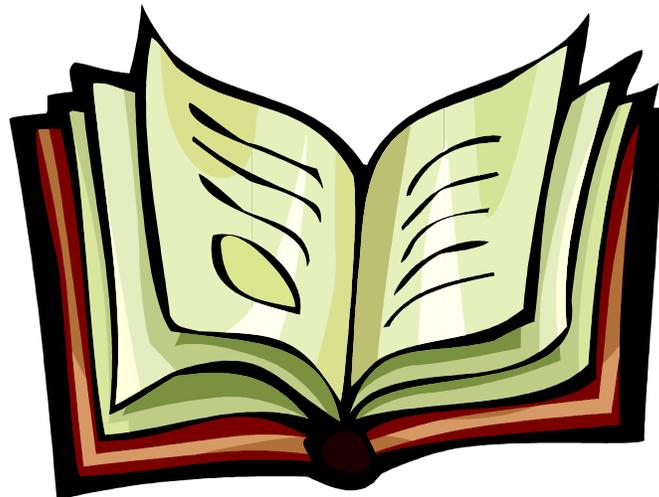


YES

You Can
Write a
Book

Workbook



Write, Publish and Market Your Book

Yes You Can Write a Book • Top Ten Tips Book

1. Write down the 10 best tips or lessons on or about your business, or your expertise or your knowledge. Keep these to one or two sentences each. #1 is your best then follow with 9 more.

A. Write down your #1 best business or experience tip or lesson.

B. Now write down nine additional lessons. Keep these to a sentence or two. No paragraphs just the lessons.

C. Use the Google Top Ten Tips in search technique, the Amazon Book Table of Contents or the Book Review technique to find and flush out your ideas.

These are the main tips or lessons about your experience or expertise that you want to pass on to the next person or might be useful to a customer. This is the core of your book. This first pass is a quick exercise. You most likely know all of these right off the top of your head. I usually start this process by asking, “what is your number 1 tip?” Don’t do a lot of thinking on this, don’t self edit, just write down your number 1 tip. Ok now write 9 more and you are done. You can always change these later, but these tips are usually the things you tell people all the time, or the things people ask you about.

Step 1

Write out your #1 best business or life experience tip or question you get asked. If you had to give one piece of advice on your topic this would be it. Don’t think to hard about this, just get it out.

1. _____

Yes You Can Write a Book • Top Ten Technique

1. Write your #1 top tip, idea, one sentence
2. Write one paragraph on each idea
3. Expand each paragraph to 3-4
4. Add author bio, TOC, front matter, back matter, services, additional
5. Have your book edited and proofed
6. Format your book for Kindle & print
7. Have a cover made, final proofing
8. Prep and output files for publishing
9. Upload to Kindle, CreateSpace, Publish
10. Start marketing your book

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And then write out nine more of your best tips or questions. Keep these to one or two sentences each. I have include work sheets in the book that you can print out or fill in in pdf and save.

Here are my top ten tips for this course

Yes You Can Write a Book • Top Ten Tips Book

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Yes You Can Write a Book • Top Ten Tips Book

PRINT THIS OUT OR FILL IT IN, THIS IS A LIVE PDF FORM, THEN SAVE

Step 1

Write out your #1 best business or life experience tip or question you get asked. If you had to give one piece of advice on your topic this would be it. Don't think too hard about this, just get it out.

1.

Now write out nine more of your best tips or questions. Keep these to one or two sentences each.

2.

3.

4.

5.

Yes You Can Write a Book • Top Ten Tips Book

6.

7.

8.

9.

10.

On to Part 2 and write out one paragraph for each tip or lesson.

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2. Write out one paragraph for each tip or lesson, just one paragraph.

A. Write one paragraph for each tip, not two, just one.

B. We are not concerned with editing here, just writing out the paragraph

C. Use some of the sites that you used to find your ideas, to flush them out to full paragraphs.

This is a key part of the process of creating your Tips book. For step two just write out one paragraph based on the tip or question. In step three we will expand it but the goal here is just get down some expanded ideas. The tendency at this stage is to start writing out the entire book, don't do this. It is pretty easy to get bogged down and never complete it. We want to keep everything moving. So just one paragraph.

Take your #1 best business or life experience tip or question and write out just one paragraph for each.

1.

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Now take #2-10 of your best business or life experience tip or question and write out just one paragraph for each.

2.

3.

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Continue to write out your best business or life experience tip or question in on paragraph.

4.

5.

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Continue to write out your best business or life experience tip or question in on paragraph.

6.

7.

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Continue to write out your best business or life experience tip or question in on paragraph.

8.

9.

