



Write Your Book in 6 Weeks or Less In Just 1 Hour a Day!

Writing your book, whether it is your first book or you tenth book, is always a labor of love. It takes a great deal of thought and planning. It takes a discipline which very few people ever possess. It requires a drive to recognize where you are going and what you can accomplish once the book is published.

Once you have your book published, doors will open for you that you could never have imagined. You will find you have more opportunities to develop your intellectual property but more importantly, to share your vision with others who are looking for answers.

You will find after looking at this outline description, what you have always thought to be an incredibly monumental task of writing your book, is as simple as taking about three to four hours to create your outline. Then when you follow the outline, you'll find you are able to write about four pages an hour; there are an average of ten pages per chapter which takes 2 1/2 hours and most books are about 15 chapters which comes to about 38 hours for writing the entire book, a week to turn around the editing and then another quick read to fine tune it. That adds up to 45 days with one hour a day including the editing time.

I recommend never reading what you write until you have finished each chapter. Otherwise, you'll end up spending all your time editing your book. If you mention people, places, trainings, resources, etc. throughout the book, immediately make a note in the outline so you can include more details in your Resources section. You'll also want a Waiver or Inclusion Letter from any person you mention.

I prefer having a particular place and time of day to write. Otherwise, you might go days without scheduling the time. If you feel more creative or believe you'll be least distracted at a specific time of day, then that will be more ideal. A lot of people get up an hour earlier than the rest of their household to insure they will be able to concentrate.

Most books are written best from a creative point of view. Writing creatively will predominantly require right brain activity unless you are writing a "How To" book such as one that is instructional.

We typically switch from right brain (creative) to left (analytical or logical) brain about every 90 minutes. The challenge would be if you get up to write at 7 am and you find yourself in left brain mode when you want to be in right brain mode. You might feel you have writer's block or your thoughts just don't seem to flow.

This is an exercise to help you determine which side of the brain you are currently working from. Hold your knuckle against the right side of your nostril and gently blow out of the left side. Now, place your knuckle on the left side of your nostril and gently blow out of the right side. If you find you have more free air coming flowing

from the left side of your nostril, you are in your right brain since our right brain controls the left side of our body and the left brain controls the right side.

If you discovered you are in left brain, but want to be in right brain, there is a simple technique you can use to switch to right brain. I was taking an Aikido class years ago when the instructor told us how to switch which side of the brain we were working with.

Using your index finger follow just below, either your right or left collar bone, about halfway, until you find a slight indentation. This is the Supraclavicular, which is one of your lymph nodes. When you press on it, you'll find it is a bit tender. That is because it is where your body stores the toxins you breathe or take in from eating or drinking.

Apply as much pressure as you are capable of doing, just shy of causing pain, and starting at a 12 o'clock position rub in a circle towards your left shoulder for about 30 seconds. This will switch which side of your brain is predominant.

Simply check by placing your knuckle back on your nostril, one at a time to verify you have more free air flowing from the left nostril to be in right brain. If not, repeat the collar bone exercise.

Again, staying in your right brain creative mode will last about an hour and a half. Still, there are some occasions when being in right brain leaves you wanting for words. An exercise I learned from Paul and Sarah Edwards is to take three words and use them in a paragraph that is not typical of the logical usage of the words. One of the words needs to be the first word in the paragraph and you may add any suffix or prefix to the words such as "ing", "er", "est", "in", etc.

Example: Piranha, Capsize and Sea

You might typically see these words used to describe a story about a jungle adventure. But what if you had to use these words to describe a Wall Street story?

Piranhas are everywhere in the investment world. They want to take your hard-earned money and invest it in the latest greatest trendy stock, of which there are *seas* of new stocks becoming available on a daily basis. Knowing when to buy and when to sell before your entire investment portfolio *capsizes* requires a truly talented individual.

This exercise, when you use the words in a manner that is not expected, will help your right brain engage. If you find yourself being critical of your writing, you are in your left brain. Stop and perform the collar bone exercise again.

