

Webinar 1A
Transcript

It's Time For
You To Write
That Book

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Webinar 1A It's Time for You to Write That Book 2.0 Transcript

Welcome to the first webinar in our Series "It's Time for You to Write That Book 2.0". I'm so glad to have you on this adventure with me. And trust me, we do have an adventure ahead of us. It's the adventurous journey you may have been waiting for a long time.

You have made an important decision. No more waiting. No more putting your book on back burner. You are ready to pull your book to the forefront, and you are ready to get this done.

Great!

So what should you expect during this training? This week we will begin the journey. During each two week period, we will work on a different aspect of your book. Considering the order in which things must be done, we will attempt first things first. And proceed until we get to the finish line.

If you stay focused and work hard, you should be well on your way to publishing your book by the end of the twelve weeks. You will have a roadmap to get you to your goal. Some of you might even have your book completed. I can't promise, of course. That depends on your level of determination, commitment, and work. It also depends on the size of your project. But I can promise that I will do my best to help you achieve your goals.

Every week we will have homework and bonus tools to assist the mission. As you follow the path and do the work necessary, your path will become clearer. You will see your work come together in a way that will delight you and benefit your readers.

Remember that our private Facebook Group will be available for us to ask questions and help each other. I will be checking in regularly for discussion.

Okay. Now in this first webinar we will talk about Planning your book, Developing your outline, and your chapters with possible titles for your chapters.

So let's get started

Now I want you to close your eyes for a minute and dream with me. I want you to see yourself at a table in a large, expansive Books-a-Million.

There is a line of excited customers waiting for your signature. You have a pen in your hand, and a stack of books on the table beside you. Your books. The beautiful cover is almost smiling at you.

Earlier today you checked your calendar for your most current schedule. You noticed that next week the local newspaper wants to interview you. And you have a date penciled in for your TV interview. It's a busy time. So exciting.

The day has finally come. All of that work you put into your book has paid off. People are reading and growing because of what you wrote. You take a deep breath and look around in awe of the sight.

You are now a published author.

So now let's switch gears.

You are standing before a rather small crowd of people at your church. This is a conference, and you are the main speaker. Some of the leaders read your book and are eager to hear you inspire their audience. You have been invited to do this several times now, and you are getting used to this phase of your life. It's exhilarating to be in front of the crowd and know that what you are saying will impact them.

The book table in the adjoining room has some of your books, and you will be signing copies after your talk.

Or think about this...

It's Christmas time and the entire family is sitting around the tree. You can hardly wait for your present to all of them to be handed out. It's a surprise. You didn't tell your family members who live across the country that you have been working very hard on this book. It's your memoirs. You share many of the tidbits of inspiration and wisdom you have accumulated over the years.

When the first copy is opened, the room is filled with cheers and laughter. They are so very proud of you! You have written a book they can enjoy and hand down to their children. It's remarkable.

Now all of these scenarios are common place for published authors.

You may want your book to be a tool for expanding your career and your influence. You may want to receive more invitations for speaking engagements. You may want to increase your income with book sales. Or you might just want to leave a legacy for your children and grandchildren.

All of these are valid reasons for writing your book.

Your reasons are your own. The type of book you write might be very different from others. That's ok. But the methods of getting to the end result are very similar. You decide what you want to do – and for what reasons. Then you begin and continue the journey to get there.

So let's get started...

I want to tell you my favorite poem by Ogden Nash

A centipede was happy quite,
until a frog in fun said, "Say, which leg comes after which?"
After which he lay distracted in the ditch considering how to run.

This, my friends, is the very definition of overwhelm. What the caterpillar could have accomplished suddenly became impossible!

Overwhelm is one of our biggest enemies.

I've been there. Have you? There have been times when I paralyzed myself by overthinking how to proceed.

I've learned that the best way to avoid this syndrome is to focus my thought really well at the beginning of my projects. Then I can proceed with a greater degree of clarity and confidence – knowing where I'm going and focusing on the end result.

So let's do some dedicated thinking at the beginning and forego the Centipede Syndrome later.

Let me ask you, why are you writing your book?

As we looked at some scenarios earlier, you could see that there are many different reasons for your book.

Of course, it will lend credibility to your overall mission.

It might bring great publicity and more exposure. It could just be your business card for increased credibility.

And hopefully it will bring you some added income.

Those are some good, valid reasons for writing, but your greatest motivation won't come from what the book will do for you. In fact, your best book won't come from just a selfish motivation.

What will really motivate you to start and finish your own book?

I find that when someone's writing will bring positive change to others, they will be more compelled to complete their work. Also when their motive is other directed, they will dig deeper for the answers they need to help their readers.

Even when you are writing an autobiography or memoirs, the lessons and insights you have gathered along the way will help others. They will be encouraged not to make the same mistakes. And if they have made those mistakes, they'll be encouraged not to give up. To move on.

Give some dedicated thought to your "big why."

The next thing we need to settle is your audience. Who are they? Who will listen to you? Who will you help the most?

Now occasionally someone will say, "Everybody. I'm writing for everybody. My message is for every single person. They will all receive from me and be helped by what I say."

