

The Book Writing Blueprint

Your Proven 5-Point Plan for Having the *Right* Book
to Magnetically Attract More New Clients

Weston Lyon & Jenny B. Lyon

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Writing & Publishing Process by www.PlugAndPlayPublishing.com

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Book Cover by Tracey Miller | www.TraceOfStyle.com

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To my wife, Jenny, and my son, Haven:

You both bring love, laughter, and joy into my life.

Thank you for being the awesome, amazing, and wonderful humans you are.

I love you both!

What Others Are Saying About Weston Lyon and His Strategies

“If you have a message or a desire to serve and to bring your ideas out into the world, there’s a solution. Weston Lyon and his company, PlugAndPlayPublishing.com, will help you write your book, get it published, and get it out into the world, so you can profit from that book (selling books or perhaps speaking, coaching, etc.) There’s no longer an excuse not to get your message out there. Check out Weston Lyon and his wonderful company today!”

– **Jack Canfield**

Star of the Movie, *The Secret*
Author of the Best-Selling Book, *The Success Principles*
Co-Creator of the #1 NY Times Best-Selling Book Series,
Chicken Soup for the Soul® (600 Million Books Sold Worldwide)

“One of the Most Influential Leaders in Personal Growth and Achievement.” – *SUCCESS Magazine*

“Weston is the best, and his strategies work! Not only has he helped my team and I with book marketing strategies, he also helped launch my book, *Overcome and Lead*, to #1 on Amazon! If you’re looking for someone to help you with your book, then I highly recommend you talk with my friend, Weston, today!”

– **Anne Beiler**

Founder of Auntie Anne’s Pretzels
Motivational Speaker, Author of *Overcome and Lead*,
and Podcast Host of *Overcome with Auntie Anne*
AuntieAnneBeiler.com

“Clearly a must-have! Weston provides a simple plan to write your book in the shortest time possible. Brilliant!”

– **Joe Theismann**

Legendary NFL World Champion Quarterback
Washington Redskins (12-Year NFL Veteran)
Winner of the NFL MVP and NFL Man of the Year
TV Commentator, ESPN and NFL Network
Delivered 1500+ Paid Motivational Talks

“Weston’s system is innovative and brilliant. He takes a big project like writing a book and breaks the process down into manageable chunks that ANYONE can use to write their book.”

– **Jill Lublin**

4x Best-Selling Author – *Guerrilla Publicity, Networking Magic, Get Noticed...Get Referrals, and The Profit of Kindness*
International Speaker and Publicity Expert

“It doesn’t matter if you run a coaching or consultant business, if you’re a physician or you have a brick-and-mortar business, or if you own a service business. One of the greatest things you can ever do is have a book that positions you as a leading authority in your niche, in your market, and on your topic. So, if you want to raise your profile, attract more media attention, and attract more leads that convert faster, then I highly recommend you write your book. And there’s no one better than my friend, Weston Lyon, to help you on your journey. Not only does Weston come from the heart to help you make a difference, his advice and step-by-step process will help you hone your message and write a book you can be proud of. It’s time to write *your* book. Get after it. You’ll be grateful you did!”

– **Kevin Harrington**

THE BILLION DOLLAR MAN
Original Shark on the Hit TV Show, *Shark Tank*
Inventor of the Infomercial (\$5 Billion in Global Sales)
“One of the Top Entrepreneurs of Our Time!” – *Entrepreneur Magazine*

“This book is the secret weapon that every professional, want-to-be author, speaker, or coach can use to finally write the book they always wanted. Weston Lyon has put together a unique, easy-to-follow success blueprint to get your book done fast! His book is incredibly noteworthy and valuable in many ways to help you and your book deliver the message to others. *The Book Writing Blueprint* is truly magical! Well done!”

– **John Formica**

The “Ex-Disney Guy”
America’s Customer Experience Speaker, Trainer, and Coach

“Weston is an Amazon expert and knows the Best-Seller algorithm inside and out. We’ve partnered with Weston and consistently refer him to our celebrity friends and clients because he’s the BEST IN THE INDUSTRY. And the value he brings is just outrageous!”

– **Nick Unsworth**

Life on Fire, CEO and Master Coach
International Speaker and Best-Selling Author

“This is an amazing book, loaded with practical, proven methods and techniques to help you to write a top-selling book on any subject!”

– **Brian Tracy**

Top-Selling Author of Over 70 Books (Over 10 Million Books Sold Worldwide)
Spoken for 5,000,000 People in the U.S., Canada, and 77 Other Countries Around the World

“I’ve been around for 25+ years, done 3000+ talks, and I’ve coached some of the biggest names in the self-improvement industry. And in that time, I’ve seen a lot of people come and go. But there’s one person who’s been consistent when it comes to helping professionals write, publish, launch, and profit with their very own book. And that is my good friend Weston Lyon. I can work with anyone. But I don’t. Weston is my guy! I’ve personally hired Weston to work on my book. I refer my clients to him. All because I trust him implicitly. So, do yourself a favor. Contact Weston today. Don’t hesitate. Don’t walk. Run! You will be so grateful and thankful that you chose to work with my friend Weston Lyon and his company!”

– **James Malinchak**

Featured on ABC’s Hit TV Show, *Secret Millionaire* (Viewed by 50 Million+ Worldwide)
Authored 27 Books, Delivered 3,000 Presentations & 2,000 Consultations
Best-Selling Author, *Millionaire Success Secrets*
Founder, www.BigMoneySpeaker.com

“No guesswork. Just follow Weston’s lead and you’ll have your book written in no time!”

– **Patty Aubery**

THE BILLION DOLLAR BRAND BUILDER
President, Jack Canfield Companies
#1 NY Times Best-Selling Author, *Chicken Soup for the Christian Soul*
Past President, Chicken Soup for the Soul® Book Series (600 Million Books Sold Worldwide)

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Author's Note

While this book is *purposefully* written in the first person for clarity, it was definitely a group effort. My smart and beautiful wife, Jenny, gave invaluable insight and advice throughout the writing of this book. (And no, she didn't pay me or bribe me to say this—haha!)

I couldn't have finished this book without her!

Foreword

By Kevin Harrington

Hi, I'm Kevin Harrington, an original "Shark" on the hit TV show *Shark Tank*, the creator of the infomercial, and pioneer of the As Seen on TV brand, and I'm glad you're here.

Whether you're an entrepreneur looking to take off or a business leader wanting to grow your company, you're in the right place at the right time because the book you hold in your hands can be the catalyst you need to finally write your book and share your message with the world.

Before I tell you about my friend, Weston Lyon, I want to give you a little fact that many people don't know: My first book changed my life.

You see, even though I already had success behind the scenes launching brands like The Food Saver, Ginsu Knives, The Great Wok of China, and The Flying Lure as well as working with amazing celebrities like Billie Mays, Tony Little, Jack Lalanne, and George Foreman, I decided it was time to step into the spotlight and intentionally build my own personal brand.

So in 2009, I wrote and published my first book, *Act Now: How I Turn Ideas into Million-Dollar Products*. And as I was marketing that book and raising my profile, along came Mark Burnett from *Shark Tank*. Mark said, "Hey, I'm seeing you all over the place, Kevin. Can I talk to you about a new show we're shooting called *Shark Tank*?"

And as they say, the rest is history. Of course, it took my own abilities to close the deal with Mark to become a Shark on *Shark Tank*. But my book grabbed the attention of one of the most prolific TV producers of our time and got me in the door. Within a short period of time, I was on the set of *Shark Tank* sitting next to fellow Sharks Daymond John, Kevin O'Leary, Barbara Corcoran, and Robert Herjavec.

My time on *Shark Tank* was an amazing experience and one that not only helped me raise my profile but also helped shape my brand into what it is today. **And it all started with my book.**

Listen, I don't know what will happen when you write your book. No one does. But I can tell you this: If you never write your book, you'll never know what's possible.

So, let me ask you...

Do you have a message you want to share with the world?

Do you want to raise your profile and separate yourself from your competition?

Do you want to speak on stages of all sizes as well as get into the media (TV, radio, podcasts, etc.)?

Do you want to get more leads that convert into buyers for you?

If you do, then follow Weston's advice in this book because having a book makes all of the above easier. And it doesn't matter if you run a coaching or consulting business, if you're a physician or have a brick-and-mortar business, or if you own a service business. One of the greatest things you can ever do is have a book that positions you as a leading authority in your niche, in your market, and on your topic.

So, if you want to raise your profile, attract more media attention, and attract more leads that convert faster, then I highly recommend you write your book.

And there's no one better than my friend, Weston Lyon, to help you on your journey.

Not only does Weston come from the heart to help you make a difference, but his advice and step-by-step process will help you hone your message and write a book you can be proud of.

It's time to write your book. Get after it. You'll be grateful you did!

– Kevin Harrington

THE BILLION DOLLAR MAN

Original Shark on the Hit TV Show, *Shark Tank*

Inventor of the Infomercial (\$5 Billion in Global Sales)

"One of the Top Entrepreneurs of Our Time!" —*Entrepreneur Magazine*

Read This First

A Note From the Author

This book is *not* for everyone looking to write a book. This book is specifically for business owners and entrepreneurs who are looking to write...

- A book you can be proud of...
- A book so good that your readers will tell everyone they know about it...
- A book that immediately positions you as a Topic Authority in your field...
- A book that magnetically attracts more new clients, so you can grow your business!

Whether you're a new business owner or a veteran entrepreneur, you've probably picked up this book because you know it's time for you to write your book. And you're ready!

What you don't know, however, are the actual mechanics of how to write a book. In other words, what you don't know *yet* is how to take the knowledge, insight, and wisdom out of your head and structure that information into a clear, cohesive, and easy-to-read book.

If that's why you're here—to *learn a proven process for writing your book to grow your business and leave a legacy*—then I have great news for you.

This book will show you a simple, step-by-step, paint-by-numbers system to get your book done fast, so you can make an impact on the world and have a business tool that...

- Instantly positions you as a Topic Authority and go-to expert...
- Immediately separates you from your competition...
- Quickly converts prospects into paying clients, customers, and/or patients!

I'm excited to help you on this journey and show you how to write a book you can be proud of. A book that puts you on the map. A book that outlives you. A book that can change the way prospects look at you and the way you do business. And a book that can impact your life and the lives of the people you serve.

Are you ready? I'm rooting for you. Let's get started!

– Weston Lyon

P.S. Thank you for picking up this book and giving me the opportunity to do what I do best: showing business owners like you how to successfully write the right book for the right audience in the shortest time possible!

To show you my appreciation, I want to gift you lifetime access to my Book Writing Blueprint (BWB) Companion Training (*a \$2,997 value*) for free. Inside the BWB Companion Training, you'll have exclusive access to everything you need to succeed, including:

- All the lessons in this book in video and audio formats, so you can watch or listen instead of reading
- Our *Book Writing Checklist*, so you know exactly where you are in the process
- Our *Manuscript Blueprint*, a Microsoft Word template with all the professional elements, formatting, and fonts already set up for you, so you save time and streamline the book-writing process
- Our *BWB Action Guide* with all of the Recommended Exercises and Fill-in-the-Blank Templates from this book to shortcut your success

To access your free companion training, go to www.FreeGiftFromWeston.com.

Who Am I...

And Why Should You Listen to Me?

The world is full of imitators and wannabes. You know the type. People who read about a specific topic or strategy and then go off to regurgitate what they've learned. This kind of behavior isn't new. It's been going on for centuries. But this kind of behavior runs rampant online, especially in popular or up-and-coming industries or niches.

For example, with the self-publishing industry finally coming into its own over the past decade, I've noticed a huge spike in copycat activity. It's either from people who have written a book or two and want to show you how they became authors or, worse, from people who sell you on the idea of writing a book but have never *actually* written a book!

While these people may offer some form of value to the marketplace, most are either amateurs or charlatans trying to grab a piece of this booming industry.

So, if you're asking, "Who is this guy, and why should I listen to him?" I completely understand. That's a great question! And it's the same question I'd be asking if I were reading this book too.

After all, I believe it's extremely important to make sure you're learning and taking advice from someone who has actually done what you're trying to do. Preferably, from someone who is still doing what you're trying to accomplish!

So, with that said, let me tell you a little more about myself—not to brag or sell you some bag of goods, but just so you know your source. I've personally written over 20 books, and I've personally coached hundreds of clients (one-on-one) to write their books. And my team and I continue to coach clients on writing their books on a *daily* basis.

Of course, I didn't start out this way. Let's quickly look at the beginning of my entrepreneurial journey to give you some context.

Small Town Nobody

I grew up in a small town outside of Pittsburgh, Pennsylvania. I had a great childhood, but we didn't have much. My dad was a janitor, and my mom cut hair out of our basement for extra cash. After high school, I went to the University of Pittsburgh for three years but dropped out of school in my senior year to start my first business.

Yep, without any experience, I was cold calling business owners to sell them my products. Everyone thought I was nuts. I can't tell you how many times I heard, "What are you doing? You only have one more year of school. Are you crazy?"

The truth is I had the same thoughts. I remember thinking, "This *is* crazy. What if this *doesn't* work? What if I fail? What will people think of me?" I remember feeling stressed out and anxious about the whole thing.

Have you ever felt like that at any time in your life? Has anyone ever called *you* crazy for thinking like an entrepreneur?

I also remember feeling a lot of guilt at the time. After all, my parents had to scrape together enough money to help me go to college. A small part of me felt like I was throwing away their money.

But here's the thing. Even though I had those feelings, I had a stronger calling to become an entrepreneur. To not work for someone else. To own my time and have the freedom to do what I wanted... when I wanted... and with whomever I wanted.

So, against the odds, I dropped out of school and started my first business. And do you know what happened? That business failed miserably. Why? Because I didn't know the first thing about marketing. I relied on cold calling, prospecting, and going to haphazard networking events.

In hindsight, dropping out of school to run a business centered around cold calling—something that made me experience panic attacks almost every day—wasn't the smartest move.

And I'm serious about the panic attacks. I remember sitting on my bed (in my parents' house, mind you, because I couldn't afford a place of my own) and literally crying most evenings after being verbally assaulted on the phone.

I can't tell you how low I felt. To be treated like trash. To be rejected, hung up on, and verbally abused by someone I was trying to help. Someone who didn't even know me or the type of person I was. To them, I was a pest, a nuisance in their day.

To make matters even more interesting, my girlfriend and I found out we were pregnant. I was only 21. And she... well, she was only 17 years old. So, as you can imagine, my stress levels were at an all-time high.

Needless to say, it was time to pivot.

If at First You Don't Succeed...

Now, at this point, you may be thinking, "You got a job, right?"

Everyone wanted me to. And maybe I should've. But like I said before, I had a strong calling to become an entrepreneur. And once I got the taste of working for myself, there was no way I was going to work for someone else.

So, I had a bright idea. I decided to quit my failing business and start another business from scratch. But this time, I wanted a business I had more passion for and experience with. And since I worked as a personal trainer in college, I decided to open a fitness training business where I could help women get in shape—no gym necessary. I didn't have the money to start a gym. Just me, my client, and exercises that didn't involve "weights, machines, or as-seen-on-TV contraptions."

As for marketing, I refused to cold call anyone or go out and prospect. I knew there had to be a better way. And that's when fate intervened.

Have you ever felt "a touch of fate" at any time in your life? You know, being in the right place at the right time. Almost as though someone or something was steering you in the right direction.

So, what happened? My mentor, David Holzer (owner of the Pittsburgh Combat Club), handed me a book by Dan Kennedy that changed my life. And I'll never forget the feeling I had in my gut when I turned to page 123 of *No BS Sales Success* and started reading the chapter titled, "Positioning, Not Prospecting."

I was intrigued. After all, I knew cold calling and prospecting weren't right for me. Those activities made me feel anxious and stressed out. But *positioning*? I thought, *What's that?*

Inside the chapter, the author explained that when you cold call and prospect, you're viewed as "just another salesperson." Nothing separates you from your competition. And the people you're calling on or talking to have no reason to trust you.

I knew that feeling all too well!

Instead of putting yourself in that position, the author made a case for writing a book and creating a better scenario. A scenario where you raise your status and position yourself as an expert and authority. A scenario where you stop chasing prospects and prospects start seeking you out. And a scenario where prospects already have trust and confidence in you or your service and are more open and willing to do business with you.

Let me ask you...

- Would you like to have prospects see you as an authority in your area of expertise?
- Would you like to have prospects seek you out?
- Would you like to have prospects come to you with a mindset of doing business with you?

If you answered YES to any of those questions, you're not alone. That's exactly what I wanted too! And that's why I made the decision to write my first book.

And do you know what happened? Everything finally started to change!

By leveraging my book as a business tool, my pipeline started to fill up faster than ever before. My conversion rates skyrocketed. I was able to be more selective with my clientele. And within 18 months, I was able to triple my fees and bring on bigger clients.

As you can imagine, I felt like a million bucks. While the success I experienced didn't happen overnight, it was night and day compared to what it was before I wrote my first book. Instead of chasing prospects and coming up empty-handed, people were starting to find me. And that was just the beginning.

Do you know what else I discovered after I wrote my first book?

A Book Makes It Easier

If you want to speak at events with your perfect prospects in the audience, a book makes it easier. If you want to be invited to be interviewed on TV, radio, and podcasts, a book makes it easier. If you want to start taking on bigger, more profitable clients, a book makes it easier.

In fact, I'll never forget the first time I decided to go after a commercial client for my fitness business. I remember walking into the CEO's office—my book was already on his desk. He looked at me. Then, he looked at my book. Then, looking at me again, he said, "So, what are we going to do for my employees?"

That's it. The conversation was that easy. No pitching. No squabbling over price. He asked me for my plan and handed me a check FIVE TIMES bigger than I was getting for my private clients.

And at that moment, even though I knew what my book had done for my business, that's when I truly realized the power of a book. The CEO didn't have to feel me out or "think about it." He instantly had trust and confidence in me because of my authority position and expert status.

Stop and think about that idea for a moment...

- How would you feel if you had prospects come to you and instantly have trust and confidence in you?
- How would you feel if you didn't have to squabble over your price?
- How would you feel if you had prospects eagerly handing you bigger checks?

You'd feel pretty amazing, right?

Listen, to say it was an exciting time in my life would be an understatement. A few years earlier, I was stressed out beyond belief, having panic attacks regularly, and wondering if I had made the right decision to become an entrepreneur.

After writing my book, my business not only became profitable, but it also became fun and energizing. And I knew I had made the right decision.

What Does All This Mean for You?

At this point, I hope you have a better understanding of who I am and why you should listen to me. But just in case you're getting the wrong idea, I don't want you to think this section was about me stroking my ego.

Yes, I'm proud of the success I've had in my career. And yes, I believe that writing a book was the key to my success. But I hope you can sense from my words that I didn't write this section to impress you. That wasn't my goal.

Instead, my goal was to impress upon you the transformation that writing a book had on my business and in my life—and more importantly, the transformation that writing a book can have on *your* business and in *your* life.

So, let's talk about that. What can a book do for you? For starters, having a book can help you...

- Position yourself as an expert, authority, and thought leader, so you can charge higher fees
- Attract more prospects, so you're in control of your business and profits
- Lower buyer resistance, so you can convert more prospects into paying clients
- Create a new revenue stream, so you can increase your profits without trading hours for dollars
- Open up speaking and media opportunities, so you can grow your platform and expand your reach

In addition, writing a book can also help you...

- Clarify and strengthen your ideas
- Boost your confidence in your message
- Inspire others to make a positive difference in their lives
- Leave a legacy and make an impact on future generations
- And so much more!

You're Only One Move Away

When I was younger, I played deck hockey. And I had a coach who was big on teaching each player "one move" to help them become a better player.

For example, my buddy, Matt, was a bigger kid. So, his "one move" was to get his body between the shooter and the net. When someone went to take a shot, Matt would slide in front of the other player and take up as much space as possible. Matt was a great player, and his one move was really effective.

I wasn't big. But I was quick. So, my "one move" was to flip the ball over the defensive players' sticks and run like hell right past them. Believe it or not, this "one move" worked so well that it helped me score twice as many goals as I did the year before.

So, why am I telling you this?

Because writing a book to grow my business was the “one move” that changed everything for me. And maybe—*just maybe*—writing a book is the “one move” that changes everything for you!

But you won't know until you get your book done. So, let's talk about that. Meet me in the next chapter so I can show you how to use this book to get the best results possible!

How to Use This Book

And Get the Best Results Possible!

Let's start by looking at the 50,000-foot view of the book-writing process. There are three phases you'll go through:



Phase 1 - The Writing Phase, where you'll take the ideas, stories, lessons, etc., in your head and put them into a clear, cohesive, and easy-to-read book.

Phase 2 - The Publishing Phase, where you'll have your book edited, designed (inside and out), published, and ready to launch.

Phase 3 - The Profiting Phase, where you'll start selling books to immediately increase your bottom-line profits as well as learn how to leverage your book the right way to grow your business for years and decades to come.

Because our focus inside *The Book Writing Blueprint* is to write a book to grow your business, we'll focus on the Writing Phase so you can concentrate on getting your book done right now without any distractions!



How This Book Is Structured

One of my biggest pet peeves is when someone wastes my time. I hate wasting time! So, please know that everything in this book—every step, every chapter, no matter the length or depth—is here for a reason.

In fact, I want you to know that this book has been designed with a specific psychology in mind to get you to take action and finish your book in the shortest time possible without wasting any time.

To achieve this, I've broken this book into five easy-to-follow steps...

Step 1—Position Yourself for Success, where you'll learn how to avoid the three fatal pitfalls that cause most people to fail, explore your reasons for writing a book, and reverse engineer the writing process, so you'll know exactly how long it will take to write your book.

Step 2—Position Your Book for Success, where you'll learn the two questions you must answer to position yourself as a Topic Authority in your field, magnetically attract your perfect prospects, and set your business up for explosive growth!

Step 3—Create a Detailed Outline for Your Book, where you'll map out every idea, story, example, etc., in your mind, so you know exactly what to write about in Step 4. No guesswork. No wasting time. Just a clear path for you to get your book done fast!

Step 4—Write, Revise, and Review Your Content, where you'll follow my plug-and-play, paint-by-numbers templates to quickly and easily write an interesting, informative, and easy-to-read book based on your personal stories and experiences, your perspective on a particular topic, and/or your process for achieving a specific result.

Step 5—Finish Your Book and Prepare for Publishing, where you'll wrap up the final pieces of your book and prepare your book for the Publishing and Profiting Phases.

Rest assured, when you're finished with this book, you'll have everything you need to write a professional book that your perfect prospects will love and that impacts your bottom line!

In addition, you'll also find "Insider Information" and "AI Alert" Call-Out Boxes throughout this book. The Insider Information Call-Out Boxes are here to give you additional information or redirect you to a valuable resource that may be useful. The AI Alert Call-Out Boxes are here to either give you a "PRO TIP" that will help you use AI to make your book better or a "WARNING" that you should be aware of before you use AI in the writing process.

Please note that we've kept the AI Alert "PRO TIPS" generic to get you started, as this is not a book on how to use AI.

Insider Information

According to a study by the American Society of Training and Development (ASTD), people are 65% more likely to achieve their goals if they share their commitment with someone else and 95% more likely when they schedule a specific time to check in with their accountability partner.*

I don't know about you, but I've been using this tactic for decades to achieve my goals. For example, when I was in high school and college, having a training partner to work out with increased my time and results in the gym. When I moved to Asheville, North Carolina, joining a mountain bike group increased my riding frequency and skillset on my bike. And when I was ready to level up my business, investing in a business coach kept me focused and helped me double my business.

You can use this same tactic to get your book done!

By partnering with someone (a friend, colleague, referral partner, etc.), you not only get the motivation and encouragement you need, but you also dramatically increase your chances of finishing your book!

Continued...

Give it a shot and see if it works for you. Ask someone you know to partner up on this project. Then, either gift them a copy of this book OR take a picture and text them the following QR Code so they can grab a copy for themselves:



*Source for ASTD: Phillips, Patricia Pullman, editor. *ASTD Handbook of Measuring and Evaluating Training*. American Society for Training and Development, 2010.

Step 1

Position Yourself for Success

“Success doesn’t happen by accident... You have to be intentional. And intentionality is what you do on purpose to fulfill your purpose.”

- Kevin Eastman, NBA Championship Coach for the Boston Celtics
Author of *Why the Best Are The Best*

Since a book is the most powerful business and marketing tool you can have to grow your business, we’ll start by looking at the mindset you must have to push through and finish your book—no matter what life throws your way.

Because the truth is... once your book is done, it’s done! You can immediately use your book to grow your business, as well as leverage your book for the rest of your career. And you never have to write another book again if you don’t want to.

Now, I’m not suggesting that you won’t write any more books—you’ll want to once you’ve written your first. But instead, I want you to know that your book can be the driving force in your business for decades to come.

I can’t think of another business tool that’s like a book. A brochure needs to be updated every year or so—if not sooner. A website must be updated every quarter, month, or week, depending on your website and search engine optimization (SEO) strategy. And don’t get me started on updating content on social media!

A book, on the other hand, is the cornerstone of all your marketing efforts. And a book never needs to be updated or replaced. Once your book is done, you can leverage your book for the rest of your life!

But... none of this can happen until you finish your book. So, before we jump into the “how-tos” of writing your book, I want to take a moment to set you up for success and ensure you finish your book.

Here in Step 1, we’ll first look at the three factors that cause most people to fail, so you can avoid these fatal pitfalls and effortlessly move through the writing process with ease.

Then, we’ll explore your reasons for writing a book, and I’ll show you how to create a Burning Desire so strong nothing will get in your way.

Finally, we’ll reverse engineer the writing process, so you know exactly how long it will take you to finish your book. I’ll also show you how to best schedule your time so you guarantee your book gets done ASAP.

How to Avoid the 3 Factors That Cause Most People to Fail

Our subconscious minds—the part of our brains that influences thoughts, emotions, and behaviors without conscious awareness—have one priority. That priority is to steer us toward the things that give us pleasure and away from the things that cause us pain.

And it doesn't matter if our fears or false beliefs are real or imagined. When something pings our subconscious radar, we begin to hesitate or stop completely.

My subconscious mind stopped me through procrastination. When I attempted to write my first book, I procrastinated for almost four months because I didn't know what to write about and didn't consider myself a good writer.

The truth was that my subconscious mind had taken the wheel and was steering me away from the perceived challenge and pain of writing a book—all without me realizing it.

I don't want this to happen to you. I don't want you to fall victim to something you don't even realize is going on beneath your radar. That's why I want to start this book off by looking at the three factors that cause most people to fail.

Because when you're aware of these fatal pitfalls, you can override your subconscious programming and take action toward what you want.

With that said, the three factors that cause most people to fail are:

1. Lack of Clarity
2. Lack of Focus
3. Lack of Confidence

Lack of Clarity

We've all heard the expression, "You can't hit a target you don't have." That's what Lack of Clarity is all about. If you don't have a target, what are you aiming at?

Think of your subconscious mind like a heat-seeking missile. If you never give your heat-seeking missile the coordinates for a target, then the missile will sit, idly awaiting your command.

In other words, if you're not clear on what you want, you'll never get started. How could you? There are too many choices and possibilities. Should I go after this, or should I go after that? Should I go after ABC, or should I go after XYZ?

When you're not clear on your target, your heat-seeking missile has nothing to aim for. When you're not clear on your target, *you* have nothing to aim for!

When it comes to writing your book, a Lack of Clarity typically sounds like this: "I don't know what to write about." If this sounds like you right now, it's okay. I know how you feel. When I sat down to write my first book, I had no idea what I was going to write about either.

So, after four months of procrastination, I experimented by writing down everything I knew or thought I knew about my topic. When I was done, I had a list of about 60 items I could talk about. Half of the items on that list I knew like the back of my hand. I was passionate about those items, and I could talk about each item in detail. The other half of the list consisted of things I knew "well" and things "I wanted to know better."

After finishing that exercise, I had a better idea of what I was going to write about. More importantly, I had the evidence and proof needed to say to myself, "You can do this! You definitely have enough information to write a book."

If you feel like you're in the same boat and need more clarity on what you're going to write about, give this exercise a try. Take out a sheet of paper and jot down everything you know about your target audience, your topic, and your industry. I'm willing to bet that 15 to 20 minutes from now, you'll see that you have plenty of information to talk about.

If you still feel stuck, have patience. I'll give you everything you need to map out your book's content in Steps 2 and 3. By the end of Step 3, I guarantee you'll know exactly what to write about!

Lack of Focus

The second factor that causes most people to fail is a Lack of Focus, which typically happens when you know what you want but let unimportant items get in your way.

For instance, let's go back to the heat-seeking missile analogy for a moment... If you give your subconscious mind the coordinates for too many targets, it won't know which target to go after. And instead of taking action on what's important, you'll take action on the closest or easiest target.

So, instead of writing your book, you feel like you need to check your email. Or you feel like you need to have a meeting with someone you haven't connected with in a while. Or you feel like you need to update your LinkedIn profile or post on your Facebook feed. Or you feel like doing whatever random task your subconscious mind puts in front of you.

While some items may seem important, most items on our to-do lists are insignificant in comparison to what writing a book can do for you and your business. But we let these distractions steal our time and energy because they're easier and more comfortable to complete than writing our book.

Listen, I understand. At times in my life, I've been an excellent procrastinator! But I learned early on in business that if you tackle all of the easy, miscellaneous things on your to-do list first, you never have time for the important items that matter most!

Furthermore, if you let distractions consistently get in your way, not only will your business suffer, but you'll constantly feel overwhelmed and as if you don't have enough time.

But the truth is that we all have the same number of hours in a day. So, in reality, it's not a matter of having enough time. It's a matter of using the time you have in the most productive, efficient, and effective way possible.

Personally, my perception of time changed when one of my first mentors, David Holzer (owner of the Pittsburgh Combat Club), turned me onto the concept of "Time Blocking." What is that? In short, Time Blocking is when you block out chunks of time in your schedule to do the things that need to get done.

For example, when you have a doctor's appointment, you block out that time. When you have to pick up your kids from school, you block out that time. As you can see, Time Blocking isn't new. You're already doing it in your daily life!

The trick is to time block the high-priority tasks in your business the same way you time block the important tasks in your personal life.

If you feel like Lack of Focus is something you need help with, keep reading. In Chapter 3, I'll show you approximately how many hours the writing process will take and how to block out your time to ensure your success.

Lack of Confidence

The third factor that causes most people to fail is a Lack of Confidence. However, this factor is slightly different from the first two factors because it comes in two different varieties.

First, a Lack of Confidence can stem from the feeling of not being good enough or not being as good as someone else. This is also referred to as "Impostor Syndrome."

Second, a Lack of Confidence can also stem from fears and Limiting Beliefs your subconscious mind develops from other people's opinions—whether from your family, friends, colleagues, associates, or society in general.

Impostor Syndrome

Impostor Syndrome is the feeling of not being good enough or not being as good as someone else. I think it's human nature to feel this way, especially when you're trying something new, like writing a book.

But what you have to understand is that you don't have to be like someone else or "as good as" someone else to add value to people's lives.

I learned this early in my career when I tried to be like Tony Robbins. *Oh, how I loved listening to Tony teach.* I loved it so much that when I started speaking to local groups in the Greater Pittsburgh area, I emulated Tony's loud, high-energy style.

It wasn't until a couple of years later that I realized people didn't want another Tony. They just wanted the one and only Weston. And the same is true for your audience. Your audience isn't

going to read your book because you're a clone or mini-me of another expert in your field. Your audience is going to read your book because you're NOT like anyone else!

Look, no one wants another Tony or Weston or whoever. People want to hear from different experts so they can get fresh viewpoints and perspectives.

So, the key isn't to clone or emulate someone else. **The key is to be yourself!**

I know. I know. That sounds cliché. But it's 100% true. Being yourself not only eliminates any chance of you having Impostor Syndrome, but it's actually your superpower. And it's your advantage over everyone else in the marketplace.

Listen, with other big voices in your space screaming "look at me" at the top of their lungs, being authentically you can help you cut through the noise, attract the right audience, and create a deeper connection with your perfect prospects.

And if that weren't reason enough, when you're able to stop comparing yourself to others and embrace your true self, you can redirect and focus your energy on the people you can help most. And this is huge because there are people who don't just want to read your book but *need* to read your book.

Let me prove it to you. Have you ever picked up a book and, after reading a few pages, realized what you just read was exactly what you "needed" to hear?

This happened to me back in 2004 when my mentor, David Holzer, handed me *No BS Sales Success* and I read the chapter "Positioning, Not Prospecting." I don't know how other readers felt when reading that chapter, but I felt as though those words were written just for me.

And I'm not a unique case. This happens all the time. It's probably happened to you or to someone you know.

Like I said, there are people who need to hear what you have to say—people who need to hear *your* message from *your* unique perspective. And it's these readers that make this entire process worthwhile, despite any fears or hesitations you may have.

So, if you struggle with Impostor Syndrome, I want to encourage you to embrace your superpower and just be yourself. After all, it's your stories, your way of thinking, and/or your process for doing something that will ultimately make your book unique in the marketplace.

Other People's Opinions

Whether you realize it or not, other people's opinions can linger in your subconscious mind for decades, deterring you from taking action and holding you back from achieving your goals.

When it comes to writing a book, the three most common opinions that discourage aspiring authors are:

1. You have to be an expert before you write a book.
2. You have to be a good writer to write a book.
3. What's the point? There are too many books on my topic already.