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Continue to write out your best business or life experience tip or question in on paragraph.

10.

3. For each lesson expand the 1 paragraph to 3-5 paragraphs, flush out the concepts.

A. Expand each lesson to 3 or 5 paragraphs

B. Again no editing, just writing

C. The cooking timer method can be very effective here for getting done text.

In Step 3 we fill out each of the 10 lessons. Write 3 or 5 paragraphs for each one. Personal stories and experiences can add a great edition to your book. We go deeper. We aren't writing a manifesto but quick lessons about our topic. We want our reader to come away with some great actionable lessons based on our experience.

Yes You Can Write a Book • Top Ten Tips Book

4. Flush out the balance of the book.

Add an author bio along with a photo and contact info at the back of the book. Add a resource list at the back of the book, an intro for the front, a table of contents and any additional info that might apply to your book. If you offer programs or consulting or products, drop that in also, give readers a call to action.

A. Add your author bio including photo, contact info, resources, introduction, front matter, table of contents (the 10 points), legal info, copyright, title page.

B. Add in any products, consulting, programs, or additional info that your reader might find useful. Add in back cover copy

C. Add in your book title and subtitle, make this one of the last thing you do. Don't fall in love with the working title.

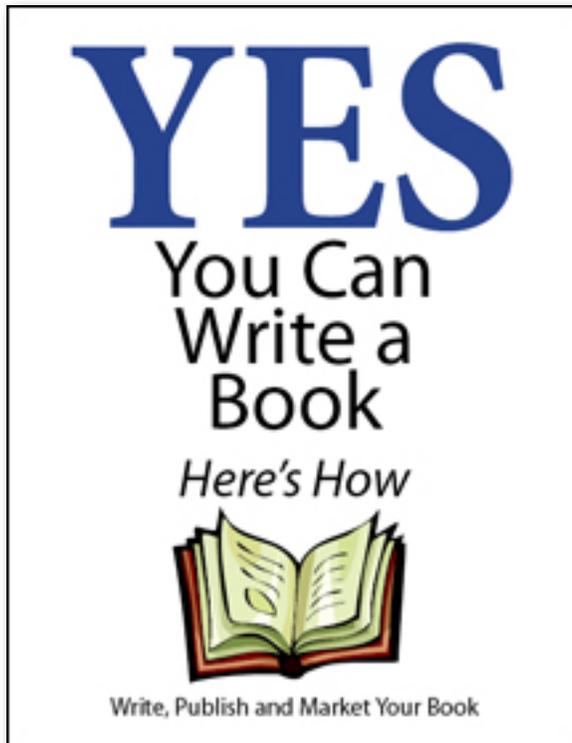
How long should this book be? This isn't a manifesto but here are some guidelines.

- Kindle/Amazon e-book shoot for around 8,000-12-15,000 words.
- CreateSpace/Amazon, you need to be a minimum of 24 pages, 36 works pretty nicely and 50-70 makes for a decent size book.
- A quick print book, local printer kind of book, your book needs to fit into a unit of 4 so 24, 28, 32 pages, etc., even 12 can work very nicely.

If you are a consultant, a tips book can be an essential part of your marketing. In the back highlight your programs and services. Make this section very clear so readers can find it. Add in a nice photograph and be sure to have a Call to Action. You want your reader to do something, contact you, hire you, invite you to speak at an event, or just make things clearer. The goal of a book like this isn't for big sales, though that might be nice. The goal is to support your marketing and help develop leads. Customers love getting a book, so be very open to giving them away. Sometimes you are selling this book, sometimes it is a free giveaway for signing up to your mailing list.

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Join the Yes You Can Write a Book Membership Site



[Click Here to Learn More or Visit
YesYouCanWriteaBook.com](http://YesYouCanWriteaBook.com)

Yes You Can Write A Book, I believe anyone can write and create a book and I will show you how. In my new membership site I will teach you how you can create and sell your own book. Come join me and get started with a series of lessons that will take you through the steps to getting your book written, published and marketed.

Learn everything about book publishing with Bruce the Book Guy and my new membership site. All things around creating, publishing, marketing and making money from your books. My Yes You Can Write a Book Program is designed for beginning authors and for authors that want to learn the process of creating and selling books.

BONUS: Yes You Can Write a Book Membership Site Benefits

The Yes You Can Write a Book Membership site gives you access to all 5 of my current book publishing courses:

- 7 Steps to Publishing your Book
- Easy Kindle Book
- How to Market Your Book,
- Easy Journal Books
- How to Make Children's Picture Books for Kindle

Plus access to all new content including the Yes You Can Write a Book Program and special discounts on any new courses