

BOOK PLANNING SECRETS

**A SIMPLE 4-STEP PLAN TO
WRITING A BESTSELLER**



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Book Planning Secrets

A Simple 4-Step Plan To Writing a Bestseller

You're ready to write your book! Where do you start? With Book Planning Secrets! There are four steps to creating your plan: 1. Find your idea for your book 2. Get clear on your goal for your book 3. Plan your book and 4. Execute your plan.

In this planner...I will walk you through the four steps and explain how they work so you can create your own plan for success!

Step 1. Find Your Idea for your Book

If you are starting from scratch, look at what you are passionate about and what skills you have and see where they overlap. In other words, what are you passionate about that you can make money doing? Even if it's something you don't think you want to make a lifetime commitment to, it's the best place to start. And then, by taking action, you will see what works and what doesn't, and you will naturally move toward whatever is the better fit for you. But, you have to start from where you are now.

My story is a good example of this. When I first got on the Internet, Internet marketing fascinated me, but I didn't have the skills to teach others how to do it, plus there were already a lot of well-established experts in the field and I would not have been able to stand out. So, it didn't make sense to me to do that. What I was good at, that I knew was in demand and that I could deliver, was copywriting, so I started writing copy for websites, brochures, press releases etc.

Overtime, I realized that I would always be trading time for money if I made that my career, and I also realized that too many people were invested in their own ideas

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about copywriting to let go and let me make their copy better, so I soon became disenchanted.

In the meantime, I kept learning Internet marketing and improving my skills. I also started my first book as an ebook, which was a lifetime dream of mine, and soon realized that I needed an ebook coach, but there weren't any. So, I hired a regular coach; it was expensive and inefficient. I was frustrated with the process, but soon realized that with the right education, I could create something special that would help people learn to write books a faster, easier, less expensive way.

So I studied writing systems, spent \$5,000 on a coach who could teach me how to coach, created my own online authoring program, (take the name out) and became the very first ebook coach in the world (This was at a time when books and ebooks were seen as different animals, but now you write one book and publish it in multiple formats.)

I only had two participants in my first workshop, but I got feedback and improved it and kept giving it. (I have now offered it 30 times.) Then, people started asking me to teach them how to market their books, so I created a second workshop, and I never looked back.

Too many people want to sit back and wait until they get the inspiration to create a business, but as you can see from my story, by taking action where you are, you will start to see different ways you could go; opportunities will arise, and you can take the path that is best for you.

Now, once you have the passion and the skills figured out, you have to look at what you know that you can teach others. Unfortunately, we often take our skills for granted because they are easy for us. But what is easy for one person may be very difficult for someone else and they may be willing to pay good money for you to teach it to them or offer a service that does it for them or both.

I used to work with a web designer who was a tech genius, but didn't value what she did. She could not wrap her head around the idea that people would pay her to teach them what she knew because it was so easy for her. I am not very technical, myself; my brain just doesn't work that way and I wanted instruction on what she knew. I kept asking her to create course. And eventually, she did create a couple of videos for me personally. But, she never did teach it, in the time I knew her, on a larger scale.

Also, sometimes people think that they have to have a degree or several of them before they can teach. But, nothing could be further from the truth. As long as you can solve a problem that a target market has, you can do it.

The downside to being entrepreneurs is that we are lifetime learners. But, you can get trapped in the idea that you have to learn more and more before you will be ready to teach. But, as one of my early coaches said to me, "You only have to be one step ahead of the people you are teaching." And the truth is that you can tell yourself you're not ready for years and leave thousands and hundreds of thousands of dollars on the table—even millions! Not to mention, you would be leaving all those people who need you flailing around, hoping for a solution that you already have! So think of it this way, if you don't do it, you're being selfish, so get cracking!

It's really about mindset and believing that you have something to offer. I once had a woman in one of my 3 Days to eBook Cash Authoring Workshops who had an MBA and didn't think she knew enough to call herself an expert! That's just crazy!

The next thing to consider is whether the market you are considering catering to has money to spend on what you offer and whether or not they are eager spend it to get the results they want.

I have seen several authors try to go into niches on topics like penny-pitching/frugality, and saving money and quickly go out of business because those people either don't have the money to spend or aren't willing to spend it.

And, sometimes, it's not that they don't have the money, but they just aren't as willing to spend it in your niche. For instance, tennis fanatics are notorious for not spending money on their sport, while golfers have no problem forking out hundreds or even thousands on the game they love!

And finally, how are you going to reach your target market? Are they online, offline, or both? Will it be easy or hard to connect with them?

These are all considerations in finding your idea for your book.

Then, once you have your idea, or a few ideas, it's time to do the research and make sure they are viable ideals. If you know what you want to talk about right off the bat, then you can skip to this step right away.

Step 2. Get Clear on Your Goal for Your Book

To write the right book for your idea, you must know what your goal is with the book. In other words, how do you plan to use it? What purpose will it serve in your business?

So ask yourself, "Why am I writing this book? It is absolutely imperative that you know the answer to this question because knowing it will determine what kind of book you will write and how you should structure it.

What do you want your readers to do once they have read your book? Whatever you want, and ask, them to do at the end of your book is known as your call to action. And knowing your goal helps you clarify what your call to action is going to be.

Another consideration for marketing purposes is whether you see your book project more as a lead generator or a product you want to sell to make money.

Books for sale tend to go deeper into the content while books for marketing tend to give a taste of the content to get the reader to buy whatever you are offering in your call to action.