The bad news is that these statements have a kernel of truth in them, so they seem logical—making it easy for them to plant a seed of doubt inside our subconscious minds.

But the truth is, when you take a moment to unpack these opinions, you'll notice that the fears and limiting beliefs of others don't always reflect how *you* actually feel about or see these opinions.

With that said, let's unpack each opinion, so you can make your own decisions as to whether these opinions are true to you or simply myths you've been unconsciously led to believe.

"You have to be an expert before you write a book."

There is some truth to this opinion. But this myth depends on your definition of what an expert is.

Do you feel that an expert is someone who knows more than anyone else? Do you feel that an expert is someone who has a specific number of years in their field? Or do you have a different definition altogether? How do you define the word "expert"?

If you feel that an expert is someone who knows more than *everyone else*, then 99.9% of you will never feel like an expert. And you'll never write your book. How could you? With more than 8 billion people on the planet, how could you ever be sure you know more than everyone else?

What if you define an expert to be someone who has a specific number of years in their field? How many years is enough to be an expert? And what if I outworked everyone else, working sixteen-hour days instead of eight? Would you change your mind about the number of years then?

As you can see, this all seems very subjective, with no right answers. What about the dictionary definition? Would that give us more clarity?

According to Oxford Languages, “an expert is a person who has a comprehensive knowledge in a particular area.” So, by definition, experts don’t know more than everyone else, nor do they have a certain number of years in their field. Instead, experts simply have a broad knowledge base in a specific field.

That means that anyone with a degree or certification in a particular field can be considered an expert. Or anyone with hands-on experience in a specific field can be considered an expert.

Okay, I think we’re getting closer. Let me give you my definition based on the past 20+ years of working with business owners like you: **an expert is a person who knows more than their average reader or prospect.**

Since readers and prospects are coming to you for solutions to their problems, this definition makes more sense, don’t you think? If you agree with my definition, then it stands to reason that if you know more than your average prospect, you’re *expert enough* to write a book.

Take me, for example. When I wrote my first book, I didn’t have a degree or a certification. And I hadn’t been in business for years or decades. In truth, I was a college dropout who had recently crashed and burned my first business into the ground.

But here’s the thing. Even though I was a brand-new personal trainer, I knew more than my average prospect from years of experience with my own personal fitness journey. And I had the guts or gullibility (you choose) to write it all down and share my information, insights, and experiences with others.

So... do you have to be an expert before you write a book, or do other people just say that? As you can see, as long as you know more than your average reader or prospect, you know enough to write a book and share your perspective with those who need your help.

“You have to be a good writer to write a book.”

This one cracks me up because I’ve read plenty of books where I didn’t consider the author a “good writer.” And yes, that includes well-known authors you’d probably recognize.

Personally, I wasn’t a good writer when I first started out. In fact, it took years of writing for me to consider myself a good writer. But can I let you in on a secret? Over the past couple of decades

Insider Information

Even though I never called myself an expert, after writing my first book, people started calling me an expert. I know this may sound crazy, but in our society, authors are considered authorities and experts. And since other people believe that you have to be an expert to *write a book*, other people see you as an expert *when you write a book!*

So, if you know more than your average prospect, you owe it to those prospects (and yourself) to write your book! Not only will you educate your prospects on the information they don't know yet, but they'll automatically see you as the expert on the topic because you wrote a book on the topic.

teaching business owners how to write books, I've discovered that there are only two things you actually need to write your book:

1. You need a *passion* for what you do.
2. You need a *process* for writing your book.

The good news is, since I'm giving you the process inside this book and inside the BWB Companion Training at www.FreeGiftFromWeston.com, all you have to do is bring your passion.

So, let me ask you a question. Are you passionate about your business, your topic, and the people you help? If so, I want you to know that I'm 100% confident that you can write your book. All you have to do is follow the process I've laid out for you, and you'll be good to go!

As Jack Canfield—co-creator of the #1 NY Times best-selling book series, *Chicken Soup for the Soul*®—said in a recent interview about me, “There’s no longer an excuse not to get your message out there... if you have a desire to bring your ideas out into the world, there’s a solution!”

This book is that solution. Your solution.

So... do you have to be a good writer to write a book, or do other people just say that? As you can see, you simply need a passion for what you do (which you bring to the table) and a process to follow (which I'm giving you).

“What’s the point? There are too many books on my topic already.”

With over a half a million books being published each year, this myth actually seems logical at first glance. But the truth is that competition is a good thing.

Listen, there’s a reason that a half a million books are being published each year. It’s because *people buy books!* And it gets even more exciting when you realize that people who buy books typically buy multiple books on the same topic.

So, while competition may seem like a bad thing, the more books your competition sells, the more opportunity there is for you to sell more books!

Additionally, here’s something else you may not realize yet: It *doesn’t matter* how many books there are in the marketplace. It matters *how* and *where* you use that book to market yourself. Let me explain.

Let’s say you’re a real estate agent and you advertise in a local community magazine. Are you competing with the half a million books being published this year? Nope. You’re actually only competing with the other real estate agents who are advertising in the exact same local community magazine.

Now, check this out. How many other real estate agents advertising in the same local community magazine do you think have a book? Most likely, none of them has a book. So, as an author, you actually don’t have any competition in this specific marketplace!

That’s what my client, Dionne Malush, discovered when she became an author. You see, Dionne was advertising in a local community magazine for over a year with zero results. None. Not a single lead.

But after becoming an author, she changed tactics. While her competition focused on selling real estate, Dionne focused on selling information. Big difference.

So, can you guess what happened? In the first month, her new information-focused ad generated 17 leads in that same local community magazine. You read that right. She went from zero leads in 12 months to 17 leads in 30 days! Is that awesome, or is that awesome?

Think about the competitive advantage her book gave her. No other real estate agent had a book. So, who do you think stuck out as the expert? Dionne did!

So... are there too many books on your topic already (i.e., too much competition), or do other people just say that? As you can see, not only does more competition equal more opportunity, but writing your book can help you stand out from your competition instead of succumbing to your competition!

* * *

By bringing these fears and limiting beliefs to the surface and giving you a new perspective, my hope is that you're able to replace your subconscious programming with positive and productive facts that allow you to take action toward your goal (or perhaps dream) of writing your book.

So during this process, if you ever feel fear or doubt creeping into your mind, feel free to come back to this chapter for a refresher. After all, improving your mindset is all about consistently feeding your brain with positive and productive thoughts until those ideas become beliefs and those beliefs become your reality.

Insider Information

While I wrote this book to make sure you have everything you need to write your book *on your own*, some of you may still feel unsure of yourselves or that you need additional help. If that's you, here are three additional solutions you may want to explore.

First, you can invest in a Ghostwriter to write your book for you. While this option is cost-prohibitive for most people, it's one of the best options for business owners who want to save time and produce a high-quality product.

Second, if you want to write your book yourself but either *don't* feel confident in your writing abilities or want a second pair of eyes on your book, you can invest in a Book-Writing Coach to guide you through the process.

Third, if you want to write your book yourself and *do* feel confident in your writing abilities, you can invest in a Developmental or Content Editor to offer you advice and/or clean up your content along the way.

If you're interested in exploring any of these Writing Phase options, I'd encourage you to go to www.PlugAndPlayPublishing.com/WritingPhase for more information. Whether you need a Ghostwriter, Book-Writing Coach, or Editor, we offer solutions that fit every budget.

Create a Burning Desire So Strong That Nothing Can Stop You

Since the human brain can only effectively focus on one thing at a time, we're going to use this fact to our advantage. First, we'll focus on the results you want from your book. Then, we'll use a simple five-step formula to refocus your thoughts and reprogram your subconscious mind so you guarantee your success.

Why Do You Want to Write Your Book?

There are many reasons why business owners like you write and publish books. Maybe you want to position yourself as an expert and authority in your field. Maybe you want to get on TV, on the radio, in magazines, or on popular podcasts. Maybe you want to start a speaking career or grow your speaking business. Maybe you want to attract more clients and increase your profits.

To override the subconscious programming you learned about in Chapter 1, you must discover your own personal reasons for writing your book. After all, reasons are what drive us to take action and change our circumstances. Reasons are what provide us with passion and purpose. And your own personal reasons are what will be the driving force behind your success in this endeavor.

To help you start uncovering your own personal reasons, here are 11 reasons I consistently hear from clients and other authors. As you read through this list, some of these reasons will jump out at you and you'll get that internal ping. That's your intuition. Listen to that voice and jot down the reasons that resonate with you.

If none of these reasons give you that internal ping... then by all means, go off script and write your own list. Maybe your reasons are more personally driven than business-driven, like making enough money to take eight weeks of vacation a year. Or so you can look yourself in the mirror and know you've accomplished one of your biggest dreams... to become an author.

We're going to use all of these reasons next.

I want to write my book, so I can...

1. Instantly position myself as an expert, authority, and thought leader in my field.
2. Get more qualified leads and referrals.
3. Get better, higher-quality clients.
4. Charge higher fees for my expertise.
5. Increase my profits and add an additional revenue stream.
6. Start speaking at local, national, or international events.
7. Get more, high-paying speaking opportunities.
8. Get on TV, on the radio, in magazines, or on popular podcasts.
9. Grow my audience and platform.
10. Leave a legacy for my family, industry, and future generations.
11. Make an impact on the world and change people's lives.

Create Your Burning Desire

Now, if you're like most business owners I talk with, I'm sure you want all or most of these things. I get it. However, to guarantee your success, you must distill your initial reasons into what Napoleon Hill called a "Burning Desire."

What is a Burning Desire? It's a temporary obsession—a desire so strong you're willing to *temporarily* give up other priorities in your life so you can solely focus your energy on getting what you want.

I know that may sound a little extreme and maybe even a little unhealthy. But creating a Burning Desire is what drove me to write nine books in 11 months. So I know it can move you to finish your book faster than you ever thought possible.

Here are five steps to create your Burning Desire.

Step #1–Rewrite Each Reason in Your Own Words

Using the following fill-in-the-blank formula, rewrite all the reasons that resonated with you *in your own words*: “I want to write my book so I can REASON.”

For example, if I chose #5 from the list of 11 reasons, I could rewrite my reason like this: “I want to write my book so I can effortlessly lead my perfect prospects to my other profit centers, increasing revenue and profits.”

Or if I created my own list of personally driven reasons, I could take my reason about wanting eight weeks of vacation a year and rewrite it like this: “I want to write my book so I can make enough money to take eight weeks of vacation a year and get more quality time with my wife and son.”

Please note that these are just examples. Start each sentence with, “I want to write my book so I can...” and then fill in the blank with your own personal reason.

And don’t just copy what I wrote for you. Be sure to rewrite each reason *in your own words* so you own this process and truly connect with your reasons.

Recommended Exercise

Take a moment now and complete Step #1 by rewriting each reason *in your own words*. You can use the 11 reasons listed in this chapter as a starting point. Or, you can go off script and write your own reasons from scratch.

Step #2–Read Your Reasons Out Loud and Notice How You Feel

You'll notice that some of your reasons feel stronger than others. That's good. When you read these out loud, you should feel your blood start to boil and a wave of emotion wash over you. You should be able to see it, taste it, and feel it. In other words, your Burning Desire must be so strong that you feel it in your gut!

Recommended Exercise

Take a moment now and complete Step #2 by reading each reason out loud and making a note about how it makes you feel.

Step #3–Choose Your Top 3 Reasons

Read your reasons out loud again and decide which three reasons are the strongest. These three reasons will make up your Burning Desire. Place a star next to these reasons.

Remember, your reasons must trigger your emotions. If you don't feel the excitement in your body when you read these reasons out loud, you'll need to think of other reasons or rewrite the reasons you chose.

This is important, so if need be, please change or rewrite your reasons until you've starred the absolute best reasons to write your book.

Recommended Exercise

Take a moment now and complete Step #3 by placing a star next to the three strongest reasons—the reasons that make you feel amazing inside. These three reasons are *your* Burning Desire.

Step #4—Place Your Reasons Where You Can See Them Every Day

With the absolute best reasons starred, rewrite all three reasons (your Burning Desire) on three separate index cards. Then, place one card next to your bed, another in your calendar or planner, and the final one on your desk.



My Burning Desire	
★	_____
★	_____
★	_____



My Burning Desire	
★	_____
★	_____
★	_____



My Burning Desire	
★	_____
★	_____
★	_____

Your Burning Desire is what will drive you to write your book no matter what happens in the process. And mark my words, something *will* happen.

Life will try to get in the way. But you can't let it! Writing your book is too important to you, your business, your family, and your readers. You have to fight through what life throws at you. And your Burning Desire will help you do just that: push through.

Recommended Exercise

Take a moment now and complete Step #4 by rewriting the three strongest reasons (your Burning Desire) on three separate index cards. Then, place one card next to your bed, another in your calendar or planner, and the final one on your desk.

Step #5—Read Your Burning Desire Multiple Times Per Day

Your Burning Desire should excite you and drive you to complete the journey we're now on together. So, to guarantee your success, there's one final step you must take!

You must read your Burning Desire *out loud*...

- Every morning when you get out of bed...
- Every time you open your calendar or planner...
- Every time you sit down at your desk to work or to write.

And you must read your Burning Desire with intense passion!

You can't just read these cards under your breath or in a monotone voice. As you read your Burning Desire, you have to let the excitement rise inside you so you tap into the same feelings you have right now.

By reading your Burning Desire with intense passion a few times a day, you'll not only continue to anchor these feelings inside your subconscious mind, but you'll create a temporary obsession so strong that you can't fail!

Recommended Exercise

Take a moment now and set three reminders on your phone. The first for five minutes after your morning alarm. The second for when you typically arrive at your office. And the third for when you typically finish work for the day. Consider these backup alarms to remind you to read your Burning Desire—in case the index cards don't work for you for some reason.

* * *

For your convenience, you'll find all of the Recommended Exercises in this book inside the *BWB Action Guide*. You can access the *BWB Action Guide* and other resources for free inside the *BWB Companion Training* at www.FreeGiftFromWeston.com.

3

Plan Your Writing Time to Guarantee Your Success

Now that you've created a Burning Desire so strong that nothing can stop you, let's talk about the key to getting your book done: planning out your writing time.

In this chapter, I'll first show you how long it will take you to write your book. Then, I'll show you how to create a personal deadline to push this project forward faster. Finally, I'll show you the best way to schedule your writing time so you guarantee your book gets done.

Your Writing Timeline

The time it takes to write a book is called your "Writing Timeline," which is determined by two variables:

1. Total Page Count
2. Time to Write Each Page

Let's explore each variable to determine the time it will take you to write your book.

Total Page Count

Honestly, there is no good way to predict the number of pages you'll write. Yes, traditional publishers give their authors a specific word count or page count range they want their authors to hit. But I'm not a fan of this method because it causes authors to either overcomplicate their topic or

bloat their book with unnecessary ideas and concepts to please their publishers' arbitrary page count goal.

But fear not because there's a page count range I suggest you aim for.

For you—*a business owner writing a book to grow your business*—I've discovered that the sweet spot is between 130 and 200 pages in your final Paperback Book.

Why? Because books under 200 pages are viewed as easy to read, and books over 200 pages can be intimidating for most readers. So, by aiming for between 130 and 200 pages in your final Paperback Book, you'll appeal to a higher percentage of your ideal audience.

Now, you may have noticed that I keep saying in your "final Paperback Book." I'm saying this on purpose because your final Paperback Book is typically a different size than your manuscript (i.e., the document you write your book in).

For example, the traditional size for a Paperback Book is 6 inches wide by 9 inches tall (referred to as a 6x9 book). And the typical size for your manuscript (i.e., Microsoft Word document) is 8.5 inches wide by 11 inches tall.

This is important because if you stay with a traditional 6x9 book, your manuscript will approximately double in size. Meaning, if you write 50 pages in your manuscript, you'll end up with roughly 100 pages in your final Paperback Book. If you write 75 pages in your manuscript, you'll end up with roughly 150 pages in your final Paperback Book. And if you write 100 pages in your manuscript, you'll end up with roughly 200 pages in your final Paperback Book.

Most people don't know this fact, so they think that they need to write hundreds of pages. But you don't!

What this means for you is that you only need to write between 65 and 100 pages in your manuscript to hit the sweet spot of between 130 and 200 pages in your final Paperback Book.

Is that awesome, or is that awesome?

Time to Write Each Page

Admittedly, everyone writes at a different pace. However, over the past 20+ years, I've discovered that the *average* time it takes for someone to write one finished page is roughly one hour.

Insider Information

Inside the BWB Companion Training, you'll find my *Manuscript Blueprint*. This template is the same Microsoft Word document I give my personal coaching clients to write their manuscripts.

It not only contains the Front and Back Matter you'll need to finish your book (more on this in Step 5), but it also contains all of the correct formatting you'll need to quickly and easily publish your Kindle Book without wasting any time in the Publishing Phase.

You can access this template inside the BWB Companion Training at www.FreeGiftFromWeston.com.

So, if the goal is to write between 65 and 100 pages in your manuscript, we can realistically estimate that your book will take you roughly 65 to 100 hours to write.

Meaning, if you block out just one hour per day, you'll have your book written in as little as two to three months!

Or if you blocked out eight hours each day for the next eight days, you could have your book done in the next week or so. Or if you blocked out eight hours each day (Saturday and Sunday) over the next four weekends, you could have your book done in the next month. The choice is yours.

I'm getting a little ahead of myself, though. We'll cover the best times to write and how you can set up your writing time later in this chapter.

For now, don't let the time involved scare you. First, it takes time to write a good book! Successful business owners aren't afraid of this reality. Instead, successful business owners welcome this truth because they know that unsuccessful business owners aren't willing to do what they're willing to do, which equates to less competition and more opportunities for them.

Second, there are ways to save you time and get your book done faster. For example, as I mentioned in Chapter 1, you can invest in a Ghostwriter, Book-Writing Coach, or Developmental Editor to help you. Or you can leverage AI in certain parts of the process. Or you could simply write a shorter book (i.e., under 65 pages in your manuscript).

And no, there's nothing wrong with writing a shorter book. There are tons of short books that have seen commercial success (e.g., *Who Moved My Cheese* and *The One Minute Manager*). Personally, I've also had a number of clients write shorter books (as low as just 37 pages in their manuscript) that have had a huge impact on their business and bottom line. As you'll learn later, size doesn't always matter.

Your Personal Deadline

Writing a book is not like writing an article or a blog post. Writing your book is a big project that needs your attention for a focused period of time. So, it's important to define what that period of time looks like for you.

You can do this in one of two ways. You can either create a self-imposed deadline or work backwards from a specific date in the future.

A Self-Imposed Deadline

Self-imposed deadlines are straightforward. Simply look at your calendar and choose the date you want your book written by. That's it.

I love self-imposed deadlines because they give me and my clients the freedom and flexibility to pick a completion date that works for our schedules.

The biggest downside to self-imposed deadlines, however, is the fact that most business owners aren't good at choosing a realistic timeline. Overly ambitious business owners typically choose too short of a deadline. And overwhelmed or complacent business owners typically choose too long of a deadline or no deadline at all. As you can imagine, these scenarios aren't ideal.

Remember that you'll need to invest roughly 65 to 100 hours to complete your book. So if you decide to go with a self-imposed deadline, please peek at your calendar and make sure:

- a. you can actually hit your deadline, and
- b. you have a deadline set for no more than 12 months out.

I've discovered that a good self-imposed deadline is between three and six months from now. It's not too short that you stress yourself out and miss your goal. And it's not too far out that you lack the urgency needed to move forward fast.

A Specific Date in the Future

The other way you can create your own personal deadline is to look at your marketing calendar and work backwards from a specific date in the future.

For example, maybe you're eight months away from your 25th year in business and want to increase attendance and thank your clients at your anniversary celebration.

Or maybe you're six months away from Father's Day (one of the biggest golfing holidays of the year) and want to leverage your golf book to get onto local radio and TV shows as well as golfing podcasts.

Or maybe you're three months away from a major trade show and want your book done so you can generate leads at your booth or at a breakout session you're speaking at.

Case in point, we recently helped a client write and publish his book in just four weeks so he could have it for a national tradeshow where 1,500 of his ideal prospects were going to hear him speak. Yes, that's fast! And no, that's not typical. But I'm telling you this because without that deadline, he would've never considered getting his book done that fast.

I can't stress this enough. Deadlines create pressure. When you set a time limit on a project, there is a sense of urgency that rushes over you. Half of your brain is asking, "Can I finish this on time?" and the other half is saying, "Let's rock and roll! This is going to be fun!"

The point is that by looking ahead, you may have a built-in deadline that you'd like to hit.

Of course, if you decide to use this method and choose a specific date in the future, please peek at your calendar and make sure you can actually hit your deadline.

While I don't suggest you compromise any goal you want to hit, I also don't suggest you set yourself up to fail either. So, if your deadline is possible, great! Keep reading. However, if your deadline is unrealistic, I suggest adjusting your deadline to ensure your success.

NOTE: To get his book done that fast, our client whose book got done in four weeks chose to have us write his book for him (ghostwriting)—which is why I cannot disclose his name here. Admittedly, this service isn't for everyone. But for business owners who prefer to leverage money to save time, ghostwriting is a great option to get your book done fast. If you're interested in having us write your book and do all the work for you, you can learn more at www.PlugAndPlayPublishing.com/WritingPhase.

Insider Information

Before you say it, don't fall into the trap of saying, "I want to finish my book as soon as possible." That's not specific, nor is it helpful. In fact, saying that is not any better than saying, "I'd like to finish my book *someday*." And we all know what *someday* means, right? Yep, never. As Tony Robbins originally said in *Awaken the Giant Within*, "The road to *someday* leads to a town called nowhere."

Over the years, I've helped dozens upon dozens of clients shortcut their success after trying to write their books on their own. Some had "tried" to write their first book for three years... five years... and even 12 years before meeting me!

Take my client, Dr. Dan Turo, for instance. Dr. Dan's wife, Erin, had been pushing him to write his book for over five years before coming to me for help. Within seven months of investing in our services and setting a specific deadline, Dr. Dan's book was written, published, and bringing in a healthy profit.

Listen, your book doesn't need to take years or decades to finish. Like Dr. Dan, you can realistically have your book written in the next few months or sooner. But that's only if you have a specific deadline that pushes you to do so!

Plan Out Your Writing Time

Good intentions won't help you finish your book. But good planning will. So, to ensure you carve out the time you need to write your book, let's circle back to the topic of Time Blocking.

As a reminder, Time Blocking is when you block out chunks of time in your schedule to complete high-priority tasks. An example is blocking out time for a doctor's appointment or to pick up your kids from school. The key here is to block out time to write and, just as important, to treat your writing time with the same respect as any other time commitment you have.

A client wants to meet with you during your writing time? *Nope, sorry, what other times work for you?* A friend wants to meet up and grab lunch during your writing time? *Sorry, not right now, how's later?*

Remember, your book is a top priority in your life right now. And to guarantee your success, your writing time must take precedence over other tasks you have. In fact, to get your book done on

time (based on the deadline you just set), you'll have to make some sacrifices and learn to control your calendar.

If your writing doesn't get done, your book doesn't get done. And if your book doesn't get done, you severely handicap your marketing efforts and you fail to fulfill your Burning Desire.

Now, before you get upset with me, I want you to know that I understand that turning down a client or prospect meeting or postponing any priority in your life may worry you or make you anxious. But I want to caution you not to think in absolutes.

I didn't say you had to turn your prospect, client, or friend down completely. I simply said that you shouldn't schedule them *during your writing time*. Just like you'd offer a prospect, client, or friend a different time to meet if you had to pick up your kids from school or make it to a doctor's appointment, you can easily offer them a different time to meet. Make sense?

Remember that this project is only for a limited time. Because once your book is done, it's done. You never have to come back and rewrite your book again. And you can leverage your book for the rest of your life!

Okay, now that you're reacquainted with Time Blocking, consider the following:

- 1. What time of day is best for you?** I've discovered that most people write best in the mornings when they're fresh and have uninterrupted time. But everyone has different circumstances and different times of day when they're most productive. So choose what's best for you. Personally, I prefer to write in the mornings between 8 a.m. and 12 p.m. The next best time block for me is between 12 p.m. and 2 p.m. Any time after that, I have a difficult time formulating thoughts and words to write.
- 2. What day of the week is best for you?** Do you function better during the week when you're in "work mode" or on the weekends when things are quieter? Depending on your deadline, your work schedule, and family obligations, you may have to finagle the days of the week you block out to write. Personally, I prefer writing on Mondays and Tuesdays when I'm refreshed from the weekend.
- 3. How much time can you stay focused?** Some people find it easier to focus on writing for short, one-to-two-hour stints. Other people enjoy longer sessions that run anywhere from three to eight hours. Personally, I'm the most productive when I can block out three to five hours at a time.

Recommended Exercise

Since blocking your time is the key to getting your book done, take a moment and get your calendar out right now. Then, with your personal deadline and the best days and times in mind, block out your writing time.

It's important that you do this now because if you don't, someone or something else will take that time away from you!

When you're ready, meet me in Step 2.

Step 2

Position Your Book for Success

"There is someone out there with a wound in the exact shape of your words."

- Sean Thomas Dougherty, Poet and Author

In Step 1, you positioned *yourself* for success by blocking out your writing time and creating a Burning Desire so strong that nothing can stop you from writing your book.

Here in Step 2, we want to position *your book* for success by figuring out who your book is for (Target), choosing what your book is about (Topic), and creating a Working Title to generate excitement and buzz around your book.

As a reminder, you'll find all of the Recommended Exercises in this book inside the *BWB Action Guide*. You can access the *BWB Action Guide* and other resources for free inside the BWB Companion Training at www.FreeGiftFromWeston.com.

You got this!

4

Who Is Your Book for? [Target]

Years ago, I heard a phrase from Ali Brown (host of the highly acclaimed podcasts *Glambition*[®] *Radio* and *Reward*) that has stuck with me. She said, “The ‘who’ is more important than the ‘what.’” In other words, who you’re targeting is typically more important than the product or service you’re offering.

From a marketing and profitability perspective, that makes sense because I can offer my services to anyone. But depending on who I target, the amount I can charge is dramatically different! For example, if I were a dentist, I could offer dental services to folks in middle America or to celebrities in Hollywood. Same services. Completely different result. The *who* is more important than the *what*.

When it comes to writing a book, this concept is true for two reasons.

Easier to Write

First, writing to a specific Target Audience is easier than writing to a generic audience. You see, each audience has its own unique language and way of communicating. For example, you’re a business owner, so I can talk to you about how writing a book can position you as an expert and Topic Authority in your field, generate more leads for your business, and create cash flow and time freedom in your life.

However, using those same terms and phrases wouldn’t make any sense if I were targeting parents to write a book. Why would parents care about becoming a Topic Authority or generating

leads if their kids and family were the only ones reading their book? They wouldn't. Instead, they'd want to know how writing a book can help them preserve meaningful moments and memories, share their experiences with loved ones, and keep a memoir of the past to pass on to future generations.

Do you see what I mean? Each audience has its own unique language and reason for reading your book. So, when it comes to writing your book, you must know who you're talking to before you start writing.

Easier to Sell

The second reason that “the who is more important than the what” is that marketing your book to a specific Target Audience is easier than marketing your book to a generic audience.

Readers search Amazon, Barnes & Noble, and other booksellers for books that are specific and relevant to the readers' situations. For example, if you enjoy cooking with coconut milk and curry spices, then you would look for books about those two ingredients or books related to Thai food. You most likely wouldn't be searching for “hillbilly and roadkill” recipes (unless that was another type of food you enjoyed cooking).

My point is that by writing a book for a specific Target Audience, you make it easier for your ideal reader to find your book. And easier to sell your book and position yourself as an expert, authority, and thought leader to that specific audience in the Profiting Phase!

Now that you understand why writing a book for a specific Target Audience is easier and more profitable, let's turn our attention to who your book is for.

Who's Your Specific Target Audience?

Most authors-in-the-making want to write a book for people they share an affinity with, for people they share a common interest or passion with, for people they share the same fears and pains with, or for people they share the same wants and desires with.

In other words, they want to write a book for people just like them. Passing knowledge onto people just like you—kindred spirits, if you will—is a natural desire. And the good news is, it's not only natural to want to do this, but writing your book is easier this way!

However, here's the rub for writing a book for your business. The purpose of writing your book is to create a powerful marketing tool that positions you as a Topic Authority in the eyes of your

perfect prospects so you can instantly create trust and confidence, quickly lower buying resistance, and dramatically increase your prospect-to-client conversion ratio.

But if the people like you aren't your perfect prospects and ideal target clients, you shouldn't write a book for people like you. Do you see why "who" you're targeting matters so much?

Let me ask you a question. Are *you* your perfect prospect? Do your perfect prospects share the same title, position, interests, wants, and desires as you? Do your perfect prospects face the same problems and challenges or feel the same fears and pains as you?

If so, you're in luck. If your perfect prospects are just like you (or like the person you used to be), your book should be easier to write. After all, you share a lot of things in common. You've faced the same issues. You've overcome the same challenges. And you speak the same language.

However, if you are *not* your perfect prospect, then who *is* your perfect prospect? To help you determine that, here are three methods to bring your ideal target reader and perfect prospect into focus.

I suggest reading each method to find which one resonates with you most. Then, complete the Recommended Exercise for that method. If more than one method helps you get clearer on your Target, then by all means, complete as many of the Recommended Exercises as you like.

Method #1—Identify Your Best Clients

Think about your clients for a moment. Who's your best and/or favorite client? Which client or clients would you like to duplicate over and over again? Maybe they are the most enjoyable to work with. Maybe they are the easiest for you to work with. Maybe they come back over and over again, happily giving you money for your service. Who are *those* clients?

Once you have your best clients in mind, write out everything you know about them. How old are they? Which part of town do they live in? Are they married or single? Kids or no kids? What type of education have they had? What do they do for a living? How much money do they make per year? What are they interested in—sports, hobbies, recreations, etc.? What do they believe in? What is their philosophy or outlook on life?

If you don't know the answers to these questions, then find out! You can call them to learn more about them (people love talking about themselves), or you can do some sleuthing on social media platforms like LinkedIn, Facebook, Instagram, etc., to gather intel.

Don't obsess over this or get lost "researching" for days. Take a few hours at most to learn as much as you can.

Your goal is twofold. The first is to get to know your best clients. The better you understand them, the clearer you'll be when writing your book. The second is to look for commonalities between your best clients. If you can spot common threads between these clients, you may be able to leverage those commonalities to find other clients just like them!

Recommended Exercise

Take a moment now and research inside your Client Relationship Management (CRM) system or client database to identify your best clients. Then, write down as much as you know about them.

If you need more information, call them or use social media to find out more. This information will not only serve you well as you write your book, but it'll make it easier for you to market your book and your business to these perfect prospects down the road.

Method #2—Dig Deep Into a Niche Market

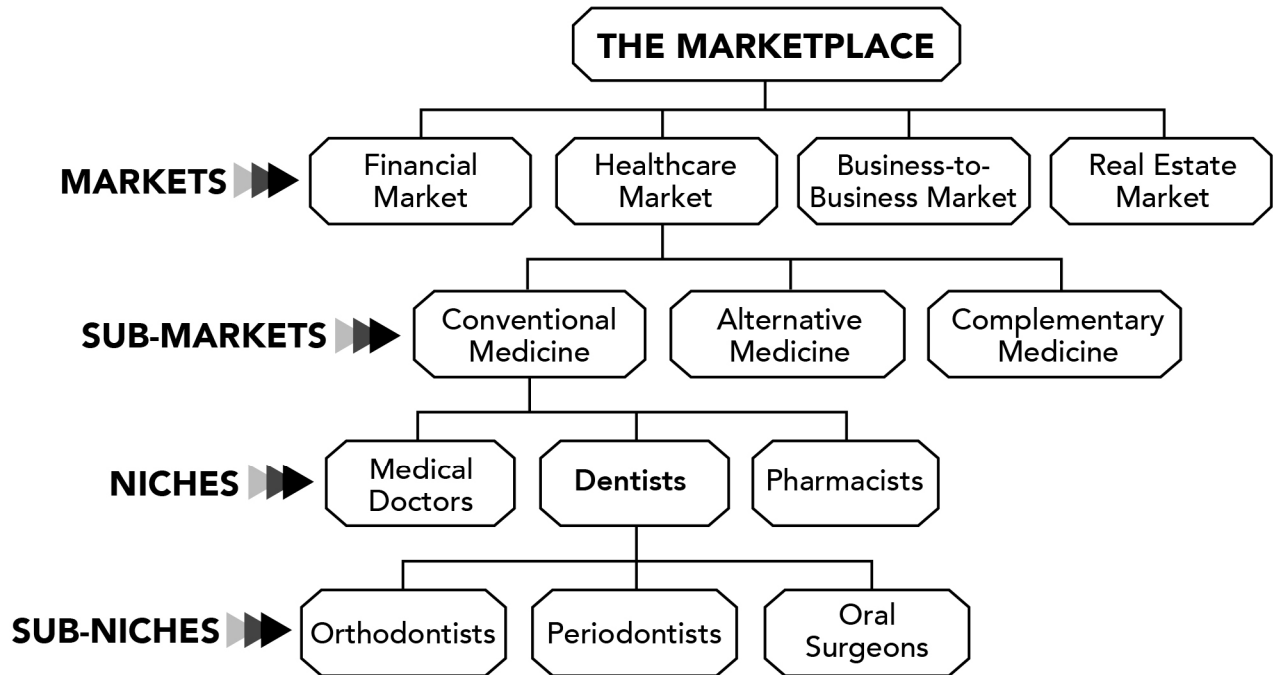
What is a Niche Market? A Niche Market is a segment of the marketplace that focuses on a specific audience. For example, if we look at the entire marketplace, you have billions of people and thousands of competitors (maybe more, depending on your industry).