On the surface, this approach might seem like you will be able to have a greater impact. But that's wrong. It's a fallacy.

There is a saying, "When you write for everyone, you write for no one."

When you are thinking of "everyone," you end up watering down your message. You hit the high spots for everyone, and the significance of your work gets diluted. Then when you dilute your message, it's not as impactful for anyone.

So let's think of who your special audience is really. Others might read it, but who is your special audience?

Who is drawn to you when you are in a crowd of people?

Who draws your attention?

Who especially draws your compassion?

Who listens to you when you are talking?

And when you are thinking about your message, who will receive the most help for what you have to say?

Then picture this person in your mind. Bring it down to that perfect person to read your book. That is what is called your "avatar." The perfect person for your audience.

Is that person a businessman or woman?

A single Mom?

A student?

Then think even on deeper levels. Is this person rich or poor? How much education? Do they prefer city life or more rural?

There are some writers who actually have a composite – a picture they have created on their bulletin board in their office. Sometimes it's one they have drawn and sometimes it's a picture cut out of a magazine. They glance at that person as they write -or speak.

You might say, why is this so important?

Your avatar will determine your message and your tone of voice. The way you would speak to a career military officer, a stay-at-home-Mom, or a troubled teen would not be the same. These personas have different problems. Different viewpoints. Different needs.

And besides that, different jargon would be more appropriate for each.

Will your writing be casual or more formal? Will you use slang? Contemporary lingo?

So think about who it is who will receive the most from your book, and that will be your avatar. A person who is the symbol for your audience.

At the end of this webinar, we are going to have homework. And part of that homework will be for you to define your avatar. So right now let's move on.

Next, what is your message?

It's time to clarify what you want to say in your book –

How do you want to help these people? and what you want to accomplish.

You might have a message burning in your heart that you have thought about many times.

Or maybe your thoughts are scattered and you aren't sure what you want to say.

Either way, a good place to start will be to write down your thoughts as they come. They will be random and sometimes unrelated. Later we will talk about this more, but right now I want to say that it is a good idea to write something every day. You might think you don't know what to say at first, but as you write, you will begin to see a greater flow of words.

So write, write, write some more!

These snippets of thought will be like puzzle pieces, and you will begin to see a logical pattern. A logical flow to your ideas. How do they fit together? Some of them won't fit at all, so you will not even use them in this book.

Others will slip right into place, and you will begin to see a pattern emerge. As you proceed, you will often find new related ideas coming to mind. That's great. Write those down.

More puzzle pieces.

When you have enough pieces in place, you are ready to write your outline.

Where do you want to start? And where do you want to go with your ideas? How do you want to conclude? How do you want to impact the lives of those who read this book? What will be their take-aways?

The more time we spend and more thought we give at this point, the more confidence we will have to proceed with our work. All of this is extremely significant.

You probably remember some of your house hunting adventures. So do I. My husband and I have moved several times and every move has required house-hunting.

Several years ago we saw one house which looked beautiful from the outside.

But when we entered and started inspecting the detail we found the amateurish work of a do-it-yourselfer who was truly haphazard. Certain rooms had been rewired with odd wires going everywhere. You would have to have an owners' manual to know how to turn on the lights.

And the plumbing! I won't even go there.

You could tell that the prior owner had worked without any plan. He would just get his equipment together and start pounding or drilling. It looked ok from the outside, but it didn't "work" too well. And it was truly confusing if someone had to make some repairs.

That's why when builders build a house they use a blueprint. Every detail is drawn in the plan. The length, the width, the depth of every board – and the placement of every stud. The greater the house, the more detail the drawing.

Well the builder's blueprint is like our outline. The more thought we put into this outline and the more detail, the better our finished product will be.

There needs to be a logical flow to our work. Where do we start and where do we finish?

If we just take every thought that comes to mind and put it in any order, our readers won't get much out of it. Like we said earlier, it's fine to write down random thoughts for ourselves to

ponder. But for the book, we need to put them in some order. We want to lead them on a journey of thought which will bring them to some life-changing conclusions. Or inspiration. Or overall enjoyment.

. But when you allow yourself to take the time to have a clear overall picture, the changes you make won't be like the centipede we talked about. You won't be paralyzed by confusion. You will still know where you are going, and just make some tweaks to get there.

Let's use another analogy,

When you board a jet to fly from New York to Amsterdam, there is a definite destination. And a definite flight plan.

However, along the way, there will be many adjustments to the trip because of wind currents, weather, etc. Yet the final destination will be the same – and so will the general direction. When you think of your Book Journey as being similar, you will be free to make the necessary adjustments without thinking you have to start over on your entire mission.

When you begin your work with a good outline –a good blueprint - a good flight plan – you will find your writing much easier.

We are talking about non-fiction books here. Books which will add value – either educational or inspirational - to the lives of those who read them. So those are the plans we are talking about.

What is the logical progression of your ideas? Is it a biography or your autobiography?

The logical order could be chronological.

Is it concerning parenting? You might want to lay a foundation of your values as a parent. Is it for businessmen? You will need to first establish your credibility so that they will want to take your advice. Are you writing for young mothers? Let them know that you have been there.