I have found if you write in the same mannerism as you would talk with someone, it becomes more engaging. Then when you are speaking to a group, your speaking patterns will match your book, which will make it easier for your audience to relate to you.

My first book took me five months, start to the finished product. My second book took three weeks. The one and only research book I have ever done took 3 1/2 years. I now have eight books published with two more on the way before the end of the year. It is never how long it takes to write your book, but the content you are offering your readers. Try not to put everything you know into one book. You might find you already have multiple books percolating.

The book is actually only 5% of your potential income. It is what you do with your book that will make the difference and making a difference in the world will inspire others to do the same. Being an author is an adventure which will lead you down many creative paths.

Several years ago, if you didn't have a big name publisher, your book wouldn't be recognized by the media, you couldn't get publicity and you couldn't get into any of the brick and mortar book stores.

Today is a different story! Authors are no longer shackled to the old rules and for the first-time authors can keep the lion's share of the income. The challenge is to think of your book as a business. In the past, your book was considered a very expensive business card. But now, your book can generate a considerable percentage of your income.

That's just the beginning. When you look at the world of authors, you won't find a more generous group of people in any other industry. I have just completed the background work on my first book marketing campaign. I was challenged to find the forms on Bowkers to file a copy of my book with the Library of Commerce (this helps when someone goes to the library to ask for your book, you might even get orders from the libraries).

I discovered that you can now get one ISBN number at a time, how to get interviews, free press releases, book reviews and how to use social networking sites to get a lot, and I mean a lot of exposure and help.

Then I learned how to use blogs to get my thoughts out into the world and a friend told me how use Twitter to raise the rankings of my blogs! Wow! I must admit that I have learned more about Internet marketing, specifically Web 2.0, than ever before. And I've dedicated myself to figure this out for the past 15 years.

I took a class on how to do a teleseminar about a year and half later and I finally figured out how to make it work for me. I am now in the process of interviewing all those wonderful authors who have given me the great bonuses. Then once I have 12 interviews in the form of teleseminars, I have the beginning of a membership site! And all the Internet marketers say that for every name you have in your database, you will earn \$1 a month when setting up a membership site! Well, isn't that just dandy!

So, the challenge is how in the world do you sell your books? It's a collaborative effort. The concept is to ask authors to help you broadcast your book to their database on the same day. But 99% of the authors out there use Amazon to move their books. Well, that is the most expensive shopping cart I've ever seen!

I got pretty upset and that was the catalyst for me to create an amazing system where I went from selling my book on Amazon for \$24.95, Amazon got \$10.50 per book (55%) and the printer got \$10.00, so that left \$4.45 per book. Isn't that ridiculous? Amazon got 250% more than I did! That's just wrong!

So, this is the result!

This is the only place you can get a check list that will save you no less than 40 hours of your time in getting your book ready for press.

- Have the resources that will get you on Amazon and Barnes and Noble so that when people really insist on buying your book there you will keep them happy. This would have saved me 3 hours trying to find the forms on Amazon
- Learn how to do blogs and get them recognized by the Search Engines
- Discover how to use Podcasts to get amazing visibility
- Access to the top 1,000 radio producers in the US (I'm training a Virtual Assistant to make the calls for us)
- Resources to get articles written for you for \$50 and have them submitted to all the ezines that pertain to your topic and free submission to article sites where you can network without authors
- Free Press Release submission sites and examples of press releases that you can use as example
- Get book reviews that will help you get noticed by the media
- Learn the techniques to use the social media to increase your recognition in the Internet world

- Have a book marketing teamwork the system for you
- Learn how to set up your own Affiliate Programs and an amazing amount of information that others have wanted to hide from you!

Take the time to think about this amazing world of publishing and we will show you how to gain a multiple income stream system from your intellectual property!

