each section of your book will be organized into bite-sized writing assignments, making the job of writing a breeze.

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Introduction

Congratulations! You've made an excellent decision by engaging in this course material. You're about to learn a system of writing that will serve you – and therefore your readers – for the rest of your writing career.

The key to successfully writing a book is being able to connect with your audience and serve them through the contents of your pages. Whether your readers become business customers, consulting clients or raving fans, the object is the same. You need to present the contents of your message in a way that's both compelling and easy to follow.

This is true regardless of the type of work you're writing, whether it's fiction or non-fiction, short or long, casual or formal. Your thoughts need to be organized, and each one of your points needs to be supported with an illustration.

Chances are you're already using a number of different writing methods and techniques in order to express your ideas and connect with your readers. But whatever techniques you use for developing your material, the creative process is inherently messy. If you already have some experience as an author, you know it's all too easy for your writing to become sidetracked and your message to get muddled along the way.

This is why it's crucial to start your writing project with that one most important element – a clear outline of your book's contents.

By drafting a Table of Contents before you even write a single word of your material, you introduce speed and elegance to the process of developing your manuscript. That is, you can get the best possible result with the least amount of fuss. The Table of Contents serves as the outline for your work – the bones – and will give the project the strength to stand on its own as you flesh out your ideas and breathe life into your manuscript.

Using the Table of Contents as your guide will keep your work focused and crystal clear, serving as a blueprint for expressing your ideas in an efficient and engaging way. It also serves as an excellent sales tool, providing the first impression of your book. It's literally your “handshake” with your would-be readers, a way to draw them into the world of your thought.

The material in this workbook will guide you through the process, step by step. By the time you're done you'll not only have a solid outline for your book, you'll have some terrific inspirations for what your material will cover in a concise, cohesive way. You'll also have a tremendous, well-deserved sense of satisfaction.

Ready to go? Let's dig in!

Finding Your WHY

I like to start projects with stories. Stories are a common bond, anchored to the experiences of people everywhere. To establish the reason why you are writing this book, let me take you on a journey.

"Why do you do what you do?"

The question comes to you from the young singer sitting next to you on a recent flight. Like yours, his seat back is comfortably angled 30 degrees back, and his tray table is in the down position. You've both settled in.

The two of you are on a first class flight home from Dubai. Fate and a travel agent have thrown you together, and now you're making chit chat over strong coffee, colloquially known as Turkish coffee. It tastes good, and the caffeine/cardamom combo cuts through the morning fog of your mind. Last night's dinner-and-drinks with your client quickly turned into dessert-and-one-too-many.

"I mean," your seat mate continues, "what drives you to keep giving these keynote speeches?"

You've already swapped stories about the Zig Zigar audios which you were surprised to learn were on his smartphone. His stories of singing Sinatra standards from a tiny stage where he gigged aboard a 120' private yacht last week seem to have gone dry for the moment, along with the cucumber water in your glass. Still, the young singer seems bent on keeping the conversation going.

"It sounds like you could just retire right now," he says, "and you wouldn't have to put up with these long flights and grueling schedule. Is it really worth it to be a keynote speaker? I mean, why do you keep doing it?"

"Why indeed..." you parrot, adjusting your glasses with a thick hand. "Dubai to LA seems like a long haul this morning, I can tell you that," you chuckle. "And I've got more of the same waiting for me at LAX - same hoopla, same glad handing and photo ops. You know, I haven't thought about that question in a long time."

But his question is a good one, and you feel its heft in your mind like a gold ingot in the center of your palm - rare and worthy.

Your thoughts trail back a couple of days, back to the night you arrived in Dubai and the limo picked you up at the airport. Your client, the CEO, was already in the back seat, eager to be seen with you, arriving together at an exclusive gala at a towering hotel behind a velvet rope. The cameras and the crowds offered a heady glow of success.

That night was capped with too few hours of sleep in your suite on the concierge level, fruit and flowers in every room, scenting the air with their heavy perfume. You found a gift from the meeting planner thoughtfully left on the entry table - a silver monogrammed business card holder and a note of thanks. It was a nice touch, if a little impersonal. Back home, there was a closet in your office that

was full of things like this - chachkies and souvenirs, corporate gifts from exotic ports of call where hoards had been swayed by the words you spoke.

But that's not the reason. Why then?

Your mind drifts back to your early career when you stood on the platform in a meeting hall at a local winery for 30 minutes, the audience mesmerized while you shared your best stuff. That talk was the springboard for the words you said in Dubai yesterday, and it launched a thousand opportunities for you. The warm feeling in your heart of touching the hundreds of people in that winery hall - influencing their lives - was as sweet as wine itself. You would have done it for free, but the back-of-room sales you made after the talk were a nice bonus. A whole new world had opened up for you that day.

Now you search your memory for an even deeper answer, and a vague form takes shape. You were meeting with a publisher over a cocktail, who was an old colleague who'd worked with you on that start-up years ago. The experience is like a private joke you share between the two of you, like veterans of a war.

"Say, I'm writing a book," you told your friend casually, pulse racing. "Do you think you could give me some tips on how to make it successful...?"