One step down from the marketplace as a whole are Markets. Typical markets we all know are the Financial Market, the Healthcare Market, the Business-to-Business Market, the Real Estate Market, and so on.

One step down from Markets are Sub-Markets. For example, conventional medicine, alternative medicine, and complementary medicine are all Sub-Markets of the Healthcare Market.

One step down from Sub-Markets are Niches. For example, medical doctors, dentists, and pharmacists are all Niches of the conventional medicine Sub-Market.

And one step down from Niches are Sub-Niches. For example, orthodontists, periodontists, and oral surgeons are all Sub-Niches of the Dentist Niche.



As you can see, the further you drill down, the more specific the Markets get. This can sometimes limit your pool of potential readers and hinder your marketing efforts. However, in some instances, this specificity can potentially be very advantageous.

For example, take my client Brenda Viola. While her book, *The Public Servants' Survival Guide*, can be beneficial for a broader audience, Brenda wrote this book specifically for public servants like teachers, clerks, librarians, police officers, and firefighters. Honestly, when Brenda and I first discussed her Niche, I thought we were limiting her potential. But when she educated me on how many organizations serve the 7 million-plus Municipal Employee Niche, I was mistaken. I didn't realize how large that Niche was and how much those prospects love to read.

Another example is my client Fred Liesong. Fred decided to write his first of two books with me specifically for rep agencies attending a national trade show. In other words, his book, *A Rep Agency's Road Map to Dynamic Sales Performance*, wasn't written for all of his clients. It was only written for rep agencies.

Like I was for Brenda's audience, you may also feel skeptical about writing a book for a specific Niche. I understand. Niching down too far may not be the right move for your book. But in Fred's case, his book generated a healthy six-figure return in his little Niche. And I can't argue with those results.

Now, I'm not saying you have to limit your Market by writing a book only to one Niche or one segment of the population. I don't want to limit your imagination or your potential. But if you feel that strategically writing your book for a specific Niche Market is beneficial and worth your time, you may want to explore this option in a little more depth.

Recommended Exercise

Take a moment now and dig deep into your Market. What Sub-Markets, Niches, and Sub-Niches could you target with your book? Would niching down be advantageous for your business? If so, how far would you dig, and which Niche or Sub-Niche would you choose? Make a list of potential targets.

Insider Information

Done right, writing a book for a specific Niche Market can also open you up to more opportunities. For example, my friend and author of over 30 books, Scott Ginsberg, wrote a book series a few years back on the Topic of approachability. But instead of writing one book about approachability, Scott wrote three books for three specific Niche Markets:

- ***The Approachable Manager***
24 Daily Practices for Getting Employees to Come to You
- ***The Approachable Leader***
49 Daily Practices for Inspiring, Influencing and Infecting Your Followers
- ***The Approachable Salesperson***
22 Daily Practices for Enabling Customers to Buy

Notice how each book is narrowly focused on one audience. Taking this approach not only separated Scott's books from the competition but also opened Scott up to three separate audiences in the Corporate Speaking Market. Pretty genius, right?

Again, niching down isn't always the best move for every author, but depending on your goals, it's something to consider.

Method #3 - Study Your Competition

The legendary motivational and personal achievement speaker Jim Rohn used to say: “Success leaves clues.”

So, since your competition is visible online, why not leverage your competition’s website, social media platforms, and marketing material to speed up your research and look for clues?

For example, if I were going to write a book in the financial space, I’d first find potential competitors like Dave Ramsey, Suze Orman, David Bach, and Robert Kiyosaki.

Then, I’d research their websites, social media platforms, YouTube channels, podcasts, etc., to see who they’re targeting.

Studying your competition like this may shine a light on a great Target Audience you’ve never considered or an underserved market no one else is focused on.

Recommended Exercise

Take a moment now and do your research. Who is your competition? Who are they targeting? Who are they not targeting? Make a list of good potential Target Audiences for your book.

Who Are Your Perfect Prospects and Ideal Readers?

Knowing who your perfect prospects are—what they look like, the language they speak, how they buy, and who they buy from—makes it easier for you to write your book and leverage your book in the Profiting Phase. So do yourself a favor and take some time now to think about your specific Target Audience and bring your perfect prospect into focus. The clearer you are on who your book is for (Target), the easier it will be to outline and write your book in Steps 3 and 4.

Remember, you don’t have to complete each exercise. Simply complete the exercise(s) that make the most sense to you and help you narrow down your perfect prospects and ideal readers.

When you’re ready, meet me in the next chapter.

AI Alert

PRO TIP: One of AI's strengths is researching and synthesizing data. So, if you need additional help brainstorming ideas about your Target Audience, AI may be able to help.

For example, you can simply start a generic conversation with the Chatbot of your choice like this: "I'm starting to write a new book. I'm in the ___ industry. Can you help me choose a Target Audience?"

Or if you want to use AI to dig deep into a Niche Market from Method #2, you can simply start the conversation with the Chatbot of your choice like this: "I'm in the ___ industry. Can you give me a list of Niches in that industry?"

Or if you want to use AI to study your competition from Method #3, you can simply start the conversation with the Chatbot of your choice like this: "Can you tell me what authors are in the ___ market/space?"

In a matter of seconds, AI will generate a list of ideas for you. Remember, though, AI is just generating ideas. It's your responsibility to choose the best Target Audience for your book.

5

What's Your Book About? [Topic]

Your book's Topic is important for two reasons. First, the Topic you choose to write about will be the one your Target Audience associates you with as a Topic Authority.

Second, readers searching Amazon, visitors on your website, and people you talk to are first drawn to your book's Topic more than anything else. Therefore, your book's Topic must be relevant and interesting to your specific Target Audience and perfect prospects.

So, now that you know who your book is for (Target), let's talk about what your ideal readers and perfect prospects want to know (Topic).

Because your Target Audience wants to move away from pain (problems and challenges) and toward pleasure (dreams and desires), let's start by systematically breaking down their main goal into smaller, easier-to-manage steps and ideas using the High-Level Breakdown Method.

The High-Level Breakdown Method

The High-Level Breakdown Method consists of four steps:

1. Determine Your Target's Main Goal and Your Solution
2. Determine the Main Steps Your Target Must Take to Achieve Their Goal
3. Break Down Each Main Step Into Smaller Steps
4. Break Down Each Smaller Step Into Even Smaller Steps

To give you a clear picture of the High-Level Breakdown Method, let me walk you through this four-step process using my business/this book as an example.

1. Determine Your Target's Main Goal and Your Solution

In my business, my perfect prospect's main goal is to grow their business with less effort. And my solution is to help them write, publish, and leverage a book to achieve this goal.

2. Determine the Main Steps Your Target Must Take to Achieve Their Goal

In my business, my perfect prospects must...

1. Write their book (Writing Phase)
2. Publish their book (Publishing Phase)
3. Leverage their book (Profiting Phase)

3. Break Down Each Main Step into Smaller Steps

In my business, here are the Smaller Steps inside each Main Step (or what I call phases)...

Phase 1: The Writing Phase

- Decide who's writing the book: me or a Ghostwriter.
- Choose the best Target Audience for this book.
- Choose the right Topic for that Target Audience.
- Create a Detailed Outline for the book.
- Block out time to write the book.
- Write the book.

Phase 2: The Publishing Phase

- Get the book professionally edited.
- Design the book's cover.
- Lay out the interior content.
- Publish the book.
- Launch the book.

Phase 3: The Profiting Phase

- Implement basic tactics to leverage your book (e.g., add “Author of ___” to your email signature).
- Determine and implement advanced tactics based on your goals and new status as an author.
- Evaluate your results: Do more of what’s working, then improve on what’s working.
- Adjust your action plan as you define new goals for yourself and your business.
- Rinse and repeat (this is a never-ending cycle).

4. Break Down Each Smaller Step into Even Smaller Steps

In my business, if we took the smaller step of “Determine and implement advanced tactics based on your goals and new status as an author,” here are the Smaller Steps inside that step...

Phase 3: The Profiting Phase

- Determine and implement advanced tactics based on your goals and new status as an author.
 - Get speaking engagements.
 - Get into the media (TV, radio, podcasts, etc.).
 - Build your social media platform.
 - Advertise your book on Meta, LinkedIn, etc.
 - Etc.

I think you can see the pattern, right? You continue to break down each step into Smaller Steps until you can’t go any further.

So, for this example, I’d break down each advanced tactic into Smaller Steps.

Then, I’d break down those Smaller Steps into even Smaller Steps.

And I’d continue doing this until all of the steps you can talk about to help your perfect prospects achieve their main goal are laid out in front of you.

Okay, now that you understand the High-Level Breakdown, complete your own High-Level Breakdown by following the instructions on page 56.

Recommended Exercise

Take a moment now and...

1. Determine Your Target's Main Goal and Your Solution
2. Determine the Main Steps Your Target Must Take to Achieve Their Goal
3. Break Down Each Main Step into Smaller Steps
4. Break Down Each Smaller Step into Even Smaller Steps

Please note that this method is for brainstorming purposes only. You're not writing your book yet! So don't worry about making this perfect. Simply jot down the words and phrases that come to mind when thinking about each step (think stream of consciousness).

You'll use this High-Level Breakdown throughout the rest of this chapter. And for the ideas that stick, you'll have a chance to hash them out in Steps 3 and 4.

AI Alert

PRO TIP: While I think it's best to go through the High-Level Breakdown Method on your own first without AI, some of you may find it beneficial to have a conversation with AI. This conversation can jump-start the process and get the ideas flowing. Or you can use AI to give you additional suggestions after completing the High-Level Breakdown Method on your own.

For example, you can start a conversation with the Chatbot of your choice like this: "I am writing a new book. ___ is my Target Audience. What is this audience's main goal? What are the Main Steps they need to take to reach that goal? And can those Main Steps be broken down into any Smaller Steps?"

Remember, though, AI is just generating ideas. It's your responsibility to organize the ideas according to the High-Level Breakdown Method as well as use the Recommended Exercises in this chapter to choose the right Topic for your book.

Choose the Best Topic for Your Target

With your High-Level Breakdown complete, it's time to come up with an overarching Topic for your book (i.e., what your book is about).

Sometimes your overarching Topic will encompass some or all of the Main Steps you just wrote down in the High-Level Breakdown exercise. For example, while I could've written a book about all three phases (Writing, Publishing, and Profiting), I decided to write this book about just one of the Main Steps: The Writing Phase.

Sometimes your overarching Topic will include some or all of the Smaller Steps you wrote down under your Main Steps. For example, I could write an entire book about just the "Determine and implement advanced tactics..." step of the Profiting Phase.

And sometimes your overarching Topic will include just one of the Smallest Steps you wrote down. For example, I could write an entire book about just the "Get speaking engagements" step inside the "Determine and implement advanced tactics..." step of the Profiting Phase.

To help you zero in on the best overall Topic for your Target Audience, there are four approaches you can use to tap into your perfect prospect's psyche and behavioral patterns.

I suggest reading each one to see which resonates with you most. Then, complete the Recommended Exercise for that approach. If more than one approach helps you get clearer on your Topic, then by all means, complete as many of the Recommended Exercises as you like.

Trending or Evergreen?

Do you want your book to hit on a current trend, or do you want your book to be evergreen? In most cases, you'll want your book to be evergreen. Meaning, you'll want to write about a Topic you can talk about for the rest of your career.

For example, if you're a sales trainer like my client, Steve Hensley, then you'll want to write about some aspect of sales that your perfect prospect will always be interested in—like deal flow, overcoming objections, or closing.

If you're a financial advisor like my client, Eric Rodriguez, then you'll want to write about some aspect of finances that your perfect prospect will always be interested in—like saving money, getting out of debt, or creating wealth for future generations.

However, in some cases, you may decide to write about a trending Topic to take advantage of the timing. For example, if you host a political podcast, you may want to tap into an upcoming election, a president's viewpoints, a new bill that just passed, a hot or trending Topic in the news right now, or any Topic that you see being significant or controversial in the near future.

If you're a fitness trainer and a new diet comes on the scene that resonates with how you teach clients, you may want to tap into the media coverage on that diet. You can even tap into the free publicity the diet has secured by writing a book that exposes the diet's faults or debunks the diet's core philosophy. Either direction you take can open up opportunities for you and your business as you ride on a fad's coattails.

So, what's your gut telling you, trending or evergreen? Like I said, in most cases, you'll want to write an evergreen Topic that has staying power and will allow you to talk to prospects about your book for years and decades to come. But I don't want to limit you. Writing about a trending Topic may be the right move for you right now. That's your decision.

Recommended Exercise

Take a moment now and jot down some evergreen Topics that your perfect prospects would want to learn more about. Then, jot down what's trending right now or what you think will be trending in the near future. Compare the two and decide which direction is best for you.

Please note that the evergreen or trending Topics you consider should already be listed in your High-Level Breakdown. However, if they are not, consider adding them and breaking them down into Smaller Steps if needed.

Clients' Buying History

With this approach, you want to tap into your clients' buying history and see which product or service you've sold the most of.

For example, if you're an attorney and your practice has done more bankruptcy work than anything else, you may want to focus your book on teaching people the ins and outs of how to avoid bankruptcy.

If you're a wedding planner and you sell more "Day of" Coordination packages than anything else, you may want to write your book on the importance of getting a wedding planner to handle the "Day of" task list so the bride, groom, and family members can create lasting memories instead of adding stress to their day.

Recommended Exercise

Take a moment now and do some research inside your Client Relationship Management (CRM) system or client database. Which products and services do you sell a lot of—more of than anything else you offer? What are your most popular and/or most profitable products and services? Would it make sense to write your book around a specific product or service?

Please note that the products or services that jump out at you should already be listed in your High-Level Breakdown. However, if they are not, consider adding them and breaking them down into Smaller Steps if needed.

Survey Your Best Clients

With this approach, you want to survey your best clients and find out exactly what they want to learn about.

For example, if you are a Reiki healer and you survey your best clients, you may find out that they want to learn more about chakras and blockages, self-healing, or becoming a Reiki master themselves.

If you're a marketing consultant and you survey your best clients, you may discover that they want more information about email marketing, direct mail, or scaling their business.

The point is, you don't know unless you ask. By surveying your best clients, you can let them tell you what they want. That way, you're not guessing, and you know the best Topic to write about.

Recommended Exercise

Take a moment now and shoot an email out to your best clients. Tell them that you're planning on writing a book, and you'd love their opinion. For best results, I'd suggest giving them a few options to choose from. Think multiple-choice questions based on the High-Level Breakdown Method, as well as an "Other" option for voicing their own opinions.

Writing this email only takes a few minutes, so do it now. You should hear back from some of your best clients immediately, but don't be surprised if the majority of people need another reminder email in a day or so.

For bonus points, you can also send this type of survey to your past clients and prospects, as well as create a post on your favorite social media platforms. I've discovered that your best clients will reply faster and will give you the most relevant answers. But that doesn't mean your past clients, prospects, and social media followers won't give you great ideas to think about and pursue.

Plus, it's always smart to involve past clients, prospects, and social media followers in what you're doing. You never know where they're at or what they're thinking. This simple act may drive past clients back to your business and may help convert warm prospects into paying clients.

Ethically Exploit Your Competition

This approach is all about tapping into what your competition has already done, so you can either model them or capitalize on the Topics they haven't covered yet.

To start this process, you'll want to go to Amazon or your local bookstore and look at books around the Topic or Topics you're thinking about writing. For example, if you're a speaker who talks on productivity and time management, you'll see books from Michael Hyatt, David Allen, Charles Duhigg, etc. If you're a business consultant, you'll see books from Seth Godin, Gary V., Dan Kennedy, etc. Reading each author's book titles, subtitles, descriptions, and reviews can prove to be very insightful in choosing a Topic for your book.

The goal here isn't to write a book rehashing your competition's book. The goal is to see what others have written about, how they approach their book's Topic, and how their audience is responding.

Based on your research, one of two options will become apparent. One, you may decide to write a book on the same Topic as one of your competitors. After all, your competition chose each Topic on purpose to resonate with what their perfect prospect wanted. You can write a similar book but with a new twist or new angle (*see Insider Information on page 62*).

Two, you may see an opening and opportunity to write a book about a Topic no one else is covering. If you're playing in a well-established and competition-heavy environment, this second option is less likely. But you never know until you do the proper research.

And speaking of the proper research, make sure you also visit each author's website and social media platforms. You'll find information on their websites and in their social media followers' comments that may give you an idea for an exciting book Topic.

Recommended Exercise

Take a moment now and do your research. Who is your competition? What Topics are the most popular? What Topics are the least popular? What kind of spin or angle is being used on these Topics? Are there any Topics not being covered that should be?

Please note that any new Topics that come to light should be added to your High-Level Breakdown and broken down into Smaller Steps if needed.

What Do Your Perfect Prospects Want to Know?

Which approach(es) resonated with you the most? Take some time now to complete the Recommended Exercise(s) I presented in this chapter so you can zero in on the best Topic for your Target.

For example, I decided to write this book on the entire Writing Phase. Why? First, it's an evergreen Topic for my business, so I can leverage this book for years and decades to come.

Second, by giving you everything you need to succeed in the Writing Phase (Step 1 in helping you achieve your goal), you may consider working with me and my team in the Publishing and Profiting Phases.

Last, while the majority of you will use this book to write your book yourself, a small percentage of you will want to fast-track your success by either having us coach you through the writing process or having our ghostwriters do all the work for you. This allows everyone to win!

Okay, now it's your turn. Complete the Recommended Exercise(s) that make the most sense to you and decide on the best overall Topic for your perfect prospects and ideal readers.

When you're done, meet me in the next chapter.

Insider Information

Even if you're writing a book on the same Topic as another author—which is likely since there are only so many Topics you can actually write about—you can differentiate your book from everyone else's book by placing a slant, spin, or angle on your Topic.

For example, my friend, Dr. Ivan Misner (founder of the world's largest referral organization, BNI) has written over a dozen books on the Topic of "networking." Here are three of his titles:

- **Truth or Delusion**
Busting Networking's Biggest Myths
- **Masters of Networking**
Building Relationships for Your Pocketbook and Soul
- **The 29% Solution**
52 Weekly Networking Success Strategies

Do you see how Ivan spun one Topic, "networking," into three separate books? One book on networking myths, another book on building relationships through networking, and another on weekly networking strategies. Genius, right?

There's no reason you can't separate your book from the competition by using a unique twist, angle, or spin on your Topic.

6

Create a Working Title

In this book, you're going to create two titles for your book:

1. A Working Title—which we'll focus on in this chapter.
2. A Final Title—which we'll circle back to in Step 5.

Why do we create two titles for your book? Three reasons...

First, creating a Working Title now adds to the excitement of this process and your Burning Desire—encouraging you to get your book done as soon as possible.

Second, creating a Working Title now allows you to start telling your Target Audience about your book so you can create a buzz around your Topic and your business.

Third, creating a Final Title at the end of this process allows you to craft the best title possible. Why? Because the truth is that right now you have no idea what content will actually end up inside your book. And you must know that so you can match your Final Title to what your Target Audience wants and will pay money for.

Creating Your Working Title

There are two parts to a book title: a Main Title and a Subtitle.

Your Main Title's job is to grab attention and pull the reader in. For example, let's take my client Lisa Miller's book, *47 Shades of Gray in Your Business* (her Final Title, in this case). Lisa's Main Title does a great job of grabbing your attention with the *50 Shades of Grey* tie-in.

Your Subtitle’s job, on the other hand, is to not leave anything to chance. While your Main Title may invoke curiosity, your Subtitle should be a direct message to your readers telling them exactly what your book is about and why they should buy and read your book. In Lisa’s case, her Final Subtitle—*A Business Owner’s Guide to Avoiding Fines, Lawsuits, and Compliance Disasters*—tells you exactly who the book is for (business owners) and exactly what you’ll get from the book (a guide to avoid fines, lawsuits, and compliance issues).

Now that you know what you want your Main Title and Subtitle to do, let’s create a simple Working Title (Main Title + Subtitle) for your book.

Working Main Title

To create a Working Main Title for your book, we’re going to use the information you just came up with in Chapters 4 and 5 (Target and Topic) and place them inside this simple template:

Topic for Target

For example:

- Writing a Book for Entrepreneurs
- Oil Painting Basics for Beginners
- The Right Exercises for People with Parkinson’s
- Life-Saving Self-Defense Skills for Real Estate Agents
- Inexpensive Travel Tips for Work-from-Home Employees

Yes, this template is a minimalist’s approach to creating a Main Title. But the elements here are all you need to create a buzz around your soon-to-be-released book. And since you’ve already figured out what your book is about (Topic) and who your book is for (Target), this should be fast and easy.

Recommended Exercise

Take a moment now and fill in the following Working Main Title Template:

Topic for Target.

Working Subtitle

To create a Working Subtitle, you'll first want to come up with a short list of your Topic's biggest benefits. For example, if you're a self-defense instructor writing a book about basic skills for real estate agents to keep themselves safe, then three primary benefits may be:

1. Recognizing common, compromising situations
2. Mitigating such threats
3. Keeping yourself safe

If you're a travel agent writing a book for work-from-home employees on how to choose the best places to go on vacation without spending too much money, then two big benefits may be:

1. Finding the perfect vacation getaway
2. Traveling on a shoestring budget

Next, take those benefits and slot them into one of the following formulas:

- How to ____, ____, and ____
- How to ____ and ____

For example, the self-defense instructor's Working Subtitle may read like this:

How to Recognize a Compromising Situation, Mitigate Any Threats, and Keep Yourself Safe

And the travel agent's Working Subtitle may read like this:

How to Find the Perfect Vacation Getaway and Travel the World on a Shoestring Budget

See how easy this is? Give it a shot by completing the following exercise.

Recommended Exercise

Take a moment now and create a short list of your Topic's biggest benefits. Then, fill in one of the following Working Subtitle templates:

- How to ____, ____, and ____
- How to ____ and ____

Put Your Working Title to Work for You

Before we move into Step 3, I have a “dare” for you. Now that you have a Working Title, add “soon-to-be-author of **Working Title: Working Subtitle**” to the About Page on your website, to your Presentation Bio when giving a speech, and to your 60-second presentation when you attend a networking event.

For instance, if we look at the examples from this chapter, the self-defense instructor’s full Working Title may read like this:

Life-Saving Self-Defense Skills for Real Estate Agents: *How to Recognize a Compromising Situation, Mitigate Any Threats, and Keep Yourself Safe*

And the travel agent’s full Working Title may read like this:

Inexpensive Travel Tips for Work-from-Home Employees: *How to Find the Perfect Vacation Getaway and Travel the World on a Shoestring Budget*

Stating that you’re a “soon-to-be-author” grabs people’s attention and starts to position you as an authority in your field before your book is even written. Plus, stating that you’re a “soon-to-be-author” also commits you to the project and will help you get your book done.

Insider Information

Go to Fiverr.com, Elance.com, or another freelance site and get a mockup cover of your book with your Working Title on it. Then, take your mockup cover and start promoting your soon-to-be-released book on your social media platforms, on your website, and with your prospects, clients, and referral partners.

Don't hire a high-end graphic designer just yet though. Your mockup cover is just a visual for people to recognize that you're writing a book. The mockup cover should only have your Working Title (Main Title + Subtitle) and maybe an image. That's it... don't waste time or money here! I'll show you how to create your real cover with your Final Title in the Publishing Phase.

For now, just get the mockup cover done, start promoting yourself as a "soon-to-be-author," and start promoting that you have a soon-to-be-released book. Doing so will not only help you create a buzz around your business, but stating these "facts" will commit you to getting your book done as fast as possible.

Don't believe me? Give it a shot. Embarrassment can be a tremendous motivator. Go ahead, I triple-dog dare ya!

Did You Know?

Did you know that you don't need to finish this book before leaving a review.

It's true! And since business owners and entrepreneurs like you rely on reviews to find great books, leaving a review right now can help other business owners write their books too.

Don't worry... leaving a review is simple and easy. If you need help, check out the instructions on page 241 of this book. If you're a pro, simply scan the QR Code below:



Thank you in advance for helping your fellow business owners reach their dream of writing a book to grow their businesses!

P.S. After you leave a review, take a screenshot of your review when it goes live (this may take a day or two).

Then, email me (weston@plugandplaypublishing.com) the screenshot with your name, your business name, and the area of the world you live in (city, state, and/or country).

We'll add you to our "Wall of Reviews" for the whole world to see.

Talk about a win-win situation! Not only will your review help us reach more people, but posting your review on our website will help you gain visibility in the search engines.

Step 3

Create a Detailed Outline for Your Book

“Start writing, no matter what. The water does not flow until the faucet is turned on.”

- Louis L'Amour, American Novelist and Short Story Writer

In Step 1, you positioned *yourself* for success by blocking out your writing time and creating a Burning Desire so strong that nothing can stop you from writing your book.

In Step 2, you positioned *your book* for success by figuring out who your book is for (Target), what your book is about (Topic), and creating a Working Title to generate excitement and buzz around your book.

Here in Step 3, we're going to create a Detailed Outline for your book. When you're done, you'll know exactly what to write about in Step 4. No guesswork. No wasting time. Just a clear path for you to get your book done fast!

This step is where most people start but never finish. Keep your Burning Desire in front of you and stay focused. I believe in you, and I know you can do this!

As a reminder, you'll find all of the Recommended Exercises in this book inside the *BWB Action Guide*—available inside the BWB Companion Training at www.FreeGiftFromWeston.com.

The 3 Components of a Book

Very few people can just sit down and start to write a book from beginning to end. But most authors put pressure on themselves to do just that. The real secret to writing a book, however, is that the “writing” of the book happens in the *planning* of the book.

In other words, if you take the time now to plan out and create a Detailed Outline for your book, the actual writing portion will be faster and easier.

To start creating your Detailed Outline, let’s first look at the three main components of a book:

1. Chapters
2. Main Points
3. Subpoints

A Chapter is made up of one Main Point and multiple Subpoints. Your book can have as many or as few chapters as you’d like, and each chapter can be as long or as short as you’d like. We’ll discuss everything you need to know about Chapters in more detail throughout the rest of this chapter.

A Main Point (*only one per chapter*) is the essence of your chapter (i.e., what your chapter is about). It supports and strengthens your overall Topic and moves your reader (Target) forward on their journey. For example, the Main Point of this chapter is “The 3 Components of a Book.”

Subpoints are the information that makes up the actual content of your chapters. They support and strengthen your chapter’s Main Point—giving context, insight, and perspective to your

reader. For example, every opinion, fact, story, example, etc. that I give you inside this chapter is considered a Subpoint. Therefore, the more Subpoints you use in a chapter, the longer that chapter will be. And the fewer Subpoints you use in a chapter, the shorter that chapter will be. We'll discuss Subpoints in more detail in Chapters 10 through 12.

Organizing Your Content

It's important to understand that your book's content isn't just about *what* information you give your reader. It's also about *how* you organize and structure that information.

So, now that you know the three components of a book, let's talk about the three organizational elements you'll need to consider when organizing your information:

1. Chapter Length—how long each chapter is
2. Chapter Order—the order in which you arrange your chapters
3. Chapter Grouping—grouping your chapters into sections, parts, or steps

Chapter Length

When it comes to the length of your chapters, you have a choice. First, you can ignore Chapter Length and write as much or as little information as you need to convey your message (Main Point). In most cases, this is the best option.

For example, in my client George Hunter's book, *Don't Let Your Emotions Destroy Your Divorce*, George's chapters range from 500 to 3,000 words. And that's completely natural since some chapters need more information than others to communicate the Main Point.

Second, you can standardize your Chapter Length so all of your chapters are either short chapters or long chapters. No, that doesn't mean each chapter needs to be the exact same length—it just means that each chapter is predetermined to be short or long.

With that said, if ignoring Chapter Length is typically the best option, when would you want to standardize Chapter Length? Here are three scenarios when manipulating Chapter Length *might* make sense:

1. When you want to convey your message in a specific way
2. When you want to either model or differentiate your book from your competition
3. When you want to recycle content you've already created

When You Want to Convey Your Message in a Specific Way

If you have a lot of ideas you want to get across (think “101 ways to ___”) or if you want to give your readers quick tips to get fast results, you may want to write your book with short, easy-to-read chapters.

For example, my client George Zacherl’s book, *Success Is Not a One-Size-Fits-All Approach*, was purposefully written with short chapters (one to two pages in his manuscript) so his readers could easily grasp his ideas and solutions and take action immediately.

On the other hand, if you want to give your reader a comprehensive plan or framework (think “5-Steps to ___”) or if you want to go deep into a handful of concepts and considerations, you may want to write your book with long, detailed chapters.

For example, my client Christine Carmichael’s book, *Racist Roots*, was purposefully written with long, detailed chapters (10-12 pages in her manuscript) so her readers could develop a deep understanding of the challenges at hand.

The page numbers given here are specific to George’s and Christine’s books (one to two pages versus 10-12 pages, respectively). Because you only need to write between 65 and 100 pages in your manuscript to hit the sweet spot of between 130 and 200 pages in your final Paperback Book, the number of pages you write in your chapters may be different.

When standardizing Chapter Length, shorter chapters are typically one to two pages in your manuscript, and longer chapters are typically three to seven pages or more in your manuscript.

Recommended Exercise

Take a moment now and think about your Topic. Is there a specific way you want to convey your message?

If so, then choosing to standardize your Chapter Length may be a good option for you. If not, then you’ll ignore Chapter Length in Step 4 when you write your book.

When You Want to Either Model or Differentiate Your Book from Your Competition

If the most well-known and successful books in your category all have long chapters, you may want to model them and write a long-chapter book. After all, why mess with what's working?

However, if your competition is only writing long-chapter books and you want to differentiate your book from your competition, you may want to consider writing a book with short chapters, or vice versa. Doing so would separate your book from the competition and give your readers a refreshing look at the same Topic.

For instance, Larry Winget (The Pitbull of Personal Development®) did this when he wrote his book, *60 Ways to Get Rich and Stay Rich in the Speaking Business*. Up until that point, every book on becoming a professional speaker was written with long chapters, giving readers a lot of detail. Not Larry's book. Each chapter in his book is only one to three paragraphs in length.

I'll say that again. Each chapter in his book is only one to three *paragraphs* in length! But don't let the Chapter Length fool you. Larry's book is jam-packed with tips, tricks, and ideas that I still use to this day. In fact, this 'lil beauty is so good that it's one of the only books on speaking that I re-read every couple of years.

Recommended Exercise

Take a moment now and think about your particular genre and industry. Does it make sense to manipulate your Chapter Length to model after your competition or differentiate yourself from your competition?

If so, choosing to standardize your Chapter Length may be a good option for you. If not, you'll ignore Chapter Length in Step 4 when you write your book.

When You Want to Recycle Content You've Already Created

If you've been creating content for any length of time, you may just want to recycle that content into a book instead of taking time to write new content.

For example, when I owned my fitness training business, I wrote a blog post every day for three years (over 1,000 posts). It would've been a tragedy to let that content just sit on my blog. Instead, I decided to recycle that content into three books I gave away to generate leads.

My client Steven Libman did something similar when he wrote his book, *Investing with Purpose*. Instead of starting from scratch, Steven hand-selected specific podcast episodes to use inside his book.

Recommended Exercise

Take a moment now and think about the content you've already created. What type of content do you already have at your fingertips?

If you have short-form content like tweets, social media posts, or blog posts, you can turn that content into a short-chapter book (also referred to as a Tip Book—which we'll talk about in Chapter 8).

If you have long-form content like articles, podcast episodes, or online videos, you can turn that content into a long-chapter book (also referred to as a Chapter Book—which we'll talk about in Chapter 8).

Chapter Order

There are two ways to order or arrange your chapters. The first is in a logical order, where each chapter builds off the previous one. For example, this book's chapters are placed in a logical order to move you step-by-step through my book-writing process.

The second way is in a random order, where chapters do not build off each other. For example, my client Patrick Engasser's book, *If I Can Do It, You Can Do It!*, gives readers 20 tips on how to eliminate excuses and overcome challenges. While all of his chapters inspire readers to succeed, none of the tips are in a specific order, giving readers full rein to read chapters in any order they want or just read the ones they're interested in.

Recommended Exercise

Take a moment now and think about what might work better for your Topic.

Do you want to lead readers through your book chapter by chapter and give them a logical sequence of actions to achieve a specific result?

Or do you want to lay out a buffet of random ideas where your readers have the freedom to read whichever chapters they want in whatever order they want?

Chapter Grouping

If your book has a lot of moving parts, you may want to group your chapters into sections, parts, or steps to make your content easier to digest. For example, to make this material easy to understand, I've grouped this book's 38 chapters (a lot of information and moving parts) into five simple steps:

- Step 1—Position Yourself for Success
- Step 2—Position Your Book for Success
- Step 3—Create a Detailed Outline for Your Book
- Step 4—Write, Revise, and Review Your Content
- Step 5—Finish Your Book and Prepare for Publishing

Insider Information

If you have a specific process or philosophy where you use the first letter of a word to spell out a meaningful acronym, you can use that word to arrange your chapters.