This is the basic outline design:

15-18 Chapter Titles

Arrange them in an order than has a flow. Think of them as though you were seeing them from the perspective of someone who has never heard of your topic. What do they need to know first?

15-18 Talking Points

These are the paragraph points. What does your audience need to know about in this chapter?

3-5 Bullet Points

These are the sentences within each paragraph. You should have three to five specific points to make in each paragraph.

It takes about 3 ½ hours to write the outline. If you need help, go to the library or a bookstore for inspiration. You can also look inside books on Amazon to see chapter title ideas. Be sure not to copy other people's work.

Now, you will usually be able to write 4 pages an hour because of your outline. A typical chapter is 10 pages, which should take about 2 1/2 hours per chapter and approximately 40-45 hours to write your book. Even with writing one hour a day, it's done in 4 to 6 weeks, including your editing time.

Book Layout::

6 x 9

¾" Left/Inside margin

½" right, top and bottom

½" after last line before page number; if you center number, it's easier but you can do odd page flush right and even page flush left.

Use at least 12-point type and choose a typeface with style like Garamond, **Caslon** or **Georgia** (serif typeface versus san serif [no feet] like **Arial**).

All chapters start on odd/right hand page even if there's a blank page on left.

So, that's what you need to get started!

1/2" Top Margin

Example Page Layout
Text is Within Dotted Lines

3/4"
Inside
Margin

1/2"
Out
Side
Margin

Last Line of Text 1" from Bottom of Page

Page Number Centered or Outside Margin 1/2" from Bottom

Example of Post Pages Prior to First Chapter

- Book Title Page
- Book Title Page with Author Name
- Dedication
- Copyright
- Acknowledgments
- Testimonials
- Forward
- Preface
- Table of Content

Example of Copyright Page:

Copyright 2012 by Sharyn Abbott
All rights reserved.

All information in this book is protected by copyright laws.
No part may be used without the expressed written consent of the author.

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Sharyn Abbott
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Creative Impressions
Press San Leandro, CA

Example of Waiver or Inclusion

Letter Dear Dr. Moody:

I have just completed my 6th book and have mentioned you as a resource. I want to thank you for your years of dedication in enlightening people to the many possibilities of life after this 3rd dimension.

To my surprise, one of my clients, Tom Rohrer, lent me a DVD and it was of your work, and he was included in your DVD production.

I would appreciate it if you would give me permission to include your contact information within my resources section.

Here is the context:

Raymond Moody

Excerpts:

I embrace that there are many explanations for the things that happen to us. I enjoy thinking that we can't ignore what we can't explain. I love knowing that there is so much more to our universe than one dimension, the third.

There have been many stories from Raymond Moody works through scientific methods documenting thousands of people who have had Near Death Experiences.

The greatest effect of having experienced a Near Death Experience is that I have become more aware of the bigger picture. I've mentioned previously, it serves no purpose to be stressed over spilled milk when life is but a blink of an eye.

When you have a difficult day, you have a responsibility to everyone you come in contact with to find a way to not inflict any emotional trauma just because you know you can get away with it.

If you find you are not curious about understanding a Near Death Experience, stop and think of all those times that you were aware of someone who called you shortly after you thought or dreamed about them.

I find it comforting to know that I am living but one chapter in my existence.

Raymond Moody

(born June 30, 1944) is a parapsychologist. He is most famous as an author of eleven books about Life After Death and Near-Death Experiences (NDE), a term which he coined in 1975. He taught at the University of Nevada in Las Vegas and currently lives in Alabama. <http://www.lifeafterlife.com/>

Here is the Release letter for you to sign and mail to the address below, return by email with your permission or fax a copy of the signed form.

March 10, 2008

Raymond Moody

Dear Mr. Moody:

I have written a book entitled "Create Your Own Reality - The Ancient Wisdom". I would like your permission to include the excerpt as enclosed in herein. It will be included in the edition of this book, as well as possible advertisements and promotion, nonexclusive, throughout the world.

