

How To Write A Book In Just Six Days

Let me ask you a question...

What do you think Harvey McKay, Tom Peters, Madonna, Lilian Vernon, Martha Stewart, Cindy Crawford, Ron Popeil, J. Paul Getty, Andrew Carnegie, Richard Branson, Houdini, Benjamin Franklin, P.T. Barnum, several presidents, many CEO's and numerous other wealthy business people have in common?.....

Give up?

They are all authors of books.

And what I want to do in this session is encourage you to become an author, too. Being an author is technique number nine of our Irresistible Marketing Secrets for getting rich in business. Besides being the most powerful marketing tool around, here are three reasons why you ought to consider writing a book:

1. Fame:

After I wrote "The Seven Lost Secrets Of Success," people asked me to speak on success in business. After I wrote "The AMA Complete Guide to Small Business Advertising" for The American Marketing Association, I got asked to talk and write about advertising. After I wrote "CyberWriting: How to Promote Your Product or Service Online (without being flamed)," people hired me to consult with them about marketing on the Internet.

Why?

The world bows to experts. Write a book and you're considered the author-ity on that subject. This fame helps your business, too. Look at Harvey MacKay, author of the

colossal bestseller, “Swim With The Sharks Without Being Eaten Alive.” Who ever heard of him---or his envelope company---before he wrote his blockbuster?

And the truth is, Martha Stewart’s empire began when she came out with her first book, *Entertaining*. Before that, how many people had ever heard of her? Very few.

Along the same lines, who ever heard of ME before I wrote eight books on marketing?

Writing can bring you and your business fame, my friend. After all, who ever heard of Tom Peters before he wrote his book on excellence? He was essentially unknown. Being an author helped skyrocket him into the big leagues.

When I did my research on P.T. Barnum for my latest book, “There's a Customer Born Every Minute,” I discovered that the great showman put the copyright to his bestselling autobiography into the public domain in 1888. Why? By doing so he allowed anyone to print his book, sell it, and keep all profits. Why in the world would he forfeit all royalties to an internationally bestselling book? Because he knew that the book alone would bring him new patrons and tons of free publicity. It was an ingenious move on his part. It guaranteed that he would have continued fame---without any marketing, promotion, printing, or fulfillment bills to pay!

2. Fortune:

Book publishing is a mega-business these days. Over 1,000 titles are published every week; about 50,000 a year. Somebody is making money. Why not you? James Fixx, author of “The Complete Book Of Running”, the bestseller that sent people in shorts to sweat through the streets, made over \$500,000 from

book sales. He made yet another \$500,000 from all the speaking engagements he did as a result of being a rich and famous author. Not bad. And not too unusual.

Tod Barnhart, one of my clients, received a whopping \$300,000 advance for his first book, "The Five Rituals of Wealth". The kicker is that he's unknown--and only 25 years old.

The singer Jewel, not even twenty yet, received a two million dollar advance for her life story!

But you don't have to receive a big cash advance to make money from a book. Having a book gives you a product to sell, of course. But having a book also brings you credibility that is worth real money to you and your business.

Another one of my clients, an investor, said self-publishing his own book helped him nail a five million dollar contract. Please note that his book was self-published. His clients didn't care that he paid his own printing bill. But they certainly cared that he was an author. In their eyes, he looks like the expert on investing.

Why did Evel Knievel call me about helping him write his autobiography? First of all, he called me because I'm an author. Once again, having books to my credit has led people to think of me as an expert, where the truth is that I may be a dunce. Second, he wanted a book because he knows he's an aging celebrity and a book can bring him fame, fortune, and immortality.

3. And immortality is the next reason why you should consider writing your own book.

When I finished writing "The Joy Of Service" for Ron McCann, I looked at him and said, "Ron, do you realize we created a miracle?" He had no idea what I meant. "This book is going to live beyond us," I explained.