For example, my client Kathy Parry's book, *The Ultimate Recipe for an Energetic Life*, has six main chapters which spell out the word ENERGY:

- (E) Eat Energy Producing Foods
- (N) No Sugar and Caffeine
- (E) Eliminate Fake Food
- (R) Reduce Stress
- (G) Get Sleep
- (Y) Your Plan

My client Joe Battista's book, *Pragmatic Passion*, uses the same tactic with the word PASSION:

- (P) Passion
- (A) Attitude
- (S) Sacrifice
- (S) Servant Leadership
- (I) Inspirations
- (O) Options
- (N) Nurture

This approach is great for taking complex concepts and making them easy to remember. However, a word of caution: You should only use this technique if the acronym you choose makes sense and strengthens your content. Don't use this technique if you feel like you're trying to squeeze a square peg into a round hole.

In my client Marti Livengood Goodwin's book, *Haying Independence: The Ultimate Guide to Small-Farm Hay Production with Your Compact Tractor*, she groups 27 chapters (a lot of information) into three easy-to-understand parts:

Part 1—Equipment Needed to Be Successful

Part 2—The Baling Process

Part 3—Additional Information to Achieve Success

Books broken into sections, parts, or steps like this are also referred to as a Section Book. We'll talk about the types of Outlines (Chapter Books, Tip Books, and Section Books) in Chapter 8.

Recommended Exercise

Take a moment now and think about your Topic. Are there a lot of moving parts that would be easier to understand if grouped together?

If so, you may want to group your chapters into sections, parts, or steps to streamline the experience for your reader. If not, you can ignore grouping your chapters altogether.

* * *

Take some time now to complete all of the Recommended Exercises I presented in this chapter. We'll use all of your Recommended Exercise answers in this chapter to choose the best Outline for your book in Chapter 8.

When you're ready, meet me in the next chapter.

4 Types of Outlines for Your Book

In Chapter 7, I introduced you to the three components of a book (Chapters, Main Points, and Sub-points), and we talked about the three organizational elements to consider when organizing your content (Chapter Length, Chapter Order, and Chapter Grouping).

In this chapter, we're first going to take that information and examine the four types of Outlines you can use to organize the chapters in your book. Then, we're going to take your answers from Chapter 7's Recommended Exercises and choose the best Outline for your book.

With that said, here are the four types of Outlines to choose from:

1. The Chapter Book Outline
2. The Tip Book Outline
3. The Section Book *with Chapters* Outline
4. The Section Book *with Tips* Outline

As we go through each Outline, you'll notice how the three organizational elements we discussed in Chapter 7 directly correlate to the four types of Outlines.

This is important because there are no right or wrong answers when choosing your book's Outline. The four types of Outlines are simply a set of guidelines to give you direction. And the Outline you choose to use should be based on:

- **The Type of Book You Want to Write:** Does one Outline feel better to you than the others? If so, run with that Outline first. You can always change directions if you need to.

- **The Type of Book Your Audience Wants to Read:** Does your audience enjoy books they can read in an afternoon and get results fast (i.e., a Tip Book), or does your audience enjoy reading books they can sink their teeth into and learn everything there is to know about your Topic (i.e., a Chapter Book)?

So, just relax. You can't mess this up!

The Chapter Book Outline

The Chapter Book Outline typically has seven to 15 longer chapters and is great for authors who have a lot to say about seven to 15 Main Points.

For example, my client Mark Roberts' book, *The 23 Hour Rule*, uses the Chapter Book Outline to examine 12 fitness concepts (Main Points) to help his readers get in shape and feel better.

To give you a simple visual, Mark's Chapter Book Outline looks like this:

Chapter 1 - Mindset Shifts to Succeed

Chapter 2 - Setting the Path for Ultimate Success

Chapter 3 - The Stories We Tell Ourselves

Chapter 4 - The Obstacle Is the Way

Chapter 5 - Putting This All Together

Chapter 6 - Eating to Achieve Your Goals

Chapter 7 - 3 Challenges You May Experience and How to Overcome Them All

Chapter 8 - Just Eat Healthier and Work Out. Wait. What?

Chapter 9 - 3 Critical Components of Your Workout Routine for Maximum Results

Chapter 10 - Conditioning Your Body for Better Performance

Chapter 11 - You Don't Get Strong in the Gym

Chapter 12 - Injury, Sickness, and Time Away from the Gym

Based on our discussion in Chapter 7, please note that chapters inside the Chapter Book Outline...

- a. are longer chapters (three to seven pages or more in your manuscript),
- b. can be arranged in any order you want (logical or random), and
- c. are NOT grouped together into sections, parts, or steps.

The Tip Book Outline

The Tip Book Outline typically has 25+ shorter chapters and is great for authors who don't want to go into a lot of detail inside each chapter but instead want to give their reader a ton of quick tips (25+ Main Points) on their Topic.

For instance, my client Dionne Malush's book, *25 Tips for Selling a Home in Pittsburgh*, uses the Tip Book Outline to give readers quick tips to sell their homes fast for the most money possible. She doesn't go into a lengthy conversation about supply and demand or why her tactics work. Instead, Dionne saves her readers time by only giving them the bare-essential advice they need to see results fast!

To give you a simple visual, Dionne's Tip Book Outline looks like this:

Chapter 1 - Know Why You're Selling, and Keep It to Yourself
 Chapter 2 - Do Your Homework Before Setting a Price
 Chapter 3 - Do Some "Home Shopping" Yourself
 Chapter 4 - When Getting an Appraisal Is a Benefit



Chapter 23 - Never Sign a Deal on Your Next Home Until You Sell Your Current Home
 Chapter 24 - A Low Offer - Don't Take It Personally
 Chapter 25 - Ensure Safety If Selling on Your Own

As you can see, the Tip Book Outline looks just like the Chapter Book Outline but with more chapters. That's because, no matter which Outline you choose, you're still shooting for between 65 and 100 pages in your manuscript so you can hit the sweet spot of between 130 and 200 pages in your final Paperback Book. Therefore, the shorter your chapters, the more chapters you'll need (Tip Book). And the longer your chapters, the fewer chapters you'll need (Chapter Book). Make sense?

Based on our discussion in Chapter 7, please note that chapters inside the Tip Book Outline...

- a. are shorter chapters (one to two pages in your manuscript),
- b. can be arranged in any order you want (logical or random), and
- c. are NOT grouped together into sections, parts, or steps.

The Section Book Outline

Section Books typically work well when your Topic has a lot of moving parts and you want to group chapters together to make the content easier to manage. Or they work when you're giving readers a step-by-step formula and you want to group each step together so readers follow a logical order or linear progression.

With that in mind, let's look at the two types of Section Book Outlines:

1. The Section Book *with Chapters* Outline
2. The Section Book *with Tips* Outline

The Section Book *with Chapters Outline*

As the name suggests, the Section Book *with Chapters Outline* is a combination of a Section Book (grouped chapters) and a Chapter Book (seven to 15 longer chapters).

The Section Book *with Chapters Outline* is great for authors who have a lot to say about seven to 15 Main Points (Chapter Book) but want to group chapters together into sections, parts, or steps to...

- a. make the content easier to manage, or
- b. offer readers a step-by-step formula.

For example, my client Rod Cherkas' book, *The Chief Customer Officer Playbook*, uses the Section Book *with Chapters Outline* to give readers the exact steps they need to become a Chief Customer Officer (CCO). But to avoid overwhelming his readers and to make it easier to understand the path they must take, Rod separated his 13 chapters into three sections.

To give you a simple visual, Rod's Section Book *with Chapters Outline* looks like this:

Section 1 - The Evolution and Role of the Chief Customer Officer

The Evolution of the Chief Customer Officer

The Scope of the CCO Role

Section 2 - The Path to Becoming a Chief Customer Officer

The Path to Becoming a CCO - The CCO Maturity Model™

Strategy 1 - Build Strong Cross-Functional Relationships

Strategy 2 - Optimize Results from Metrics that Matter

Strategy 3 - Establish Deep Customer Connections

Strategy 4 - Communicate Effectively and Tell Stories

Strategy 5 - Demonstrate Strategic Thinking

Strategy 6 - Drive Change During Growth and Scaling

Strategy 7 - Maximize Opportunities During Economic Uncertainty

Strategy 8 - Create and Share Thought Leadership

Section 3 - Action Plan and Trends to Consider

Accelerate Your Path to the Executive Table

Predictions and Industry Trends

Based on our discussion in Chapter 7, please note that chapters inside the Section Book *with Chapters Outline*...

- a. are longer chapters (three to seven pages or more in your manuscript),
- b. can be arranged in any order you want (logical or random), and
- c. are grouped together into sections, parts, or steps.

While you can arrange your chapters in any order you want (logical or random), chapters inside a Section Book *with Chapters* Outline tend to be arranged in a logical order.

Insider Information

If you plan on recycling content from other places (e.g., blog, podcast, video series, etc.), you have a choice. You can use your content as-is, or you can integrate your content into a new Outline.

For example, if you're a dating coach and you've already recorded a video series on the "7 Steps to Find Your Soulmate," you can transcribe the videos in your series and use them as-is to form a Chapter Book with seven chapters.

On the other hand, if you've recorded dozens of podcast episodes that revolve around your "3 Pillars of Dating Success," you can use pieces of different podcast episodes to form a Section Book (*with Chapters or Tips*) with three sections.

Using recycled content is a smart way to save time and leverage your ideas. Just keep in mind that you or someone else (Editor or Ghostwriter) will need to clean up any of the recycled content you want to use. While audio and video transcriptions give you a starting point, they are rarely clean enough to use in your book as-is.

The Section Book *with Tips* Outline

As the name suggests, the Section Book *with Tips* Outline is a combination of a Section Book (grouped chapters) and a Tip Book (25+ shorter chapters).

The Section Book *with Tips* Outline is great for authors who only want to say a little about a lot of ideas (Tip Book) but want to group chapters together into sections, parts, or steps to...

- a. make the content easier to manage, or
- b. offer readers some type of linear progression.

For example, my client Fred Liesong's book, *A Rep Agency's Road Map to Dynamic Sales Performance*, has 18 quick tips that are broken into three sections. Fred decided to use this Outline instead of the

regular Tip Book Outline because his company's sales philosophy revolves around three aspects of sales: Mindset, Activity, and Process.

So, Fred and his co-author, Charlie, wrote six tips for each of the three aspects of their sales philosophy: Section 1 on Mindset, Section 2 on Activity, and Section 3 on Process.

As you may have noticed, Fred and Charlie's sales philosophy spells out the word MAP, which we tied into the title and cover.

To give you a simple visual, Fred and Charlie's Section Book *with Tips* Outline looks like this:

Section 1: Mindset

We're Still Friends, Aren't We?
Will Trumps Won't
Listen to the Voices Inside Your Head
How to Get on a Roll
Don't Be a Victim of the Defection Model
Stick Up for Yourself

Section 2: Activity

Move It or Kill It
Do You Major in the Minors?
Consistently Produce Stellar Results
How to Predict Future Sales and Income
Proper Planning Produces Pure Profits
Cold Calls Can't Compete with Referrals

Section 3: Process

Closing Is About Opening
Collecting Decisions to Close More Sales
The 3 Most Important Words!
Talking About Money
Can You Hear Me Now?
Can They Pass the Audition?

Based on our discussion in Chapter 7, please note that chapters inside the Section Book *with Tips* Outline...

- a. are shorter chapters (one to two pages in your manuscript),
- b. can be arranged in any order you want (logical or random), and
- c. are grouped together into sections, parts, or steps.

While you can arrange your chapters in any order you want (logical or random), chapters inside a Section Book *with Tips* Outline tend to be arranged in a random order. In other words, the sections keep a linear progression to the content, while the chapters are arranged in any order you want.

Which Outline Is Right for Your Book?

It's time to decide on which Outline is right for your book. Remember, there is no right or wrong answer. You can use any Outline you want. And you can always change your mind later, if need be.

To help you make the best decision for your book, complete the following exercise. You'll also find a cheat sheet on pages 86-87.

When you're done, meet me in the next chapter.

Recommended Exercise

Take a moment now and use these three questions to determine the best Outline for your book:

1. Can you group your ideas together into three to five sections, parts, or steps?

Yes: Consider using the Section Book Outline (*with Chapters or with Tips*).

No: Move on to the other questions.

2. Do you have a step-by-step process, and/or do your ideas build off each other?

Yes: Consider the Chapter Book Outline or the Section Book *with Chapters* Outline.

No: Choose the Chapter Book Outline or the Tip Book Outline.

3. Do you have a lot to say about each Main Point (Chapter) in your book?

Yes: Consider a Chapter Book Outline or a Section Book *with Chapters* Outline.

No: Consider a Tip Book Outline or a Section Book *with Tips* Outline.

Insider Information

Since there's been so much nuanced information in this chapter, here's a cheat sheet with some basic guidelines:

The Chapter Book Outline

- Chapter Length: seven to 15 longer chapters (three to seven pages or more in your manuscript)
- Chapter Order: Can be arranged in any order you want (logical or random)
- Chapter Grouping: Are NOT grouped together into sections, parts, or steps
- Great for authors who want to dive into a lot of detail in each chapter

The Tip Book Outline

- Chapter Length: 25+ shorter chapters (one to two pages in your manuscript)
- Chapter Order: Can be arranged in any order you want (logical or random)
- Chapter Grouping: Are NOT grouped together into sections, parts, or steps
- Great for authors who want to give their readers short, quick tips to think about and take action on immediately

The Section Book *with Chapters* Outline

- Chapter Length: seven to 15 longer chapters (three to seven pages or more in your manuscript)
- Chapter Order: Can be arranged in any order you want (logical or random)
- Chapter Grouping: Are grouped together into three to five sections, parts, or steps
- Great for authors who have a lot to say about seven to 15 Main Points but want to group chapters together to make the content easier to manage or offer readers a step-by-step formula
- Both sections and chapters tend to be arranged in a logical order

Continued...

The Section Book *with Tips* Outline

- Chapter Length: 25+ shorter chapters (one to two pages in your manuscript)
- Chapter Order: Can be arranged in any order you want (logical or random)
- Chapter Grouping: Are grouped together into three to five sections, parts, or steps
- Great for authors who want to give their readers a ton of quick tips (25+ Main Points) but want to group chapters together to make the content easier to manage or offer readers some type of linear progression
- Sections tend to be arranged in a logical order, and chapters tend to be arranged in a random order

Remember that these four Outlines are simply a set of guidelines to give you a direction to go. So, please note that the number of chapters (seven to 15 and 25+) and the number of sections (three to five) are in place to make it easier for you to hit the sweet spot of between 65 and 100 pages in your manuscript.

For example, while most Chapter Books have seven to 15 longer chapters, your Chapter Book can have five chapters, 17 chapters, or any number of chapters that you want.

And the same is true for the number of chapters in a Tip Book and the number of sections in a Section Book. Your Tip Book can have 17 chapters, 22 chapters, or any number of chapters you want. And your Section Book can have two sections, 7 sections, or any number of sections that you want.

Again, these guidelines are in place to give you a direction to go, not handcuff you in any way!

Create a Basic Outline with Main Points

In this chapter, you'll create a Basic Outline for your book by completing the Recommended Exercise that matches the Outline you chose in Chapter 8.

To speed this process, I suggest getting out the High-Level Breakdown exercise you completed in Chapter 5—it's also on page 27 of your *BWB Action Guide*—so you have an abundance of ideas in front of you.

If you need any help with creating your Basic Outline, please know that you're not alone! My team and I answer questions live every week for clients who need additional support.

For more details on how we can help you speed your progress, check out www.PlugAndPlayPublishing.com/WritingPhase.

Recommended Exercise

The Chapter Book Outline

1. Write down the seven to 15 Main Points you want to talk about inside your book.
2. Arrange your chapters (Main Points) in a logical or random order based on how you want your reader to experience your content and digest your information.

To give you an example, let's use Mark Roberts' book, *The 23 Hour Rule*, from Chapter 8. For this exercise, Mark wrote down the following Main Points like this:

Chapter 1 - Mindset Shifts to Succeed

Chapter 2 - Setting the Path for Ultimate Success

Chapter 3 - The Stories We Tell Ourselves

Chapter 4 - The Obstacle Is the Way

Chapter 5 - Putting This All Together

Chapter 6 - Eating to Achieve Your Goals

Chapter 7 - 3 Challenges You May Experience and How to Overcome Them All

Chapter 8 - Just Eat Healthier and Work Out. Wait. What?

Chapter 9 - 3 Critical Components of Your Workout Routine for Maximum Results

Chapter 10 - Conditioning Your Body for Better Performance

Chapter 11 - You Don't Get Strong in the Gym

Chapter 12 - Injury, Sickness, and Time Away from the Gym

Please note that right now, your Main Points will act as your Chapter Titles. Then, once your chapters are fully written, we'll circle back to titling your chapters in Chapter 21.

Take a moment now and complete this exercise. When you're done, meet me in the next chapter!

Recommended Exercise

The Tip Book Outline

1. Write down the 25+ Main Points you want to talk about inside your book.
2. Arrange your chapters (Main Points) in a logical or random order based on how you want your reader to experience your content and digest your information.

To give you an example, let's use Dionne Malush's book, *25 Tips for Selling a Home in Pittsburgh*, from Chapter 8. For this exercise, Dionne wrote down the following Main Points like this:

Chapter 1 - Know Why You're Selling, and Keep It to Yourself

Chapter 2 - Do Your Homework Before Setting a Price

Chapter 3 - Do Some "Home Shopping" Yourself

Chapter 4 - When Getting an Appraisal Is a Benefit



Chapter 23 - Never Sign a Deal on Your Next Home Until You Sell Your Current Home

Chapter 24 - A Low Offer—Don't Take It Personally

Chapter 25 - Ensure Safety If Selling on Your Own

Please note that right now, your Main Points will act as your Chapter Titles. Then, once your chapters are fully written, we'll circle back to titling your chapters in Chapter 21.

Take a moment now and complete this exercise. When you're done, meet me in the next chapter!

Recommended Exercise

The Section Book *with Chapters Outline*

1. Write down the three to five sections, parts, or steps you want to talk about inside your book.
2. Arrange your sections, parts, or steps in a logical or random order. Please note that Section Books tend to be arranged in a logical order.
3. Write down the seven to 15 Main Points you want to talk about throughout your book.
4. Group your chapters (Main Points) together into the three to five sections, parts, or steps, and then arrange them in a logical or random order based on how you want your reader to experience your content and digest your information.

To give you an example, let's use Rod Cherkas' book, *The Chief Customer Officer Playbook*, from Chapter 8. For this exercise, Rod wrote down the following sections and Main Points like this:

Section 1 - The Evolution and Role of the Chief Customer Officer

The Evolution of the Chief Customer Officer
The Scope of the CCO Role

Section 2 - The Path to Becoming a Chief Customer Officer

The Path to Becoming a CCO—The CCO Maturity Model™
Strategy 1 - Build Strong Cross-Functional Relationships
Strategy 2 - Optimize Results from Metrics That Matter
Strategy 3 - Establish Deep Customer Connections
Strategy 4 - Communicate Effectively and Tell Stories
Strategy 5 - Demonstrate Strategic Thinking
Strategy 6 - Drive Change During Growth and Scaling
Strategy 7 - Maximize Opportunities During Economic Uncertainty
Strategy 8 - Create and Share Thought Leadership

Section 3 - Action Plan and Trends to Consider

Accelerate Your Path to the Executive Table
Predictions and Industry Trends

Please note that right now, your Main Points will act as your Chapter Titles. Then, once your chapters are fully written, we'll circle back to titling your chapters in Chapter 21.

Take a moment now and complete this exercise. When you're done, meet me in the next chapter!

Recommended Exercise

The Section Book *with Tips* Outline

1. Write down the three to five sections, parts, or steps you want to talk about inside your book.
2. Arrange your sections, parts, or steps in a logical or random order. Please note that Section Books tend to be arranged in a logical order.
3. Write down the 25+ Main Points you want to talk about throughout your book.
4. Group your chapters (Main Points) together into the three to five sections, parts, or steps, and then arrange them in a logical or random order based on how you want your reader to experience your content and digest your information.

To give you an example, let's use Fred Liesong's book, *A Rep Agency's Road Map to Dynamic Sales Performance*, from Chapter 8. For this exercise, Fred wrote down the following sections and Main Points like this:

Section 1: Mindset

We're Still Friends, Aren't We?
 Will Trumps Won't
 Listen to the Voices Inside Your Head
 How to Get On A Roll
 Don't Be a Victim of the Defection Model
 Stick Up for Yourself

Section 2: Activity

Move It or Kill It
 Do You Major in the Minors?
 Consistently Produce Stellar Results
 How to Predict Future Sales and Income
 Proper Planning Produces Pure Profits
 Cold Calls Can't Compete with Referrals

Section 3: Process

Closing Is About Opening
 Collecting Decisions to Close More Sales
 The 3 Most Important Words!
 Talking About Money
 Can You Hear Me Now?
 Can They Pass the Audition?

Please note that right now your Main Points will act as your Chapter Titles. Then, once your chapters are fully written, we'll circle back to titling your chapters in Chapter 21.

Take a moment now and complete this exercise. When you're done, meet me in the next chapter!

10

Outline Your Main Points with Subpoints (Part 1)

With your Basic Outline done, it's time to hash out your chapters in more detail by outlining each Main Point with Subpoints. As a reminder, Subpoints are the additional points you make in a chapter to support or strengthen your Main Point.

The easiest way to outline the Main Point is to answer the following Three Questions inside every chapter.

1. What is this chapter about?
2. Why is this information important?
3. How can my reader implement this information?

Answering these questions in every chapter is vital to the success of your book! Why? Because most readers won't slog through a book if they don't understand what's going on, why it's important, or how it can help them.

So, if you don't answer these questions for your reader relatively quickly in a chapter, your reader will either lose interest or lose patience. And if this happens, you lose!

You lose a reader. You lose a potential client. And you lose out on the word of mouth that happens when readers like your book. And that's the *best-case scenario*. Worst-case, they tell everyone they know and leave you a bad review, losing you book sales and potential clients now and years into the future!

To stop this from happening, let's look at each question in detail so you can grab your readers' attention, keep their attention, and engage them with your content.

Please note that because of the important nuances of each question (Subpoint), we'll take the next three chapters to look over each question in detail:

- Chapter 10 will cover Question #1: What is this chapter about?
- Chapter 11 will cover Question #2: Why is this information important?
- Chapter 12 will cover Question #3: How can my reader implement this information?

Question #1—What Is This Chapter About?

There are two ways to answer this question for your reader. First, you can answer this question by directly stating what the chapter is about. For example, I started this chapter off by stating...

With your Basic Outline done, **it's time to hash out your chapters in more detail by outlining each Main Point with Subpoints.** As a reminder, Subpoints are the additional points you make in a chapter to support or strengthen your Main Point.

The easiest way to outline the Main Point is to answer the following Three Questions inside every chapter.

- What is this chapter about?
- Why is this information important?
- How can my reader implement this information?

Do you see how clear that is for the reader? In the first two paragraphs, not only did I tell you what the chapter is about (i.e., outlining each Main Point in more detail with Subpoints), but I also told you how you'll do it (i.e., by answering Three Questions).

Second, you can answer Question #1 (What is this chapter about?) by presenting the Problem you're about to solve. For instance, in Chapter 7, I presented the Problem like this:

Very few people can just sit down and start to write a book from beginning to end. But most authors put pressure on themselves to do just that. The real secret to writing a book, however, is that the "writing" of the book happens in the *planning* of the book.

Remember, we all want to move away from pain (problems and challenges) and toward pleasure (dreams and desires). We all want answers to our questions, solutions to our problems, and a simple way of getting from where we are (Point A) to where we want to be (Point B). That's human nature.

So, by immediately presenting a Problem to solve, we tap into our readers' psyche and open a loop their brain desperately wants to close.

6 Ways to Present a Problem to Your Reader

While problems can all be categorized as difficulties or struggles people have, we can actually segment problems into six types. All are similar in nature but slightly different depending on where the Problem stems from (negative self-talk vs. someone else's fears and limiting beliefs vs. societal influences) and whether the Problem is currently happening or can potentially happen.

Challenges

Challenges are problems your reader is currently facing or about to face.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Challenge** like this:

One of the biggest challenges I see people have when trying to lose weight is consistently counting calories. I get it. When life gets hectic, forgetting to read the labels and count your calories can be a real struggle.

Mistakes

Mistakes are problems you've had before that your readers can avoid if they listen to you.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Mistake** like this:

When it comes to losing weight, the biggest mistake I see people make is trying to count every last calorie. Not only is counting calories boring and cumbersome, but for most people, counting calories rarely turns into a sustainable habit.

Questions

Questions are potential problems your reader has already thought about and wants to avoid.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Question** like this:

Over the past 30 years, the number-one question I'm asked about losing weight is, "Do I have to count calories?" And I get it. I understand why people ask that question. It's because counting calories is hard!

Limiting Beliefs

Limiting Beliefs are mindset problems holding your reader back.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Limiting Belief** like this:

A dangerous limiting belief I see all the time is when clients think they have to be perfect in their diet. They think that one slip-up means failure. So when they forget to count calories at lunch, they give up on counting calories the rest of the day!

Fears

Fears are emotional problems holding your reader back.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Fear** like this:

Have you ever tried to lose weight but failed to consistently count your calories? If so, you may be afraid to try it again. After all, if it didn't work the first time, why would it work now? But what if I told you that there was an easy way to count your calories—so easy a kid could do it without fail?

Myths

Myths are other people's Fears or Limiting Beliefs messing with your reader's mind.

For example, if I were writing a book about weight loss and Chapter 1 was about counting calories, I could present the Problem as a **Myth** like this:

A common myth people have is the idea that you need to count calories to lose weight. But the truth is, counting calories is just one solution to lose weight. The real key is to find what works best for you.

* * *

For our purpose here, please don't let the nuances of each definition slow you down. No one is going to quiz you about the difference between a Challenge and a Question or a Fear and a Myth. At the end of the day, all six types of problems are simply struggles your reader is facing.

The reason I'm showing you the differences between the six types of problems is that we all learn differently. Some of you will simply see problems as problems and won't care about the differences, while some of you will gravitate toward one type of problem over another, as the nuance helps solidify your point in your mind or your reader's mind.

There is no right or wrong answer here. The way in which you present a Problem is completely up to how you want to frame the Problem to your Target Audience.

Final Thoughts on Using Problems to Answer Question #1

In most cases, you'll present a different type of Problem in every chapter. For example, in Chapter 1, you may present a set of Limiting Beliefs that your reader is struggling with. Then, in Chapter 2, you may present a handful of Mistakes you've made so your reader can avoid them. Then, in Chapter 3, you may present a Challenge your reader is currently having and wants a solution to. Make sense?

This isn't the only way to write a book, however. In fact, some books are based around one specific set of problems. For instance, take Dr. Ivan Misner's book, *Truth or Delusion*, where every chapter is about busting a different "Networking Myth" so his reader can avoid the most common networking Myths and successfully use networking as a viable marketing tactic.

Or take my client George Hunter's book, *Don't Let Your Emotions Destroy Your Divorce*, where every chapter in Section 1 of his book is an emotional challenge his readers may be experiencing with their spouse.

Why am I bringing this up? Because while most books present different problems in every chapter, if it makes sense for your content, you have the option of making your entire book (or a section of your book) about one specific set of problems. The choice is yours.

In addition, you'll also see that smart authors present mental and emotional problems and solutions in earlier chapters to put the reader in the right frame of mind. Then, after busting through readers' Fears, Limiting Beliefs, and Myths, they'll present problems and solutions around implementation.

For example, in his book, *The Total Money Makeover*, Dave Ramsey dedicates two full chapters in the beginning of his book to banishing myths around debt and money before moving into his seven-step plan to get out of debt and save enough money for retirement.

Now it's your turn. Complete the exercise on page 101 for each Main Point (Chapter) in your Outline.

* * *

To show you how everything comes together, I've included a Sample Detailed Outline and Sample Chapter for you in Chapter 18 of this book.

Here, at the end of Chapter 10, I want to give you a preview of how that Sample Detailed Outline looks for answering Question #1 if I were writing a book about getting in shape.

Sample Detailed Outline

Chapter 1—The Best Way to Get Over Your Workout Frustrations

Question #1 (What is this chapter about?)

Subpoint = Problem/Challenge

Challenge = You may be going to the gym, but you're frustrated with a lack of results.

Recommended Exercise

Take a moment now and determine how you want to answer Question #1 (What is this chapter about?) for Chapter 1 of your Outline. Will you be direct and to the point, or will you present a Problem?

If you choose to be direct, write a short description of what the chapter is about. For example, when outlining this chapter, I wrote down:

Outline each Main Point with relevant Subpoints. Show the Three Questions to answer inside every chapter, as well as the two ways (direct/problems) to answer Question #1.

If you choose to present a Problem, choose which type of Problem makes the most sense for your chapter (Challenge, Mistake, Question, Limiting Belief, Fear, or Myth) and write a short description of the Problem. For instance, when outlining Chapter 1 of this book, I wrote down:

Lack of Clarity (Mistake), Lack of Focus (Mistake), and Lack of Confidence (Fear and Limiting Belief).

Please note that now is NOT the time to write down every little detail. Here in Chapter 10, you're simply jotting down a short description of how you want to answer Question #1 so you can create a Detailed Outline for your book.

When you're done, answer Question #1 for each Main Point (Chapter) in your Outline.

Outline Your Main Points with Subpoints (Part 2)

With Question #1 (What is this chapter about?) answered, your reader now knows the essence of the chapter and what they're getting into. In this chapter, we'll look at two ways you can answer Question #2 (Why is this information important?), so your reader knows the payoff for reading your chapter.

First, you can answer Question #2 by presenting your reader with the Benefits they'll receive if they *follow* your advice. Second, you can answer this question by presenting your reader with the Consequences they'll have to endure if they *don't follow* your advice.

For example, in Chapter 5, I answered Question #2 by telling you the Benefits you'll receive if you *follow* my advice:

Your book's Topic is important for two reasons. First, **the Topic you choose to write about will become the Topic with which your Target Audience associates you as a Topic Authority.** Second, **readers searching Amazon, visitors on your website, and people you talk to are first drawn to your book's Topic more than anything else.**

On the flip side, in Chapter 10, I answered Question #2 by presenting you with the Consequences of what will happen if you *don't follow* my advice:

So, if you don't answer these questions for your reader relatively quickly in a chapter, **your reader will either lose interest or lose patience.** And if this happens, you lose! **You lose a reader. You lose a potential client. You lose out on the word of mouth that happens when**

readers like your book. And that's the *best-case scenario*. Worst-case, they tell everyone they know and **leave you a bad review, losing you book sales and potential clients now and years into the future!**

Humans are driven by pleasure and pain. By presenting the Benefits they'll receive if they follow your advice, the Consequences they'll have to endure if they don't follow your advice, or both, you'll draw your reader in and entice them to continue reading your chapter.

Now it's your turn. Complete the exercise on page 105 for each Main Point (Chapter) in your Outline.

* * *

To show you how everything comes together, I've included a Sample Detailed Outline and Sample Chapter for you in Chapter 18 of this book.

Here, at the end of Chapter 11, I want to give you a preview of how that Sample Detailed Outline looks for answering Question #1 and Question #2 if I were writing a book about getting in shape.

Sample Detailed Outline

Chapter 1—The Best Way to Get Over Your Workout Frustrations

Question #1 (What is this chapter about?)

Subpoint = Problem/Challenge

Challenge = You may be going to the gym, but you're frustrated with a lack of results.

Question #2 (Why is this information important?)

Subpoint = Both Benefits and Consequences

Benefits =

- Banish your frustration
- Finally see your desired results

Consequences =

- Lack of results in the gym
- You just feel stuck and frustrated

Recommended Exercise

Take a moment now and determine how you want to answer Question #2 (Why is this information important?) for Chapter 1 of your Outline. Will you present the reader with the Benefits they'll receive if they follow your advice? Or will you present the reader with the Consequences they'll have to endure if they don't follow your advice? Or will you present the reader with both?

Then, make a list of the Benefits and/or Consequences you want to present in your chapter. For example, if I were writing a book about mountain biking and the Main Point of Chapter 1 is about weight management on the bike, here's what I'd jot down:

Benefits (i.e., what happens if you learn weight management):

- Increase your technical skills so you stay on the bike
- Make your ride smoother and more enjoyable
- Stay safe so you can keep riding all season long

Consequences (i.e., what happens if you don't learn weight management):

- Get frustrated and lose interest
- Damage your bike and have to invest more money in repairs
- Fall off your bike, get hurt, and be out for the season

Remember that now is NOT the time to write down every little detail. Here in Chapter 11, you're simply jotting down the Benefits and Consequences you'll use to answer Question #2.

When you're done, answer Question #2 for each Main Point (Chapter) in your Outline.

Outline Your Main Points with Subpoints (Part 3)

With Question #1 (What is this chapter about?) and Question #2 (Why is this information important?) answered, your reader now knows the essence of your chapter and the payoff they'll receive for reading your chapter.

Now it's time to answer Question #3: How can my reader implement this information?

In this chapter, we'll look at the following ten Subpoints you can use to answer Question #3:

1. Opinions
2. Facts
3. Quotes
4. Definitions
5. Stories
6. Dialogue
7. Examples
8. Action Steps
9. Visual Aids
10. Analogies

Choosing the Right Subpoints for Your Chapters

In just a moment, I'll describe each Subpoint and explain how to use it. As you read through each Subpoint, please keep this in mind:

Your goal is to choose the best Subpoints to support and strengthen your chapter's Main Point.