In exchange for your permission, you will be listed in the "About Those Mentioned" chapter and will also be sent a copy of the book. I hope you will agree to being included in my book as you have made an amazing difference in my life.

Please feel free to acknowledge your acceptance within an email with an electronic signature, fax or written permission.

I'd appreciate a prompt response.

Thank you.

Sincerely,

Sharyn Abbott

I have read and approve the inclusion of my name within your book, "Create Your Own Reality - The Ancient Wisdom".

Signed: _____ Date _____
Raymond Moody

I have been teaching writing, publishing skills and the art of the business of being an author since 1995. I have been able to develop a program which takes anyone who is interested in becoming an author, no matter what level they choose to participate and help guide them through the process.

There are three Phases of the training program:

Website/Blog Set up (52 Modules)

Phase 1 - Pre Press (20 Modules)

Phase 2 - Marketing (22 Modules)

There are two bonus programs included:

Your Right to Write (12 CD's and a workbook)

SpeakEasy - Your Guide to Professional Speaking (12 CD's and a workbook)

There are two ways to engage in the training program. The training programs consist of audio programs, examples and written support material. If you're a self-paced learner, this will work well for you.

For those who need more guidance, I offer a one-on-one consulting program which includes my time for one hour a week for 15 weeks and then on a need be basis.

As a bonus for working with me one-on-one, I have event coordinators who will help you create your own platform speaking events. This is where you will be able to be previewed as "The Talent" and include five or six other speakers to create a main event focused on your topic. The majority of the work is done by the event coordinator, and you get to keep 40% of the profit.

Each of these training modules is designed to get your website/blog ranked in the top 1/10th of 1% of all websites in the world. Alexa ranks websites based on content, traffic and consistency. I spent two years testing these concepts and came up with a process in which websites can attain rankings under a million in 4 to 6 weeks and get the kind of traffic and recognition necessary to generate an awareness. I've even included outsourcing resources that anyone can afford. So you can do as much or as little of the work yourself.

The program is the most extensive Author training program that exists. It includes every step and every process to help you become a six-figure income generator.

1. Alexa Toolbar
2. Blogging Choices
3. Register Domain
4. Web Hosts
5. Installing WordPress
6. Logging In
7. Appearance-Theme
8. Dashboard Panel
9. Adding Pages
10. Widgets
11. Plugins
12. Comments
13. Posts
26. Building Your Database
27. Adding Graphics to Sidebars
28. Outsourcing
29. PayPal
30. PayPal - Buy Now Buttons
31. AdSense
32. Product Sales
33. Affiliate Marketing
34. Pay Per Click
35. Screen Capture
36. Creating or Editing a Web Page
37. Writing Articles
38. Automatic Article Submission

14. Categories & Tags
15. Making and Adding Video
16. Adding Pictures
17. Facebook
18. Twitter
19. LinkedIn
20. HootSuite
21. YouTube
22. Search Engine Submission
23. Custom Headers
24. RSS Feeds
25. iContact and Capture Box
39. Cost Per Acquisition
40. ebook Cover
41. Capture Page
42. Joint Ventures
43. Guest Blogging
44. Membership Sites
45. Cloaking
46. Creating Teleseminars
47. Favicon
48. Uploading Files - File Transfer Programs - FTP
49. Routine
50. Resources Phase

Creative Impressions Press Presents Becoming and Author

The Creative Impressions Press program is designed to take an author through the process of becoming a published author and a successful business author. The challenge most authors have is they don't know where to go or even what to look for in many cases.

This program is the most extensive training program designed for authors and will simplify the process for those who are brand new to the industry as well as those who have published books previously. You will learn how to retain 75% of the retail price of your book and generate a six-figure income your very first year. It is a proven concept and will work for you too!