Now the memory starts to flood back. You remember that you had been sweating this meeting for days, thinking your friend's professional advice would kill your enthusiasm, afraid he would laugh at your naiveté or tell you that your ideas were too controversial. You feared that the unique and precious thing inside you - the song that only you could write - would be silenced before anyone heard it. You were afraid that taking a chance, confiding in your friend, meant that your dream must live or die in that moment. You were afraid of terminal rejection, afraid that you would depart this earth with your music still inside you, afraid to let go of that burning fire in your heart.

You were afraid.

You couldn't bear the thought that your passion for these concepts was yours alone. You had to get the word out. It was your mission. You simply must tell others, because you knew that they could be changed if only they knew about the key that you had discovered for yourself. You knew that their lives would be better, easier and more provident if you could just reach them - if you could share the gems that you had come by through years of trial and error, of love and blood and sweat. You could shorten their learning curve and you could help others by making their lives easier. You could change a piece of their world if you could just reach them with the message in your book.

And then it happened, the thing you couldn't have expected, though you'd dreamed of it often enough - your friend said yes.

"Sure," he smiled, "I'll help you publish it too, if you'd like. You might want to think about writing a talk to go along with that manuscript of yours. These things work best in tandem."

Now the memory fades as the flight attendant brushes past you, gliding down the aisle. The young

man in the seat next to you sweeps the shock of hair from his eyes and searches your face. The hum of the jet drones on, like a bass note in the dance of your life. "Why wouldn't you want to put down roots or retire early and get off this merry-go-round?" the young man says. "I mean, what makes you want to trek the planet and say the things you do?"

In the back of your mind you hear a Ziglar quote from one of his audio programs which comes back to your mind like a distant memory: "You will get everything you want in life you want, if you will just help enough other people get what they want. "

And suddenly in a flash you connect with your reason why, that driving force that silently compels you to push forward....serving others.

Let's Find Your WHY

One of the most fundamental starting points for authors is clearly establishing their “Why”. What do we mean by this? When we establish why you have the ambition to write a book, then each element of the writing process comes into clear focus.

Let's start by examining why authors are motivated to write non-fiction books. Here are several common motivations:

1. **To Explain** – these books tell readers how to do something. Often they will describe someone or something in detail.
2. **To Entertain** – people often are motivated to purchase books as a form of escape. Give people something fun to do in their spare time.
3. **To Inform** – in this format, books are designed to give information in an organized format for future reference.
4. **To Persuade** – the author is attempting to change the viewpoint or opinion of people about something.

Next, the author's viewpoint on their topic comes into focus. What the author thinks and feels about a subject helps capture reader interest. The author's viewpoint can help people understand why the author is interested in the topic of the book, what the author thinks about the topic or even what the author wants readers to think.

Readers establish the authors viewpoint by thinking about facts and opinions offered in the text. To help organize your thoughts, this table can serve a resource to establish the heart of your motivation to write.

AUTHORS VIEWPOINT		
	Opinions or Belief Statements	Evidence to Support these Opinions
1.		
2.		
3.		
4.		
5.		
6.		
7.		

Establishing Your Topic & Angle

Before you start the writing process, you'll need to decide who your audience is and how you'd like to speak to them. You'll need to get in touch with your own motivations for writing your book, as well as understanding the role your book will play in your professional life.

Which one of these statements sounds like you?

- I have a burning idea for a book that I'm passionately driven to write.
- I have no idea what I want to write. I just want to be a published author and make some money from my writing.
- I want to write a book to promote and support some other part of my business.

Whatever your answer, here are two pieces of information that may surprise you.

1. You have the potential to produce a best seller from each of these three perspectives.
2. Writing from any of these three inspirations involves exactly the same process.

Both of these points deserve your serious consideration. Think about it: Why would you put effort, time and money into creating a book only to have it fizzle and fail? No matter what your motivation, following these correct steps to write a book elegantly will set you up for success in your field. Anything worth doing is worth doing right.

Therefore, pick a topic that not only interests you, but one you are passionate about. Conduct research into your topic so you can equip yourself with the right information. No matter how good you are, there's always someone who knows more about your topic than you do – or at least, someone with a bit of information to enhance what you already know.

If you know what you want to write about, that's a wonderful place to start. Do recognize, though, that it is only a beginning. During the course of your project, as you acquire more information and have fresh revelations, your project will take on a life of its own.

As you understand your topic (or your plot and characters) more with each editorial pass, you may find that subtle nuances creep in. It's possible that the entire premise of your book may change during the course of writing it. Whatever process you encounter along the way, laying a solid foundation through research and a good outline will pave the way for your project's success.

Successful writers take one encapsulating element of the topic or field they are passionate about. They ask a "story question," then provide or prove the answer throughout the rest of the manuscript, taking the reader by the hand and leading them on a journey through the world of ideas surrounding this one question.

And that's what makes a gripping, readable, authoritative book.

Look at it this way: If you're a leader, you're not going to go to your local bookseller with the intention

of buying a book on the general topic of Leadership. It's too broad. Your needs are more specific. You probably have...