Meaning, if a Subpoint isn't relevant to your Main Point, DO NOT use that Subpoint—no matter how good you think it is! Irrelevant content waters down your message and confuses readers.

With that said, here's what I suggest...

1. Read each Subpoint in this chapter so you understand your options.
2. Complete the Recommended Exercise(s) for only the relevant Subpoints that strengthen your chapter's Main Point.
3. Repeat the process for each chapter in your book.

For your reference, the chapters inside a Chapter Book or a Section Book *with Chapters* typically have three to seven Subpoints to answer Question #3. And chapters inside a Tip Book or a Section Book *with Tips* typically have only one to two Subpoints to answer Question #3.

Last, remember that Subpoints are the information that makes up the bulk of your chapter's content. These Subpoints support and strengthen your chapter's Main Point, giving context, insight, and perspective to your reader. So, please understand that completing the relevant Recommended Exercises in this chapter will take time and be the longest step in completing your Detailed Outline.

Opinions

Opinions are personal beliefs, thoughts, and perspectives you have on a subject or Topic. Opinions are not based on Facts (which we'll talk about next). Instead, Opinions are based on your own personal experiences and how you interpret those experiences. For example, in Chapter 8, I told you that...

The Outline you choose to use should be based on:

- The type of book you want to write
- The type of book your audience wants to read

While I believe this information is correct, every word of this example is an Opinion. In fact, since this book is based on my personal process for writing a book, most of the words in this book are *my opinions*.

This is an important point. Unless you're writing a book based on scientific research you conducted or compiled, it's important that you understand that most of the Subpoints in your book will also be based on your Opinions and experiences.

Yes, you can support your Opinions with Facts (adding credibility to your Opinions). And sometimes you should. But a scenario I see way too often is when an author lacks confidence in their Opinions and decides to spend months or years doing "research" for their book.

Like I said, if your book is based on scientific research or you're writing to a scientific or academic audience, then by all means, do the necessary research. But since most business owners' books are based on personal experiences anyway, don't let the lack of research slow you down. If you've done your reps and have experience working in your industry, give us your Opinions. They are valuable!

Recommended Exercise

Take a moment now and make a list of any thoughts, perspectives, and Opinions you have about your chapter's Main Point.

Facts

Facts are information, data, and statistics that have been gathered from your own personal research or other people's research (studies, reports, surveys, etc.). For instance, on page 15, I used the following stat to strengthen my point on the importance of having an accountability partner:

According to a study by the American Society of Training and Development (ASTD), people are 65% more likely to achieve their goals if they share their commitment with someone else and 95% more likely when they schedule a specific time to check in with their accountability partner.

Because Facts lend credibility to your content, they are great to use in conjunction with your Opinions. Just make sure to give credit to your source. (We'll discuss using citations to give credit in Chapter 16.)

Recommended Exercise

Take a moment now and make a list of any facts, data, or stats you're aware of that could support your other Subpoints. If you're unaware of any such Facts and feel your content needs the extra credibility, take a moment to scour the interwebs for relevant research that could support your points.

Quotes

Quotes are sentences or phrases you borrow from someone else (and give credit to). For example, on page 40, I used a Tony Robbins Quote to support one of my "Insider Information" Subpoints...

Before you say it, don't fall into the trap of saying, "I want to finish my book as soon as possible." That's not specific, nor is it helpful. In fact, saying that is not any better than saying, "I'd like to finish my book someday." And we all know what someday means, right? Yep, never. As Tony Robbins says, "The road to someday leads to a town called nowhere."

In this case, I used Tony's Quote to strengthen the Subpoint I just made. But you could also use a Quote to lead into another Subpoint. For instance, if I were writing a chapter about goal setting, I might use a Quote like this:

Abraham Lincoln said, "The best way to predict your future is to create it." Isn't that why we set goals in the first place? To plan out our future? To accomplish and achieve things we don't have in our present state?

I think Lincoln was dead on. While we can't possibly predict what's going to happen in the future, we can create a better future for ourselves and our families by setting goals today and taking action until we have the future we desire!

Do you see how this Quote sets up the Opinion I wanted to communicate?

Let's pause for a moment. As you can see, both Facts and Quotes can be used before an Opinion to set it up or after an Opinion to strengthen it. We'll go into more detail about how to string Subpoints together in the Bonus Chapter on page 129. For right now, I just want you to understand what Subpoints you have available to you.

Recommended Exercise

Take a moment now and make a list of any relevant Quotes you can use to set up another Subpoint or strengthen another Subpoint.

Insider Information

Many first-time authors have a tendency to place Quotes as well as Stories or Announcements in "text boxes" throughout their manuscript. And while having this additional sidebar content is welcome, you DO NOT want to use any text boxes in your manuscript. These text boxes make additional work for your designer in the Publishing Phase, potentially costing you extra money.

So, if you want to have additional sidebar content (Quotes, Stories, etc.) in your manuscript, please indicate this extra content by highlighting it in grey. This will signal to your designer in the Publishing Phase to ask you about the formatting you want for this text in the final version of your book.

Definitions

Definitions are short explanations of words, phrases, or concepts. For example, if I were writing a chapter on success, I might use a credible source's Definition to lead into a logical argument (i.e., Opinion):

According to Oxford Languages, "Success is the accomplishment of an aim or purpose." If that's true, then the question becomes: What do you want to accomplish?

After all, if you don't know what you want, how can you possibly accomplish it? You couldn't!

So to achieve success, you must first know what you're aiming for. Then, and only then, can you accomplish what you're aiming for and achieve the success you desire.

Using a credible source's Definition is a common practice with authors. But it's not the only way to use a Definition. You can also define a word, phrase, or concept in your own words.

Case in point, in Chapter 2, when I talked about distilling your reasons for writing a book into a Burning Desire so strong that nothing can stop you, I defined the phrase like this:

What is a Burning Desire? It's a temporary obsession—a desire so strong that you're willing to *temporarily* give up other priorities in your life so you can solely focus your energy on getting what you want.

If you have your own language or vernacular in your business, using your own Definitions is a powerful way to indoctrinate your reader into your way of thinking.

Recommended Exercise

Take a moment now and make a list of any important words, phrases, or concepts that may need further explanation for your reader. Then, next to each word, jot down the Definition you'd like to use to define it. You can use a dictionary Definition, someone else's Definition (maybe from a book or article), or make up your own Definition.

Stories

Stories are simply a retelling of an event. Who was involved? What happened? What was the take-away, moral, or lesson learned? For your book, you can tell stories about events that happened in your life or the life of someone you know. You can also repeat stories that you've heard other people tell. *Just be sure to give them credit.*

Let me give you an example. If the Main Point of a chapter I was writing is:

A book can help you position your product or service as the only choice in a prospect's mind.

Then I could use the following Story to support my Main Point:

A perfect example of how this works is Bill Phillips's book, *Body for Life*, which passively sold nutritional products for his company, Experimental and Applied Sciences (EAS).

I remember the book hitting shelves around 1999 when I worked at GNC my freshman year of college. Body builders, local athletes, and even stay-at-home moms were coming in droves to buy EAS meal replacement products, protein powder, and creatine supplements.

Why? Because a masterfully marketed book called *Body for Life* had just come out. The book had great content for readers to sink their teeth into. But more than simply having helpful content, *Body for Life* was a well-disguised endorsement book for EAS nutritional products.

Do you see how this Story complements and strengthens my Main Point? Like the other Subpoints we've already talked about, you can also connect a Story before or after another Subpoint to either set up or strengthen that Subpoint.

Because human beings love learning through stories, Stories are one of the most powerful Subpoints you can use in your chapters. If you have a Story that can set up a Subpoint or strengthen a Subpoint, you should definitely include it.

Recommended Exercise

Take a moment now and make a list of any relevant stories, case studies, or anecdotes that can support your Main Point. For now, just jot down the facts. Who was involved, what happened, and what lessons were learned? In Step 4, you'll write this story out in more detail.

Dialogue

Like Stories, Dialogue is also a retelling of an event. But instead of you telling your reader who was involved and what happened, the “characters” in the story tell the reader what happened using back-and-forth conversation as the reader listens in.

For instance, if I were writing a chapter on content marketing, I could use the following piece of Dialogue to lead into my Main Point:

“So, how does it taste?” I asked.

“Ummm... it’s... well... it’s...” she stammered.

“Yummy? Delicious? Amazing?” I blurted out with excitement.

“Should pancakes be spicy?” she asked, failing to hold back her laughter.

Have you ever made a meal but accidentally used the wrong ingredient? I have. My pancakes were supposed to have cinnamon in them.

But instead of cinnamon, I accidentally used paprika.

Ahhh—what an epic fail!

I was trying to make delicious pancakes for my girlfriend, but instead, I set her mouth on fire because I used the wrong ingredient! (Luckily for me, she had a good sense of humor.)

When it comes to having success with your content marketing, there are two key ingredients you must have: relevant, interesting content and a call-to-action.

Do you see how I used a simple story with Dialogue to transition into my next Subpoint?

While using Dialogue can be a great way to lighten a heavy Topic, in my opinion, Dialogue is the Subpoint that new authors (and even professional writers) have the most difficulty using.

However, if you can use Dialogue effectively, it has a massive payout for your reader.

Recommended Exercise

Take a moment now and make a list of any relevant stories that can support your Main Point. Would your stories make more sense coming from you (Story) or letting the “characters” involved show what happened (Dialogue)? For now, just jot down the facts. Who was involved, what happened, and what lessons were learned? In Step 4, you’ll write the actual Dialogue.

Examples

Examples are ideas and insights that give your reader context. For instance, on page 73, I said:

If you have a lot of ideas you want to get across (think “101 ways to ___”) or if you want to give your readers quick tips to get fast results, you may want to write your book with short, easy-to-read chapters.

I then followed that thought with this example:

For example, my client George Zacherl’s book, *Success Is Not a One-Size-Fits-All Approach*, was purposefully written with short chapters (one to two pages in his manuscript) so his readers could easily grasp his ideas and solutions and take action immediately.

Do you see how the Example gives context to my previous point? The more examples you can give throughout your book, the easier it will be for your reader to understand the points you’re trying to make. This is especially true when dealing with complex or complicated Topics.

Recommended Exercise

Take a moment now and make a list of any ideas and insights you can use to strengthen your other Subpoints and give your reader more context.

Action Steps

Action Steps are step-by-step instructions for readers to follow. Case in point, on page 108, I said:

Your goal is to choose the best Subpoints to support and strengthen your chapter's Main Point.

I then followed that thought with these instructions:

Here's what I suggest...

1. Read each Subpoint in this chapter so you understand your options.
2. Complete the Recommended Exercise(s) for only the relevant Subpoints that strengthen your chapter's Main Point.
3. Repeat the process for each chapter in your book.

Do you see how these step-by-step instructions make it easy for you to take action and get a specific result? That's what you want to do for your reader. Where it makes sense, you want to give them explicit instructions or Action Steps on how to use your information and get results for themselves.

Recommended Exercise

Take a moment now and make a list of any Action Steps you want your reader to complete.

Visual Aids

In addition to using words to support your Main Points, you can also use Visual Aids—like pictures, charts, tables, graphs, cartoons, and illustrations—to impact your message. For example...

If you're writing an exercise book, pictures of you demonstrating the exercises may show your reader little nuances that your words can't describe.

If you're writing a business book, charts, tables, and graphs proving a point or explaining your concepts may help your reader understand your material better.

If you're writing a financial book, a humorous cartoon or illustration may help break up "dry" content and get your reader to laugh and enjoy your content more.

Visual Aids aren't always necessary, but you should consider using them if they clarify your content and strengthen your message.

Recommended Exercise

Take a moment now and make a list of any pictures, charts, tables, graphs, cartoons, or illustrations you could use to support your points and enhance your content.

Insider Information

When placing Visual Aids in your manuscript, it's important to position your Visual Aids between paragraphs and NOT attempt to position your Visual Aids next to or beside your text.

Why? Because right now you're writing your book, not formatting it. The formatting—or manipulation of text and Visual Aids—will be done in the Publishing Phase.

Analogies

Analogies allow you to simplify complex concepts by comparing those concepts to everyday ideas that anyone can understand. For instance, in physics class in college, we learned how electricity flows through a circuit and how a resistor can slow down that electrical current.

Now, I don't know about you, but I had no idea what the heck a resistor was. But here's how my physics teacher explained it to my class. He said...

Think of a pipe with water running through it. The pipe is the wire, and the water is the electricity. If we want to slow down the flow of water (i.e., electricity), then we can place a flap inside the pipe.

If the flap is all the way open, then the water can flow without any resistance. If we put the flap halfway up in the pipe, then the water can only flow at half the rate. And if we put the flap all the way up and close the pipe, then the water won't flow at all.

The flap is a resistor.

Do you see how my physics teacher used a simple Analogy to take a complex concept and bring that idea down to my level?

As soon as I heard that Analogy I thought, "Holy shit, I know what a resistor is!"

Maybe you didn't know how a resistor worked until this very moment. You're welcome!

Another perspective to consider when talking about Analogies is what one of my mentors, James Malinchak (founder of BigMoneySpeaker.com), calls "talking in images."

For example, did you notice how my physics teacher talked in images? He talked about water flowing through a pipe. We can all picture that. He talked about a flap slowing the water or shutting the water off completely. We can all picture that, too.

By using Analogies and talking in images, can you see how you can take a complicated Topic and make it easy for anyone to understand?

Another tactic that works really well is when you connect a Visual Aid to an Analogy. Doing so not only gives your reader a simple comparison in writing, but it also gives your reader a visual representation of the simplified concept.

Recommended Exercise

Take a moment now and make a list of any complicated or complex concepts in your chapter. Then, make a list of any Analogies you could use to simplify those concepts.

* * *

To show you how everything comes together, I've included a Sample Detailed Outline and Sample Chapter for you in Chapter 18 of this book.

Here, at the end of Chapter 12, I want to give you a preview of how that Sample Detailed Outline looks for answering Question #1, Question #2, and Question #3 if I were writing a book about getting in shape.

Sample Detailed Outline

Chapter 1—The Best Way to Get Over Your Workout Frustrations

Question #1 (What is this chapter about?)

Subpoint = Problem/Challenge

Challenge = You may be going to the gym, but you're frustrated with a lack of results.

Question #2 (Why is this information important?)

Subpoint = Both Benefits and Consequences

Benefits =

- Banish your frustration
- Finally see your desired results

Consequences =

- Lack of results in the gym
- You just feel stuck and frustrated

Question #3 (How can my reader implement this information?)

Subpoint #1 =

Opinion: The only real way to get results is with an intense workout.

Subpoint #2 =

Story: My personal story about my results once I started doing intense workouts.

Subpoint #3 =

Action Steps: A three-step plan to get the results you want.

* * *

Congratulations on making it this far!

Since we covered a lot in this chapter, remember to use the *BWB Action Guide* I created for you inside the BWB Companion Training at www.FreeGiftFromWeston.com.

I know that you've put a lot of work into your Detailed Outline, but all that work is about to pay off. And the real fun is about to begin!

When you're ready, meet me in Step 4 so you can start writing your book!

Do You Need Additional Help?

In my opinion, the book-writing process is one of the most beneficial activities you can do for your business. Not only is the process deeply personal and profoundly rewarding, but it helps you hone your message and learn to fully express your thoughts, experiences, and ideas in your own voice.

For some people, though, the process can be daunting, especially if you've never done it before or learn better with someone holding your hand.

So, for those of you looking for additional help, here are some options that can speed up the process and ensure your success:

Group Coaching: If you want us to hold your hand through the entire process as well as have direct access to me and my team to answer all of your questions, this option is for you.

Private Coaching: If you want to write your book yourself AND want us to Review and Revise every word of your content so we can streamline the process for you and make your book even better, this option is for you.

Ghostwriting: If you DO NOT want to write your book yourself and want us to do *all* the work for you to save you tons of time and eliminate all your stress, this option is for you.

As you can see, you're not alone on this journey *if* you don't want to be.

If you want additional help, we're here to support you. For more information about these options, please visit www.PlugAndPlayPublishing.com/WritingPhase.

If you don't want any additional help, please keep reading. This book contains *everything* you need to write your book on your own if that's what you want to do.

Step 4

Write, Revise, and Review Your Content

“If you want to change the world, pick up your pen and write.”

- Martin Luther, German Priest, Theologian, and Author

You did it!

You know who your book is for (Target). You know what your book is about (Topic). And you have a Detailed Outline with the Main Points and Subpoints you want to elaborate and expand on in each chapter.

Here in Step 4, you’re going to Write, Revise, and Review your content—chapter by chapter—so your book is interesting, informative, and easy to read.

When you’re done with Step 4, the bulk of your book will be done, and you’ll be ready to prepare your book for the Publishing Phase in Step 5.

I’m rooting for you. Keep going!

As a reminder, you’ll find all of the Recommended Exercises in this book inside the *BWB Action Guide*—available inside the BWB Companion Training at www.FreeGiftFromWeston.com.

Insider Information

Before you start writing your book, I highly recommend you download my *Manuscript Blueprint* and use it to write your book in. Why? Two reasons.

First, if you use my *Manuscript Blueprint*, your Kindle Book will automatically be done and ready to go into the Publishing Phase without any additional formatting.

Second, since the instructions I'm going to give you in Step 5 to finish your manuscript are based on my *Manuscript Blueprint*, it'll make more sense to use it from here on out.

You can access the *Manuscript Blueprint* inside the BWB Companion Training at www.FreeGiftFromWeston.com.

How to Make Your Content Clear and Easy to Read

Before we jump into the actual writing of your book, I want to briefly talk about how to make your content clear, cohesive, and easy to read. Now, don't worry, I'm not going to take you back to high school or college English class. I hated those classes!

I'm also not going to give you a lengthy dissertation on how to become a great writer. Becoming a great writer takes practice and dedication. And while becoming a great writer is a terrific goal, that's not the goal of this chapter or this book.

For the purpose of this book, my goal is to help you write the best book possible, whether you're a good writer or not. And to help you achieve *that* goal, in this chapter, we're going to look at two basic concepts to make your writing clear and easy to read.

1. *How You Say What You Say*
2. OCD Readers vs. ADD Readers
(Obsessive Compulsive Disorder vs. Attention Deficit Disorder)

How You Say What You Say

Have you ever noticed that when you're talking to someone, your tone of voice can completely change the meaning of the Topic? For example, I can tell you, "You're awesome!" in three different ways.

If I tell you "you're awesome" with passion and excitement in my voice, you may want to give me a high-five because you believe that I think you're awesome. (Which I do!)

If I tell you “you’re awesome” with sarcasm in my voice, you may want to half-heartily punch me in the arm because you know I’m joking around with you.

If I tell you “you’re awesome” with condescension in my voice, you may want to punch me in the face because I’ve insulted you.

Can you see why your tone of voice matters so much? In these scenarios, it’s not *what* you say but *how* you say it that makes all the difference. And that’s because verbal communication allows you to use vocal inflections, facial expressions, and body language to make your point known.

Unfortunately, in writing, we don’t have the luxury of vocal inflections, facial expressions, or body language. So the question becomes, how do you communicate your “tone of voice” with your reader?

Three ways. In writing, your tone of voice is determined by:

1. The words you use
2. The way you structure those words (i.e., sentences and paragraphs)
3. The punctuation you use to convey your message

For example, if I want to use a casual tone—like I’m talking to a friend—then I’d want to...

- Use simple, everyday words that anyone can understand (think 5th- to 7th-grade level).
- Use contractions (e.g., “can’t” instead of “cannot,” “I’m” instead of “I am,” etc.).
- Use shorter sentences (15-20 words or less).
- Use shorter paragraphs (two to four lines in your manuscript).
- Limit the number of commas (shorten sentences or break them into two to three sentences).
- Avoid semicolons (;) by using periods instead.
- Use of ellipses (...) to indicate pauses or trailing off.
- Use em dashes (—) for emphasis or interruption.
- Use parentheses for side comments or additional information (like I’ve done with most of these bullets).
- Use exclamation marks (!) for emphasis or enthusiasm (but use them *sparingly*).

On the other hand, if I'm writing a technical, scientific, or academic book (i.e., on technology, law, medicine, science, etc.) and want to use an academic or scholarly tone, then I'd want to...

- Use academic or technical language that my audience understands and appreciates.
- Avoid contractions (e.g., "cannot" instead of "can't," "I am" instead of "I'm," etc.).
- Use longer sentences (20+ words).
- Use longer paragraphs (over four lines in your manuscript).
- Use commas to separate clauses (making longer sentences).
- Use semicolons (;) to separate clauses (making longer sentences).
- Limit ellipses (...) and em dashes (—).
- Use parentheses for citations or additional information (not so much for side comments).
- Avoid exclamation marks (!) at all costs (except on *rare* occasions).

Keep this information in mind as you move into Chapters 14 to 17. In most cases, you'll want to use a casual, friendly tone of voice with your reader.

One final note: Most people aren't good with grammar. I'm certainly not! So, if you have trouble with grammar (e.g., when to use commas), take a deep breath and relax. You'll have a professional editor look over your content in the Publishing Phase and polish it up before your book goes to print.

Insider Information

If you're using my *Manuscript Blueprint* or Microsoft Word (Word) to write your book, you can use their "Editor" function to not only check for spelling and grammar errors (among other helpful tips), but you can also see your content's Readability Score (a score showing you how easy your content is to read as well as the grade level you're writing at.)

The higher your Readability Score and the lower your grade reading level, the easier your book is to read. So shoot for between 70 and 80 (or higher) on the Readability Score and between a 5th- and 7th-grade reading level (or lower).

Please note that this tool is far from perfect, and it certainly doesn't replace a good editor in the Publishing Phase. However, you can use this tool to help you self-edit your book before turning your manuscript over to a professional editor in the Publishing Phase—potentially saving you time and money.

OCD vs. ADD Readers

To make your book clear, cohesive, and easy to read, it's important to realize that there are two types of readers:

1. OCD Readers—those who read every word because they want to learn and understand the content
2. ADD Readers—those who skim and scan because they're searching for specific information

In all honesty, most people are a blend of these two types. Skimming to find relevant information and then obsessively reading every word to learn and understand. That's why it's important to write your book for BOTH types of readers.

But how do you do that? It's simple. You use "subheads" to show OCD Readers what they're about to learn and ADD Readers where they should stop skimming and dive in.

What Are Subheads, and How Do You Use Them?

"Subhead" is short for "sub-headline." If you've ever read a book, newspaper, article, blog post, or any long-form written piece, you've seen subheads or sub-headlines used to do one of two things:

1. To end one thought and transition into a completely new thought
2. To break up the content into smaller, more manageable chunks

For instance, simply look through this chapter to see how I used subheads to transition from one Subpoint to the next.

In addition, also notice how I used the subhead "What Are Subheads, and How Do You Use Them?" to break up the "OCD vs. ADD Readers" Subpoint even more.

Did I have to use that subhead? No. I could've kept that sentence in paragraph form. But I decided to make it a subhead to break up the content and draw attention to it for my ADD Readers. (You're welcome!)

Keep this information in mind as you move into Chapters 14 to 17. You'll find that adding subheads to transition from Subpoint to Subpoint not only makes it easier to read but also easier to write.

Bonus Chapter

Before You Start Writing... Stop and Read This!

In the last chapter, I told you that we're going to start writing soon... and I promise we are.

However, this book is different from other books on this Topic because I'm about to give you my coveted Fill-in-the-Blank Templates to make the writing process as easy as possible for you.

So before you start writing, I want to position you for success by showing you how to use Step 4 to write your book, how to use the Fill-in-the-Blank Templates to effortlessly write each of your Subpoints, and how to seamlessly connect each of your Subpoints.

How to Use Step 4 to Write Your Book

Writing each chapter will consist of three steps:

1. **Write**—Use the Fill-in-the-Blank Templates in Chapters 14 to 17 to expand each of your Subpoints. Don't worry about grammar or editing your work as you go. This is your first draft. Simply elaborate on each Subpoint.
2. **Revise**—After you've written your chapter, you'll want to Revise your content for clarity and flow. You'll find information on the Revision Process in Chapter 19.
3. **Review**—After you've Revised all of your chapters, you'll want to Review your content to make sure it's clean and professional. You'll find information on the Review Process in Chapter 20.

I recommend using Chapters 14 to 19 to Write and Revise Chapter 1 of your book.

Then, use Chapters 14 to 19 again to Write and Revise Chapter 2, Chapter 3, and so on until all of your chapters are done.

Finally, once all of your chapters are finished, move on to Chapter 20 to Review your book in its entirety.

How to Use the Fill-in-the-Blank Templates

In Chapters 14 to 17, you'll find Fill-in-the-Blank Templates to write each of your Subpoints.

- Chapter 14 contains Subpoints to answer Question #1: What is this chapter about?
- Chapter 15 contains Subpoints to answer Question #2: Why is this information important?
- Chapter 16 contains Subpoints to answer Question #3: How can my reader implement this information?
- Chapter 17 contains Subpoints to close out your chapter (optional).

Your goal is to:

1. Jump to the chapter for the question you're about to answer.
2. Search through each chapter to find the Subpoint you want to write.
3. Look through the list of Fill-in-the-Blank Templates and choose the template that sounds most like you.
4. Once you find a template you like, you can either...
 - a. use the template as-is by filling in the blanks (great for first-time authors), or
 - b. use the template as a jumping-off point to write the Subpoint in your own words (great for people who enjoy writing).

Whichever method you choose, the goal is to expand each Subpoint into a well-thought-out and easy-to-read piece of content your reader can get excited about and take action on.

5. Rinse and repeat. You will go through this process for all of your Subpoints until your entire chapter is written.

How to Seamlessly Connect Your Subpoints

To help you seamlessly connect the Subpoints in your chapters so your content flows from point to point, I want to give you an analogy.

Imagine you have a toy train and a set of toy train tracks in front of you. And your goal is to get your toy train across the room in the shortest time possible. How would you lay the tracks? Would you lay the tracks in a straight line, or would you build a mini metropolis in the room with tracks going in every direction?

You'd lay the tracks in a straight line, right?

Think of your chapter's Subpoints in the same way. You have tracks in front of you (Subpoints). And your goal is to lay the tracks in a straight line, so you can take your reader from the beginning of the chapter to the end of the chapter without any unnecessary detours.

By connecting your Subpoints like this, you'll keep your chapters on track (pun intended) and give your readers a better, smoother experience.

For example, on page 9, I gave you my Opinion on how books "make it easier":

If you want to speak at events with your perfect prospects in the audience, a book makes it easier.

If you want to be invited to be interviewed on TV, radio, and podcasts, a book makes it easier.

If you want to start taking on bigger, more profitable clients, a book makes it easier.

Then, I connected a Story to support my Opinion. In this case, I told the following story to support the last sentence I wrote in my Opinion. This last sentence connects getting "bigger, more profitable clients" to a story on the same Topic:

In fact, I'll never forget the first time I decided to go after a commercial client for my fitness business. I remember walking into the CEO's office—my book was already on his desk. He looked at me. Then, he looked at my book. Then, looking at me again, he said, "So, what are we going to do for my employees?"

That's it. The conversation was that easy. No pitching. No squabbling over price. He asked me for my plan and handed me a check FIVE TIMES bigger than I was getting for my private clients.

And at that moment, even though I knew what my book had done for my business, that's when I truly realized the power of a book. The CEO didn't have to feel me out or "think about it." He instantly had trust and confidence in me because of my authority position and expert status.

Finally, I connected a set of Questions to engage the reader and strengthen my Story. In this case, I wrote the following set of Questions specifically to reiterate points from my Story and ask my reader to apply those points to their situation:

Stop and think about that idea for a moment...

- How would you feel if you had prospects come to you and instantly have trust and confidence in you?
- How would you feel if you didn't have to squabble over your price?
- How would you feel if you had prospects eagerly handing you bigger checks?

You'd feel pretty amazing, right?

Do you see how those three Subpoints (Opinion, Story, Questions) snapped together like toy train tracks to take my reader (you) on a journey?

Keep this "train track" analogy in mind as you use my Fill-in-the-Blank Templates to connect your Subpoints and write your chapters.

With that said, let's *finally* start writing your book!

AI Alert

WARNING: There are many people who are beginning to argue that AI is powerful enough to conceptualize and write entire books. And while I believe AI can be a helpful tool in assisting authors to write their books, here's some food for thought...

1. As of this writing, books written by AI are *not* protected by U.S. Copyright Law. Under current U.S. Copyright, protections are only given to those works of fiction or non-fiction that have been written *by a human being*. Meaning if you publish a book that has been written by AI, your book is *not* protected in any way from being stolen or reproduced without your permission.
2. AI is great at formulating content that it's already seen (i.e., regurgitating information). But the fact is, AI is incapable of innovation. So, while it may be tempting for some of you to use AI in the writing process, you may be inadvertently handicapping any innovative ideas you may have. It's like in Chapter 1 when I talked about how your audience doesn't want "another Tony or Weston... they want to hear fresh viewpoints and perspectives." Yes, AI can shortcut the writing process, but it can't bring anything fresh or new. That's up to you!

Write Your Chapter Fill-in-the-Blank Templates for Answering Question #1: What Is This Chapter About?

In this chapter, you'll find Fill-in-the-Blank Templates for each of the seven Subpoints (separated by subheads) you can use to answer Question #1:

1. Directly Tell the Reader
2. Present a Challenge
3. Present a Mistake
4. Present a Question
5. Present a Limiting Belief
6. Present a Fear
7. Present a Myth

First, search through this chapter to find the Subpoint you want to use to answer Question #1.

Then, look through the list of Fill-in-the-Blank Templates and choose the template that sounds most like you.

Next, once you find a template you like, you can either...

- a. use the template as-is by filling in the blanks (great for first-time authors), or
- b. use the template as a jumping-off point to write the Subpoint in your own words (great for people who enjoy writing).

Whichever method you choose, the goal is to expand your Subpoint into a well-thought-out and easy-to-read piece of content your reader can get excited about and take action on.

Please note that for simplicity, we've only given you three templates for each Subpoint. If you'd like to see more options, please see the *BWB Action Guide* for additional templates—available inside the BWB Companion Training at www.FreeGiftFromWeston.com.

Templates for Answering Question #1 by Directly Telling the Reader

Template 1:

In this chapter, we're going to look at ____.

Template 2:

In this chapter, you'll discover ____.

Template 3:

If your goal is to ____, this chapter will teach you how to ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

In this chapter, we're going to look at the three essential strategies for getting in shape.

Templates for Answering Question #1 by Presenting a Challenge

Template 1:

If your goal is to ____, the main challenge you're going to face is ____. Let me share ____.

Template 2:

You know it's the right time to ____. And you're excited! The challenge is ____.

Let me show you ____.

Template 3:

Now that you're aware of how to ____, it's time to move forward with ____.

The difficulty, however, lies in ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

If your goal is to get in shape, the main challenge you're going to face is staying motivated.

Let me share my best tips to keep yourself excited and engaged about working out.

Templates for Answering Question #1 by Presenting a Mistake

Template 1:

Now that you know what to do, let's look at the ___ mistakes most people make about ___ and how to avoid them.

Template 2:

Don't fall into the trap of ____. That would be a mistake. Let me show you how to avoid ____.

Template 3:

Many people make the mistake of ____. Let me show you a better way to ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Now that you know what to do, let's look at the three most common mistakes most people make about getting in shape and how to avoid them.

Templates for Answering Question #1 by Presenting a Question

Template 1:

You know ____. But ____. The question is why. Why ____? Is it because ____? Is it because ____? Or is it because ____?

Template 2:

Have you ever asked yourself why ____? In this chapter, let's dive into the potential reasons for ____.

Template 3:

What if you could ____? In this chapter, we'll explore how to make that a reality.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

You know that exercise is good for you. But you still don't exercise. The question is why. Why don't you exercise? Is it because you don't like to? Is it because you don't want to take the time (or feel like you don't have the time)? Or is it because you don't know how?

Templates for Answering Question #1 by Presenting a Limiting Belief

Template 1:

If you feel like ___ is holding you back from ___, let's look at strategies to overcome ___.

Template 2:

If you think ___ is stopping you from achieving ___, this chapter will help you change your perspective by ___.

Template 3:

If you've been telling yourself that ___ means you can't ___, it's time to rethink that idea. In this chapter, I'm going to share my best tips for overcoming ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

If you feel like procrastination is holding you back from truly embracing your workout schedule, let's look at strategies to overcome this mental avoidance.

Templates for Answering Question #1 by Presenting a Fear

Template 1:

Don't let the fear of ___ keep you from ___. In this chapter, I'll give you my best strategies to overcome that fear and help you ___.

Template 2:

If your fear of ___ is holding you back from ___, I'm here to tell you that ___.

Template 3:

If your anxiety about ___ has stopped you from ___, it's time to face it head-on.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Don't let the fear of looking foolish in the gym keep you from going to the gym altogether. In this chapter, I'll give you my best strategies to overcome that fear and help you take control of that mental hurdle.

Templates for Answering Question #1 by Presenting a Myth

Template 1:

If you've ever been told that ____, I want to challenge that belief. Let me show you how I've ____ and how you can too.

Template 2:

The idea that ____ automatically means ____ is widespread but flawed. Here are my best strategies for overcoming ____.

Template 3:

The most common myth about ____ is that _____. I believe that's untrue. Let me share my perspective with you so that you can _____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

If you've ever been told that getting in shape after 40 is impossible, I want to challenge that belief. Let me show you how I've trimmed down and gotten in better shape after turning 40 than ever before and how you can too.