Phase 1 Pre-Press Welcome

- 2-ISBN Int'l Standard Book Number
- 3-Website/Blog
- 4-Website Design
- 5-Book Cover and Format Design
- 6-Virtual Assistants
- 7-Inclusion/Permission Letter
- 8-Capture Page
- 9-Social Media
- 10-Formatting/Editing
- 11-Printing
- 12-OnLine Bookstores
- 13-Library of Congress
- 14-Copyright
- 15-Public Relations
- 16-Press Releases
- 17-Book Reviews
- 18-Merchant Account
- 19-Article Submission
- 20-Bonus Material

Phase 2 Marketing

- 1-Bookstore Signing
- 2-Media Training
- 3-Radio Interviews
- 4-Book Your Guest
- 5-Educational Interview Series
- 6-Book Marketing Campaign
- 7-Push Letter
- 8-Teleseminars
- 9-Article Submission
- 10-Joint Ventures
- 11-Affiliate Programs
- 13-Membership Sites
- 14-Continuity Program
- 15-Web Presence
- 16-Podcasts
- 17-Book Sponsorship
- 18-Distribution
- 19-Cost Per Acquisition (CPA)
- 20-Speaking
- 21-Creating Programs
- 22-Audio Programs

The world of publishing is ever changing. In 2008 national publishers laid off half of their editing staff and there was a mandate to stop taking manuscripts from unknown authors. It virtually put an end to many authors' dreams of becoming well known or establishing a business around their intellectual property.

In truth, publishers have never done anything but print the book, unless you are a well-known established name. All publishers demanded the advance for writing a book be spent on the promotions of the book. They often would demand an accountability statement a year into the marketing and could at any time demand the advance be returned if they were not happy with the results.

Agents would shop manuscripts to various publishers, but now the publisher refuses to work with agents and has taken the scouting process in-house.

Being in bookstores is another nightmare. Unless you are a household name, the likelihood of someone buying your book in a bookstore is minimal. One of my friends in San Diego received a call from Barnes and Noble. They were clearing the bookshelves and needed space for new arrivals. They gave him 10 days to come up with \$102,000 to buy his books back. After years of believing he had sold those books, he had to come up with more money than he had available.

This program is the only program available which gives the control back to the author. There is a way of working with the program, engage in the audio program for \$10.00 per lesson.

Let me know how I can help you!

My best wishes,
Write on,



Sharyn

Additional Resources

- Add a signature for your email, using your book website and your blog to start capturing new emails.
- Logo Design and GotLogos \$25; Free but Limited Logoease.com
- You'll need to make .pdf file to put on your website. Adobe Acrobat is \$495 and Cute .pdf is free.
- Register your site at Google, Alexa, Yahoo and other search engines, to make it more accessible in searches
- Search Google for new mentions of your press release, articles and add them to your press page on your main site
- A number of links for your audio programs are too long for Twitter so you can go to Tiny to obtain an abbreviated link
- Download the Alexa toolbar to keep aware of your site rankings
- Ring Central provides an 800 number you can call forward and send/receive faxes. This is mandatory once you begin radio interviews.
- I use the Sony IC Digital Recorder ICD-SX57 that I got at Fry's for \$180. When I do speaking engagements, I record them and immediately transfer them to my website. Each audio/video you add to your site raises your site's rankings. I found the same recorder on eBay for \$60.
- Dragon Naturally speaking came with the Sony IC Digital Recorder and will transfer your audio programs to text. What a great way to create ebooks!
- 18 x 22 Posters for \$2 - make a large print of your book cover for trade shows or as a backdrop for your videos
- Conference Works is a group who will orchestrate conference style presentations
- Tax ID Form online
- You'll want to start thinking in terms of putting all of your assets in Trusts so that you can minimize your tax exposure and retain the lion's share of your income. This will help you have more than enough money to create a foundation to support the causes that are important to you and make it a benefit financially to you to be generous.
- Non-Profit Status – Incfile.com is a great resource that I stumbled upon. I paid \$350 to file my 501c3 and it took about 6 weeks to complete. This is a drastic improvement over the previous nonprofit I acquired for \$5,000 and it took 2 years