



WRITING MADE EASY!

HOW TO WRITE YOUR BOOK EASILY IN 15 MINUTES A DAY

W O R K B O O K

Write your book easily in 15 minutes a day

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WHY WRITE A BOOK?



In the 6 months since my first book came out, I can hardly believe the difference that one book has made for my business. People view me now as an expert. I am getting many more calls for people seeking my expertise, and consequently I am also landing more business. I have gained more confidence as well, which has been a significant factor in my ability to close more deals. Thank you, SkillBites, for making it so easy for me to gain these advantages.

-- Garnett Newcombe, CEO Human Potential Consultants LLC, Carson, CA

Why have people like Stephen Covey, Jack Welch and Tom Peters written books? They were already successful, wealthy people. Yet by having a book with their name on it, they significantly elevated their reputation. In fact, it's hard to think of them without thinking of the books they have written.

The power of writing a book is not limited to those already rich and famous. A book provides the author with more credibility than anything else – videos, audios, even speaking engagements. Our society highly values authors.

For business owners and professionals in particular, writing a book gives them instant expert status. Being a published author enables you to generate more leads, close more deals, charge higher fees, and get better speaking engagements, to name just a few of the many benefits of being a published author. In a study cited by *Forbes* and *BusinessWeek*, 96% of surveyed business authors "realize a significant positive impact on their businesses from writing a book and would recommend the practice."

Many professionals appreciate the value of writing a book but lack either the time or skill to get it done. Writing a book is hard. That's actually a good thing, for if it were easy, everyone would be doing it. By taking this on, you put yourself in a small class of elite experts.

Having a roadmap makes writing a book a lot easier. That's where this workbook comes in. We have broken down the book writing process into small increments that you can complete in **just 15 minutes per day**. By following the steps in this book and completing the exercises, you'll be able to complete your book a lot more easily and quickly so you can begin reaping the benefits of being a published author.



This workbook has been designed specifically for the time-constrained business owner or professional who is writing a book primarily to grow their business by showcasing their expertise, thereby attracting more prospects and closing more deals. Others who desire to write a book can gain from reading this workbook as well, although some of the exercises may not be directly pertinent.

It may be beneficial to read through the whole book first, to give you a lay of the land. Then you can go back to the beginning and work through the exercises or take a different approach that works better for you. Some people prefer to write without an outline, for instance, finding that an outline restricts their creativity. Others may follow the road map provided in the workbook, but instead of doing 15 minutes per day, they prefer to spend an hour a few times per week. There are many ways to get a book written; this workbook provides one route, geared for those who want to write a non-fiction book but have not been able to find the time to get it done.

If you have any feedback that you would like to share with us as you go through the workbook, please email us at info@skillbites.net. We appreciate any feedback that can help us improve this workbook.



WEEK 1: ESTABLISHING THE FOUNDATION

During this first week, you'll be developing your objectives, identifying how you will measure and achieve your objectives, and determining your budget. While you may want to jump into the writing first, these steps will significantly improve your efficiency and your results if they are done up front. Your book will serve you better in the long run by doing these steps first.

DAY 1: IDENTIFY YOUR OBJECTIVE

"If you don't know where you are going, how can you expect to get there?"

Basil S. Walsh

Just as with any project you undertake, you will achieve a more successful result if you identify your objectives before you begin the project. Knowing your objectives for writing your book will help you determine what decisions and tasks will be important, and what strategies and tactics to choose. You'll experience less wasted effort and find more opportunities arising for you. Moreover, writing down your objective makes you more committed to it, and seeing it in writing serves as a constant reminder of what you will gain from completing your book.

Some common objectives of business owners and professionals for writing a book include:

- to showcase your expertise, so you can gain new customers and build your business
 - to share a compelling message
 - to help people, to make a difference in their lives
 - to educate your target market
 - to make money and have an extra source of income
 - to gain attention, notoriety, or the ability to tell others you have written a book
 - to obtain a sense of accomplishment
- Write down the main reason or reasons why you want to write a book:
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