

WRITE THE RIGHT BOOK!

By Randy Peyser

Thank you for downloading this report to help you gain clarity about the perfect book for you to write!

People have many reasons for writing a book, but here are three of the top reasons:

1. To increase your sphere of influence and generate more clients or sales.
2. To position yourself as an authority or expert in your field.
3. To tell your life story to inspire others and help them get through a challenge that you've been through.

If you want to be perceived as being an expert in your field...

Then writing a book is one of the quickest ways to solidify your reputation, gain credibility in the eyes of your potential clients, and make yourself stand out above your competition.

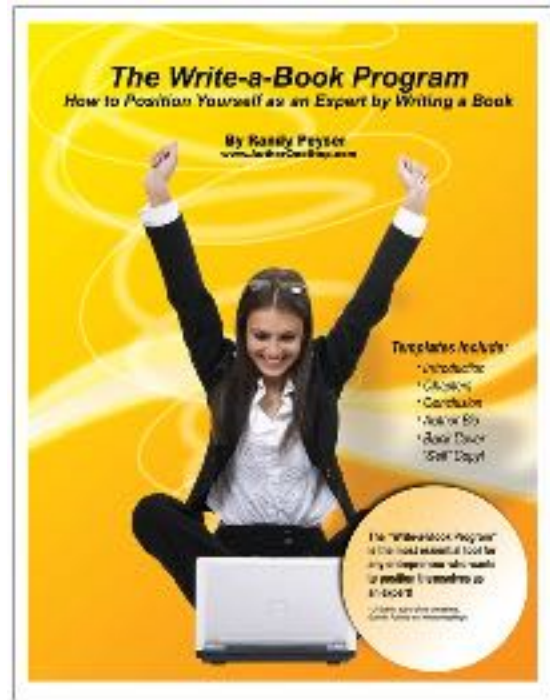
Having a book will not only help you attract more clients, but it will also help you to extend your visibility and build your brand. Your book can open many new doors for you to obtain media exposure or seamlessly get new prospects into your pipeline. You can use your book for back of the room sales, or as a give-away to attract more clients.

They say that people do business with those whom they “know, like and trust.” When someone reads your book, they will have a better understanding of who you are, which means they will be more likely to buy your more expensive services and products in the future.

If you want to tell your life story to help others get through a challenge you have overcome...

There is a particular format that will make your topic more salable than by just telling your story. Many people like to share their personal stories in a book, but they forget the most important factor that will draw readers to buy it, which is the answer to the question: “What’s in it for me?”

As you progress through this report, I will share with you the format to answer that all-important question so that your book can be much more successful. Please note that sharing a personal challenge you’ve been through can bring up every dark corner of the experience. If feelings come up as you write, that’s okay. If you feel compelled to share your experience, this may be a very healing process for you. And you will be helping others in the process.



EXERCISE

So, why do YOU want to write your book? Please identify your reasons below:

1. To position yourself as an expert
2. To advance your career
3. To create a product for back of the room sales
4. To “upsell” a more expensive service
5. To get more clients
6. To gain more credibility
7. To get more visibility
8. To get on TV shows and radio shows
9. To inspire others to overcome a challenge you’ve experienced
10. To share many people’s perspectives on a particular topic or theme.
11. To explore a topic you are interested in learning more about

EXERCISE

Note the category from this list of three choices that best fits for you:

1. If you have chosen #1-8 above, your goal is to impart information based on your professional knowledge about a particular topic.
2. If you have chosen #9, your goal is to share your life story so that others going through a similar experience can get through it with greater ease.
3. If you have chosen #10-11, your goal is to gather and impart information from a wider field of experts, or to share the personal stories and experiences of various people – including yourself – so that others, as well as you, may learn and grow.

FORMATS

Now let’s look at some very popular formats, based on the goal you’ve identified above:

#1-8. If your goal is to impart information based on your professional knowledge about a particular topic, (a how-to book), an easy format for you to use to write this book will be to set up each chapter by first identifying a problem and then offering a solution. An alternative is to offer a Steps format, as in 7 Steps to _____.

#9. If you want to share your life story so that others going through a similar experience can get through it with greater ease, an easy format for you to use to write your book will be to offer stories from your life followed by a specific number of insights or action steps that others can take based on the theme of that story.

This is a format I used for my book, *Crappy to Happy: Small Steps to Big Happiness NOW!* I offered four Steps to Create Happiness after each of my stories. These steps were either insights I gained, or action tips I wished to share, based on each story.

#10-11. If your goal is to gather and impart information from a wider field of experts, or share the personal stories of various people, including yourself, so that others may learn and grow, there are actually four potential formats for you to consider:

A. You can create an anthology-style book in which you ask others to send you a chapter for your book. The theme of your book can be centered either around a topic related to your expertise, or it could be centered around a particular life experience, such as a challenge you've overcome.

B. You can create an anthology-style book in which you interview others based on the theme of your choice, instead of asking them to submit a story. You can create a question list and have everybody you interview answer the same set of questions so that your book will have a consistent flow to it. (Having asked people to submit stories for many years, I've discovered that, often, people never actually submit their stories, even when they say they will. It's usually best to interview people if you want to get their stories.)