"It will go into the world and move people. It will inspire people in ways we'll never know. That's a miracle."

In other words, when you write a book, you put your essence into that book. That's why we cherish books by Benjamin Franklin, for example. His soul is in his work. And, for the record, it was Franklin who said (I can't find the exact quote, so I'm paraphrasing): "If you would not be forgotten as soon as you are dead and rotten, either write things worth reading or do things worth writing."

And why did I just write "There's a Customer Born Every Minute"? I had read Barnum's famous 1854 autobiography and fell in love with Barnum's charm. How did I know he had any charm? Because his personality was living and breathing and talking in the pages of his book---a book now well over one hundred years old! In short, he is alive and well in the dusty pages of his autobiography. You, too, can live beyond the grave once you are an author.

Wait! There's more.

Your book also becomes a networking tool that is far more powerful than any business card. As an author, I've received business from India, Ireland, Germany, and Africa, yet I've never been to any of those countries. I have clients in Australia, Singapore, Malaysia, and England who I have never met. They come to me via my books. This is very powerful. People read my books, think they know me, and then hire

me. All I do is answer the phone. Or, more often than not these days, I just answer my e-mail. It's easy money.

Okay. So now you're interested in writing a book but you have some objections, right?

Let's look at each of them:

1. You don't have anything to say.

Yes, you do! Why are people doing business with you? They are coming to you for answers, for solutions, for relief of some kind or another. Turn part of your answers into a book. In other words, if you are an accountant, you might have a book on five ways to save money on your taxes. If you are a chiropractor, you might write something about ten ways to prevent back injury. If you are the owner of a restaurant, you might write a book revealing a few of your popular recipes. There's something in your business that can be turned into a book. Keep in mind that you aren't giving away the farm here. You aren't replacing anyone's need for your service or product. What you are doing is giving practical information that just happens to promote you and what you sell.

Years ago I gave a speech at a breakfast club in Houston. Afterwards a chiropractor by the name of Dr. Rick Barrett came up to me and said he wanted to write a children's book. I said that was great, but that it may not help his practice. Instead, he should write something that promotes him as the expert. So he wrote "Dare to Break Through the Pain," and his book has gotten him on talk shows, has led to him writing a bi-weekly column for a magazine, and has caused new patients to come to his door because they want to work with Dr. Barrett, the author.

You can do the same thing.

2. You don't want to write a full-length book.

You don't have to. Your book doesn't have to be War and Peace. My best selling "book" is Turbocharge Your Writing!---and it's only 22 pages! And two of those pages are order forms for more copies of the book! The content of that winner can fit on two sides of one sheet of paper, yet the "book" is now in its eighth edition. Your own book can be short and sweet, too. Forget writing tomes. There's no need. Besides, most of your clients won't read your whole book. They'll simply be impressed that you wrote one.

3. You don't want to write anything period.

Relax. You don't have to write a word of your book. J. Paul Getty hired a ghostwriter. So Did Martha Stewart. Donald Trump and Lee Iaccoca hired co-authors. You don't have to write the book yourself. Just don't hire a budding novelist. Hire a pro. Ron McCann hired me to write his book on service. Infomercial king Brad Richdale asked me about writing a book for him. So did Evel Knievel. Hiring co-authors is not uncommon. Walk into a bookstore, scan the business books, and note how many books were "written" by business people who had co-authors. Others may not have co-authors listed on their book covers, but actually used ghostwriters who were paid to do all of the writing and get none of the credit. "You Can Get Anything You Want", one of my favorite books on negotiation, wasn't written by Roger Dawson but by a ghostwriter he hired to take his audiotapes and turn them into a book. Again, the point is that you want to have a book to your name. You don't actually have to write it.

