



7 FATAL MISTAKES THAT WILL KILL YOUR BOOK

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7 Fatal Mistakes That Will Kill Your Book.

Writing a successful book is the culmination of several components. If even one of them is not handled properly your work may end up never being published or read. To avoid that happening, I have listed seven common errors that will prevent your book from being successful.

1. Not knowing why you are writing the book in the first place.

It's important to know the reason that you are writing your book. If you don't you will flounder before you even get going. Or you'll start and run out of steam. You need to have a powerful "why" for writing a book. In the same way that you need to know why you are in the business that you're in, you need to know why it's important to write your book.

The reason has to matter only to you, but you need to know what your motivation is before you start. It can be as simple as finding out for yourself if you can write a whole book, or it can be as complex as developing a new process that will change your industry.

Is it to leave a legacy for your grandchildren?

Prove to yourself or your mother that you can do it?

Make a point or send a message?

Is it to tell great stories and entertain people?

Further your business?

Give you more credibility?

Reach a wider audience?

2. Relying on talent or let its lack stop you.

a. Believing that it takes talent to write a book.

I'm going to say something here that may surprise you. Talent is not required to write a book. You don't need talent to learn to read, or play an instrument or cook. And you don't need talent to be able to write a book.

Writing a book is about a set of skills that you learn. You need a system and a plan. Once you have that in place anyone can write a book.

b. Believing that the story will write itself and that talent alone will carry you through to completion.

It's great if you have a natural way with words or a love of writing. You may also have talent when it comes to writing. It may indeed make writing your book easier and probably more fun. But not necessarily.

And even if that were the case, talent will not be enough to write a book. Creating a book is different than writing a good sentence or paragraph. There are many different components involved in creating a book. I want to reiterate that writing a book is about learning a set of skills.

Even when a person is born with talent, he or she has to develop that talent in order for it to go anywhere.

Musical talent is a good example of this. A person can be born with perfect pitch and lots of musical ability but if she never learns to read music, never practices, and never does anything with the talent, she won't get very far.

The same applies to writing. I think I have some talent with words, but if I'd never studied how to write, how to use good grammar, how to structure a book and a host of other subjects related to book writing, I would simply be someone with dormant talent. Big deal!

What I'm saying is that talent is virtually irrelevant here. I can teach you the skills required to write your book, skills that anyone can learn.

3. Not structuring your writing time and scheduling the task of writing a book into your life.

Not planning your project before you begin is a recipe for frustration. Frustration will kill your book before it has a chance to take on a life of its own. When frustrated about a project most of us tend to avoid it. If you avoid writing your book because you can't seem to fit working on it into your schedule, you'll never get it written.

You need to make a plan to fit the writing of your book into your life. That may require you to get less sleep, spend less time watching TV, or asking your family or spouse to cooperate while you do the work.

There are plenty of ways to fit getting your writing done into your already busy schedule. It might take some imagination but if you're determined you can do it.

In the Write That Book Now! Book Creation Program you will learn several methods to fit writing your book into your life.

It's important to schedule writing time when you won't be interrupted and can concentrate on your project.

Let's face it, we will always find the time to do what is most important to us. When writing your book is your top priority, you will find the time in your schedule. The important thing is to make it your priority.

4. Not adequately researching your subject.

Depending what kind of book you are planning to write you may need to gather a lot of information about your subject in order to sound knowledgeable regarding your topic.

There is a very good reason for researching for accuracy. Your readers will choose your book largely because they are already interested in the topic. That implies that they already have some knowledge of the subject matter. Sometimes they will be the ones who are passionate about the topic. It is imperative that you get your facts straight.

For example, if you are writing a police thriller, you need to know police procedure. You don't have to be a police officer but you do have to do enough research to know how things are done in the police world.

If you are writing a medical mystery you need to know medical terms. For historical fiction, you will need to research historical facts. If you are writing a book about eating a raw food diet, you had better know your stuff because your readers will know if you don't and you will lose credibility.

Not doing so brands you as an amateur writer and kills your credibility. The last thing you want is to sound like you don't know what you're talking about.

Having said that, you don't want to get so bogged down in research that you never write your book. My Write That Book Now! Book Creation Program gives you great strategies to avoid having that happen.

5. Not taking time to define your ideal reader or target market.

You also must know who your audience will be.

Not everyone will want to read your book no matter how good it is so you have to start by defining who your intended audience is and write to them. Your genre can't be a romantic-thriller-mystery-comedic-inspirational-memoir that is supposed appeal to all ages, both men and women and anyone from any culture.

If you are writing non-fiction you need to ask yourself for whom are you writing it. Who is it that you want to serve, and why? Who is your perfect customer for your book. Regardless of what kind of book you plan to write, don't make the mistake of believing that your book will appeal to everyone. It won't.

Example - romance readers vs. crime thriller readers.

When writing a non-fiction book for your business or for a special interest you must know *who* will want your book. This will help you immensely when writing your book. In my program, I save you tons of time by helping you identify the perfect reader for your book.

In order to sell your book you need to know where your readers can be found. You also need to know what they want. When you do, writing your book will be so much easier.

6. Not getting your book professionally edited.

The publishing world is currently in a state of flux and alternative methods of getting your book published, either in e-book format or paper version, are popping up almost daily.

Self-publishing or using a self-publishing service of some kind has become increasingly popular so now anyone who wants to can quite easily publish a book. The downside is that you can publish your book without ever having it edited professionally.

Unfortunately, this has given self-publishing a bad reputation for inferior work. Don't let this happen to you. No matter how good a writer you are, you can't ever see every error or problem in your book. You need to get someone who knows what they're doing to edit your book.