- A question you want answered
- A theory or leadership style you're interested in
- A challenge that fascinates you
- A specific area of leadership (such as management, politics or the clergy) that has set you on fire
- One area of specialty that you are absorbed in studying, such as team dynamics or the paradigm of group-thinking
- An arresting viewpoint which might contradict the status-quo

As an author, using this kind of specificity is what will make your book a must-have. The first thing to define is your main goal for your book.

What do you want your book to do? Why do you want to write it in the first place, and how will it fit into your life and profession once it's complete?

If your answer is that you want to get people interested in leadership, you will have to get them hooked on your specific topic and point of view with something that is juicy and accessible – something that inspires strong emotions, captivates the imagination and transforms the reader's point of view to match your own.

In order to move people enough to act, your work needs to reach out to them wherever they are before they begin reading your book. You'll need to meet them where you find them, in whatever state of ignorance or innocence they are in before they engage in the experience of sharing your ideas.

And in order to meet them where you find them – in order to connect with them in a language they can understand – you will need to decide which specific audience segments you want your book to attract in the first place. Some writers call this step *finding your Voice*. Then you'll need to get to know them intimately, their likes and dislikes, their passions and frustrations, their hopes and dreams.

This is the part where you start doing research into your target market. When you understand the people you would most like to spend time with, then the process of influencing them becomes purely a matter of choice rather than a hopeful best guess.

In the next section, we'll take a look at doing just that.

Knowing Your Target Market

In order to create the structure of your book, there are a couple of things you need to decide first. These will help you stick to your message and customize the tone and style of your content for your target market.

Using this information as your starting point will allow you to come up with your Unique Selling Proposition for your book, your positioning, and a businesslike approach to the craft of writing.

You can gather the information you need for this research by understanding your topic and marketplace, listening to your customers, and engaging in conversations about your unique area of interest. There are also plenty of forums you can join, as well as groups on social networks and live events you can attend in big cities or even your home town. The more information you have about the people you're writing for, the more effectively you can serve them.

Creating An Avatar

Your customer Avatar is a profile of your ideal reader. When you can personify your audience, the voice of your writing will flow automatically. Consolidating information about your Avatar is an essential element to the writing process. Let's begin by gathering some information.

DEMOGRAPHIC INFORMATION		
	Category:	Description:
8.	Gender	
9.	Age	
10.	Education level	
11.	Income	
12.	Marital status	
13.	Children – <i>number & age</i>	
14.	Urban, Rural or Suburban	

15.	Profession	
16.	Political – <i>relevant factors</i>	
17.	Religious – <i>relevant factors</i>	

FURTHER PROFILE INFORMATION		
------------------------------------	--	--

	Category:	Description:
1.	Top questions they ask	
2.	Top problems they discuss	
3.	Common advice for this problem	
4.	Emotional response to this advice	
5.	Greatest fear	
6.	Greatest hope	
7.	Level of overall confidence	
8.	Level of lifestyle activity – <i>sedentary, active or driven</i>	
9.	Type of hobbies	

Picturing Your Typical Customer

Use this space to draw an actual picture of what you feel a typical customer in your market looks like. Drawing connects your left-brain and your right-brain, or your thinking side and your creative side. Drawing a picture of your own unique Avatar will help you integrate your analysis into the image of a living, breathing human being.

Relating to Your Avatar

Now that you have a better idea of who's in your audience, it's time to decide what you'd like to say to them. Take a look at your book topic from the point of view of your Avatar. Clearly define the material you'd most like to present to them.

What is the theme of your book?

How does this topic fit into the larger picture of the human equation?

What urgent need are they looking to solve by reading your work?

What great benefit do they hope to gain from you?

What makes you uniquely qualified to bring it to them?

What sacrifice are they prepared to make to feel this relief?

How soon can they expect the relief you're proposing?

Drafting A Book Summary

Use the worksheet below to outline your project. You'll need to refer to this information time and again as you conceive, draft, finalize and market your book. This information becomes the backbone of your work and will be used many times over with various stakeholders within the publishing industry.

PROJECT SUMMARY	
Genre	
Book Title or Working Title	
Book Topic	
Brief Book Summary (150 words)	
Book Description (500 words)	

Serving Your Target Market

If you're motivated to write a book, the odds are high that you have some previous experience with your topic. In all likelihood, you've already written something that will further your aims with your current project, whether it's as simple as an email to a friend or as complex as another manuscript you've already written. Accessing this material will serve you in two ways.

First, by accessing the work you've already created, you're leveraging your own previous efforts. This makes your job as a writer much easier. Second, it creates continuity, especially if the material is in the form of articles you've written, short pieces or full length books. Taking stock of your material will help you draft the Table of Contents for your current book, creating continuity and making it obvious what your next steps should be as writer.

What kinds of products or services can you offer that relate to your current topic? Use the worksheet below to make a note of them. Highlight those that are most unique or most appealing for you.