4. You don't want to hunt for a publisher.

I don't blame you. I have eight books to my name so far, half published by traditional publishers and half I self-published. I recommend you self-publish your book, and then sell it direct to your current as well as potential customers. Self-publishing doesn't have the negative stigma it once had. "The One Minute Manager" was originally self-published. So was The Celestine Prophecy, which has been a bestseller throughout the 1990s. What Color Is Your Parachute? the famous book on job hunting, a bestseller for about a decade now, was originally self-published. Your own book can easily be self-published, which will save you the time and agony of finding a publisher and waiting for them to print your book. Believe me, you don't want that pain. I've waited two years to see a finished book of mine hit the bookstores. Yet when I self-publish, I can be in print in only two weeks.

5. You don't want to market your own book.

Big publishers rarely market books. They don't know how. So don't think you'll get a giant New York publisher to publish your book in the hopes that they will also market it for you. They won't. I've worked with clients who had to wait five years to see their books get printed, only to discover their big shot publishing house was so busy publishing books that they never marketed any. I had lunch with a New York City publisher one day and asked what her company, one of the largest in the business, did to market books. She said one word: "Nothing." Face it. Either you or someone you hire has to market your book. But keep in mind that this book can turn your business around.

When you consider how powerful a book can be, it's worth marketing it. On top of that, there are secrets to marketing a book that can help you sell more books than any big publisher could ever sell. For example, if you get an association or corporation interested in your book, that one lead could sell thousands of books---putting your name before thousands of prospects!

Now that we've handled your objections, let's answer the question, "HOW do you write a book?"

It's easier than you think. At one point I taught a seminar called "How to Write Your Own Book---in only six days!" I'm going to walk you through the steps you can take at home, on your own, to write your own book in only six days. But let me begin by giving you three tips to help you write your book...

1. Make a list.

Give "10 Reasons for" doing something or making something or understanding something. Lists are an easy way to express whatever is on your mind. David Letterman's "Top 10" lists are so popular they have been gathered into books. So start thinking in terms of top-ten lists. It might be "10 Reasons to Use Your Accounting Service" or it might be "10 Ways to Cook Cajun Meatloaf." The idea is to focus on 10 items that you want to communicate.

2. Tell stories.

Stories move people. We use them to make sense of our lives. I often tell the story in my workshops about having lunch with Shakti Gawain, author of *Creative Visualization*. She told me, “My book is a success, but I look at it as a parent looks at her child. I’m proud but detached.” Or another time I might talk about the breakfast I had with Stuart Wilde, the metaphysical author, and how he explained how he got started in his business. Throughout this program I have tried to tell you stories to illustrate the techniques. Stories communicate powerfully and persuasively. So think of stories to use to illustrate your points.

3. Write a letter.

Write your material as a letter to one person that you don’t know. Writing letters is a snap; writing books can be overwhelming. So don’t write a book. Write a series of letters and compile them as a book. Write those letters to an imaginary person that you genuinely want to share something with, and you’ll free your creativity. And when people read your words, they’ll feel as if you wrote to them personally.

When I met with Sandra Zimmer, owner of the Self-Expression Center and a woman who helps people overcome the fear of speaking, I told her to write her book as a letter to some woman in Montana who wanted to give a speech but didn’t know how. Sandra had been trying to write her book for more than six years. But by pretending she was writing a letter, she wrote her first draft in *one night*.

Okay! Now let’s talk about how you can write your own book--in only six days!

Here are the facts:

Entrepreneur Dan Kennedy wrote one of his terrific books in three days.

Metaphysical rogue Stuart Wilde wrote most of his books in only two or three days.

And I wrote my underground classic, Turbocharge Your Writing (now in its eighth edition), in only one day.

Were these books any good? You bet. All of Dan Kennedy's books are consistent sellers that add to his credibility as a speaker. All of Stuart Wilde's books are best-sellers which he sells through his catalog and in the back of the room after his seminars. And my self-published little gem, which has given me status as an "expert" in my field, has been reviewed and sold nationwide!

Convinced yet?