Also, if you have more than one program or service you want to promote, I suggest writing a different book for each one. In addition, a book may explain a specific program or process that you are trying to sell, it may be an overview of your entire business system, or it may be a different type of book altogether, like a Q and A with the most asked questions because you are tired of answering the same ones over and over on an individual basis, or it may be a memoir with lessons learned like *Cracking the Millionaire Code*, which was a memoir on one side and the lesson on the other side of each page of the book.

These are all important decisions that have to be made before you can write your book. So, what's your goal?

Step 3. Plan Your Book

By planning your book in advance, you can save time, energy, and money. Without a plan it will take a lot longer to write. In fact, without a plan, you may never even finish. And if you do, I guarantee it will be much more difficult.

Have you ever set out on a car trip without a map? How are you going to know where you're going? Honestly it's a recipe for disaster.

I once had a colleague who wrote a book without a plan. He said it took "forever" to write and he was never going to write another one again.

I have also worked with many authors who came to me because they were stuck and couldn't finish their books. The first thing I always ask them is if they had an outline (which is part of the plan) because it's easy to go off on a tangent, lose your way and wind up in a ditch without one- unable to get back on track. And the answer they give me is invariably "No". And when I ask them why not, they say they didn't think they needed one. Wrong answer! You NEED a plan!

The benefits of becoming an author are too great to miss out on and not having a plan is the fastest way to ruin your chances for success.

Planning a book in advance gives you a step-by-step process you can follow. It tells you where you are going and what you need to include in your book. It also shows you what may be extemporaneous to this book and may fit better in another book, or it may show you that you need more topics for this books or that you don't have enough material to write a book on this topic at this time.

It also lets you know what you will need to do each step of the way and what you can expect when you are done. And last, but not least, it helps you focus on one step at a time, so you don't get overwhelmed and stressed out.

There are many planning tools available to you. Personally I prefer to keep it simple and write out my plan on a Word doc, which I keep on my desktop. Then, I cross off each task as it's completed.

However, there are many other choices available.

Mind maps

With mind mapping, you can see the entire picture and move pieces around. Top mind mapping software includes:

Mindjet (Windows/Mac/iOS)

This is a powerful mind mapping and brainstorming tool within a total suite of applications for collaboration, organization, and staying on top of projects.

XMind (Windows/Mac/Linsux)

This is a free open-source software. It is extremely flexible and makes it easy to organize your thoughts and ideas. It also allows you to make simple maps or more complicated flowcharts.

Coggle (Webapp)

This is another free easy-to-use tool that anyone can access with a Google account. You can easily add branches and edit them, colorize them and download them to share. Plus, you can see different versions of it if you invite others to work on it with you.

MindNode (Mac/iOS)

It's main appeal aside from the fact that it has elegant mind mapping and brainstorming capabilities is that it is specifically built to work with the iPad and iPhone.

Mindmeister

This software also works for mind mapping, brainstorming and planning. It includes cloud storage, real time collaboration, note taking, and more.

Other options include:

Pages, which is similar to Word, but works best with OS X El Capitan.

Google Docs, which is free and allows you to create documents, use templates, share your work in real time and access it from anywhere.

Scrivener, which offers a project-management tool along with a word processor, so it works especially well for long projects.

Notepad & Evernote for notes are other popular choices for basic planning.

You can see from the choices I've given here that you can outline many different ways. Some are loose and others are strictly structured. There are no rules. Do what you are most comfortable doing that will help you achieve your book-writing goal.

Step 4. Execute Your Plan

1. Decide on how you are going to manage your time, so you can get your book written as quickly and easily as possible. Decide if you are going to write it in one big block of time (at least for a first draft) or an hour or two at a time. What tools, if any, could you use to help keep you on schedule?
2. Decide if you are going to write your book or talk it? If you are going to write it, what do you need? Pen and paper? An iPad? Or Computer?

If you are going to talk it, what recording program are you going to use?

3. Decide where you are going to write your book.
Some people have too many distractions in their life and choose to go to a hotel to write. This works particularly well with my *3 Days to eBook Cash System*. Others have a particular room in their home that is quiet and where they do their best writing. Choose the spot that will be most conducive to writing for you.
4. Be honest with yourself and see if you have any fear around moving forward. If so, what are you afraid of? Do you need more knowledge, more courage, or a different mindset? My sales coach, Eric Lofholm wrote all but the last 10% of his first book and couldn't finish it because he knew it was good and would be successful but he didn't see himself as an author. It was several years before he was able to finish it and only when he owned it.
5. Take action. I have given you the roadmap in this guide. Now, it's up to you to take action and implement the plan.

Resources

To join our Facebook Group, go to: ellenlikes.com/authorsgroup

For book coaching and services, visit our website at: BooksOpenDoors.com

For a Bestseller Breakthrough Consultation go to:

www.booksopendoors.com/questionnaire to get started, fill it out, and someone will get back to you within the next business day with directions on how to make an appointment time.

Books

21 Simple Strategies to Jumpstart Your Book Marketing Online: Proven Techniques For Quick Results

<http://ellenlikes.com/21strategies>

*How to Crush it in Business Without Crushing Your Spirit,
How Entrepreneurs Can Overcome Depression and Find Success*

<http://ellenlikes.com/crush-it>

*Turn Your Book into \$10K Clients
5 Steps to a High-Income Business*

<http://www.bookto10kclients.com>

How to Create a Non-Fiction eBook...Guaranteed!

<http://ellenlikes.com/quicknonfiction>

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