RELATED CONTENT		
Category	Content or Project	Relevance
Current works in circulation		
Retired works		
Planned projects related to this one		

Planning Your Book

You have the right tools and you have an abundance of information as a foundation for writing your book. How do you combine them to create a book to build your business, or maybe even go viral?

The first step is to understand the different types of book styles. Then you can identify your best choice and your approach to writing it.

Different Types of Books

As with any type of content there are different formats you can create. For example, with articles or blog posts you can create lists or reviews, as well as how-to articles. The same is true for books. To get a flavor for popular types of nonfiction books, here is a crash course in various writing styles to help establish the direction of your book.

Fiction:

First Person Narrative

The first person narrative book is a story told from the point of view of a character or characters, and the voice is limited to whatever that character knows. The action is told from the “I” perspective.

This style lends itself beautifully to suspense and adventure, because the narrator is automatically hindered by their own limited knowledge. In some cases, the narrator isn't necessarily the central character but is telling the story of someone truly extraordinary. A prime example of this is Bram Stoker's *Dracula* or the classic by H. Rider Haggard, *She*.

Third Person Narrative

This type of book is told from the point of view of a single character, but like the First Person Narrative, the action is limited by the knowledge of the central character.

Third Person Omniscient

This type of book has all of the elements of the Third Person Narrative, except in this case, the narrator is privy to all knowledge and can share it with the reader at will. This is illustrated delightfully in the movie *Stranger Than Fiction* starring Emma Thompson, Will Ferrell and Dustin Hoffman.

In the film, Hoffman's character, a celebrated authority on Literature, gleefully riffs on the phrase “little did he know.” He points out that the phrase indicates the central character is hapless and unaware while the narrator – and therefore the reader – have godlike knowledge outside the boundaries of the work of fiction. A man's watch may break, but “little did he know” the life changing consequences that would result from it.

Non-fiction:

Problem / Solution

This type of book is perhaps the most common in the non-fiction marketplace. The author presents a problem – something summed up in a “story question,” as we illustrated earlier – and offers the solution. The author may present several possible solutions and demonstrate why they will or will not work to solve the problem.

A Versus B

With this type of book, you’re comparing one thing to another. For example, you might compare the difference between starting a service business and starting a product based business. Or you might compare mastermind groups to mentoring. This format is excellent for helping the reader to choose between alternatives. The choices may or may not be of equal value, and the format is flexible enough for the author to decide on the relevance or value of a given recommendation.

How To

The How-To book typifies the recipe style of writing. This is straightforward, and can be as simple as instructing the reader on acquiring a new skill or refining an existing one. From landscaping and basic carpentry to writing a sermon, the How To book lives solely to impart information from the writer to the reader.

Art or Photography Book

This type is often referred to as a coffee table book. In this format the imagery takes center stage, and the text serves to enhance the imagery and proffer a few scant conclusions by the author. While light on literary scope, this style of publication can be immensely compelling given the right mix.

Article Compendium

This type of book compiles a collection of articles exploring a given topic with a variety of short, easily digested articles. For example, an article compendium called “10 Things You Didn’t Know About Starting Your Own Business” could be as brief as 5,000 words or as long as 10 full length chapters.

Data Heavy

If you have a lot of statistics to share then a book can be a simple way to get your message across, especially one with lots of charts and graphs. These books make the material more user friendly and can help your audience understand the information quickly. One example of a data driven book might be “The Impact of Social Media On a Best Selling Book.” A book like this could outline all of the relevant facts and statistics in an interesting and organized manner.

Creative Nonfiction

Creative nonfiction writing can focus on transformational events in the author, narrator or central character’s life. This form of writing is typically close to the author’s experience. Using your experiences to express advice on improving the human condition makes a powerful book.

Parable

Telling a fictional story in the form of a parable is an effective manner in which to convey a message.

Letters & Journals

Personal thoughts, reflections, articles and blog posts can be incorporated together to form the foundation of a book.

Biography

The life story of someone written by another author

Autobiography

The writer's own account of his/her life experience.

Memoir

The writer's record of experiences from his/her own life.

Creating Your Own Format

When it comes to creating your book, you're the sole arbiter of taste. You can use any of these formats or create your own format as well. You can also combine a few different types to provide your audience with an informative and appealing volume they will want to read again and again.

Drafting Your Table of Contents

As you identify your goal for your book and what you want to accomplish with it, this is the time to brainstorm the sections of your book and write your Table of Contents. It's also a savvy time to refine your material to fit your goal.

For example, if you want to motivate your audience to sign up for a coaching consultation, you might include a section or chapter called, "How to Evaluate the Perfect Coach." Keep your book sections and chapters relevant to your own aims, including the outcomes you'd like to see for your readers.

As you solidify the intentions for your book, now you can begin drafting your book's Table of Contents with an eye toward creating the final manuscript. Following are some sections you'll want to consider including. Here they are in the order they might appear in your non-fiction book.