There's much more evidence available. (William Saroyan wrote his play, *The Time Of Your Life*, in only six days. He won the Pulitzer Prize for it, too.) The point is, you can write a book easily and effortlessly and quickly--and I'll show you how.

Follow this plan of action, making adjustments as you feel you need to, and you'll have a complete first draft for a brand new book (your book!) in only a matter of days.

Ready? Let's kick-start your book!

DAY ONE: In The Beginning....

First things first. Pull out a sheet of paper. Now make a list of everything that you might ever want to write a book about. I mean EVERYTHING! Any ideas, no matter how silly, should be jotted down. Keep in mind that this is for your eyes only. Nobody will grade your topics. Feel free to write down any crazy possible idea. What you are doing is creating a list of everything you might ever, even in your wildest dreams, want to write a book about. Anything goes! Be wild. Be zany. Have fun. And do that right now.

Great! Now look over your list. What ideas seem more attractive to you than others? What would you consider writing a book about even if you didn't have everything together before you began the book? What excites you the most? Circle the title/ideas that seem most magnetic to you. Again, let go and have fun. Do it right now.

Okay! Now scan your list of circled titles. You may have circled one or more ideas. No problem. Can you combine the circled ideas into one book idea? If not, or if it doesn't feel right, that's fine. Does one idea seem more appealing to you than another? At this point try to pick just one idea that you'd really like to write about. I suggest you trust your intuition on this one. Your mind may suggest you write about something because it makes sense; your heart may point to another idea because your real interest is in it. Go with your heart! You'll write a better book, and have more fun doing it, if you remain true to your own heart-felt interests.

Now choose one idea. If you have trouble selecting one idea, simply grit your teeth and pick one. But pick only one idea and let all the others go. Do that now.

Good work! Now let's create a focusing statement to guide your thinking about this project. Here's what you do: Consider your book idea, you, and what you want to see happen with your book. Do you want to write a 100 page how-to book for sales people to boost your career? Do you want to write a 50 page inspiring teaching tale to give yourself added credibility while motivating people to do their best?

What I want you to do is create an intention, or an outcome, for your book. If you can have anything in the world regarding your book, what would you want? Do you want the book to be a best-seller? Do you want the book to change lives? Do you want the book to impress your peers?

Create a focusing statement, an affirmation, a goal, for the outcome of your book project. This statement will explain exactly what you want to achieve with your book.

This is important. Take a few moments to iron out a statement that feels right to you. But don't let this step bother you. If your goal can't be stated in a totally comfortable way, do the best you can and let it go.

Write your statement right now.

Good job! Now stop. You've completed the most important step in this strategy! Congratulations! Take the rest of the day off. (Don't worry. Now that you have a focusing

statement, your subconscious mind will be working on your book project while you go about your day.)

See how easy this is?!

DAY TWO: Take A Memo, Please....

You'll need a notebook. By now thoughts and ideas will be occurring to you. You may remember facts, quotes, insights, people, places, things---who knows!---that may end

up in your book. Write them down!

You see, your mind has been given a target. You told it you want to write a book, a specific book, and that you want to do it in a few days. Like a good servant, your mind is now going to bubble up ideas that you may want to include in your book. Simply keep track of them.

You don't have to do any actual writing. Just jot down key words so you can recall the material later. You might remember a terrific story that you want to include in your book to illustrate a principle. Rather than writing out the story, just scribble out a few key words to help anchor the story in your mind.

You might also get a sense of direction for your book. If an outline occurs to you, jot it down. If some sense of a pattern comes to you, make a note of it. If you feel the urge to write out the table of contents, do so. If you feel like doing some research at the library, go there and do it.

If nothing comes to mind, that's okay. The process is still working on a below-conscious level. But here's something you can do to stimulate your creative juices:

Take out a sheet of paper and sketch out the back cover for your proposed book. I know the book isn't even started yet. But play with possibilities. Make up what you think will be in the book. Write the book cover in an exciting, persuasive, irresistible way. Throw in whatever you think will make people buy your book. Blow your own mind. It doesn't matter if you can deliver what the back cover promises. Treat this exercise as a brainstorming session. Create a back cover that no reader can resist.

