

# Webinar 1B *Transcript*

## It's Time For You To Write That Book

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## **Webinar 1B It's Time For You To Write That Book 2.0 Transcript**

So now let's go on... We are ready to focus on the Introduction.

### **That's the next item you want to accomplish – your Introduction**

We've already talked a little about what should be here. Think in terms of why you are writing this book and what you want the readers to receive from it.

This is a good place for your background. You might want to include some autobiographical info here.

### **Why are you the one your readers should trust?**

### **What credentials do you have to make them want to listen to you? What are your successes?**

### **What experience do you have?**

### **Which mistakes have you made which taught you some lessons?**

**This is an important one.** People want to be taught by someone who understands them. Not some perfect one. Perfect is overwhelming and discouraging.

When people see the real you and see that you have made real mistakes and overcome real issues, they will listen to you. They trust you and they like you more.

Let's go on...

You might include problems you have noticed as you worked in your field.

### **Have people come to you for advice?**

### **Have you led groups discussing issues?**

### **Which problems do you want to solve in this book?**

Just remember. Even when you are solving problems you don't want to sound arrogant. People really learn better from people they can relate to. If they think you are high-minded and too far above them, they will not want to listen to you. That's why it's important to be transparent about your own flaws and mistakes. People can relate to those.

The next thing you want to do is to inspire the people to keep reading.

### **What will this book do for them? What success can they expect?**

**Paint pictures and give details to let the people know what to expect. Will this book help them?** Will it be good advice? Good information? Can they expect to find answers to some of their problems if they read this book?

Many writers like to include an overview of the book in the introduction. This is even taught in journalism schools. The introduction would tell people what they can expect to read in the book. Sometimes even listing what will be learned throughout the chapters.

I like to change this a little. I like the idea of telling people what they will receive from the book. Some detail about chapters, but major on expectations of benefits.

What will this book do for them?

**After writing your introduction, you will want to correct it several times.**

**Check your spelling and sentence structure.**

Could you say something a little better? Do you repeat the same thing over and over? (A couple of times, maybe. Over and over is not good).

Could you give an anecdote or include a story to make it more interesting? When you paint mental images, people understand and remember more of what you say.

This will take some time and thought, but it will be worth the effort to write your introduction now. You might bring some changes later on in your project, but having this first major piece will keep you motivated to continue.

**Now you are ready to write your title.**

My! What's the hurry, you might say?

**When I planned the order of these webinars, I included within the steps things that would keep you motivated.**

Anytime you begin a big project, you have more success when you keep yourself motivated. And a big part of that motivation is your vision of where you are going. When you have a destination which inspires you, you will put in the time and effort necessary to make it to the finish line.

So let's create a title for your book.

**Back to the power words and action words.** You might want a title which will show – or at least hint - what's in your book. You might want a catchy phrase or word which arouses interest.

There are several ways to approach this, but for your first book, I suggest that you have a title which inspires the reader, and let's them know what your book will do for them.

After you make a name for yourself, you can create a title like

**Blink (Malcolm Gladwell)** or

**Platform (Michael Hyatt)**. But for your first book, if you don't have a large following already, I suggest a title which will inspire someone to buy your book and learn what you have to say.

Think about **7 Habits of Highly Effective People (Steven Covey)** or

**The Purpose Driven Life (Rick Warren)**. Those titles immediately let the reader know what the book is about. If a person wants to be successful or have more purpose in their life, those books are beckoning to them.

**You want a title which beckons.**

When you look at those two titles, you see power words in them. Effective has the same ring as Success. Purpose. Even Habits and Life are beckoning words. People are seeking to improve their habits and they are seeking to have good meaningful lives. So it's almost subliminal that these two words entice readers. Along with the power words Effective and Purpose.

After your title, you will have a subtitle. Often people will have a short, provocative title and give greater information in the subtitle.

I did this with my book *Extraordinary: The Remarkable Life of Hardy Lee Coleman, Sr.* The title is *Extraordinary*, but the subtitle lets you know that this is a biography of Bishop Coleman.

I also have a four part series. *SOAR: Read the Bible Through In a Year with commentary by Suellen Estes*. There is a picture of an eagle on the front. So the picture and word imply soaring up to greater heights. Then the explanation that this book will allow you to read and better understand the Bible – with a greater impact on your life.

**While you are thinking and planning your title, spend some time browsing through online bookstores and looking at the titles. Which ones draw you? Which ones sound boring? Which ones motivate you to buy the book and read it right away?**

That is your goal. You want people to have a hint of the benefit they will receive from your book. And you want them to desire that benefit right away. They are drawn to it and want to read it.

**The action and power word pdf's you will receive with this webinar are significant for you here.**

There have been many marketing studies which show words that draw people or repel them. Certain words motivate others to take action right away. Those are the words you want to use.

**After you choose your title – or maybe at the same time – you will want to plan a cover for your book.**

For this, I would recommend you take a trip to your local bookstore. Look at the titles which are selling and look at the covers.

There are trends in publishing books and you want to take notice. That's one reason why someone who has a bestseller and reprints it several years later, chooses a different cover. They want to stay fresh with the latest trends.

**So consider the trends.**

**And consider which books seem to be selling well.**

After you have spent time in the brick and mortar store, take another look online. When your book will be available on Amazon or other sites, there will be a tiny image of your book. If your cover is cluttered with too many words, images, and graphics, people won't be drawn to your title or your book. They won't be able to see it clearly.

Say what you need to say – and no more. Too many words can often make your book seem like hype. Too much clutter can make your book look amateurish.

So as with many things in life, moderation is a good tactic. Or less is more.

**Now if you aren't a graphic artist, you will probably need some help in designing your cover.**

One place people flock to for this is the site called Fiverr.com This site is a contract job placement website for things related to websites, books, graphics, audio, video, and many other online markets.

