How to Write a Book in 10 Days

34 Tips for Writing Non-Fiction and Self-Publishing on Amazon

MIKE FISHBEIN
Amazon has hundreds of millions of shoppers who can buy your book with one click.

- Self-publishing on Amazon is like putting your book in the world’s largest bookstore!
  - It takes very little time.
  - Costs zero dollars.
  - Easy to do.
  - Earn up to 70% of the royalties.
  - No gatekeepers.
Benefits of Writing a Book

A. Make Money
   » $$ Passive Income
   » Easy and Low Cost to Start
   » Location Independent

B. Market Your Business
   » Consulting Clients and Speaking Gigs
   » Website Traffic

C. Personal Brand and Authority
   » Professional Networking
   » Marketing
You Need to Write Fast

Writing is like a muscle, it gets stronger when you work it.

- Writing more books –
  - Increases your chances of writing a successful book.
  - Enables you to get fast feedback so that you can iterate accordingly.
  - Is one of the best ways to promote your existing books.
3 Phase Book Writing Process

3 Hardest Parts of Writing

- Figuring out what to write.
- Getting your thoughts into words.
- Getting your words into a comprehensible form.
Section 1

The Writer’s Mindset
Finding the Time and Forming the Habit

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How to Boost Willpower and Avoid Procrastination
Tip #1: Build Your Willpower Muscle

Stoics sometimes live as if negative things had actually happened.

**Example:**

- Instead of merely thinking about what it would be like to lose wealth, they periodically practice poverty.
- The goal is to content ourselves with less.
Tip #1: Build Your Willpower Muscle

- **Self-denial** is not practiced for punishment, but to enjoy what we have, and to harden ourselves against misfortunes that might happen in the future.

- By forgoing pleasure, one is believed to experience pleasure of a different kind...
  
  » Pleasure for exercising willpower.
Tip #2: Take Pride in Work

• Take pride in being **productive**.

• Pushing yourself makes you stronger.

  Giving your brain and body the experience of pushing through will make it easier to push through next time.
Kickstart Your Writing Habit
Tip #3: Harness the Power of Momentum

Momentum has a profound effect on willpower and productivity.

This section explains how to:

- Stop negative momentum.
- Build positive momentum.
- Sustain it.
Tip #4: Cut Negative Momentum

- Feeling unproductive can **hurt your confidence** and make you even more unproductive.

- You first must **cut negative momentum** before you can start building positive momentum.
  - Recognize that what you’ve done in the past is in the past.
  - Don’t beat yourself up for something you can’t change.
  - Be in the present moment.
Tip #5: Start with Small Wins

- For personal productivity, start with small, less intimidating tasks.
- Trying to tackle a huge task without a warm-up seems daunting.
- Failing to do so would be discouraging.
- Start small to build some momentum before trying to tackle bigger tasks.
Tip #5: Start Small

Starting with shorter, more frequent writing sessions can help you get into the practice of writing.

- Writing a small post can help you get over the hardest part of blogging: getting started.
- From there you can build some momentum to start tackling more ambitious topics.

Starting small reduces the barrier to getting started.
Tip #6: Reward Yourself for Accomplishments

Rewards give your brain some validation for hard work, which gives you confidence and makes you crave more.

- Give yourself rewards after significant accomplishments.
- Write a list of small wins and accomplishments at the end of the day—like a reverse to-do list.

Writing down accomplishments reinforces productivity and helps build momentum.
Tip #7: Stay Consistent and Form a Habit

Once you build the initial momentum, sustain it by forming a habit.

- Make a habit of continuing to work hard and complete tasks.
- Do your best to stay on a consistent routine.

Get used to working hard and completing tasks every day.
Tip #8: Find the Time to Write

If you have a lot of obligations it may be hard to find time to write.

- Find a *time in your typical schedule* that can be used for writing and stick to it. This could mean:
  - Staying up later at night than you usually do.
  - Waking up early to write before work.
  - Sacrificing your social life on the weekends.
Tip #9: Commit to a Schedule

Find the time that’s best for you to write.

- Different people feel more able to focus on writing at different times.
- Experiment to see which times are most conducive to writing for you.

Maybe while you’re walking or driving to work you can record yourself talking about a topic that you can later transcribe.
How to Stay Focused & Keep the Momentum
Tip #10: Close All Other Windows

Close all other windows on your computer … especially email!

- Don’t multitask while you are writing.
- If you are writing in Google Docs, you will be using your Internet browser.
- I find email to be the most distracting.
- If you are writing in Word, close all other programs and Internet browsers.
Tip #11: Turn Off Your Internet

If you have trouble opening your web browser or new tabs, turn off your Internet all together.

- Write using software that doesn’t require Internet.
- By turning your Internet off, you put a big obstacle in the way of your distractions.

You may therefore be less likely to do things other than write on your computer.
Tip #12: Turn Off Your Phone

Your phone can be a huge distraction.

- You might be getting text messages, phone calls or other notifications that break your concentration and “flow.”

Turn off your phone while you are writing or put it in another room.
Tip #13: Take Advantage of the Flow

“Flow” is when you feel so focused and energized that the words feel like they’re flying off your fingers.

- If you have this feeling, take advantage of it!
- When you are feeling focused, keep writing.
- Write more!

You may get more writing done during one hour of flow than in ten hours of non-flow.
Tip #14: Take Breaks

Take breaks so you don’t burn out.

- I take breaks **before I get fully exhausted** because once I’m fully exhausted, it’s harder to bounce back.
  