That's all you have to do today, too. So when you're done with the back cover, take a walk or proceed with the rest of your day. Ok?

DAY THREE: THE RACE BEGINS!

You better buy a big notebook (or get a blank diskette ready if you're using a computer). Whether you feel you are ready to write or not, today you will write. No ifs, ands or buts. As the shoe people say, "Just Do It!"

But I promised that this will be an easy process. And I'm a man who keeps his word.

Here's the secret to writing your first draft: Don't stop, don't edit, don't look back, and don't surrender. Keep your hand moving, your mind focused, and your heart pumping.

And it's easier to do than you may think.

People who tell me writing is a pain are usually doing something I don't want you to do: They are editing as they write. They are listening to the negative little voice in their head that says "You're dumb" or "You misspelled a word" or "You can't write a book when you can't write a sentence!"

Tell that voice to take a hike. Tell your voice that you will invite him back later, when you need to edit the book. But right now all you want to do is write the book. You know

it will be a rough draft. That's okay. At least you'll have something on paper to work with.

When you begin writing, keep going. Don't stop. Don't edit. Don't judge your work. As I'm writing these words to you right now, my judgmental mind is barking in my head "This doesn't make sense!" and "Go take a shower!" but I am continuing to write no matter what. You have to be that focused. No matter what you hear in your mind, keep writing. If your writing seems lousy, keep writing. If you can't remember a fact or name, don't stop to look it up. Keep writing. You can fill in all the gaps later.

Keeps your hand moving!

I began this report mentioning Dan Kennedy and William Saroyan and so forth. Do you think they wrote their books in only days while also editing them? No way. Editing and writing are two different functions. You can't do both at the same time and do them with any skill. Forget editing for now. Just write.

Here's how you do it: Put your pen on page one of your notebook (or your fingers on the keyboard), and start moving. Write whatever comes to mind. Write nonsense. Write gibberish. Write crap. But keep writing.

Here's the startling good news: Because you have a focusing statement, and because you allowed your mind to incubate on the book, what you write is going to help create your book. In other words, you won't write gibberish, nonsense or crap because you've set up a target and now you're moving toward it.

Your job today is to spend at least hour writing. You can do it in three twenty-minute nonstop writing sessions or in one one-hour writing marathon. Your choice. And if you're really eager, you can spend the entire day working on your book! Who knows, you might even get the entire book done today!

Suggestion: I find it very helpful to pretend I am writing a book as a letter to a friend. As I am writing this special report, I am pretending I am writing this just for a friend of mine. With this tactic I end up writing something with focus, power and friendliness. Also, it helps me remember that writing is to communicate. As I write, I keep my friend in mind so I can be sure I am explaining myself in a clear, easy to follow way.

Now go for it!

DAYS THREE THRU FIVE: KEEP RUNNING

Keep the momentum up. Continue with your writing sessions. Write non-stop. Break up your day and write in twenty-minute segments. Just keep writing.

Again, don't edit or stop or fret. You're writing your first draft. It's bound to be rough and uneven. But chances are it is NOT as rough or uneven as you think! I've listened to my negative voice far too many times and stopped writings before they were ever finished. Now I regret it. While you're writing, you can't possibly clearly judge your material. Don't even try. Just keep writing. Suspend judgment.

You may feel like you're writing the ending first, or the middle last. You may feel like your opening stinks. You may feel like you're not communicating. No matter. You'll

straighten it all out later. Your sole purpose is to keep your hand moving, the words flowing, your heart pumping---no matter what. "Just Do It!"

It really shouldn't be a big deal. If you're truly letting go and writing what comes to mind, why would writing be hard? It's only when you edit as you write that you feel that inner struggle. Without the editing, you simply ride out the flow of writing.