C. You can interview others and include stories from your own life, followed by a specific number of insights or action steps that others can take based on the theme of that story. This is a format I used for my book, *The Power of Miracle Thinking*. I interviewed people who experienced all kinds of miracles. I was curious about what it took for a miracle to happen. I wanted to know what beliefs and thoughts people who experienced miracles held, and what actions they took, that they felt might have contributed to their miracle having occurred. I wrote each of their stories and included many of my own. After each story, I put three "Miracle Thinking Tips" based on either the insights I gained from that story, or action tips from the person I interviewed, or that I made up myself, based on each story.

D. You can tell your story and ask a question as to how others would handle that situation. A woman wrote a book in which she shared her experience of childhood abuse. Then she sent her story to 50 people, some famous, some not, and asked: "If this had happened to you, would you forgive?" She published her story along with their responses. This is an interesting approach provided your topic has a strong enough hook to get others interested in responding to the question and to get readers interested in reading these kinds of responses.

So, now you've seen a number of potential themes and formats. They can be boiled down to:

Share my Expertise Offer a Problem/Solution or Steps format.

Share my Expertise Along with Other People's Expertise. Ask others to send you stories based on your theme, or interview others on your theme.

Tell my Life Story. Share stories from your life around the theme or the challenge you've overcome, followed by insights and action steps based on that story.

Share my Story and Other People's Stories. Share stories from your life and the lives of others, followed by insights and action steps based on that story. You can create the insights or action steps for each story or ask those who are participating to write them.

Ask a Question. Write your story then ask a question for others to respond to in writing. Alternatively, you can ask your question and interview those people.

What ideas are brewing inside of you now that you have all of this information? What seems like the easiest approach for writing your book?

- Is it a problem/solution or steps format?
- Sharing a personal challenge, followed by insights and action steps?
- Asking a relevant question that you want the answer to?

EXERCISE

List the format that appeals to you the most right now based on the list above.

EXERCISE

Often when people review the formats above, they gain clarity about the kind of book they want to write. When you are complete with the exercise immediately above, your step now is to create a list of potential topics or themes you might like to write about.

Here's how you do it: For any potential theme or topic of your choice, create a "Chunks of Gold" file. A Chunks of Gold file is a Word doc. that contains funny snippets, insights, one-liners, bullet points, sentences, paragraphs, ideas, quotes, anecdotes, or anything else that pops into your brain that might be useful as related to your topic. Your Chunks of Gold file is your placeholder for every random thought that surfaces.

You may not be crystal clear about your topic at this point. It doesn't matter. Think of all the things related to your expertise, or your life story or things you "might" want to write about...and dump, dump, dump. Whatever you don't use for your book may wind up as part of a future project or in a Special Report related to your book, so always save your Chunks of Gold.

EXERCISE

Now that you've generated a theme, or a list of possible themes, and you've created your Chunks of Gold, go to www.Amazon.com. Put your theme in the search bar on Amazon. What comes up? Start looking at the books that relate to your subject matter. Copy and paste the editorial info. about some of these books into a Word doc. (If you want to find a traditional publisher, be sure to include the name of the publisher and the year of publication.) At the end of the Amazon listing, it will say: "People who bought this book also bought..." Click on that link. You will discover even more books on your subject matter. Do the same process as directly above.

Once you have a variety of books pertaining to your potential theme, it's time to bring your book into the picture. In exploring ideas for the best book for you to write, think in terms of "bringing something new to the conversation" around your topic. Even if the topic involves your life story, you've got to position your theme in a way that stands out from those other books on Amazon in your category.

What spin can you put on your topic? Or jazzy words? An acronym? Or a potential title that grips a reader? What is the hook that will draw a reader to your book to make you stand out? Can you see a possible theme forming? You might not have the title down yet, but is there a theme that makes sense to you at this point?

EXERCISE

Please take three sheets of paper (or create three separate Word files on your computer). Use a separate page to answer each of these questions, and really put your time and attention into answering these questions:

- 1) What is your mission? Not for your book, but for your life.
- 2) How do you want others to benefit from reading your book?
- 3) How do you personally want to benefit from having written your book?

When you complete this task, ask yourself: Does the theme of my book support my mission? It's nice when that alignment exists.

When I wrote Crappy to Happy, my answer to the question about my mission was: "To heal the hearts of the world".

How did I want my book to benefit others? I made a long list full of the ways I wanted my book to serve. The result? Many people contacted me telling me how much Crappy to Happy helped them, because it wasn't full of jargon, offered excellent advice, and made them laugh out loud. Some people even told me that reading Crappy to Happy saved their lives when they were heading toward killing themselves. Now, that's a pretty profound impact to have on people. These were benefits I'd also written about on my list of benefits to the reader.

How do you want to personally benefit from having written this book? Again, I made a long list of the ways in which I wanted to personally benefit. This was an important exercise for me because I'd always been a big giver (I still am), and it was time for me to learn how to be a good receiver.

I posted these three pages above my workspace. Every time I looked up, there was my "roadmap," my reason for writing my book. I encourage you to do the same.

Do you now have a sense of direction about the theme for your book and the format that will work best for you? I hope you do! If you need further help or have any questions about the publishing process, securing a literary agent, or getting a book deal with a publisher, I am always just a phone call away.

My calendar link: <https://calendly.com/randypeyser/15min>

Sincerely,

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