Table of Contents

Preface (optional)

Foreword (optional)

Acknowledgments (optional)

Introductory Chapter:

- Overview of the book
- Objectives
- Benchmarks for Success

Section 1:

Chapter

- Story
- Point

Chapter

- Story
- Point

Chapter

- Story
- Point

Section 2:

Chapter

- Story
- Point

Chapter

- Story
- Point

Chapter

- Story
- Point

Section 3:

Chapter

- Story
- Point

Chapter

- Story
- Point

Chapter

- Story
- Point

(Add Sections and Chapters as necessary)

Conclusion:

- . Overview of the Book
- . Review of the Elements
- . Next Steps

Appendix:

- Supplemental Material
- Footnotes
- Bibliography
- Further Reading
- Additional Offers

And here are the elements of your book in the order in which you can most effectively write them. This is quite different from the order in which they finally appear in your published book.

1. Research, Point of View & Avatar
2. Story Inventory
3. List of Points that clarify the stories
4. Table of Contents
5. Section summaries
6. Chapter summaries
7. Appendix
8. Introduction
9. Conclusion

Note that the order your material is presented is dramatically different from the process of writing it. Before you write anything else, you'll need to create your outline, your Table of Contents. The body of your work – the meat of your message – is the easiest part to write, and it also has the greatest

influence on the balance of your book. The beginning and end material is added only after you've written the body.

Your message will shift continually as you develop your manuscript, with entire sections being drafted, deleted and re-added in great sweeping gestures and monumental upheavals in your intellectual property that sometimes can resemble earthshaking cataclysms. Yes, the creative process is definitely messy.

This is why your Table of Contents is so vital for the integrity of your message. The structure it provides is bedrock, and you'll rely on it again and again during the chaos of creation. Investing the time and effort in your book's preliminary work will pay you dividends over and over again, long after your book is published.

Beyond the Table of Contents

Composing the Body of Your Book

In this section, we'll take a look at the process used in going beyond your Table of Contents and crafting the essence of your work. The bulk of the task of writing your book falls under this category.

Dividing your book into sections is an effective way to keep the reader's attention and prevent them from feeling overwhelmed by the magnitude of your concept. Sections are merely groups of related chapters bonded together under one theme. In fact, a single section might easily be published on its own as a short work or a series of articles. Thinking in these terms will allow your writing to serve a variety of functions for you and provide you with leverage and a foundation for other projects.

Non-Fiction

Whether you choose to begin your chapters with a story and then present your key point, or you tell your story after making your point, it's purely a matter of taste and style. As long as you have both a compelling story and a relevant point, you may consider your chapter complete.

To introduce the topic of your book, begin with a provocative statement, intriguing story or a sensational claim. Grab your reader's attention and show them how you will win them to your position. State what your book will cover and what you hope to achieve by the end of it.

This draft will help make the actual creation process quick and easy. Because you have a plan to work from – your Table of Contents – this step can take as little as just a few minutes from start to finish for each chapter.

Keep in mind that too much data will be overwhelming to your reader and too little data can be dull or unhelpful. Aim for just a few data points per section, depending on the structure of your book. If you find that you're not able to keep your message concise, you may want to re-evaluate the scope of your material. It might make sense to turn your book into a trilogy or other type of series.

Point 1

Write the first point of your book. State the problem you want to discuss. Tell a story that encapsulates the point you wish to make. Make it sympathetic, so that the audience can relate to your material and to your point. Let the story live in the hearts and minds of the people listening to you. Let them use their 5 senses and feel the emotions connected with your point of view. Allow the action to unfold for your reader as if they were actually there, seeing it for themselves.

Once your story is told, review the story with the reader and use it to illustrate your message. Show them exactly how your message is acted upon in the story. Be clear and concise, and don't leave open-

ended conclusions. Draw the arc for the reader so they fully understand what it is you're trying to say.

You may wish to tease the next chapter, giving a glimpse into the upcoming material like a TV soap opera. Using this tactic can help to get people hooked on your message.

Point 2

Now write the second point of your book. Tell another story to encapsulate your point. Let the audience relate to your material fully, and contrast this story with the one that you just told. Let the story be vivid for the people who are reading your book. Once again, let them hear, see, smell, taste and touch the environment you're talking about. Let them feel the emotions that go along with the point you're making.

Next, use the story to illustrate your message. Review it with the audience and tell them explicitly how your message relates to the story. Be clear and concise, and don't leave your conclusion up to the imagination. Speak it outright so the audience fully understands what you mean.

Restate the problem. Restate the solution you suggested in Point 1. Now suggest a solution that will work for Point 1 and Point 2.

Point 3

Now write the third point of your book. Tell a story to encapsulate this new point. Tie this story in with the other 2 stories you've told. Let the story come alive for your audience. Let them sense the setting your story is set within. Let them feel the characters' emotions - laugh and weep with you as you make your point.

Now use this anecdote to illustrate your point. Go over it with your readers and tell them precisely how your message ties in with the story. Be succinct and to the point, with no room for vague doubts. State your conclusion plainly so the audience completely grasps your meaning.

Restate the problem. Refer to the solution for Point 1. Refer to the solution for Point 1 and Point 2. Offer a solution that will work for Point 1, Point 2 and Point 3.

Section Conclusion

Give a full summary of this section of your book, reviewing the points you've covered. Recap the highlights of your 3 chapters - how they tie together and work with the premise of your book.