People want to know who is writing this book. So in every case, the first item on your outline will be your introduction. We'll talk more about the introduction in the next session, but now let's just talk about a few high points.

In almost every type of book, background is significant. Why should people listen to you? What causes your advice to be important?

What obstacles have you overcome? How have you come to the place of being able to understand their problems and advise them on solutions?

What are your successes in your field?

You don't have to be arrogant, but people want to know that the advice or information they are receiving is coming from a reputable source. Why should they listen to you?

Then right behind your credibility (or in some cases, before) should be motivation for your readers to continue to read. What success can they expect in their lives if they listen to you?

Often you will see the first few chapters focusing on this motivation – inspiring the readers to continue reading and receive the rewards promised (or suggested) when they apply this new knowledge.

You will want to paint pictures of that success. What will it be like to look in the mirror and see a person 50 lbs thinner? Or how will it feel to have your child bring home a report card with A's for the first time? Or what will it be like to look at your bank statement and see more money coming in? Or to have your husband or wife tell you how much they love you?

These are all results people are eager to have in their lives. They are reasons to purchase your book – and to keep reading it to the end.

You want to help your readers. To have their lives change because of knowing you. To find unprecedented results because of your book – your ideas – your advice.

You might notice that I have used the word “feel” a lot during this segment.

People are motivated and led by their emotions.

We will talk more about this in a couple of weeks when we dig into writing techniques, but right now think about the emotions of your avatar. Your readers. The more you can involve their expectations and their emotions, the better you will be at capturing their interest and holding it.

So idea by idea, thought by thought

write out your plan – your outline - for this book.

It starts with your Introduction and continues with Motivation for the reader, then builds in an orderly way. Idea by idea – thought by thought it builds to the conclusion.

Your final outline item should be the Conclusion. That's where you might recap some of what you have said. You leave your readers with the significant thoughts they have encountered in your book. And you might give them a charge to go and do what you have talked about.

So there you have your outline.

Now...Do you notice anything? **This outline can become your chapters.** So the time you have spent on the outline pays double. You not only have your plan, you have the ideas for your chapters.

Great start!

Now your chapters need a little more attention. You want the titles to be enticing to the readers. So you will want to use catchy phrases or what some call “power words.”

There are many ways to write good chapter titles. As you lay out your plan for chapters, you might see an obvious plan for your titles as well.

One thing to remember: let your titles focus on the reader and what each chapter will mean for them. Involve their emotions to draw them in.

Best Ways to... Three Reasons You Should Never...

Sometimes good chapter titles might arouse the reader’s curiosity.

Why This Bird Didn’t Fly South... Which Foods Are Best For Weight Loss

In my book *Forever Upward: A Mother’ Journey Through Prayer*

Some leaned toward curiosity

Farming With God

Encounter With Jesus

Abraham, Who Are You?

These would make someone wonder what I meant by the titles.

Others were more toward emotions. Wanting to forgive that horrible person. Wanting to be a powerful woman.

Are You Ready To Forgive?

Woman Of Power

Extraordinary: The Remarkable Life of Bishop Hardy Lee Coleman, Sr

This book was a biography of one of the most inspirational men I have ever known. He was an African-American man, a sharecropper’s son, who grew up in the segregated south. From the most humble beginnings, he grew to be a fireball of a minister who impacted all of his region.

He eventually started churches throughout the south and even the midsouthern region United States.

This was a chronological book, so some of my chapters were rather simple:

Life In Benton County

Others were to arouse interest

The Preacher Gets A Bride

A Family Grows In Memphis

Then emotions

Miracles In Mississippi

I would suggest that you spend some time in prayer and thinking about these titles. You want your readers to have a desire to read the chapters. So have enticing chapter titles.

Ok Take a deep breath. We have covered lots of material in this webinar.

We talked about the Why, the Who and the What of your book. We also talked about writing down your ideas and putting them into some sort of order – and even assigning chapters and coming up with titles.

Now this isn't just a one day job. So Don't be overwhelmed. Take the steps in order and spend some time on each one. Write every day and you will begin to see your plans coming into focus.

You will be able to go back and listen to this webinar again and again.

At the bottom of the webinar page, you will find a pdf transcript available for you to print out and read. You will be able to spend as much time as you need to apply these techniques to your work.

Remember this is a system. And one which works for most people. As we continue in the course, you will gain more and more confidence that your book will be a success.

This is your project and your timeline. Some will be ready to do this quickly. Others will take longer. Either way is ok.

You may want to go ahead with the second part of this webinar – or put it off to another day.

Just make sure that you join the Facebook Group. That's where we will be discussing questions and sharing our work with others.

We want you to be successful in writing your book, and so feel free to participate in the discussion.

One last thing...

Let me encourage you to do your homework. Those assignments are at the bottom of the webinar page. You can download the pdf's for your convenience.

If you start writing something everyday – even if what you say is sketchy, you will find your juices flowing and you will find your confidence growing.

This system has worked for me, and I believe that if you apply yourself it will work for you also.

See you next time.