You will find graphic artists who will work for much lower prices than normal. They are often just starting out in their careers and need the extra boost, but many of them are quite good at what they do.

So check that out.

Now, you might want to wait to finalize your book cover. That's ok. This really doesn't have to be finalized until you are ready to publish.

However, I want you to have an image in your mind of where you are headed. Your finished product.

If you would like, you could go to Canva.com and use the free version. There you can design your own cover – even if it's temporary. They have graphics and you can upload your graphics or photos for designing your cover. Then you will be able to insert the Title and Subtitle in eye-catching font. Be sure to put your name on the cover.

Now you might say, "If this is temporary, why is it so important to do? Won't this be a waste of time?"

The answer is, "no." This is not a waste of time.

**If you are familiar with Biblical concepts, you know what a significant role vision plays. All the way from Abraham to the parables of Jesus, there were pictures drawn to give people hope and motivation. Habakkuk 2:2 says, "Write the vision and make it plain that those who read it can run." That's what you are doing.**

**When you keep a vision in front of you – on your bulletin board or on your desk in a frame – you remind yourself that this is what you are doing and you are going to finish it. It's a motivating factor which can propel you forward.**

If you are a no-nonsense type of person, you might think, *This is nonsense.*

And to you I say, "Just trust me."

When you are working in an office or other place of business, there are many motivating factors for you to get the job done. Your boss is watching you. So are your co-workers. You have deadlines which you have to meet. Projects which have to be completed. You can't just be lazy and non-productive.

When you are your own boss – especially if you work from home – you can be as lazy as you like. That lack of pressure can be comforting, but also it can cause you not to perform your best. When you are your own boss, you have to learn to motivate yourself.

**Two things which are great motivators are clear vision of where you are going and accountability to others.**

When I coach people I try to help them see which factors will keep them motivated. I try to help them find ways to keep a vision in front of them. One which will propel them toward success.

Ok. So design your cover with the title, sub-title, and your name as author then print it out and have it in front of your eyes as you work. This is where you are going. You will get there if you keep moving ahead.

**Now for the accountability.**

I learned the value of this first hand – quite by accident. When I had just started to write my first book, I attended my college reunion. I was among friends who had been dear friends, but we were scattered geographically, and didn't get to see each other often. We were all sharing what we had been doing. Our families, our work, etc.

Well I happened to mention that I was writing a book. They all got excited and wanted to know about it. Soon they were sharing this information with their husbands and other classmates.

That hooked me.

I had committed to this project and my friends were expecting me to complete it. Not to have finished it would have made me a fraud. I couldn't let that happen.

When the going got rough, I was determined to finish it. I had said that I was doing it, so I had to finish.

Now I didn't have a group of fellow writers cheering me along. I had acquired some training, but it had been somewhat impersonal. So I had to keep myself motivated – and that commitment I had made was significant for my success.

So that's the final step I want to charge you with today.

**Make a commitment to someone. Someone you know.** Tell your friends or your family – someone outside of your household, but someone who knows you well. Friends from church or work. Or the PTA. Or your fitness friends. Tell someone. Even better, tell several.

**Choose positive people to tell about your book.** Don't go to negative ones who will try to tear you down. Your positive friends will encourage you. You won't want to disappoint them, so they will be part of your motivation to continue to the end.

Those positive people will be like accountability partners. Every time they see you and ask, "How's your book coming?" You'll get that prod to continue.

We have covered a lot of territory so far.

### **In Webinar 1A we talked about**

- **Discovering the big “Why” you are writing your book**
- **Creating your avatar – and how important that is for you to know your perfect reader.**
- **Deciding your message and creating the pathway for your book**
- **Writing your Outline**
- **Creating your Chapters and Chapter titles**

### **In This Section Webinar 1B we covered**

- **Writing your Introduction**
- **Creating the Title for your book**
- **Designing your Cover – or at least a temporary one**
- **Telling some friends or family outside of your immediate household. (Making a commitment).**

I have provided with this lesson a pdf outlining homework assignments which will lead you through what we have talked about. You decide how much time you can allocate to your book project for the next 12 weeks and attempt to be faithful to that time.

**Those who commit themselves and do the homework are the ones who truly succeed.**

There are two additional things I would recommend you do every day for the next twelve weeks - and beyond, really.

- 1. Every day carve out two 20 minute segments. In one of those segments, be silent. Turn off all TV, radio, etc. get in a quiet, peaceful place and allow yourself to listen to God. We have such busy, rambunctious lives that some of us go through the day without any quiet time. We need that.**

Many of you may have a time of devotion each day. You may read a devotional or the Bible and pray, but those times can even be cluttered if all you are doing is talking and reading.

This quiet time is different. It's a listening time.

If you have never done this, you will be surprised at how you will hear God's Spirit speak to you – giving you inspiration about what to write. He will enhance your creativity. His guidance will be there for you. And you will grow in your trust of His voice.

This daily quiet time will prove to be very beneficial.

- 2. The second 20 minute segment (or more time if you can allot it), is used for writing. Everyday write something. If you are focused on one of the assignments we mentioned, write something along those lines. Otherwise, just write.**

It's amazing how your writing and your confidence in your writing improve as you do it. Practice is important in any field, and certainly in this one.

So, write!! Every day!

**Be sure to join our private Facebook Group. That's the place where you can ask any questions** and share your expertise with others. You may need answers others have. And you may have answers for someone else.

**This group is a safe place. You will be among friends. All of us pulling for each other and cheering each other on to success.**

I will be dropping in often and throwing in a few comments. You can ask me for help there also.

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This has been such a pleasure sharing with you all.

I'm really glad that you are here, and I look forward to seeing you in the next training.

Until next time, Keep soaring!

See you soon in the Facebook Group!