Review the definition of the problem. Refer to the Solution for Point 1. Refer to the Solution for Point 1 and Point 2. Refer to the Solution for Point 1, Point 2 and Point 3.

Further Points

This technique will allow you to develop your material for the first section of your book. Use this same strategy to develop the material for Section 2 & 3: story-point, story-point, story-point.

Book Conclusion

Give a full summary of your book, reviewing the points of each section. Next, recap the highlights of the stories in your 3 sections - how they tie together and work with the premise of your book.

Review the definition of the problem. Refer to the Solution for Point 1. Refer to the Solution for Point 1 and Point 2. Refer to the Solution for Point 1, Point 2 and Point 3.

Tell your audience how to get the solution. Let them see clearly what their next step should be, which single course of action will take them to the place they most urgently need to go. Show them how your ideology works within the solution to the problems you've clearly illustrated. Make it fully apparent how they may get further assistance from you immediately and in the future.

Fiction

Begin your work with a concept of how the action will flow. Just as with a non-fiction work, you'll want to divide your manuscript into sections. However, rather than addressing your project in the same way you would a work of non-fiction, think of it more like a play or a movie. Instead of Sections and Chapters, consider the action in terms of Acts and Scenes. You may even want to storyboard the action so that you have a clear idea in your mind of the flow of the work.

To begin the first Scene of the first Act, expose your reader to a gripping piece of action as quickly as possible, such as a crime, an argument or other conflict. Alternatively, you can begin your story with a moment of triumph. Either way, allow the reader to engage in the passionate emotions of your characters. Let your readers find themselves immersed in the world of your imagination. Build tension through internal or external challenge, and allow your characters to be both flawed and sympathetic.

Keep the material relevant to the action, and as much as possible, avoid including scenes that only serve the purpose of character exposition. Yes, absolutely, we want to get to know the characters as living, breathing people. Find a way to expose their character while moving the action of the plot forward as compellingly as possible.

Above all, writing fiction requires that you deliver on every promise you make, and your details need to remain consistent. Your reader has an uncanny ability to detect when you've left something undone, even if it's not openly stated. If you introduce a prop such as a gun, it needs to be used within the context of the action. Because your fictional world is a product of the imagination, there can be no tear in the fabric of your made-up reality. It must be seamless or the reader will feel betrayed. If you succeed in keeping your promises, your readers will reward you again and again with their purchases

and referrals to friends.

Writing Tips

Here are six tips for coming up with the content of your book. Think of these as tools in your little black bag to help you in a variety of circumstances.

1. **Recording Stories** Dictate your stories or chapter concepts out loud into a digital recorder, computer or other recording device. As you listen to the playback, imagine how you might respond to this narration if you were hearing it for the first time. Put yourself into the perspective of your Avatar, and imagine how you might improve on the flow or even the point of the story.
2. **Reading Out Loud** As you've written material for your book, read your text out loud to see how it sounds. You can even use a Text-to-speech tool to create a recording of your draft. Listen to it a few times to get a sense of the flow of the work, one section at a time, and edit the writing to tighten up any weak spots which don't serve the overall manuscript.
3. **Writing Groups** Writing can be a lonely process, and it's gratifying to share your work with others – especially when you're thrilled with your progress. But don't be in such a rush to share it with others that you allow them to discourage you. Let your project percolate for a while, and allow yourself to become both familiar with your opus and confident in its relevance before you open it up for feedback. Writers groups and critique groups are excellent venues for gaining perspective on your work. Reserve this step for material you're already fully comfortable with – ideas that you know will stand up to the harsh glare of scrutiny.
4. **Critiques** When someone gives you critical feedback, thank them. There's no need to defend your point of view if they give you constructive criticism. Simply express your appreciation and thank them for being interested enough in your writing to lend it their attention. Then carefully consider what they've said. Even if you don't agree with them in the moment, there may be a kernel of truth that becomes apparent later on, something that will genuinely improve the quality of your work.
5. **Idea Inventory** Keep a file on your computer or in a notebook just for your writing ideas. Get in the habit of writing the date on each one of your notes, and keep them organized so you can find them when you need them. Every idea you have has merit, given enough refinement. Treat your inspirations with the respect they deserve. You never know when they'll come to your aid.
6. **Practice** Write often, and keep your skills sharp. Like playing a musical instrument or practicing a sport, writing is a skill that can be developed and refined with repetition. The more you write, the better your writing becomes. Also, be easy on yourself. Become comfortable with writing badly and editing extremely well. Embracing this attitude can open countless doors for you.

Overview of What to Expect

When it comes to drawing readers into your world, one of the most important elements of your book is its structure. Few first-time authors realize how creative a device this can be.

Whether you're writing an article or a full length book, the structure of your material determines its final shape - and how compelling it is. The structure of your writing is like the blueprint of your dream cabin upon which it is built. Structure has a big influence on whether people want to buy what you've written and engage with your ideas.

In both fiction and non-fiction, your message can be likened to a tale - a linear narrative that you tell from beginning to end. But you don't have to tell your story in linear fashion. Think about it.