Write Your Chapter Fill-in-the-Blank Templates for Answering Question #2: Why Is This Information Important?

In this chapter, you'll find Fill-in-the-Blank Templates for each of the two Subpoints (separated by subheads) you can use to answer Question #2:

1. Benefits your reader will receive if they *follow* your advice
2. Consequences your reader will have to endure if they *don't follow* your advice

First, search through this chapter to find the Subpoint(s) you want to use to answer Question #2.

Then, look through the list of Fill-in-the-Blank Templates and choose the template(s) that sound most like you.

Next, once you find a template(s) you like, you can either...

- a. use the template as-is by filling in the blanks (great for first-time authors), or
- b. use the template as a jumping-off point to write the Subpoint in your own words (great for people who enjoy writing).

Whichever method you choose, the goal is to expand your Subpoint(s) into a well-thought-out and easy-to-read piece of content your reader can get excited about and take action on.

Please note that for simplicity, we've only given you three templates for each Subpoint. If you'd like to see more options, please see the *BWB Action Guide* for additional templates—available inside the BWB Companion Training at www.FreeGiftFromWeston.com.

Templates for Answering Question #2 by Presenting the Benefits

Template 1:

The key is to ___ so you can ___, ___, and ___.

Template 2:

Following the insights on ___ in this chapter will enable you to ___ and ___.

Template 3:

Mastering ___ will not only allow you to ___, but it will empower you to ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

The key is to stay consistent with your workout routine so you can build muscle, lose weight, and see steady results.

Templates for Answering Question #2 by Presenting the Consequences

Template 1:

The downside of not embracing ___ is that ___ and ___. Let's make sure this doesn't happen to you, so you don't miss out on ___.

Template 2:

Failing to ___ could result in ___. Let's make sure that doesn't happen by ___.

Template 3:

Overlooking ___ could leave you facing ___. That's why this chapter is so important. I don't want you to ___ or ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

The downside of not embracing your workout routine is that you stay where you are and lose hope. Let's make sure this doesn't happen to you, so you don't miss out on the results that are right around the corner.

Templates for Answering Question #2 by Presenting BOTH Benefits and Consequences

Template 1:

Neglecting ___ might feel like the easy route, but it leads to ___ and ___. On the flip side, embracing ___ will help you ___ and ___.

Template 2:

Sure, you could avoid ___ altogether, but you'd miss out on ___. Let me walk you through how ___ can ___.

Template 3:

It's tempting to overlook ___, but doing so may result in ___. But what's the good news here? Following ___ can help you ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Neglecting your workout routine might feel like the easy route, but it leads to inconsistent results and frustration. On the flip side, embracing the "pain" in the moment will help you create a lasting habit and get the results you desire.

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Write Your Chapter Fill-in-the-Blank Templates for Answering Question #3: How Can My Reader Implement This Information?

In this chapter, you'll find Fill-in-the-Blank Templates for each of the ten Subpoints (separated by subheads) you can use to answer Question #3:

1. Opinions
2. Facts
3. Quotes
4. Definitions
5. Stories
6. Dialogue
7. Examples
8. Action Steps
9. Visual Aids
10. Analogies

First, search through this chapter to find the Subpoint(s) you want to use to answer Question #3.

Then, look through the list of Fill-in-the-Blank Templates and choose the template(s) that sound most like you.

Next, once you find a template(s) you like, you can either...

- a. use the template as-is by filling in the blanks (great for first-time authors), or
- b. use the template as a jumping-off point to write the Subpoint in your own words (great for people who enjoy writing).

Whichever method you choose, the goal is to expand your Subpoint(s) into a well-thought-out and easy-to-read piece of content your reader can get excited about and take action on.

Please note that for simplicity, we've only given you three templates for each Subpoint. If you'd like to see more options, please see the *BWB Action Guide* for additional templates—available inside the BWB Companion Training at www.FreeGiftFromWeston.com.

Templates for Answering Question #3 by Giving an Opinion

Template 1:

In my opinion, ____.

Template 2:

From my point of view, ____.

Template 3:

It seems to me that ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

In my opinion, going to failure in the gym is an absolute necessity to build muscle fast.

Insider Information

Once you've stated your Opinion for the reader, don't be afraid to expand on that Opinion and tell the reader why you think or feel that way. Walking through how you arrived at that conclusion not only gives you and your Opinion credibility, but it sets you up as the expert on your subject.

In addition, while Opinions can certainly stand alone, I've found that Opinions are most effective when used in conjunction with Facts, Examples, or Definitions. In other words, you can either use a Fact, Example, or Definition to lead into an Opinion, OR you can use an Opinion to lead into a Fact, Example, or Definition.

You'll find specific examples of how to snap these Subpoints together (think train tracks) in the *BWB Action Guide*.

Templates for Answering Question #3 by Stating a Fact

Template 1:

According to ___, “___.”

Template 2:

Research suggests that ___.

Template 3:

It’s common knowledge that ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

According to the CDC, “only 24% of adults 18 and older meet the Physical Activity Guidelines for both aerobic and muscle-strengthening activities.”

Insider Information

Using citations to give others credit isn’t tricky. You just need to know the formulas. Here are the formulas I use when writing citations for the two most common sources authors use: books and online articles/podcasts/blogs.

Citation for a Book:

Author Last Name, Author First Name. *Title of Book in Italics*. City of Publication, Publisher, Publication Date.

Citation for an Online Article, Podcast, or Blog:

Author Last Name, Author First Name. “Title of Article, Podcast Episode, or Blog Post in Quotes.” *Title of Online Journal, Website, Podcast, or Blog that the Article came from in Italics*. Publisher, Publication Date, <URL or web address of the article>.

Please note that there are different citation styles you can use, like MLA, APA, etc. Personally, I use the MLA (Modern Language Association) style when stating Facts. It’s important to know that it doesn’t matter which style you choose as long as you consistently use the same style for all your citations and you pay attention to punctuation and *italicized* text.

In addition, if you need help writing citations for other sources (movies, songs, poems, etc.), simply do an internet search for “How to write a citation for a ___ using ___ style.”

Templates for Answering Question #3 by Using a Quote

Template 1:

___ once said, “ ___.”

Template 2:

In the words of ___, “ ___.”

Template 3:

To quote ___, “ ___.”

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Plato once said, “The beginning is the most important part of the work.”

Insider Information

U.S. Copyright Law is a double-edged sword. First, Copyright Law protects your words/content (book, articles, video scripts, etc.) so other people can't use your words/content as their own or without your permission. I think you'll agree with me that this is a good thing. On the flip side, though, U.S. Copyright Law also protects other authors' words/content so people can't use their words/content without permission. This includes *me and you!*

I know... “But people use quotes all the time.” While that's true, it doesn't mean the person using the Quote has permission from the original author, which means that they *may* actually be in violation of U.S. Copyright Law.

Does that mean you *can* get in trouble for using Quotes? Yes. You've violated someone's copyright, and you may be at risk. Does that mean you *will* get in trouble for using Quotes? No. Let me explain.

First, the author would have to come after you. Since most authors love being quoted and inadvertently promoted to a new audience, this is unlikely.

Second, if the author does come after you, you may be protected by another U.S. Copyright Law called Fair Use, which gives authors permission to use a limited portion of someone's words/content—including Quotes—without getting permission from the original author.

Continued...

However, I must warn you that the Fair Use doctrine is rather vague, to say the least. Actually, according to Copyright.gov, “Courts evaluate fair use claims on a case-by-case basis, and the outcome of any given case depends on a fact-specific inquiry.”

I don’t know about you, but this is concerning. And since there is no blanket statement that allows you to use someone else’s words/content under the Fair Use law, my advice to stay safe is this: Either get permission to use someone else’s Quote or consult with an Intellectual Property Attorney for legal advice on your specific circumstance.

You can read more about Fair Use and other Copyright Laws at www.copyright.gov.

Templates for Answering Question #3 by Using a Definition

Template 1:

___ defines ___ as “___.”

Template 2:

According to ___, ___ means ___.

Template 3:

In simple terms, I define ___ as ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Dictionary.com defines a workout as “a trial or practice session in athletics (e.g., running, boxing, football, etc.)”

Insider Information

If you are directly quoting a source, like in the example here, you must put quotation marks around the direct Quote. If you are paraphrasing or putting the Definition into your own words, you do not need to use quotation marks. However, in either case, you should consider including a citation if you are using someone else’s Definition. See the Insider Information starting on page 148 for details on Copyright Law.

Templates for Answering Question #3 by Telling a Story

Template 1:

I remember when ____. I ____.

Template 2:

Back in ____, I ____.

Template 3:

I recall an experience where ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

I remember when I first started working out. I hated every second of it.

Insider Information

This template is just the first sentence or two that leads you into your story. After the lead-in sentence, tell the reader more about “who was involved,” “what happened,” and “what lessons were learned.”

Templates for Answering Question #3 by Using Dialogue

Template 1:

He asked, “ ___?”

I responded. “ ___.”

Template 2:

She said, “ ___.”

I replied, “ ___.”

Template 3:

“ ___” he suggested.

I countered, “ ___.”

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

He asked, “What do I need to do to get in shape?”

I responded, “All you really need is to be consistent and challenge yourself. I’ve been noticing recently that you come to the gym, but you’re just going through the motions. Start to really sweat and connect with your muscles again. You’ll start to see the results that you want.”

Insider Information

When writing Dialogue, it’s important that you don’t bore your reader with “I said, she said, he said” language.

To prevent this from happening, mix it up by using more descriptive words like “asked,” “replied,” “responded,” “shouted,” “yelled,” “whispered,” “murmured,” “declared,” “insisted,” etc.

Templates for Answering Question #3 by Giving an Example

Template 1:

For example, ____.

Template 2:

Case in point is that ____.

Template 3:

To illustrate this point, ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

For example, you can do pull-ups on a bar or pulldowns on a machine. Both work the same muscle groups, and both can be used with our progressive overload methods.

Insider Information

You'll find that Examples typically come after Opinions, Facts, and Dialogue in your Sub-point sequence.

Why? Because Examples are used for creating context, and it's really difficult to create context if you don't give your reader a starting point from which to navigate.

Templates for Answering Question #3 by Giving Action Steps

Template 1:

Here are the steps to follow to ___:

1. ___
2. ___
3. ___

Template 2: To achieve ___, follow these steps:

1. ___
2. ___
3. ___

Template 3: If you want to ___, here's what to do:

1. ___
2. ___
3. ___

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Here are the steps to follow to get in shape fast:

1. Get off your bum.
2. Go to the gym.
3. Repeat two to five days per week.

Insider Information

There are two ways that you can think about writing Action Steps:

1. If you have an in-depth process that needs explanation, you can write your Action Steps first as a list and then write a follow-up paragraph or more for each step.
2. If your Action Steps are short and sweet, you can simply write the steps in your list as one or two words or as a complete sentence.

For additional examples of how to write each type of Action Step list, look inside the *BWB Action Guide*.

Templates for Answering Question #3 by Using Visual Aids

Template 1:

This picture shows ____.

Template 2:

This diagram/chart/graph will help explain ____.

Template 3:

To clarify, here's a visual of ____.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

This picture shows the proper form when executing a handstand push-up.



*It's always smart to have captions under any visual aids you provide.
This is a picture of me performing a handstand pushup for a photoshoot
when I owned my fitness training business in the mid-2000s.
I'd like to say I still look like that, but these days my workouts
are mostly carrying groceries in one trip.*

Insider Information

Not only does Copyright Law protect people’s words/content, but it also protects their pictures, charts, tables, graphs, cartoons, illustrations, etc. Meaning, you can’t just screenshot or download an image from the internet and use it in your book. You must either own the rights to the image, get permission to use the image, or purchase a license to use the image.

To get permission to use an image, you must contact the person who owns the image and get *written* permission from them.

To purchase a license to use an image, do an internet search for “royalty-free images.” When you find something you like, be sure the license allows you to use the image for “commercial use.”

Again, if you have any questions about specific copyright questions, please consult with an Intellectual Property Attorney for legal advice. You can also read more about Fair Use and other Copyright Laws at www.copyright.gov.

One more note on using images: To be suitable for print, your images must be high-resolution (300 DPI or higher). Otherwise, your images will look blurry and unprofessional in your book.

Templates for Answering Question #3 by Using an Analogy

Template 1:

___ is a lot like ___...

Template 2:

Picture ___ as ___...

Template 3:

You could think of ___ as ___...

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

The structure of your workout is a lot like books between bookends. You should start each workout with the same warm-up activity and end each workout with the same cool-down activity. Everything else in the middle can be changed and rearranged to help you meet your current goal.

Insider Information

When writing Analogies, it's important to choose the right comparisons so people understand what you're talking about.

You can't just compare apples to zebras and hope that people will understand the comparison. You must be thoughtful with your Analogy, and you must be willing to walk your reader through your thought process to be truly successful.

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Closing Out Your Chapters (Optional)

While it's not 100% necessary to close out your chapters, you can end your chapters with a concluding sentence or paragraph to wrap everything up in a nice, neat bow for your reader.

If you decide to close out your chapters, you can write a concluding sentence or paragraph that...

- a. sums up your Main Point, or
- b. transitions into your next chapter.

Recommended Exercise

Take a moment now and decide if you'd like to close out your chapters. If you do, use the Fill-in-the-Blank Templates on page 158 to either sum up your Main Point or transition into the next chapter.

Templates for Summarizing Your Main Point

Template 1:

As you can see, ___.

Template 2:

To summarize, ___.

Template 3:

So, if you take away one thing from this chapter, let it be ___.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

As you can see, it doesn't matter if you use weights, machines, or "as-seen-on-TV" contraptions. As long as you're moving your body on a consistent basis, you can get in shape in a relatively short period of time.

Templates for Transitioning into Your Next Chapter

Template 1:

Now that you know ___, it's time to ___. We'll explore this in the next chapter.

Template 2:

In the next chapter, we'll take everything you learned about ___ and apply it to ___.

Template 3:

Knowing ___, let's look at ___ in the next chapter.

Example: If I were writing a book about getting in shape, I could fill in Template 1 like this:

Now that you know what to eat, it's time to talk about how often you should eat. We'll explore this in the next chapter.

Sample Detailed Outline and Sample Chapter Showing You How to Use the Fill-in-the-Blank Templates

In Chapters 14 to 17, I gave you Fill-in-the-Blank Templates to quickly and easily write all of your Subpoints. In this chapter, I want to give you a Sample Detailed Outline and a Sample Chapter to show you how to use the Fill-in-the-Blank Templates.

I created these samples by using the exact same directions I gave you.

First, I wrote my Detailed Outline by choosing Subpoints from Chapters 10 to 12 to answer the Three Questions:

1. What is this chapter about?
2. Why is this information important?
3. How can my reader implement this information?

Next, for each Subpoint in my Detailed Outline, I chose the Fill-in-the-Blank Template from Chapters 14 to 17 that sounded most like me.

Last, I filled in the blanks and expanded each Subpoint into a well-thought-out and easy-to-read piece of content.

To make this easy for you to see, I kept the Sample Outline and Sample Chapter short (think Tip Book). You'll find these on the next two pages.

Sample Detailed Outline

Chapter 1—The Best Way to Get Over Your Workout Frustrations

Question #1 (What is this chapter about?)

Subpoint = Problem/Challenge

Challenge = You may be going to the gym, but you're frustrated with a lack of results.

Fill-in-the-Blank Template = If your goal is to ____, the main challenge you're going to face is ____.

Let me share ____.

Question #2 (Why is this information important?)

Subpoint = Both Benefits and Consequences

Benefits =

- Banish your frustration
- Finally see your desired results

Consequences =

- Lack of results in the gym
- You just feel stuck and frustrated

Fill-in-the-Blank Template = Neglecting ____ might feel like the easy route, but it leads to ____ and _____. On the flip side, embracing ____ will help you ____ and _____.

Question #3 (How can my reader implement this information?)

Subpoint #1 = Opinion: The only real way to get results is with an intense workout.

Fill-in-the-Blank Template = In my opinion, _____.

Subpoint #2 = Story: My personal story about my results once I started doing intense workouts.

Fill-in-the-Blank Template = I remember when _____. I _____...

Subpoint #3 = Action Steps: A three-step plan to get the results you want.

Fill-in-the-Blank Template = Here are the steps to follow to _____:

1. _____
2. _____
3. _____

Closing Out the Chapter

Subpoint = Summarizing the Main Point

Fill-in-the-Blank Template = As you can see, _____.

Sample Chapter

Chapter 1—The Best Way to Get Over Your Workout Frustrations

If your goal is to stop being frustrated with your results in the gym, the main challenge you're going to face is being ambitious enough to do strenuous workouts. Let me share my (possibly unpopular) point of view to motivate you to challenge yourself and get the results you desire.

Neglecting to do high-impact, challenging workouts might feel like the easy route, but it leads to frustrating and lackluster results and just keeps you stuck where you are. On the flip side, embracing the "pain" in the moment will help you get the results you desire and banish your frustration.

In my opinion, the only real way to get results in the gym is by doing those high-impact workouts that leave your muscles feeling like Jello when you're done.

I remember when I first discovered that a challenging workout was the best way to get results in the gym. I did high-impact workouts for about a week, and I finally started seeing visible changes in my body in the form of weight loss and muscle growth. I had tried every other kind of low-impact and trendy workout that was out there, but I wasn't seeing any results. If you truly want to get in shape and get results, start doing high-impact workouts today.

Here are the steps to follow to banish your frustration and get results in the gym:

1. Start doing high-impact workouts in the gym.
2. Stop being afraid to sweat and feel the burn!
3. Repeat two to five days per week.

As you can see, my philosophy isn't tricky and gimmicky. It just requires that you really get in touch with your desire to challenge yourself!

Bonus Chapter

What to Do If You Get Stuck

While I truly believe I've given you everything you need to write your book, there may come a time when you feel like you're stuck or like you're experiencing "writer's block." If this happens, don't panic. It's a natural feeling—whether you're a new writer or a grizzled veteran.

To help you overcome your sticking point, let's look at the three most common problems that cause writer's block and show you the solutions to help you prevent this from happening.

Problem #1: "I don't know what to write about."

At this point, you should have a Detailed Outline and know *exactly* what you're going to write about. If you're experiencing this problem, you've most likely skipped some steps somewhere along the way.

If that's the case, then I won't sugarcoat this. If you're stuck here because you "don't know what to write about," you'll need to go back to Step 3 and finish your Detailed Outline.

Your Detailed Outline is the key to writing your book without getting stuck.

Problem #2: "I'm just not in the mood to write."

You're not in the mood to write? Guess what? Me neither. I'd rather be out on my mountain bike or painting! But I've made a commitment to get this book done so I can help you get your book done.

And that's a really important concept for you to understand. The time I block off to write has *nothing* to do with my mood and *everything* to do with my Burning Desire.

For example, when I sat down to write my first book, I had no idea what I was doing. Writing wasn't fun for me then. It was difficult. And if I told you that I sat down every day to write that book because I was in the mood, I'd be lying. I sat down every day to write that book because I was broke and struggling. And I was tired of cold calling and failing. I wanted to be an author in the worst way: to be seen as the expert I knew I was, to be treated and respected like an authority, and to have prospects seek me out instead of me chasing them.

I was never in the mood to write. But I pushed through because I was passionate about my "why" and achieving my Burning Desire! So, if you find that you're not in the mood to write, I suggest you revisit Chapter 2 and create a Burning Desire so strong that whether you're in the mood or not, you sit down and get the job done.

Problem #3: "I can't find the words to convey my point."

This is a common challenge for first-time writers. Hence why I've given you Fill-in-the-Blank Templates to make sure you have a starting point for any and every Subpoint in your chapters.

However, if you're still experiencing this issue, I have a few solutions you may find beneficial.

First, take a look at your chapter's Main Point. If you aren't clear on what your Main Point is about, then it's really hard to write the rest of your chapter. If you are clear on your Main Point, then take a look at your Subpoints. Do they all make sense? Do all the Subpoints strengthen your Main Point and help you answer the Three Questions?

If so, move on to my next suggestion. If not, revisit your Main Point and Subpoints to get clear on what you want the reader to take away from the chapter.

Second, sit down with a friend, your accountability partner, or a hired Book-Writing Coach and tell them what you're trying to convey. Then, let your friend, accountability partner, or coach ask

questions. You'll be amazed how talking out loud like this helps you process the information in your head. I do this with my personal clients all the time to help them verbalize their ideas.

In addition, I strongly recommend recording your conversation. That way, you can transfer your thoughts to paper when you're all done. You'll still have to tweak and massage your words, but you'll be one step closer to finishing.

Third, if you don't have a friend, accountability partner, or coach to talk with, talk to yourself out loud. I do this all the time when I write. I pretend my perfect client is sitting across the table from me and that I'm telling them about my chapter. What it's about. Why it's important. And how they can implement the information. Sound familiar?

If you go this route, then treat your imaginary client just like a friend, accountability partner, or coach. Get emotional with your answers. If the Topic is serious, then be serious, stern, empathetic, etc. If the Topic is upsetting, then raise your voice, animate your movements, and if you're so inclined, swear like a sailor. Do whatever you have to do to get the ideas out of your head.

Will you look like you're off your rocker? Probably. But don't let that stop you. Use your body to move around and evoke as much emotion as you need to get your point across. The more emotion you show, the more emotion you'll be able to transfer into your writing.

Once you've conveyed your ideas out loud to your imaginary client, let them ask questions and see what comes out of the conversation. You're not crazy! You're just committed to the process (*wink, wink*).

And don't forget to record that conversation. Like I tell my personal clients, "Record everything because you never know when you'll say something brilliant!"

Additional Solutions

If you're still feeling stuck, here are three additional solutions to help you get the words out of your head and into your book.

- 1. Step away from your writing and go do something else.** For example, go for a walk, lie by the pool, sit under a tree, lie on the floor, or pace back and forth. Doing something relaxing or doing an activity other than writing will allow your subconscious mind to process the information and give you the answers you're looking for. Personally, when I feel stuck, I like to go for a 15- to 20-minute walk to clear my head and get the energy flowing.

With that said, only use this tactic as a last resort or as a preplanned technique where you've built in time to go and relax before you write. In other words, step away when you're hitting a wall or need space from your writing. Don't step away just to avoid writing your book. That's called "procrastination," and it's a big no-no if you really want to get your book written and achieve your Burning Desire.

2. If all else fails... forgo the "plan" and write whatever comes to mind. You may come up with a bunch of nonsense. Or you may come up with a literary masterpiece. You never know. Your creativity and spontaneity may pay off.

Now, with all that being said, forgoing the plan *isn't* the plan. So, only use this tactic if you're really struggling and need to try something new.

3. If you get *really* stuck or just feel like you need help, please understand that there's no need for you to beat your head against the wall. My team and I do this for a living, and we would love the opportunity to help you out!

Simply visit www.PlugAndPlayPublishing.com/WritingPhase for more information on our group, private, and ghostwriting options.

The solution you choose is up to you. Just understand that you're not alone on this journey. We're here to help you if you want our help.

AI Alert

PRO TIP: AI can be very helpful if you get stuck. Having a conversation with AI as if it were your imaginary client can be a great avenue to process that information in your head.

For example, you can simply start a conversation with the Chatbot of your choice like this: "I'm writing a new book about ___. I am in the ___ industry, and ___ is my Target Audience. Please pretend that you are an ideal client for my business. Can we have a conversation where you ask me questions about my book's message and the information I want you to learn? I need help getting clear on what I want to write."

Remember, though, AI is just generating ideas. Always take AI's information with a grain of salt and ask yourself if those ideas strengthen your Main Point or not before incorporating them into your book. It's your responsibility to put any ideas from your conversation with AI into your own words.

Revise Your Content

As a reminder...

1. Writing each chapter consists of three steps: Write, Revise, and Review.
2. You'll Write and Revise each chapter individually. Meaning, you'll Write and Revise Chapter 1. Then, you'll Write and Revise Chapter 2. Then you'll Write and Revise Chapter 3... continuing the process for each chapter.
3. You'll Review all of your chapters together at the end.

So with one of your written chapters in front of you, it's time to Revise your chapter so your information is clear, cohesive, and easy to read. To accomplish this, I first recommend putting your chapter to the side for at least an hour or so (a full day is even better). That way, you can clear your head and have a fresh perspective when you come back to it.

Next, read your chapter *out loud* so you can *hear* how the words sound and how the sentences and paragraphs flow together. You may notice that some content doesn't sound right. Maybe it's confusing. Or hard to read. Or it just doesn't flow or feel right. Don't panic or get upset. This is completely normal! After all, you did just write your *first draft*. Now is the time to clean it up and make it better.

As you read your chapter, put yourself in the reader's shoes and evaluate your writing using my Revision Framework:

1. Have you said enough?
2. Have you said too much?
3. Does your writing flow from word to word?
4. Does your writing flow from Subpoint to Subpoint?

Have You Said Enough?

Ask yourself: If my reader is *unfamiliar* with this Topic, would they fully understand the Main Point and Subpoints in my chapter? In other words, would they immediately get it, or would they have follow-up questions?

If your chapter is clear and your reader doesn't need more information, move on to the next question in the Revision Framework.

If your chapter is *not* clear and your reader needs more information, I suggest adding Subpoints to give your reader more information or context about the point you're trying to make. For example, you may need to include a Story, Example, or Analogy to illustrate your point. Or you may need to include a Definition or Visual Aid to solidify your concept.

Have You Said Too Much?

Ask yourself: Is every Subpoint relevant to the Main Point, and is every sentence relevant to each Subpoint? In other words, are there any extra details or tangents in your writing that may need to be removed?

If all the Subpoints and sentences in your chapter are relevant, move on to the next question in the Revision Framework.

If any of the Subpoints or sentences in your chapter are *not* relevant, I suggest eliminating the material that is irrelevant and doesn't belong.

This won't be easy for many of you. After all, you may have some sentences you've fallen in love with. Or you may have entire Subpoints you feel very strongly about, like a Story or an Opinion. But it's crucial to understand that just because an idea is important to *you* doesn't mean that it's relevant or right for *your chapter*.

If you want the best book possible, you must be *ruthless* about this. If a Subpoint or sentence isn't relevant to your message or doesn't support and strengthen your Main Point, it must go!

For those of you who are nervous about being ruthless, please take a deep breath. I've put together a Bonus Chapter for you on what to do with any content you eliminate. You'll find that information on page 171.

Does Your Writing Flow from Word to Word?

Ask yourself: Are there any sentences you stumble over when reading out loud? In other words, are there any words or phrases you seem to trip over or that slow you down?

If you can read your words and sentences in a continuous flow—only taking pauses to breathe—then move on to the next question in the Revision Framework.

If you stumble over your words while reading, I suggest rewriting your sentences and/or paragraphs until you can read them without slowing down or stopping. To do this, you may need to eliminate words to shorten your sentences. You may need to break longer sentences up into two or more shorter sentences. Or you may need to rearrange words to make your sentences clearer. The goal is to make your writing easy to read.

Does Your Writing Flow from Subpoint to Subpoint?

Ask yourself: Are your transitions from Subpoint to Subpoint choppy and disjointed, or are you clearly leading the reader from one Subpoint to the next? In other words, does your reader know when you're ending a Subpoint and beginning a new Subpoint?

If the transitions from Subpoint to Subpoint in your chapter are clear, congratulations! You're done with the Revision Framework.

If your reader does not know when you're ending one Subpoint and beginning a new Subpoint (anywhere in your chapter), I suggest doing one of the following:

- a. insert a subhead between the Subpoint you want to close out and the Subpoint you want to transition to, or
- b. use a transitional phrase to seamlessly lead the reader from one Subpoint to the next. Examples of these transitional phrases are "for example," "in my opinion," etc.

You may have noticed that we've already included some of the most common transitional phrases in my Fill-in-the-Blank Templates for you. You can find a list of additional transitional phrases inside the *BWB Action Guide*.

* * *

With Chapter 1 of your book *Written and Revised*, it's time to circle back to Chapter 14 to Write Chapter 2. Remember that you'll continue this process of Writing and Revising each chapter until all of your chapters are Written and Revised. Then, you'll move into Chapter 20 to Review all of your chapters at once.

AI Alert

WARNING: Having personally seen a handful of authors use AI to help Revise their chapters, there are three pitfalls to be aware of (as of this writing):

1. **Training a Chatbot:** The authors that I've seen be most successful in using AI as a "co-author" have trained one specific Chatbot on their business and content for months. So, unless you plan to sit down and learn how to successfully train an AI Chatbot, you may find that Revising your chapters yourself is faster.
2. **AI Hallucinates:** AI is notorious for adding material that is completely untrue. And I've even seen AI add its "own ideas" to an author's writing—sometimes supporting the content and sometimes contradicting the content. So, it's crucial to always fact-check AI's work.
3. **Sounding Like Everyone Else:** AI is a tool—not an author—and is incapable of capturing the nuances of your specific voice and may miss the finer points of your message. In fact, if AI were to rewrite your book for you, your book would end up sounding "vanilla"—a book with a general message that anyone could have written. So, no matter what AI gives you, it's imperative that you put AI's ideas into your own words.

Bonus Chapter

What to Do with Content That Doesn't Fit

Just like a sculptor must trim away material to finalize their creation (think Michelangelo's David), you too might trim away some of your content to make your masterpiece. But if you do, what happens to that content? Should you leave it on the cutting room floor, or should you recycle that content somewhere else?

That's a great question! So, before you Review your content, I want to pull a *Wayne's World* "TIME OUT!" and pause for a moment to show you three ways you can recycle the content that doesn't fit the flow of your chapter or book.

Option 1—Create a Call-Out Box

When you have material that supports your Main Point but doesn't fit the flow of your chapter, you can recycle that Subpoint by placing it in a Call-Out Box (also known as a Side Bar). For example, I've used "Insider Information" Call-Out Boxes throughout this entire book to give you additional information or redirect you to a valuable resource that may be useful.

As long as the content is relevant to your Main Point, you can do the same with any content (Subpoints) you decide to cut from your book.

In addition, the most common elements to use Call-Out Boxes for are:

- Quotes that relate to your content but don't fit the flow of your chapter
- Stories that relate to your content but don't fit the flow of your chapter
- Announcements that direct your reader to useful information and resources (elsewhere in your book or outside of your book)

Insider Information

You can title your sidebars anything you want. You can keep your Call-Out Box titles consistent, like I've done in this book (i.e., "Insider Information"), or you can use a different title for each sidebar. The choice is yours.

Remember, as I stated in Chapter 12, please DO NOT use text boxes in your manuscript. Instead, highlight your Call-Out Boxes in grey so your designer can check with you during the Publishing Phase about how you'd like this text formatted in the final version of your book.

Option 2—Create a New Section or Chapter

If you have a good chunk of content that doesn't fit into one of your current chapters, you may want to create a new section or chapter to house that content. Just make sure it's relevant to your book's overall Topic.

For instance, in my first fitness book, *Use It to Lose It*, I decided to take some of my eliminated content and reframe the ideas into a "Question-and-Answer Section" at the back of my book. Not only did this add bulk to my book (good for shorter books), but it gave my readers valuable content to sink their teeth into.

Another example is from my client Dr. Dan Turo's book, *Designed to Heal*, where we decided to create a Bonus Section in the back of his book called "The 5 Keys for Choosing Your Chiropractor (or Any Health Professional)." You see, this material didn't fit into any of Dr. Dan's chapters, but it

was important for readers outside of the Pittsburgh area to know how to choose a chiropractor. In addition, this content also doubled as a call-to-action for those readers inside the Pittsburgh area—where Dan operates—as they were invited to call the office and come in for a visit.

Option 3—Write Another Book

If you have a lot of content that doesn't fit your current book but would be interesting and relevant to your perfect prospects, you may consider writing another book with those ideas as the foundation.

For example, in 2008, my co-author Diana Fletcher and I did this when we wrote *The Outstanding Life Series*. When we originally sat down to write a book, we captured over 100 ideas we thought would be great to write about. However, all of the Main Points and Subpoints didn't flow together. So, instead of forcing the material into one book, we took the eliminated content and turned those points into two additional books.

In the end, *The Outstanding Life Series* consisted of three books.

- ***Create Space***
38 Strategies to Help You Make Time for What's Important
- ***Fun Re-Defined***
25 Strategies to Help You Build Momentum and Keep It Going
- ***Don't Stop Now***
33 Strategies to Remind You to Enjoy the Simple Pleasures of Life

* * *

As you can see, even though your eliminated ideas may or may not fit inside your current chapter or book, they do fit somewhere. So, please don't waste your ideas. They can be a gold mine for you. I encourage you to leverage them somewhere else!

Review Your Content

With all of your chapters Written and Revised, it's time to Review your book's content as a whole. Now don't worry, you'll still have a professional editor double-check all of your content in the Publishing Phase. For now, you just want to make sure all of your chapters are as good as you can make them.

To accomplish this, I first recommend putting all of your Revised chapters to the side for at least an hour or so (a full day is even better) so you have a clear mind and a fresh perspective.

Next, read your chapters *out loud* again. But this time, pay attention to your Word Choice and Formatting.

Word Choice

When it comes to Word Choice, there are four elements you can use to improve your reader's experience with your book.

1. Keep It Consistent
2. Beware of "Placeholder" Words
3. Find the Best Word
4. Keep It Simple

Keep It Consistent

When Reviewing your chapters, it's important to make sure you use the same words, phrases, or numbers throughout your entire manuscript.