Keep writing. By the end of the fifth day, your first draft will be completed. It may be hard to read, hard to imagine as a published book, and hard believing you did it.

Accept what you have accomplished.

DAY SIX: EDIT!

NOW you can edit your book.

First, organize the book. You might have the beginning buried somewhere in your rough drafts. Pull it out and put it on top. Do the same for any other sections. Put them where you think they belong. Trust your gut. You probably have some sort of idea how you can best reorganize the book. Go with your feeling.

Second, throw away anything that isn't the book. Most of us find it hard to drop our darling words. Think of your focusing statement. If any material doesn't help you achieve it, drop that material. If you've written a cookbook and you have a section where you tell a long story that doesn't in any way apply to cooking, kill that section.

Third, go through the pages and tighten what you wrote. If you left out names, dates or other facts, add them. If you were wordy, see if you can tighten your sentences. If you seemed to use one word a lot, see if you can find another word that says the same thing.

Fourth, consider erasing your entire opening pages and your entire ending pages. Those are usually (but not always) weak areas. Bruce Barton said writers often start writing something before they start saying something. Look at your opening and closing sections. Drop them if you see that your book will be better without them.

Fifth, see if you can break up your book into small sub- sections. Books used to be divided into chapters. They still are. But today a more readable book splits the chapters into bite-size sections, each with its own heading. See if you can do that for your manuscript.

Spend today going through your material, organizing it, polishing it, editing it, perfecting it. This doesn't have to be a big deal. Do the best you can and stop.

And when you do stop, run to a copier and make six copies of your book. Give those copies to six friends, peers or acquaintances. INVITE their feedback. Tell them to edit the book. Let them know they can say whatever they want.

Now don't get scared. You'll get their feedback. Just don't take their comments personally. They're really trying to help you. And, after all, it's a service to you that's totally FREE. When you get their comments, look them all over and pay attention to the similarities. In other words, if one person mentions something about your book, take it or leave it. But if several people, or even all six of your readers, point out a possible flaw, then PAY ATTENTION.

Now edit and revise your book again. Is your book good? Are you satisfied? Does it live up to the intention you set for it on day one? If not, what does your book need?

There you have it. You planned, wrote and completed a book---and in only a

few days!

And if you were real smart, you might even have combined all of this and wrote your book in one weekend.

However you did it, congratulations!

Let me end this session by telling you something I bet you didn't know:

Few people know that P.T. Barnum almost co-authored a book with Mark Twain.

It's true. Twain became a genuine fan of the showman's career after reading Barnum's famous autobiography, probably the 1869 edition. They later became friends.

Sometime around 1874 Barnum showed Twain some of the letters he received from people with wild ideas for making money or wild requests for borrowing money. Barnum called them his "queer letters."

Twain loved the letters from people trying to sell Barnum three-legged chickens with two rectums, or wanting to borrow \$50 to flee a Benedictine monastery. Twain saw that these letters could make a profitable book. He asked Barnum to forward the letters to him at his home in Nook Farm. Barnum was delighted. He felt the letters would reveal "almost a new page in the volume of human nature." He also knew a book by Mark Twain, written with material from P.T. Barnum, would bring enormous free publicity.

Barnum kept his word to Twain but Twain did not keep his to Barnum. When a Reverend Powers visited Barnum in 1876 and saw some of the famous queer letters, he wanted to use them in an article. Barnum declined, saying he had promised the material

to Twain. For whatever reasons, Twain never got around to writing the book. Still, both men recognized that having such a book would have helped both of their careers.

A book can help your career, as well. It's technique number nine of the time-tested methods for getting rich in business.

Being a businessperson with a book may be the most powerful marketing tool on the face of the Earth. If you don't believe me, ask the business tycoons who already have books available---if you can get them on the phone!

What are you waiting for? Fame, fortune and immortality await!