In movies, the plot is often quite different from the linear tale it contains. The tale is 2D, a line that connects two points, beginning and end. But the plot is 3D and can be sculpted from a variety of angles, casting fresh light on even the most familiar topics.

So it is with your own content. You can break it up, rearrange certain pieces, and play with time through flashbacks and futurescapes. You can mold your story into something compelling, adding mystery and mystique to what is otherwise humdrum.

Many authors may not realize their story can be told in a non-linear fashion. The tale can be wrapped around a series of points, time can fold or jump, and the events in the tale can be highlighted to make a point. All of this is crafted through the structure of the book.

Crafting Your Book's Basic Brilliance

If you're just getting started with your manuscript, it can be tough to decide how much material to include and where it should go. This is where brainstorming comes into play. Brainstorming a simple idea and easy to do - so simple that a lot of the authors I work with forget to use it.

Set aside a limited amount of time, such as one hour, and do a brain dump of ideas surrounding your topic, no matter how trivial they may seem. More is good here. In fact, being critical of your ideas before you write them down can stem the flow. Once you're done, organize the material into groups of ideas. These groups will become your chapters.

Recently a former MLB pitcher of some notoriety visited "The Ranch" where I work with authors on their books. During this [two-day process](#), we brainstorm ideas and then map their book visually in what I call the "War Room," taking over my conference room for the duration of their session. We shared some laughs, told stories and even shed a few tears as we talked through pivotal events in the author's life which shaped the arc of his story.

We used to use flip charts positioned around the room to display the book's concepts, one chart for

each chapter. After sifting through the content we came up with in the brainstorm, we write down each idea on a PostIt note to add to the flip charts.

Today we use electronic systems to mimic this process, with a giant screen to visualize the components of the story. We even conduct real-time polls in social media accounts to hone-in on the perfect Title for the book. During this 2-day session at the Ranch our goal is to rapidly organize a writing plan, with the goal of writing a book in 3-months.

There's always one chapter that seems to be problematic. Bringing the book into the real world, making it larger than life, helps us get over the hump and work through the rough patches.

Authors consistently tell me that using this method - having someone to hash out their book's structure with - is the highlight of the session (my apologies to the cook). While many authors give up when they hit a block, the War Room tactic helps my clients overcome their biggest structural obstacles.

This method works because it allows us to see the entire book at a glance. It gives the author the ability to visualize the big picture in living color.

Once we have settled on the book's structure and content, we divide the entire project into sections. This lets us determine how much to write on each topic and chapter. Once you break-down a writing project into sections, the writing gets quite easy.

Working this way is a lot like the storyboarding that Creative Directors in ad agencies use to create television commercials, so they can visualize each shot of a commercial before they hire a crew and go on-location. Storyboarding allows the author to play with changes in the storyline to heighten tension and peak interest.

How Do I List Thee? Let Me Count the Words

Once you have decided on your book structure, it's time to decide the length. This has a lot to do with the format of the book you're planning to publish.

If you want your book to be printed on paper and listed in bookstores and catalogs, your word count has everything to do with it being accepted by book buyers. A book with a narrow spine just won't leap off the shelf into readers' hands. Sometimes all they can see of your book is the spine, so it has to make an impact.

In the print world, the length of the book determines marketability. The first thing book buyers look at is the page count, which determines the spine width. The spine needs to be wide enough to be able to print your name and book title effectively. The page count also helps determine the pricing of the book.

A typical printed book in the non-fiction or business genre comes in at 35,000 to 80,000 words. The standard for novels ranges from 80,000 to 120,000. It depends on the style. Romance novels have

different word count than Westerns, and even the sub-genres within these markets can vary in length. Books in a series also have word count standards.

Amazon has become the gorilla in the room when it comes to publishing, and they have influenced the way books are marketed. Their massive amount of sales data has shown us the sweet spot for book and ebook length, and their catalog has responded to it with agility.

However you choose to structure your book, the key is to keep writing. When you have an abundance of good ideas, your ideas will invariably take shape. This lets you storyboard your way to success!

How to Overcome Writer's Block

It happens to the best of us. You've got a brilliant idea for a book. You outline it clearly, and the words just flow. Your book was born whole in your mind, and all you need to do is capture a few of those fleeting shafts of brilliance to be assured of a #1 Best Seller. You can feel the "flow", and your energy is pumping.

But once you've got the outline and you sit down to write it, you're stuck. Nothing comes. You don't have the slightest idea what to commit to your manuscript, and even if you do have an inkling, the ink just won't flow. You're stuck - that's all there is to it. You've got a full blown case of writer's block. So what can you do?

Well, frankly it depends on the source of your blockage. Are you swimming in a sea of ideas, afraid to pick one for offending the others? Are you looking for the perfect path to the book of your dreams, yet you fear the road not taken? Are you shunning what comes to mind because it's just not Hemingwayesque enough?

There are five common causes of writer's block, and there's a cure for each one. In fact, the cures aren't mutually exclusive. You can unclog your cranium with any number of strategies. The key is to pick one and get moving forward again.