For example, when I first introduced the concept of Main Points and Subpoints in Chapter 7, I made the decision to capitalize the terms Main Points and Subpoints. That means, to keep everything consistent, I must make sure these words are capitalized throughout my entire manuscript.

As another example, let's say we're writing a book on the "7 Steps to Find Your Soulmate." While writing, if I decide to change seven steps to five steps (to make it easier for my reader), I need to make sure all those sevens are changed to fives.

Beware of "Placeholder" Words

When Reviewing your chapters, it's important to make sure you avoid placeholder words like "it," "thing," "this," or "that" if there are more specific words you can use.

For instance, let's say we're writing a book about training a horse, and I wrote the following sentence: "If this sounds wrong, it is because it has become a common practice to correct it." Do you have any idea what this sentence actually means? Me neither!

So, if you find a similar sentence in any of your chapters, I would encourage you to replace the placeholder words with more specific words. Here's how we can fix the previous example: "If this training technique sounds wrong, it is because using the whip has become a common practice to correct the unwanted behavior."

Much better, right? By using specific words and phrases instead of "it," "thing," "this," or "that," you are giving your reader more context and a greater ability to understand and implement your information.

Find the Best Word

When Reviewing your chapters, it's important to make sure you choose the best word(s) to get your message across. For example, let's say we're writing a book about cleaning your house. I could use similar words like "cleaning," "disinfecting," "wiping down," "polishing," "degreasing," "washing," "decontaminating," etc. But given the context of the chapter, which word is the best one to use to support the Main Point?

If our chapter is about spring cleaning, then “washing” or “wiping down” may be the best words to use. But if our chapter is about cleaning during cold and flu season, then “disinfecting” or “decontaminating” may be the best words to use.

Do you see how just one or two words can change the meaning and/or outcome of your content?

This is important because, in the Publishing Phase, you’ll have an editor comb through your book to look for mistakes and errors. But since they don’t know the nuances of your Topic, they may not be able to identify the words that need to be changed to better convey your message.

Keep It Simple

Similar to finding the best word, when Reviewing your chapters, it’s important to make sure you choose the simplest word(s) to convey your ideas.

For example, let’s say we’re writing a book about giving foot massages to your partner, and I wrote the following sentence: “With your partner’s foot in your hands, rub their plantar fascia with a gentle but firm touch.” But here’s the thing. Do you know what “plantar fascia” is? Unless you’ve taken an anatomy class or you or someone you know has suffered from plantar fasciitis, I’d assume that most of you don’t.

But what if I told you to “rub the bottom of their foot” instead? You’d understand that, right? Sure you would. And that’s the point! Even a highly educated person may not know what the plantar fascia is. But *everyone* knows what the bottom of the foot means.

Remember, most Americans read between a 5th- and 7th-grade reading level. So, you want to keep your words as simple as possible, making it easy to read for most people.

This isn’t about “dumbing” it down. It’s about communicating in a way that reaches the broadest audience possible so they clearly understand your message, ideas, and Topic.

Formatting

At this point, the only formatting we’ve actually discussed has been the use of subheads, which I encourage you to implement. (Refer back to Chapter 13 for more details.)

However, if experience has taught me anything, it’s the fact that new authors love to format their text with **bold**, *italics*, underlines, and ALL CAPS to emphasize words and sentences they think are important.

And I get it. I did the same thing when I wrote my first book. But this becomes a major problem when authors overdo it. Why? Because when you use too much formatting, two things happen.

First, the more text formatting you use, the less professional your book looks. To illustrate my point, here are two examples of the same text. Notice how much text is formatted and how you feel when you look at it.

Managing cash flow is the *single most important* factor in keeping your business afloat—and yet, so many business owners ignore it until it's *too late*. If you don't have a handle on your **expenses**, your **invoices**, and your *profit margins*, you're not *running* a business—you're just **HOPING** it works out.

Now, look at this example. Do you see how clean the same text looks without all of the formatting? How does that make you feel?

Managing cash flow is the *single most important* factor in keeping your business afloat—and yet, so many business owners ignore it until it's too late. If you don't have a handle on your expenses, your invoices, and your profit margins, you're not running a business—you're just hoping it works out.

As you can see, there's a time and place for formatting *some* of your text. But in most cases, you'll want to severely limit the formatting you use so your book looks clean and professional.

Second, the more text formatting you use, the less obvious your important points become. It's like how Syndrome from *The Incredibles* movie says, "When everyone's super... *mwa-ha-ha*... no one will be."

Your content is the same way. When you use too much formatting, your important points get shuffled in with your unimportant points and everything looks the same.

So, to help you properly format your text, here are three strategy-level guidelines to follow:

1. Only format your text when you feel it's absolutely necessary!
2. When you do format your words and phrases, limit your use to just a few times per chapter.
3. When you do format your words and phrases, limit your use to just a few words at a time—a sentence at most.

Following these guidelines will help you emphasize the points that are really important for your reader to see.

Additionally, here are four tactical-level guidelines to follow:

1. Use *italics* when you want to lightly emphasize a word or phrase. (Also italicize *Book Titles*.)
2. Use **bold text** when you want to heavily emphasize a word or phrase.
3. Avoid underlining text. (Exceptions are when using Fill-in-the-Blank Templates or when showing word changes, like I did earlier in this chapter with “it,” “thing,” “this,” or “that.”)
4. Use ALL CAPS sparingly. Just enough will emphasize your point. Too much will feel like you’re yelling at your reader.

NOTE: Chapter Titles and Subheads don’t count. In most cases, you’ll bold Chapter Titles and Subheads to make them stand out from your body text.

Recommended Exercise

Take a moment now and Review all of your chapters for Word Choice and Formatting:

- **Keep It Consistent:** Be sure to make all of your words, phrases, or numbers consistent throughout your manuscript.
- **Beware of “Placeholder” Words:** For those placeholders like “it,” “thing,” “this,” or “that” that make your sentences unclear or confusing, replace them with more specific words.
- **Find the Best Word:** For words that don’t convey your message given the context of your chapter, adjust the words as needed to make your message clear for your reader.
- **Keep It Simple:** For complex or complicated words that may confuse your reader, adjust the words as needed to make your message clear for your reader.
- **Formatting:** Be sure you haven’t overused formatting like **bold**, *italics*, underlines, and ALL CAPS. Remember to use text formatting sparingly and only when necessary.

Final Thoughts

New authors are notorious for Reviewing chapters over and over again until their chapters are “perfect.” However, I’ll let you in on a secret. Your content will NEVER be perfect.

And if you’re not careful, you can get stuck in the *Groundhog Day* loop of continuously Reviewing and Revising your chapters for years. But that won’t help anyone. So, be careful not to hold your chapters hostage!

Follow my lead by Writing your chapters... then Revising your chapters... then Reviewing your chapters.

Listen, your job isn’t to make your book perfect. Your job is to elaborate on your ideas in a reasonable and sensible manner so your content makes sense and has an impact on your reader. In the Publishing Phase, you’ll have a professional editor look over your content for common errors (spelling, grammar, punctuation, etc.) to make sure your book reads well and sounds professional.

Got it? Good!

When you’re done Reviewing your manuscript, meet me in the next chapter!

Insider Information

In the process of Revising or Reviewing your manuscript, if you rearranged your chapters for any reason, please make sure you double-check your chapter numbers (i.e., Chapter 1, Chapter 2, Chapter 3) to ensure that all of your chapter numbers are numbered correctly. Renumber your chapters if needed.

Chapter Titles

With your chapters fully Written, Revised, and Reviewed, you can now go back and choose the best titles for chapters.

The first thing you need to know about Chapter Titles is that there are no hard and fast rules. Chapter Titles can be basic and boring or descriptive and persuasive. Chapter Titles can be full sentences or just a few words—even one-word Chapter Titles are kosher.

The key is this: As long as your Chapter Titles are relevant to your chapter’s content and foreshadow your chapter’s Main Point, whatever you decide to name your chapters is fine.

With that said, let me give you some examples so you can see what other authors have done.

Example—One-Word Chapter Titles

In my client Brett Frazer’s book, *Your Hidden Profit Center*, most of Brett’s Chapter Titles are only one word:

Chapter 4 - Acknowledge

Chapter 5 - Align

Chapter 6 - Assist

Chapter 7 - Advise

Chapter 8 - Ask

The reason this works well in Brett’s book is that his book is about “Mastering the 5 A’s of Successful Customer Engagement,” and each Chapter Title is one of the 5 A’s in his model.

Example—Short Chapter Titles

In my client Jennifer McKenna's book, *True Power for the C-Suite*, most of Jennifer's Chapter Titles are only a few words:

- Chapter 5 - Internal Competition and Bullying
- Chapter 6 - Looming External Threats
- Chapter 7 - Emotional Outbreaks and Bullying Behaviors
- Chapter 8 - Employees Who Won't Speak Up

As you can see, each Chapter Title is short but descriptive enough that you know the Main Point and what will be covered in the chapter.

Example—Long Chapter Titles

In Step 1 of this book, I use long Chapter Titles:

- Chapter 1 - How to Avoid the 3 Factors That Cause Most People to Fail
- Chapter 2 - Create a Burning Desire So Strong That Nothing Can Stop You
- Chapter 3 - Plan Your Writing Time to Guarantee Your Success

Longer titles aren't always better, but by their very nature (longer), they do tend to be more descriptive. So, if you feel that a Chapter Title needs more descriptive language to set up your Main Point, then by all means, make your Chapter Titles longer.

Example—Mixed (All Three Types)

Now that you're aware of these three types of Chapter Titles (one word, short, and long), please note that most authors mix and match their Chapter Titles to fit their book's Topic and theme.

Take my client Nancy Moonstarr's book, *A Man's Guide to Pleasing His Partner in the Bedroom*. In this book, Nancy uses all three types of titles we just discussed to name her chapters:

Section 1 - Laying the Foundation for a Healthy, Positive Sex Life

- Chapter 1 - Free Yourself from the Emotional, Sexual Baggage
- Chapter 2 - How to Solve the 9 Most Common Intimacy Challenges Most Men Face in the Bedroom
- Chapter 3 - Myths That Affect Us All

Section 2 - The 5 Stages of Intimacy—Conversation to Penetration

Chapter 4 - Stage 1—Conversation

Chapter 5 - Stage 2—Rituals

Chapter 6 - Stage 3—Non-Sexual Touch

Chapter 7 - Stage 4—Sexual Touch

Chapter 8 - Stage 5—Penetration

Section 3 - Keeping the Spark Alive

Chapter 9 - Talking About Sex Outside the Bedroom

Chapter 10 - What Sex Looks Like as You Get Older

Sections 1 and 3 use a combo of short and long Chapter Titles. And Section 2 uses a one-word Chapter Title variation based on her “5 Stages of Intimacy.”

The point I want to make is this: You’re not locked into any one type of Chapter Title.

Again, as long as your Chapter Titles are relevant to your chapter’s content and foreshadow your chapter’s Main Point, whatever you decide to name your chapters is fine.

Recommended Exercise

Take a moment now and finalize your Chapter Titles.

Remember that most authors mix and match their Chapter Titles to fit their book’s Topic and theme. As long as your Chapter Titles are relevant to your chapter’s content and foreshadow your chapter’s Main Point, whatever you decide to name your chapters is fine.

When you’re ready, meet me in Step 5!

Do You Consider Yourself a Giver?

Business owners and entrepreneurs like you rely on reviews to find great books. By leaving a review right now, you can pay it forward and give back to those business owners like you who are looking for a solution to write a book to grow their businesses.

No, you don't need to finish this book before leaving a review. Simply tell others what this book has done for you so far (e.g., create a detailed outline or start writing your book).

Yes, it's really easy to leave a review. If you need help, I've given you instructions on page 241 of this book. If you're a pro, you can simply scan the QR Code below:



Thank you in advance for helping your fellow business owners reach their dream of writing a book to grow their businesses!

P.S. After you leave a review, take a screenshot of your review when it goes live (this may take a day or two).

Then, email me (weston@plugandplaypublishing.com) the screenshot with your name, your business name, and the area of the world you live in (city, state, and/or country).

We'll add you to our "Wall of Reviews" for the whole world to see.

Talk about a win-win situation! Not only will your review help us reach more people, but posting your review on our website will help you gain visibility in the search engines.

Step 5

Finish Your Book and Prepare for Publishing

“Anyone can *start* writing a book. It takes a real hero to *finish* writing a book.
Be a hero to your readers and finish your damn book!”

- **Weston Lyon, Author of 20+ Books**

You may or may not know this, but your book consists of three major parts:

1. **Front Matter**—The pages BEFORE your content
2. **Middle Matter**—The Chapters/Sections that make up your content
3. **Back Matter**—The pages AFTER your content

With your Middle Matter done (i.e., chapters Written, Revised, and Reviewed), it’s time to turn our attention to the Front and Back Matter of your book.

Front Matter is meant to lead your reader *into* your content. Here are the pages you can choose to use in your Front Matter:

- | | | |
|--------------------|-----------------------|------------------|
| 1. Title Page* | 4. Testimonials Page | 7. Foreword |
| 2. Copyright Page* | 5. Special Offer Page | 8. Preface |
| 3. Dedication Page | 6. Table of Contents* | 9. Introduction* |

Back Matter is meant to lead your reader *out of* your content and *into* your business's products, services, and backend profit centers. Here are the pages you can choose to use in your Back Matter:

- | | | |
|---------------------|---------------------------|--|
| 1. Conclusion* | 4. About the Author Page* | 7. Acknowledgments Page |
| 2. Next Book Page | 5. Speaker Page | 8. Additional Products/
Services Page |
| 3. Book Review Page | 6. Bulk Order Page | |

While my goal is to give you everything you need, please note that most of the pages are optional. Only the pages with asterisks (*) are mandatory and should be included in every book.

One More Thing...

The rest of the chapters in Step 5 explain each of the specific pages you can use in your Front or Back Matter. Please read each chapter to determine whether that specific page is right for your book.

If you feel that a page is right for your book, complete the Recommended Exercise before moving on to the next chapter. If you don't feel that a page is right for your book, skip the Recommended Exercise and move on to the next chapter.

Also, please note that some elements in these pages cannot be completed here in the Writing Phase and will need your attention in the Publishing Phase. In those cases, you'll need to add those specific elements to your manuscript at the appropriate time.

Last, the instructions here in Step 5 are based on my *Manuscript Blueprint*. If you've already downloaded that template and used it to write your content, the instructions you're about to read will make complete sense to you as we move page by page through the *Manuscript Blueprint*.

If you didn't download my *Manuscript Blueprint* and wrote your book elsewhere, please download my *Manuscript Blueprint* now so you can at least follow along with the instructions and advice I'm going to give you here in Step 5. You can access it inside the BWB Companion Training at www.FreeGiftFromWeston.com.

When you're done with Step 5, your manuscript will be complete, and you'll be ready to dive into the Publishing Phase.

It's time to make one final push. You got this!

Insider Information

If you wrote your book outside of my *Manuscript Blueprint*, I'd strongly encourage you to copy and paste your content into the template now, as doing so will save you time and aggravation in the Publishing Phase.

If you choose to follow my advice, please watch the "Copy and Pasting Content into the *Manuscript Blueprint*" video inside the BWB Companion Training.

Title Page*

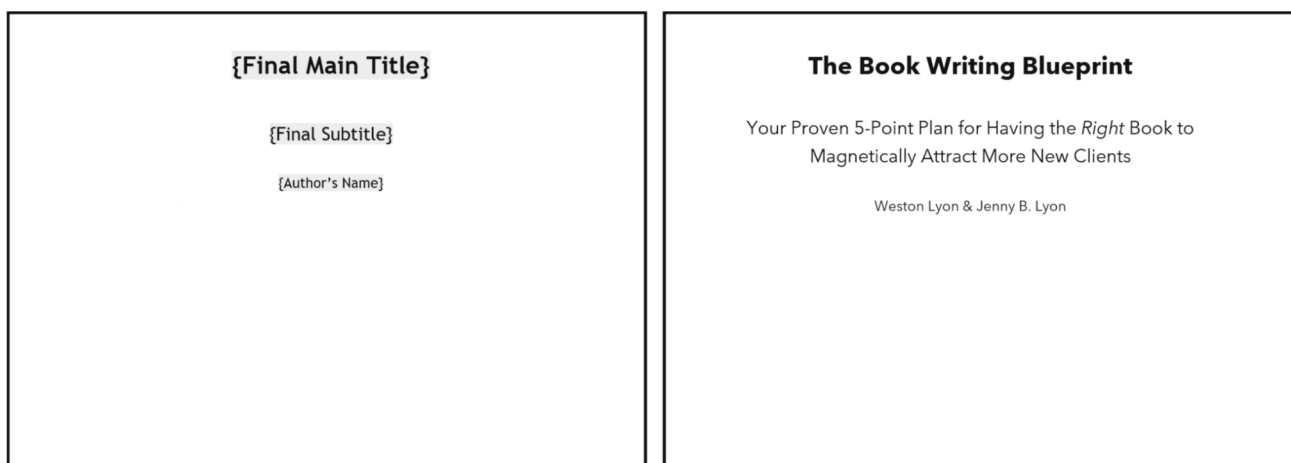
In Chapter 6, you created a Working Main Title and Subtitle for your book. In just a moment, we'll circle back to finalizing your title. For now, do me a favor and open up the *Manuscript Blueprint*.

Notice how Page 1 contains three fill-in-the-bracket templates (yellow highlighted text surrounded by brackets): {Final Main Title}, {Final Subtitle}, and {Author's Name}.

You'll see fill-in-the-bracket templates like this throughout the *Manuscript Blueprint*. When you do, please follow these instructions:

1. Fill in the brackets with the appropriate information.
2. Delete the brackets.
3. Unhighlight the text.

For example, here's a before-and-after picture from this book's manuscript:



NOTE: Since this book is printed in greyscale, the yellow highlight appears grey in this example.

Make sense? Cool, it's your turn. After you read the rest of this chapter and finalize your title, fill in the templates on Page 1 of the *Manuscript Blueprint*.

Finalizing Your Title and Subtitle

First, it's important to remember that your Main Title's job is to grab attention and pull your reader in, while your Subtitle's job is to tell your reader exactly what your book is about and why they should buy it.

That means, in most cases, you'll want your Final Title (Main Title/Subtitle) to be clear and direct. Be clear on who your book is for and what your book is about, and be direct on the benefit and/or solution your book provides to the reader.

Why am I telling you this? Far too often, I see authors make the mistake of opting for a Final Title that's cute and clever instead of clear and direct. And while this may work in some instances, more often than not, clear and direct wins out.

For example, Naura Hayden's book, *Astrological Love* (a cute and clever title), sold less than 5,000 copies in 1982 when it was released. But when Naura re-released the same book in 1998 under the more clear and direct title, *How to Satisfy a Woman Every Time and Have Her Beg for More*, she sold 2.5 million copies!

Do you see the difference?

Cute and clever: *Astrological Love*.

Clear and direct: *How to Satisfy a Woman Every Time and Have Her Beg for More*.

5,000 copies sold vs. 2.5 million copies sold.

Now, was Naura's title the only reason for her book's success? Of course not. But I think you get the idea. Naura's revised title is clear and direct. You're not guessing who the book is for or what the book is about.

And that's the point I'm hopefully making. The clearer a potential reader is about who the book is for and what the book is about, the greater chance you have of selling more books to the ideal Target Audience (i.e., your perfect prospect)!

So, to help you create the best Final Title for your book, here are ten Main Title templates and three Subtitle templates you can use to get your creative juices flowing.

Of course, as with every Outline and Template I've given you, please treat this information as a set of guidelines—not hard and fast rules—to get you started.

Main Title Templates

1. How to ___ and ___
How to Win Friends and Influence People
2. The Art of ___
The Art of Writing Ad Copy That Sells
3. The Secret to ___
The Secret to Winning at Blackjack
4. The Power of ___
The Power of Using Simple Everyday Language
5. ___ of ___
17 Laws of Success
6. ___ for ___
Voice Branding for Executive Leadership
7. ___ Despite ___
Surviving and Thriving Despite the Drama
8. The ___ Guide to ___
The Ultimate Guide to Dog Training
9. Get ___ in ___
Get Healthy, Fit, and Sexy in the Next 90 Days
10. Stop ___ and Start ___
Stop Whining and Start Winning

Subtitle Templates

1. Number Adjective Types to Your Topic
25 Killer Ways to Connect with Your Kids
2. Number Adjective Types to Your Topic and Benefit
25 Killer Ways to Connect with Your Kids and Create Unforgettable Experiences
3. Number Adjective Types to Your Topic Without Consequence
25 Killer Ways to Connect with Your Kids Without Making Them Hate You Forever

Adjectives = Killer, Amazing, Innovative, Practical, etc.

Types = Ways, Habits, Ideas, Secrets, etc.

For your convenience, you'll find a long list of Adjectives and Types inside the *BWB Action Guide* at www.FreeGiftFromWeston.com.

Recommended Exercise

Take a moment now and finalize your book's Main Title and Subtitle.

Please note that thinking through your Final Title may take a few minutes, a few hours, or even a few days. Personally, I like to write out 20 or more Working Titles before I arrive at a Final Title.

Why? Because *one word* can make all the difference!

For example, can you imagine if Leil Lowndes' book, *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*, used the word "Steps" instead of the word "Tricks"?

"92 Little Tricks" makes you feel like you can search for the best tricks and skip the rest. It indicates lots of value with little effort.

Whereas, "92 Little Steps" feels impossible and hopeless!

See the difference? As I said, take your time with this. Your Final Title is *that important!*

Copyright Page*

The Copyright Page has a handful of fill-in-the-bracket templates and starts with the following text: “Copyright © {Year}, {Author’s Name}.”

At this point, there are only two things to do on this page. First, fill in the {Author’s Name} and {Company’s Name} templates. The other fill-in-the-bracket templates cannot be completed until the Publishing Phase.

If they are, then feel free to use our disclaimers as-is. If they are not, then have your attorney draft a more specific disclaimer for your specific book/topic.

For example, if you’re writing a book on health or fitness, your attorney will need to add legal language like “This book is not intended as a substitute for the medical advice of physicians.”

Please note that...

1. Our disclaimers were drafted and approved by our attorneys. So, by having your attorney use these disclaimers as a jumping off point, you’ll save time and money.
2. While you can find generic disclaimers online or use AI to create a disclaimer, it’s important to note that even the best-worded statement cannot guarantee complete protection from liability. Therefore, for the strongest protection, I recommend consulting a qualified business or intellectual property attorney when creating a disclaimer for your specific book.

Recommended Exercise

Take a moment now and fill in the {Author's Name} template. Then, consult with a qualified business or intellectual property attorney to determine if the "Disclaimers" we've given you inside the *Manuscript Blueprint* are the best disclaimers for your book.

If they are, then feel free to use our disclaimers as-is. If they are not, then have your attorney draft a more specific disclaimer for your specific book/topic.

When you're done, move on to the Dedication Page. You'll circle back to the Copyright Page in the Publishing Phase to fill in the other fill-in-the-bracket templates.

Dedication Page

The Dedication Page starts with the following text: “Dedication”.

This page is completely optional but encouraged.

Your dedication should be heartfelt and kept short (one to three sentences). If you’d like to thank a list of people, I suggest you add an “Acknowledgments Page” in the Back Matter of your book (see Chapter 37 for details).

How do you write a dedication? I recommend answering these three questions.

1. Who is this book dedicated to?
2. Why is this person (or people) important in your life?
3. Why are you dedicating this book to them?

For example, here’s a dedication from one of my older books:

I dedicate this book to my team: Tracey Miller, Lauren Cullumber, and Jenny Butterfield Lyon. Your work ethic and brilliance are much appreciated and do not go unnoticed. Thank you for everything you’ve done and do!

Here’s another example from my client Angela Pointon’s book:

This book is dedicated to all the “blenders” out there who are mustering up the guts to stand out.

Here's another example from my client Mark Roberts' book:

I dedicate this book to my parents, Bill and Donna Roberts. For your unconditional love, your support, and being amazing examples to us all.

And here are two more examples that are slightly longer. First, from my client Ashley Brinton's book:

To my Grandma, thank you for believing in my ability to read. I can't wait to give you a giant hug when we meet again!

To my handsome husband, Jeffrey, for being my eternity adventure buddy and not allowing me to give up on my dreams!

To both my parents for always cheering me on, supporting me no matter what, and knowing that I could reach higher!

To you—the reader, for allowing me to have an audience to share my message!

And now from my client Dr. Dan Turo's book:

To my loving wife, your commitment and support to our life together are inspiring. This book would not exist without your guidance and gentle nagging.

To my boys, may these words lay the foundation for your health throughout your lives.

To my patients (past, present, and future), may your curiosity continue to inspire your investigation and implementation of healing solutions for a lifetime.

Ashley's and Dr. Dan's dedications are a little longer than I typically recommend, but each is still an appropriate length for a dedication.

Recommended Exercise

If you don't want to have a Dedication Page, delete this page from your manuscript.

If you'd like to add a Dedication Page to your book, take a moment now and write your short, sweet, heartfelt dedication.

Please note that because every dedication is so personal and unique to the author, I did NOT create any templates for this page. However, for your convenience, I've given you a handful of examples to model after inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Testimonials Page

The Testimonials Page starts with the following text: “Praise for {Final Main Title}”.

This page is completely optional. But since testimonials demonstrate social proof and get your reader in the right frame of mind to consume your content, I encourage you to add testimonials here when you get them in the Publishing Phase.

Recommended Exercise

If you don't want to add a Testimonials Page, delete this page from your manuscript.

If you'd like to add a Testimonials Page to your book, take a moment now and fill in the {Final Main Title} template. Then, move on to the Special Offer Page. You'll circle back to the Testimonials Page in the Publishing Phase to add testimonials when you have them.

Special Offer Page

The Special Offer Page starts with the following text: "{Special Offer Title}".

What Is a Special Offer?

A Special Offer is when you offer your reader something of value *in exchange for* their attention and their contact information. (I'll explain why this is important in just a moment.)

What Can You Offer Your Reader?

You can offer your reader content or tools to support what they just learned, like...

- The audiobook version of your book
- A cheat sheet or "CliffsNotes®" version of your book
- A checklist of important action items from your book
- An action guide based on exercises in your book
- A journal based on questions in your book
- A set of templates based on information in your book
- A companion training (audio and video lessons)

For example, this book has a few Special Offers to support you on your journey. First, the free Companion Training gives you additional formats to learn (video and audio vs. text) as well as a

place to download additional support material. Second, the free *BWB Action Guide* and *Manuscript Blueprint* give you all the Recommended Exercises and Fill-in-the-Blank Templates in one place. And our *6 Weeks to Success Masterclass* (which you'll learn about on page 239) gives you direct access to me and my team to shortcut your success.

In addition, you can also offer your reader content or tools to navigate the next phase of their journey. For example, after someone read my fitness books, the next phase of their journey was to master their nutrition. So, I offered them free content that they could download from my website.

Do you see the different ways you can further support your reader?

Do You Need a Special Offer?

While a Special Offer Page is completely optional, there are two reasons I would strongly encourage you to have this page in your book. The first is to support your readers on their journey. The second is to grow your business.

To Support Your Readers

Look, your readers chose your book for a reason. Maybe your book promised to solve a problem they're having. Maybe your book offered answers to their questions. Or maybe your book assured them that they'll achieve a desired result.

Whatever the case may be, your book somehow resonated with your reader—so much so that they were willing to invest their time and money with you to learn something you know.

But the truth is, no matter how good your book is, it can only help your readers go so far. Why?

Because some readers are auditory learners and learn best with audio lessons (or an audiobook). Some readers are visual learners and learn best with video lessons. Some readers are kinesthetic learners and learn best by doing (e.g., with checklists, action guides, etc.). And some readers learn best by talking through things (e.g., group coaching or one-on-one coaching).

Yes, even though you've poured your heart and soul into your book to give your readers all the necessary tools they need to succeed, some readers will need additional support to achieve the results they truly want.

Insider Information

It probably won't surprise you to learn that over the years I've discovered that the clients who invest the most time and money with me are the clients who get the best results. That's not a coincidence. Clients who invest time and money with you will pay attention, take action, and naturally move toward their desired results. Hence why I feel so strongly about you including some type of Special Offer in your book.

To Grow Your Business

Your book isn't just a piece of content. Your book is a tool, a vehicle, a stepping-stone to lead your readers from where they are now to your products, services, and backend profit centers. And it's your Special Offer that allows you to bridge the gap between your book and your business by capturing your readers' contact information, so you can follow up and support them when they need you.

Let me explain.

Over the past two decades, I've read over a thousand books. But I've only invested additional time and money with a few dozen of those authors. Why? It's certainly not because the other authors' books were bad or because I didn't learn from them. Nope. It's because those authors never followed up and offered me a next step with them.

This is extremely important! It's not necessarily the authors I enjoyed the most that I invested time and money in after reading their books. It's the authors who followed up and offered me additional support that I've invested thousands (sometimes tens of thousands) of dollars with.

So, in my opinion, it's imperative that you include a Special Offer inside your book, so you can support the readers who need it and grow your business with the clients who are ready to move to the next level.

Recommended Exercise

If you don't want to add a Special Offer Page, delete this page from your manuscript.

If you'd like to add a Special Offer Page to your book, take a moment now and brainstorm some ideas.

Then, either write your own Special Offer Page OR use one of my Special Offer Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Insider Information

Even though your readers have your book in their hands, it doesn't mean you have their contact information in your hands. That's because some readers may have bought your book on Amazon or at another online or offline bookstore. If that's the case, then Amazon or the other retailer has the readers' contact information. After all, those readers are their customers, not yours.

In addition, your readers may have been gifted your book by a friend, colleague, or mentor. Or they may have borrowed your book from the library or someone they know. In those instances, you don't have your readers' contact information either.

Again, it's your Special Offer that allows you to bridge the gap between your book and your business by capturing your readers' contact information, so you can follow up and support them when they need you.

Table of Contents*

The Table of Contents starts with the following text: “Table of Contents”.

Microsoft Word has the ability to automatically create your Table of Contents for you in a matter of seconds. However, while it’s tempting to create your Table of Contents now, it’s important that you DO NOT create the Table of Contents until after your manuscript is edited and your Paperback Book is designed in the Publishing Phase.

Why? Because mistakes happen. And if you create your Table of Contents before your manuscript is edited by a professional editor, you risk having to either redo your Table of Contents or having typos in your Table of Contents.

For now, skip this page, as you’ll circle back to your Table of Contents in the Publishing Phase. Trust me. You’ll thank me later!

Recommended Exercise

In the Publishing Phase—after your manuscript is edited and your Paperback Book is designed—follow these instructions to create your Table of Contents inside your manuscript.

With your cursor on the Table of Contents page...

1. Click the "References" tab in the top navigation menu.
2. Click "Table of Contents" (left side of menu).
3. Click "Custom Table of Contents" (near the bottom of the drop-down menu).
4. Uncheck "Show Page Numbers" in the Print Preview Column (left column).
5. Change "Show Levels" to "2" (near the bottom of the pop-up menu, under General).
6. Click "OK" (bottom right of the pop-up menu).

If you're using my *Manuscript Blueprint*, then add "a hyphen + a space" between the "Chapter #" and the "Chapter Title". For example, change...

Chapter 1 Chapter Title
to
Chapter 1 - Chapter Title

If you're using my *Manuscript Blueprint* and you've written a Section Book, then add "a hyphen + a space" between the "Section #" and the "Section Title". For example, change...

Section 1 Section Title
to
Section 1 - Section Title

Once complete, your Table of Contents is done and ready to be inserted into your Paperback Book.

Please note that if you're not using my *Manuscript Blueprint*, it's crucial that you model the *Manuscript Blueprint's* Style Sheet. Otherwise, your Table of Contents may not come out right. To help you with this, I created a video on "Using Microsoft Word's Style Sheet" as well as a Style Sheet Cheat Sheet for you inside the BWB Companion Training at www.FreeGiftFromWeston.com.

The Foreword starts with the following text: “Foreword”.

What Is a Foreword?

A Foreword is a formal endorsement from a celebrity or someone of status in your industry. A Foreword not only tells the reader why they should read your book, but it also gives you immediate credibility from the start. A Foreword can range in length from a few paragraphs to a couple of pages.

Do You Need a Foreword?

Not all books have a Foreword. However, if you can have a celebrity or someone of status in your industry write one for you, it’s not only a nice touch to your book but it can dramatically increase your credibility and potentially your book sales.

Recommended Exercise

If you don't want to have a Foreword, delete this page from your manuscript.

If you'd like to add a Foreword to your book, take a moment now and make a list of potential people who can write your Foreword. Then, move on to the Preface, as I'll show you how to reach out to those people after your book is edited in the Publishing Phase.

Please note that because every Foreword is so personal and unique to the author, I did NOT create any templates for this page. However, for your convenience, I've given you a handful of examples to model after inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

The Preface starts with the following text: “Preface”.

What Is a Preface?

Unlike a Foreword (which is written by someone else) and unlike an Introduction (which introduces the Topic of the book to the Target audience), a Preface is written by you, the author, and tells the reader how the book came to be and what inspired you to write it.

Like a Foreword, a Preface can range in length from a few paragraphs to a couple of pages and can frame the book in a specific light for the reader.

In addition, I’ve also seen authors title their Preface as:

- A Note from the Author
- Author’s Note
- A Note to the Reader
- How This Book Came to Be
- Why This Book, Why Now?