The other thing to remember is that if you're writing your book to increase your credibility in your field, not having it properly edited before you publish it will absolutely kill any credibility you might hope to achieve by having your name on the cover. Unprofessional work in writing connotes unprofessional work in whatever else you do.

It's important to remember that a book is a team effort. No one ever does it all alone, nor should they try.

7. Preparing forever but never actually writing your book.

Nothing will kill your book project faster than never writing the book! You can't publish something that is floating around in your head year after year. And you can't publish shoeboxes or computer files full of information that you've gathered that never goes anywhere.

This might seem like a no-brainer. That's because it is. But you'd be surprised how many people claim that they want to write a book but never do anything about it. They never sit down and write a word or a page. They just keep saying that someday they want to write that book.

Someday is whatever day you decide it is. If today is your someday, you can get started today. You don't have to keep wondering if you can do it. You can.

You don't have to keep putting it off. You can start now. With the Write Your Book Now! Book Creation Program, you can actually write your book in as little as a week.

No, I'm not kidding. I could sit down today and write a non-fiction book using one of my two methods for non-fiction and have a first draft in a week. Can you do that, too? Yes, if you want to. I can't promise that you will, of course. That's up to you. But I know it is possible.

WRITE THAT BOOK NOW! BOOK CREATION PROGRAM

Let me tell you how I can help you write your book.

Here is what you will gain from my Write That Book Now! Book Creation Program.

- Clarity - Know why you want to write your book and what motivates you.
- Definition - Understand and define your topic or story so you can focus on the job of getting it done.
- Understanding - Who is the target audience for your book.
- Strategy - How to write to attract your perfect readers.
- Structure - How to structure your time and your project for ultimate productivity.
- Systems - Learn what system of writing works best for you.
- Method - Develop your project using proven methods.

Write That Book Now! is designed to be used as a blueprint for your writing project. Working through the program will help you to create your book in the least amount of time and with the fewest revisions.

There is a lot to consider when you set out to write a book. While it is possible to plop your behind in a chair and pull yourself up to your computer keyboard, just start typing and end up with a book, it doesn't usually work this way. Or if it does, that writer has been writing books since the beginning of time and already has a system.

Here is some of what you'll learn...

- Your real reasons for wanting to write your book.
- What you need to do to get ready to write.
- Where to write and how to find the perfect place.
- When to write - what works best for you.
- How to fit writing a book into your already busy life.
- How to maximize your writing time.

- The personal attributes that will turn you into a successful author.
- How to define your ultimate goal as a writer.
- Understand and define exactly what you want to say.
- Identify your ideal readers and find them.

To personally hire me to walk you through all this material would cost you tons more than your investment in this program. (You can do that since I do take private clients in my book coaching programs. If you'd like more information about my coaching programs, please contact me directly.) But if your budget doesn't allow for one-on-one coaching right now, then go to

www.writethatbooknow.com

Here is a sampling...

- *Getting started on your book project.*
- *Writing your non-fiction book.*
- *How to outline and create a storyboard that works.*
- *How to write your personal story as a memoir.*
- *What is the difference between a memoir and an autobiography.*
- *Finding your writer's voice.*
- *Truth and fact and how to tell the difference.*
- *Writing with honesty and kindness.*
- *Getting your story out of you.*
- *Meaning and emotion - getting to the heart of the matter.*
- *Creating believable settings.*

And that's just a beginning. While many of the same principles apply to all genres of writing, some are specific to each genre. In the Write That Book Now! Book Creation Program you will receive everything you need regardless of the type of book you want to write.

That means that if you want to start with a spy novel and next year you feel like writing a memoir of the canoe trip that changed your life, you can use the same program because it's all here.

What you receive is amazing.

The **Write That Book Now! Book Creation Program** is like a blueprint in a box. It is basically a fill-in-the-blanks format that makes planning and writing your book a breeze.

What I've done is take all the information I've collected and learned over thirty years of writing and studying the art of book creation and pulled out only the most essential elements. I've condensed everything to save you as much time as possible.

I'll be honest with you - this is not information that you can't find elsewhere. If you want to wade through every book in your local library it is available. But what I've found in those books is that this information is surrounded by a lot of fluff that been put in there to fill up the book. You can dig it out if you've got lots and lots of time, but if not, you're going to want to bypass all that fluff and get to the essence of what it takes to write your book.

You get the entire program in two parts. Part One walks you through the nitty-gritty of getting ready to write your book. This section helps you to remove any obstacles in your way and gets you set for success.

Part Two leads you through the method and the steps to writing your framework and completing your book. All in all, you receive over 100 pages of quality content including all the worksheets, at once - the entire workshop in immediately downloadable format. No waiting! You can get started on writing your book tonight if you want to. To recap, here's some of what you will learn.

- Avoid the seven fatal mistakes that will kill your book.
- Determine the perfect audience for your book.
- Structure your writing time to get the work done.
- Plan your project for maximum productivity.
- Research efficiently so you can write accurately.
- Develop believable fictional characters.
- Write for your target audience or market for non-fiction.

- Show action, suspense and emotion in compelling writing.
- Create an outline and storyboard your project.
- Develop your plot to keep it moving.
- Self-edit and re-write.
- And so much more!

Go to www.writethatbooknow.com for my special time-limited offer.

You can find out more about the Read and Feedback service as well as our other writing and publishing services at www.summerbaypress.com.

For one-on-one coaching, please contact me directly through the website at www.summerbaypress.com.