The 5 Most Common Creativity Killers

As a writer, being stuck can make it seem impossible to get yourself moving again. If this sounds like you, you're probably suffering from one or more of these five common causes. Take a look and see if any of these creativity killers ring-true for you.

1. Procrastination: You had a great idea for a book, but you've been putting off getting it started. Now the task seems so huge, you feel like you can never tackle it. It's become the monster under your bed, and your flashlight batteries just went out.
2. Perfectionism: You know what you want to say, but you just can't seem to get the tone right. Every

time you start typing (or put ink to paper, if you're the noble retro type), the garbage that comes out isn't worthy the paper on which it is written.

3. Intimidation: You're deeply in love with your topic (or characters... or plot) and you don't feel worthy to flesh the thing out. After all, who are you to breathe life into this project - God? You want to put a bag over your head and change your name to Anonymous.

4. Distraction: You'd love to start writing your book, but it's just so dang fun to gather material instead. Or do your laundry. Or pick lint out of your navel. You know that once you get started writing you won't have time for anything else, so you're squeezing it all in before you begin.

5. Sheer Boredom: You loved your topic when you started - no, really. But now the New is off, and you've settled into a desperately dull sameness. It would have been enough for you to draft an outline. But why, oh why did you have to commit to 300,000 words of this drivel? By now you'd rather schedule yourself for a root canal than finish your manuscript, except you're too bored to get off the couch.

Bring It Home with These Writers Block Busters

. Procrastination: If the idea of writing your book has turned monstrous, the best way to deal with this is to dive in....slowly. Commit to yourself that you'll dip your toe in the water, or start in small increments. I recommend scheduling 15-minutes to work on your book, and then let yourself quit when the time's up. If you want to keep going after that, go ahead! Schedule more than one session so you don't feel that performance is do-or-die. You'll be amazed by how easy it is to get started.

. Perfectionism: If you're embarrassed by the garbage that comes out every time you try to tackle your manuscript, maybe it's time to recognize a fundamental point about writing: it always starts out bad. For everyone. Even Ernest Hemingway. Hemingway rewrote his stuff 30 times before he even handed it off to an editor! Get over it and allow the process to be uncomfortable, and deal with that lousy, tragic first draft. It's private stuff. Show others your work only once it's been pressed down and shaken together.

. Intimidation: If you love your topic and you don't feel worthy to flesh it out, consider this: It wouldn't exist at all if it weren't for you. No one else can put your own unique perspective on the work. Don't let your fear define you. Use your butterflies as kinetic fuel for the fire of your passion. Take the bull by the horns and write what no one else can. It's all yours, so own it. Personally, I went through this challenge when I wrote my first book. When I read the material months later, I was amazed at how smart I was "way back then." LOL.

. Distraction: If you're favorite pastime is doing everything but writing, you're in good company. This is a cliché. If you're trying to "squeeze it all in" before you begin writing - housework, poker, working out, filing your taxes - give it up. There will always be one more thing to do. Just start writing, you commitment-phobe (and buy your spouse some flowers while you're at it!). Nothing worthwhile ever came from a tepid heart. Stop making excuses and start making history.

. Sheer Boredom: If your love for your topic doesn't look the same as when you started, there's a very good reason. You haven't let yourself dive in. Imagine you're sitting around and talking with just one person. Give them the goods on your topic, and show them the pitfalls. You'll be fascinated and swimming in verbiage in no time.

Now that you know some of the causes of writer's block, you're ready to meet the challenge head-on, get over yourself and your writing blues, and let the words flow.

It won't be long until your writing turns into the stuff of legends, and that paper napkin with your first ideas will be worth a fortune. Or at least it will be worth dabbing your eyes with, as you read the gold that flows from your fingers. Who knew?

Conclusion

Congratulations! You've got the knowledge for drafting an exceptional book and you've made tremendous start on writing your manuscript. Since the start is what stops most 99% of people who want to write a book, it's safe to say that you are miles ahead of the pack. Doesn't it feel wonderful to have this sense of accomplishment?

Writing can be a complex and difficult task. There's so much involved. But when you've got the right tools and a few savvy shortcuts, coming up with the right words to express your own unique point of view can be brisk, elegant and simple. And now you know how!

Next Steps

Once you've completed the outline of your book and perhaps a Table of Contents. In addition, you've developed an inventory of great stories to fill your book. Now, you may feel a little intimidated by the task of writing perfect prose. But you don't need to feel that way.

At Made For Success Publishing, we specialize in giving authors the knowledge and support needed to get your book into the hands of readers around the world. We make it our business to provide strength where authors need it. We're here to help with editing, an idea sounding board and even writing services if you get in a jam.

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Appendix

Story Inventory Template

STORIES FOR BOOK SECTION 1		
	Story:	Point:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Story Inventory (Continued)

STORIES FOR BOOK SECTION 2		
	Story:	Point:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Story Inventory (Continued)

STORIES FOR BOOK SECTION 3		
	Story:	Point:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Story Inventory (Continued)

SUPPLEMENTAL STORIES		
	Story:	Point:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