Do You Need a Preface?

Not all books need a Preface. However, if you have an interesting or informative story about how the book came to be or why you wrote it, you may want to include a Preface instead of trying to shove that content into your Introduction.

Recommended Exercise

If you don't want to have a Preface, delete this page from your manuscript.

If you'd like to add a Preface to your book, take a moment now and write the story of how your book came to be and/or why you decided to write it.

Please note that because every Preface is so personal and unique to the author, I did NOT create any templates for this page. However, for your convenience, I've given you a handful of examples to model after inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

The Introduction starts with the following text: “Introduction”.

What Is an Introduction?

Your Introduction sets the stage for your content by introducing your Topic to your Target (reader), whetting their appetite and reinforcing their decision to invest their time and money in your book.

To accomplish this, there are two go-to formulas I recommend to clients: PASS and NIS.

PASS

The first formula is **PASS**, which stands for:

1. **Problem:** Present the main Problem to the reader.
2. **Agitate:** Give specific examples about the problems to paint a detailed picture (*if necessary*).
3. **Solve:** Show the reader how your content can Solve the Problem and the Benefits they can expect.
4. **Structure:** Show the reader how you’ve structured your content to ensure they have everything they need to succeed.

Let me give you an example of how my client, Sonya Chapman, followed this formula to write the Introduction to her book, *Manners in America Are Dead*.

Sonya starts off with the Problem...

At some point in the last 40 years, American life changed. Families used to eat dinner together, play board games together, and watch their favorite TV shows together. However, in today's technology-driven, always-on-the-go society, most American families have changed how they spend time together and how they communicate with others.

Next, she gives specific examples to Agitate the Problem and paint a more detailed picture for the reader...

Instead of enjoying dinner together at the table, where we learned about each other's day, likes and dislikes, and how to treat one another, we now typically eat on the run. Instead of laughing and bonding while playing board games together, we now entertain ourselves with our mobile devices, most times in solitude. And instead of watching our favorite TV shows together, where we could bond over the characters or enjoy a laugh together, we now live separate lives in separate rooms watching videos or playing games with "friends" from all over the world.

Honestly, when I think about the way most American family members live separate lives from each other, I feel sad. We're losing the connections our families once had, and we're losing the ability to communicate.

This sad shift in American family life is why I fear manners in America are dead. Trust, respect, and communication skills used to be taught in the home. Families used to value their relationships and always offered a helping hand when needed. I grew up in the days when my mom "embraced her village" (which consisted of extended family members, friends, neighbors, and teachers), and if I didn't respect an adult, I had an army of people who would be disappointed with my actions.

Then, Sonya transitions from the Problem to the Solution with...

Nowadays things are different, and this difference is why I wrote this book. This book is not about being stuffy or giving you rules to follow. There are plenty of books today that serve that purpose. Instead, this book is about simple ways to treat people and about the role that politeness plays in our everyday interactions with family members, friends, neighbors, and co-workers.

Finally, Sonya finishes her Introduction by telling the reader how she's Structured her content to ensure they have everything they need for success...

Inside the following pages, you'll discover 13 easy-to-read chapters with 95 easy-to-follow tips on how you can be courteous and make others around you feel respected, appreciated, and comfortable in any situation.

Don't let this book's simple presentation fool you. Manners are not just about rules or actions. Manners are about your attitude toward yourself and others. This book will help you treat yourself better and help you treat others with more respect and kindness. And in turn, the tips you learn in this book will help you go further in life. Judge Clarence Thomas says it best: "Good manners will open doors the best education can't."

Simple, right? Present the main Problem to the reader. Agitate the Problem with specific examples (*if necessary*). Show the reader how your content can Solve the Problem. And show the reader how you've Structured your content to ensure they have everything they need to succeed.

NIS

The second formula is **NIS**, which stands for:

1. **Not About:** Tell your reader what your book is NOT about.
2. **Is About:** Tell your reader what your book IS about and the Benefits they can expect.
3. **Structure:** Show the reader how you've structured your content to ensure they have everything they need to succeed.

Let me give you an example of how my client Dr. Dan Turo followed this formula to write the Introduction to his book, *Designed to Heal*.

Dr. Dan starts off with what his book is NOT about...

This book is not about solving the massive health care expenditure crisis currently happening in our country. It is not another pill, potion, lotion, gimmick, or quick fix for masking symptoms of disease. And strategies in this book are not about a pain and symptom-focused approach to your health.

Next, Dr. Dan tells the reader what his book IS about and the Benefits they can expect...

Instead, this book is about a philosophical and foundational Outline to get healthy and stay healthy for a lifetime. Inside this book, we'll discuss technology-driven solutions to help you improve or regain your health—no matter how you feel today. And we'll provide proactive, action-oriented recommendations to help you live the healthiest life possible.

Let's pause there for a moment. Notice how Dr. Dan's second paragraph is loaded with Benefits his readers will get. They'll learn to get healthy and stay healthy. They'll receive solutions to improve their health or regain their health. And they'll get action-oriented recommendations to help them live the healthiest life possible. That's a lot of Benefits in just 45 words!

Whichever formula you decide to use, be sure to include the Benefits your reader can expect from your book. Doing so not only reinforces their decision to invest time and money in your book, but it also gets them excited to continue reading. Since most book buyers never actually read the books they invest in, getting someone excited to move forward is crucial to getting them to read your book in full. That, in turn, gets them excited about solving their Problem and potentially working with the expert on the subject—you!

Insider Information

Do you remember in Chapter 13 when we talked about OCD vs. ADD Readers, and I told you how OCD Readers enjoy reading every word while ADD Readers enjoy skimming for specific content?

What I've discovered over the years is that ADD Readers typically skip Introductions because they want to jump into the "good stuff." But if we retitle the Introduction to "Read This First," even the most ADD Readers can't help but dive in.

To see an example, check out the Table of Contents at the beginning of this book.

Question for you: Do you typically read Introductions? If not, did you read the "Read This First" in this book? I'd be curious to know.

Okay, let's get back to Dr. Dan's book. In his last few paragraphs, Dan lays out the game plan for the book and what the reader will walk away with...

In addition, in order to guide your reading experience for the greatest insights, I also want to let you know how the book is structured. First, we'll discuss the "intelligence" of your body and how that intelligence is designed to efficiently and effectively keep you healthy every moment of your life.

Then, we'll look at the strengths of our current "health care" model as well as reveal the shortcomings of health care in America today and how our system is actually a "sick-care" model.

Next, we'll talk about the foundation of a true health care model along with the most logical health professional to facilitate its implementation for individuals and families. The answer may surprise you!

Finally, we'll dive into a dozen disciplines and over 30 supporting resources to assist you on your destiny to achieve ultimate health and well-being for you and your family.

It is time to turn the page on a new chapter of your life! A life of healing, a life of vitality, a life worth living.

Always remember, you are Designed to Heal!

Do you see how easy this is? Tell the reader what your book is NOT about, what it IS about, and how you've structured your content to ensure they have everything they need to succeed.

Recommended Exercise

Take a moment now and choose which formula (PASS or NIS) you think will work best for your book.

Then, either write your own Introduction OR use one of my Introduction Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

The Conclusion starts with the following text: “Conclusion”.

What Is a Conclusion?

While your Introduction sets the stage for your content, your Conclusion wraps up your content and acts as a transition point from your book to your business’s products, services, and backend profit centers.

To accomplish both goals, I recommend using the following three-step formula:

1. Congratulate the reader for finishing your book.
2. Reiterate the most important Main Points in your book and actions to take.
3. Offer the reader additional help to reach their goals or a way for them to help others.

Congratulate

In my opinion, the first thing you want to do in your Conclusion is congratulate your reader for reading your entire book. Why? There are two reasons. First, most people who start a book never finish reading it, so congratulations are in order. Second, you want to subconsciously condition your reader to complete things they start by immediately rewarding them with a heartfelt congratulations.

Reiterate

Next, you want to reiterate the most important Main Points in your book as well as the Benefits they'll get when they take action. This is important because your reader picked up your book for a reason. Don't let them drop the ball now. Remind them what to do next—action steps, questions to answer, concepts to think about, etc.—so they can move forward and get the results they desire.

Offer

Last, you want to either offer your reader additional help to reach their goals faster with less effort OR offer them a way to help others. Let me explain.

You Supporting Your Reader

As I mentioned before, no matter how good your book is, some readers will either need additional support or want more of you (your information, your perspective/mindset, your resources, etc.). For those readers, it's important to offer them "next steps" with you.

Those next steps can be the same as your Special Offer Page, or they can be something completely different. The choice is yours. Whatever you decide, though, you don't want your "offer" to sound cheesy or salesy. Instead, you simply want to offer your reader the next logical step in their journey.

For example, after you read this book, the next logical step is to move from the Writing Phase into the Publishing Phase. So, naturally, my Conclusion offers you additional support in the Publishing Phase.

Don't complicate this! What's the next logical step for your reader? By offering them support in your Conclusion, you'll not only lead readers to your backend profit centers and grow your business, but you'll also be able to serve your Target Audience on a deeper level. A win-win situation all around!

Your Reader Supporting Others

Some of you may not have a next step to offer your reader. If that's the case, offer your reader a chance to help others like them. How? There are two ways.

First, ask your reader to share your book with others they know.

Second, ask your reader to gift your book to others they know (friends, clients, colleagues, etc.).

If your reader enjoyed your book, they'll probably do this anyway. After all, people love to talk about good books they just read. But you'll gain more traction and sell more books if you ASK!

Recommended Exercise

Take a moment now and think about the 3-step formula I laid out for you in this chapter.

Then, either write your own Conclusion OR use one of my Conclusion Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Insider Information

In case you're nervous about offering your reader next steps, let me fill you in on a secret. If you don't offer a next step, nothing will happen. And some readers will be lost without your support. On the other hand, if you do make an offer to move forward in some way, your readers will naturally fall into one of three categories:

1. The majority of readers aren't action takers, so they won't take the next step with you no matter what you offer. That's okay. Those readers are more interested in gathering information than in getting results. As the saying goes, "You can lead a horse to water, but you can't make them drink." Those readers will see your offer and quickly move on. There's no need to worry about them.
2. A large percentage of readers will get what they need from your book and take action on their own. While these "do-it-yourselfers" won't move forward with you, they'll appreciate the offer and may circle back to you down the road. Plus, since your book did its job, these readers will sing your praises and refer others to your book!

Continued...

3. A small percentage of readers will want additional support and appreciate your offer. Those are the readers you can help on a deeper level. And those are the readers who are most likely to convert into paying clients.

So, if you have a way to support your readers on a deeper level, why wouldn't you offer your readers the next logical solution? In my opinion, you should. There's no downside whatsoever!

Next Book Page

The Next Book Page starts with the following text: "{Next Book Page Title}".

This page is for authors who have written a “series” and want to promote the next book in that series.

If you don’t have a series, don’t worry about it. You can always circle back and add this page to your first book if you decide to write another book in your series later.

If you do have another book in your series, I suggest using this page as free advertising to drive readers to that book. Doing so not only allows you to continue the relationship with your reader, but it also allows you to increase the Lifetime Gross Profit of a Client (LGPC) since it doesn’t cost anything to promote your next book inside your current book.

If you have additional books that don’t directly relate to your series, you’ll place those books on the “Additional Products/Services Page” (details in Chapter 38).

Recommended Exercise

If you don't want to add a Next Book Page, delete this page from your manuscript.

If you'd like to add a Next Book Page to your book, take a moment now and think about the Benefits your reader will get if they read the next book in your series.

Then, either write your own Next Book Page OR use one of my Next Book Page Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Book Review Page

The Book Review Page starts with the following text: “{Book Review Page Title}”.

This page is where you can ask your reader to leave a review on Amazon, Goodreads, or any other site you’d like.

Book reviews not only add another layer of credibility and social proof, but they also help potential readers determine if your book is right for them, increasing the number of books you sell and the number of people you can help. The more reviews you accrue on Amazon, other retailers, and other review sites, the more sales you’ll make over time.

While the Book Review Page is relatively straightforward, it’s important that you give your reader explicit instructions on where and how to leave you a review. Yes, some people are tech-savvy enough to figure this out on their own. But it’s best not to leave anything to chance, especially for the less tech-savvy readers.

Recommended Exercise

If you don't want to add a Book Review Page, delete this page from your manuscript.

If you'd like to add a Book Review Page to your book, take a moment now and think about where you'd like readers to leave you a review. For most of you, Amazon.com is all you'll need.

Then, either write your own Book Review Page OR use one of my Book Review Page Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

About the Author Page*

The About the Author Page starts with the following text: “About the Author”.

Think of this page as your personal bio.

Over the years, I’ve noticed that every author and publisher has a different opinion about what should go in the About the Author Page. For example, some authors and publishers like long bios with an entire life history. However, I’m of the opinion that your bio should be short, sweet, and to the point—three to four paragraphs tops.

If you agree with my opinion, here are Three Questions to help you create a simple, three-paragraph bio:

- **Paragraph #1**—Who are you, and what are you currently doing?
- **Paragraph #2**—What have you done in the past that qualifies you to write your book, and/or what led you to where you are now?
- **Paragraph #3**—What do you do in your spare time?

Please note that Paragraph #3 allows you to relate to readers by showing your personal side and telling them what you do for fun when you’re not working. Since relationships are built from shared passions and experiences, I’ve found that this paragraph works wonders to magnetically attract kindred spirits into your world.

Check out page 243 for an example of how I used these Three Questions to write my About the Author Page.

Recommended Exercise

Take a moment now and think about the questions in this chapter.

Then, either write your own About the Author Page OR use one of my About the Author Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Speaker Page

The Speaker Page starts with the following text: "{Speaker Page Title}".

This page is completely optional but highly encouraged if you're a professional speaker or use public speaking as a marketing tactic to reach your Target Audience.

The purpose of your Speaker Page is to grab event and meeting planners' attention and tell them why you'd be a good fit for their audiences. To do this successfully, here are four elements you may want to include on your Speaker Page:

1. **Speaker Benefits**—Why should they bring *you* in to speak for their audience?
2. **Presentation Title(s) and Benefits**—What will their audience learn and walk away with?
3. **Testimonials**—What do audience members and/or other event and meeting planners say about you?
4. **Contact Information**—How can they get in touch with you to learn more or book you?

Recommended Exercise

If you don't want to add a Speaker Page, delete this page from your manuscript.

If you'd like to add a Speaker Page to your book, take a moment now and think about the four elements I presented in this chapter.

Then, either write your own Speaker Page OR use one of my Speaker Page Templates to write this page for your book. You can find those templates inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Bulk Order Page

The Bulk Order Page starts with the following text: “{Bulk Order Page Title}”.

This page is completely optional but highly encouraged if you want to sell more books. After all, you have a choice when it comes to book sales. You can sell books one at a time, or you can sell books in bulk. While you’ll do both over your career, selling books in bulk is much more profitable!

The Bulk Order Page is relatively straightforward and has four elements:

1. **Title**—The goal is to grab your reader’s attention. We typically use titles like “Motivate and Inspire Others,” “Save on Bulk Orders Today,” or “Save Up to 40% on Client Gifts.” But feel free to change the title to whatever best suits your book and audience.
2. **3D Cover Image**—Since you won’t have your book cover done until the Publishing Phase, I suggest you circle back to this page when your cover is finished.
3. **Price Structure**—The Price Structure you choose is based on the cost of your book and the amount of profit you want to make per book. Since you won’t know the cost of your book until you’re in the Publishing Phase, I’d suggest circling back to this page in the Publishing Phase before you go to print.
4. **Contact Information**—I suggest making it easy for people to give you money by giving them multiple ways to contact you. For example, giving people a phone number, email address, and a webpage to order books is better than just giving them an email address. However, since everyone runs their business differently, choose whatever contact information makes the most sense for you.

Recommended Exercise

If you don't want to add a Bulk Order Page, delete this page from your manuscript.

If you'd like to add a Bulk Order Page to your book, take a moment now and think about the Bulk Order Page title. As I said, we typically use titles like "Motivate and Inspire Others," "Save on Bulk Orders Today," or "Save Up to 40% on Client Gifts." But feel free to change the title to whatever best suits your book and audience.

Next, think about the contact information you'd like to include and add it to the Bulk Order Page. You can add a website, email, phone, etc., or a combination of whatever makes sense for your business.

You can leave the rest for now, as you'll circle back to this page in the Publishing Phase to insert your 3D Cover, Retail Price, and Pricing Structure.

Acknowledgments Page

The Acknowledgments Page starts with the following text: “Acknowledgments”.

This page is optional and similar to the Dedication Page. However, unlike your Dedication Page—which is only one to three sentences long—your Acknowledgments Page can be any length you want, from a few paragraphs to a few pages.

The purpose of this page is to acknowledge the people who have helped you throughout the years. For example, you can acknowledge your parents, family, friends, colleagues, associates, mentors, etc. You can also acknowledge anyone else who’s helped you on your journey.

If you decide to include an Acknowledgments Page, here’s a simple three-step process to consider:

1. Make a list of the people you want to thank: family, friends, mentors, etc.
2. Under each person, jot down some notes and ideas of what you want to thank them for.
3. If some people can be grouped together, you may want to consider doing so. For example, if you have three mentors who have been a tremendous help on your journey, you may want to write how all three have helped you and then name all three back-to-back.

As an aside, whether you write an Acknowledgments Page for your book or not, you’ll find this gratitude session worth your time. You may even want to pick up the phone or write a letter to the people you have written down and express your gratitude. After all, no one is an island. We’re all products of the people we know and have learned from.

Recommended Exercise

If you don't want to add an Acknowledgments Page, delete this page from your manuscript.

If you'd like to add an Acknowledgments Page to your book, take a moment now and follow the three-step process presented in this chapter to write your Acknowledgments Page.

Please note that because every Acknowledgments Page is so personal and unique to the author, I did NOT create any templates for this page. However, for your convenience, I've given you a handful of examples to model after inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Additional Products/Services Page

The Additional Products/Services Page starts with the following text: “{Additional Products/Services Page Title}”.

This page is completely optional and dependent on whether you have additional products and services to promote.

This page works well for authors who have multiple books. After all, if your reader enjoyed your book, they’ll most likely enjoy your other books. So, telling your reader about your other books just makes sense.

However, you don’t need other books to leverage this page. Feel free to use this page as a catch-all for other products and services you offer your Target Audience. For example, I’ve seen other authors use this page to promote everything from online courses to live events, physical products, and done-for-you services.

Recommended Exercise

If you don't want to add an Additional Products/Services Page, delete this page from your manuscript.

If you'd like to add an Additional Products/Services Page to your book, take a moment now and think about the products and/or services you'd like to promote. Then, write as much sales copy as needed to move your reader from your book to your website, office, or storefront.

Depending on the products or services you choose to promote here, you may only need a few sentences to do the job. Then again, you may need a few pages to do the job. (The more complex a product or service is, the more sales copy you'll typically need.)

Please note that because every Additional Products/Services Page is unique to the product/service, I did NOT create any templates for this page. However, for your convenience, I've given you a handful of examples to model after inside the *BWB Action Guide* and *Manuscript Blueprint* at www.FreeGiftFromWeston.com.

Conclusion

Writing Phase Complete

You did it! You've worked your butt off, and you're now one step closer to becoming an author. Congratulations!

First, I suggest taking a moment to realize what you've accomplished. Take a deep breath and breathe in the triumph of this moment. Relish in the glory. And never forget it! This is an accomplishment most people only dream about. But you're different. You're unique. You're special.

You had faith in what we were doing here in this book, you took action and worked hard (possibly late nights, early mornings, longer days), and you've achieved something truly spectacular. You should be proud of yourself. I know I'm proud of you!

Second, now that your Front, Middle, and Back Matter are completely written, I recommend giving your book one final Review before moving into the Publishing Phase. Doing so will help you catch any minor errors you may still have, saving you time and money in the next step.

Speaking of next steps, let's talk about...

Moving from the Writing Phase to the Publishing Phase

As I mentioned at the beginning of this book, there are three phases you'll go through to grow your business with your book.

Phase 1 - The Writing Phase: In this phase, you took your ideas, stories, lessons, etc., and put them into a clear, cohesive, and easy-to-read book for your ideal Target Audience. This phase is now complete.

Phase 2 - The Publishing Phase: In this phase, you'll have your book edited, designed (inside and out), published, and ready to launch. This phase is next in line.

Phase 3 - The Profiting Phase: In this phase, you'll start selling books to immediately increase your bottom-line profits as well as learn how to leverage your book the right way to grow your business for years and decades to come. Once your book is published, you'll be in this phase for the rest of your career.

Now that you've completed The Writing Phase, it's time to move into the Publishing Phase!



Here, you have two options open to you:

Option #1 - Manage the Publishing Phase Yourself

If that sounds interesting or exciting to you, have at it. I wish you all the best!

To help you out, here are the five steps you'll go through in the Publishing Phase:

1. Editing—You'll need to find a professional editor to proofread your manuscript for spelling, grammar, and punctuation errors.
2. Cover Design—You'll need to find a professional graphic designer to design an attention-grabbing cover that magnetically attracts your ideal Target Audience.
3. Interior Layout Design—You'll need to find a professional graphic designer to lay out and format the interior of your book.
4. Publishing—You'll need to find the right self-publishing platform to print and distribute your book.
5. Launching—You'll need to create a launch strategy to get your book out to the world.

However, if you feel your time is better spent running your business and not figuring all this out on your own, let me share a better option.

Option #2 - Call Us to Do All the Work for You!

If that sounds interesting or exciting to you, let's set up a time to chat so we can discuss the goals you have for your book and your business.

Then, *together* we'll determine the next best step for you.

If you want us to do everything for you, great! We'll show you what that looks like.

If you want to do everything yourself with our guidance, great! We'll show you what that looks like.

Heck, even if we're not a good fit for each other, we'll refer you to someone who *is* a good fit for you.

Our goal is to always make sure you have everything you need to succeed, with or without us.

So rest assured, you won't be left out to dry in any way!

To schedule a call, go to www.PlugAndPlayPublishing.com/calendar or scan the QR Code below:



A Big Thank You!

Okay, that's it. Your book is done, and you now have two options to move forward.

I hope you've enjoyed this journey with me so far. It's been a pleasure! Whatever direction you decide to go in the Publishing Phase, please know I appreciate the time we've spent together here. And I appreciate your trust and confidence in letting me help you with your book.

If you decide to go at this alone, I wish you the best of luck. All I ask is that you please send me a copy of your book when it's done (autograph it for me—*wink, wink*) with a note letting me know how this information helped you achieve your goal. I'd love to hear from you and support you on

the rest of your journey to grow your business with your book! (Please note that you can find my current address at the bottom of my website: www.PlugAndPlayPublishing.com)

If you decide to reach out to us for some help, I look forward to hearing from you soon. We'd love the opportunity to help you!

In either case, thanks again for spending this time with me. It's been my honor and privilege to help you write your book to grow your business!

Dedicated to your success as a leading expert, authority, and thought leader in your field!

Weston Lyon

Your Book Done... in Just 6 Weeks!

Inside *The Book Writing Blueprint* and BWB Companion Training, we've given you everything you need to write the *right* book so you can magnetically attract more new clients.

However, what these resources can't do for you is make this process happen faster.

That's where our **6 Weeks to Success Masterclass** comes in—it's the "speed boost" you need to get your book done in record time, without any frustration or overwhelm.

Here's how it works:

- We give you simple questions to answer each week.
- You answer them in your own words — no fancy writing required.
- We take what you say... and turn your answers into your chapters.

That means... in just 6 weeks, you'll go from thinking about your book to holding your completed manuscript in your hands!

If that sounds like your kind of easy, email me at weston@plugandplaypublishing.com and we'll jump on a quick 5-minute call to see if it's a good fit for you.

Did You Enjoy This Book?

Thanks again for choosing to read *The Book Writing Blueprint*! Did you enjoy this book? I'd love to hear from you! Please shoot me an email and let me know what you enjoyed most and how this book has helped you. You can reach me at weston@plugandplaypublishing.com.

Also, if you enjoyed this book, please leave a review on Amazon, so you can help other business owners and entrepreneurs like you find a great book to read!

Not sure how to leave an Amazon Review? Here are the steps...

1. Scan the QR Code:



2. Select an overall star rating. Five stars are always appreciated, but please be honest.

3. Under "Write a Review," tell other readers what you loved about this book. What was your biggest takeaway or a-ha moment? Was there a concept or quote that really resonated with you? Did the book change your mindset or perspective on writing a book? Whatever you want to share would be great!

4. Under **“Share a Video or a Photo,”** add a video or picture of you and the book. This is optional, but have fun with this. I’d love to see your face with the book (be it the paperback or Kindle version).
5. Under **“Title Your Review,”** give your review a cool title that encourages readers to read your opinion.
6. Click the **“Submit”** button.

Thank you in advance! Your review not only makes a huge difference to the Amazon algorithm (allowing more people to find this book), but it also gives potential readers the information they need to make an informed decision on whether this book is worth their time and money.

P.S. After you leave a review...

Take a screenshot of your review when it goes live (this may take a day or two).

Then, email me (weston@plugandplaypublishing.com) the screenshot with your name, your business name, and the area of the world you live in (city, state, and/or country).

We’ll add you to our “Wall of Reviews” for the whole world to see.

Talk about a win-win situation! Not only will your review help us reach more people, but posting your review on our website will help you gain visibility in the search engines.

About the Authors



Weston and Jenny Lyon are the authors of 30+ books and the owners of Plug and Play Publishing LLC, where they show business owners how to write, publish, and profit with their book.

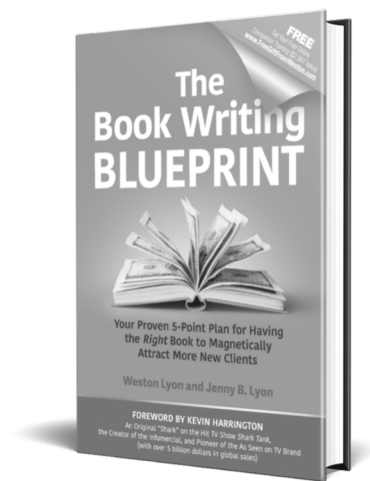
When Weston is not working, he's either running amok on the mountain bike trails, making a mess in his painting studio, or playing strategic board games with his family and friends.

When Jenny's not working, she's either sipping on wine or whiskey with friends, crafting fine jewelry in her home studio, or beating Weston at board games.

You can learn more about Weston, Jenny, and their team at www.PlugAndPlayPublishing.com. And you can connect with Weston directly through LinkedIn (www.linkedin.com/in/westonlyon).

Encourage Your Clients and Colleagues to Write a Book Too!

Do you have clients or colleagues who'd also like to write a book for their business? If so, contact my office today to discuss how we can partner up and get a copy of *The Book Writing Blueprint* into all of your clients' and colleagues' hands for FREE!



\$24.95 Retail Price

Contact Weston Today for Details
Email = weston@plugandplaypublishing.com
Subject Line = Free Books for My Peeps

Looking for a Speaker for Your Next Event?

Are you looking for a fun, inspiring speaker who will keep your audience entertained and engaged?

Are you looking for an expert who knows how to thoroughly educate your audience, have attendees sitting on the edge of their seats, and rave about your event afterward?

Are you looking for an experienced, professional speaker who knows what audiences are looking for and is easy and fun to work with?

If you answered “YES” to any of these questions, then Weston Lyon is the speaker you’ve been looking for!

Weston has given over 600 presentations to thousands of entrepreneurs and business owners over the past 20+ years and has shared the stage with fellow successful entrepreneurs like:

- Jack Canfield, co-author of the mega-successful *Chicken Soup for the Soul* series—with over 600 million books sold
- Kevin Harrington, the inventor of the infomercial and an original Shark on the hit TV Show *Shark Tank*
- Dr. Ivan Misner, the Founder of BNI, the world’s largest referral organization, and NY Times Best-Selling Author

- James Malinchak, celebrity entrepreneur who's been featured on the ABC Hit TV Show *Secret Millionaire*
- Ed Mylett, ranked the #1 Mindset and Performance Coach in the world by *USA Today*
- And more!

What Do Audience Members Say About Weston Lyon?

"Weston is everything a speaker should be: fun, inspiring, entertaining, engaging, and educational!"

– David Holzer

Owner of Pittsburgh Combat Club

"Wow, Weston delivered so much high-quality information my head is spinning, and I have pages of notes!"

– Dionne Malush

Co-Owner of Realty ONE Group Gold Standard

"I want more! Weston was so engaging and entertaining that I felt like he was on stage for less than 20 minutes (meanwhile, he was on stage for almost two hours!)."

– Erin Turo

Co-Owner of Turo Family Chiropractic

"Truly inspiring! Weston took a complicated topic and broke it down into a simple, manageable solution that I cannot wait to implement!"

– Tayon Mitchell

Owner of Engarde Financial Group

What Do Event Planners/Promoters Say About Weston Lyon?

Since Weston has planned and hosted hundreds of his own live events for entrepreneurs from all walks of life, he knows what planners need and want. Here's a small sampling of what others like you have said about Weston:

"Weston is the easiest, most professional speaker I've ever worked with. From beginning to end (and even after the event), Weston provided impeccable service. I wish all speakers would model after him!"

– **Becky Auer**

6.5 Million-Dollar Woman, Owner, Up a Notch Marketing

"Weston's audiences are riveted! They love him, and I love him!"

– **Deanna Tucci Schmitt**

Executive Director, BNI Western PA

"Your audience will absolutely love Weston's profit-producing content and will be talking about your event for weeks, months, and years to come."

– **Charlie McDermott**

Founder, Turnkey Sales Solutions

In addition to wowing your audience and making your life easier, Weston tailors every speech to your goals and your audience's needs. No two speeches are exactly the same. And every speech is guaranteed to be nothing short of amazing.

Contact Weston Today to Inquire About Availability
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Acknowledgments

None of us accomplishes anything in life without the inspiration, encouragement, and support of others. That's why I want to take a moment here to express my gratitude for the people in my life who have helped me become the person I am today.

To My Family:

To my wife, Jenny: Thank you for your love and support. Thank you for helping me learn to focus. And thank you for calming me down every day with your snuggles. I love you very much!

To my son, Haven: Thank you for being the kind, gentle, and fun soul you are. Whether you realize it or not, you've made me a better listener, a better entrepreneur, and a better person. I love you very much!

To my mom and dad: Thank you for your love and support throughout the years. Thank you for showing your belief in me—even though you probably doubted some of my actions on the inside. Mom, I love you very much. Dad, I miss you.

To my brothers, Brian and Brent: Thank you for your love and support in all that I've done. Thank you for inspiring me to be better—your examples, good and bad, have been the best lessons of my life. Thank you for always being there for me. Brent, I love you. Brian, I miss you.

To my clients: Thank you for allowing me to help you make your dreams a reality. You had other people and companies to choose from. But you chose me. For that, I am grateful! In addition, it's been a pleasure working with you all. I'm so happy and proud to be a part of your writing, publishing, and profiting team.

To My Mentors and Coaches:

Thank you for your knowledge, wisdom, and insight. Thank you for your support in my personal and professional growth. And thank you for your friendship. A special thanks to the following mentors and coaches:

To Jack Nelko: Thank you for driving me around the country in the pursuit of our dreams. Thank you for all the money you invested behind the scenes to help me further my entrepreneurial education. And thank you for showing me that there's more to life than working a nine-to-five job.

To David Holzer: Thank you for relentlessly pushing me to be better in multiple areas of my life and career. Thank you for sharing all your Microsoft Publisher tips with me. Thank you for helping me hone my speaking skills as the other half of your dynamic duo. And thank you for our friendship over the past two decades!

To Bob Schmitt and Deanna Tucci Schmitt: Thank you for giving me the opportunity to serve your people while "learning on the job." Thank you for teaching me how to communicate with people with different personalities and from all walks of life. Thank you for showing me how to be a better leader. And thank you for our friendship over the past two decades!

To Becky Auer: Thank you for showing me how to be a better marketer and salesperson. Thank you for all of the opportunities you've generously put in front of me—including allowing me to serve your people. And thank you for our friendship over the past two decades!

To James Malinchak: Thank you for generously sharing all of your marketing and financial wisdom with Jenny and me. Thank you for all of the high-powered connections you've made for us. Thank you for all of the opportunities you've generously put in front of us—including allowing us to serve your people. And thank you for our continued friendship!

To Nick and Megan Unsworth: Thank you for "being the example" of how a couple should lead and run a business together. Thank you for all of the opportunities you've generously put in front of us—including allowing us to serve your people. And thank you for our continued friendship!

To My Fellow Authors and Experts:

Thank you for sharing your message, wisdom, and insight with me through your books, presentations, and other educational material. A special thank you to Kevin Harrington, Tony Robbins, Dr. Wayne Dyer, Zig Ziglar, Tom Hopkins, Napoleon Hill, Dexter Yager, Robert Kiyosaki, Jack Canfield, Patty Aubrey, Mark Victor Hansen, Ryan Deiss, Frank Kern, Russel Brunson, Matt Furey, Dan Kennedy, Bill Glazier, Bob Bly, Bob Burg, Tracy Coats, Dan Janal, Scott Ginsberg, Alex and Leila Hormozi, Michelle Donovan, and Dr. Ivan Misner.

To You, the Reader:

Thank you for picking up this book and taking this journey with me. I know the information inside will give you everything you need to succeed in writing your book. Now it's up to you to make it happen. Get after it and mail me your book when you're done. I can't wait to see your book and hear about your success!

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