  » Bouncing back from slight tiredness is easy and takes much less time.

  » Bouncing back from deep burnout can take days.
Tip #14: Take Breaks

Taking breaks may seem counterintuitive: “How can not writing help you write faster?”

• By taking a break –
  » You sacrifice writing time in the short term.
  » Makes you more productive in the long term.

You may want to write for an hour and then take a 15 minute break to eat, go for a walk, or talk to friends or family.
Tip #14: Take Breaks to Sustain Energy

Taking breaks will help you sustain your momentum and productivity over time.

- If you’re getting a lower return on the time you’re putting in, and take a break.
- Crave the feeling of pushing yourself, but don’t get sick of it.

Some feel they should always be pushing themselves as much as possible, but in practice, it can be detrimental to your productivity in the long term to overwork yourself.
Section 2

Getting Past the Blank Page and Blinking Cursor

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Tip #15: Oversimplify

- Describe the topic of your book or your main points in one or a few sentences.
- Then expand each component of what you’ve written in to paragraphs.
- Or, start by answering what your 3 biggest tips are.
- Then your 5 biggest tips.
- Then your 10 biggest tips.
- Then elaborate on each of them.

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Tip #16: Reformat Your Existing Video or Audio

• To avoid thinking of a new topic, summarize or transcribe content that you’ve already produced in audio or video format.

• Transcribe an interview you gave or a presentation you made at a conference.
Tip #17: Talk and Transcribe

Some people find it easier to talk than to write.

• If that’s the case for you, try recording yourself talking about the topic you want to write about.

• Then transcribe the audio into text format –
  » You can do it yourself.
  » Pay someone to do it for you.
  » Use Dragon Dictation software.
Tip #18: Brain Dump

- Write whatever comes to mind first.
- It doesn’t have to sound great or even make sense.
- Remove all filters to help you get started.

It helps you build the “muscle” that connects your brain to your typing fingers.
Tip #19: Write Immediately

When you think of an idea for a chapter or small topic, write it immediately.

• When I think of an idea for a post, I write as much of the post as I can right away.

• It helps me to write while it’s top-of-mind and reduces filtering.

I still keep notes about ideas if it’s impractical for me to write at the time, but writing as much as possible as soon as possible is best.
Tip #20: Outline

By the time you start writing, you should have an idea of what topics to write about and what chapters to include.

• You could start by writing down those topics as an **outline** to your book.

• The outline will eliminate the blank page problem and give you some writing prompts.
Tip #21: Paste in Blog Posts

Paste in blog posts you’ve already written.

- Modify and elaborate upon what you’ve already written.
- Deliver more value to readers in your book than what they can find for free on your blog.

The more you write, the easier your books get to write and the faster you can churn them out.
Tip #22: Write the Conclusion First

Write the conclusion of a given chapter, or of your book as a whole, first.

- The conclusion is everything you want the reader to walk away with, in a short and straightforward way.
- Writing the conclusion first will help you determine what you need to include.

Writing the conclusion first is a quick and easy way to get your main points down and focus your writing.
Section 3

Don’t Try These at Home!

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Use at your discretion

A  If you’re stuck - these can be used as a last resort

B  Health concerns - consult your doctor

C  Ethical concerns - consult your conscience
Tip #23: Have an Adult Beverage

Drinking some alcohol can loosen you up and help you write more.

- Many people find alcohol to lower anxiety and shyness.
- One of the major barriers people have is simply expressing themselves.

A few drinks might help you overcome your fear of sharing your expertise or opinions.
Tip #24: Paste in Other Writing

A more aggressive tactic is to paste in writing by other people.

- Make sure you edit and reword considerably, because it is illegal to plagiarize.
  - Or cite

This strategy is helpful if you’re getting deeply stuck on how to express a certain topic.
Tip #25: Stay Up Late at Night

- Staying up later than you usually do can cause your thoughts to get a bit distorted.
- The thought distortion may help your creativity and/or prevent you from screening your thoughts.

There are fewer distractions at night -- less emails, text messages, meetings, etc.
Tip #26: Outsource the Writing

Some people will hire people to write for them.

- You could have all or part of a book written for you.
- This can be an effective strategy if you find a topic or niche that you think could be profitable but don’t have any knowledge of the subject.

Proofread carefully, especially if you are publishing under your own name, because your reputation will be effected.
Tip #26: Outsource the Writing

Hiring someone else to write all or part of your book can give you a good base to work with.

- **Goal Is to Make Money**: Outsourcing might be a more viable option for you as it allows you to write more, faster.
- **Goal Is to Build Personal Brand**: May want to consider writing everything.
Tip #27: Hire a Rewriter

Send them an article that you like on the topic and ask them to rewrite it.

- This usually costs slightly less than completely outsourcing the writing.
- All they have to do is re-word, as opposed to writing something from scratch.
Tip #28: Elance

Elance is an online staffing marketplace.

**Demand Side:**
- Submit requests for proposals for specific jobs or tasks they need completed.
- Browse what the supply side is offering.

**Supply Side:**
- Submits proposals in response to requests.
- Supported by:
  - Public Elance user profile
  - Job history
  - 5-star quality rating system

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Tip #28: Elance

Elance can be used to hire:

- Writers
- Ghost writers
- Rewriters
- Editors
- Copywriters
- Marketers
- Translators
- Designers
- And more

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Section 4

Getting Started and Learning More

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Tip #29: Test and Iterate

Start small, practice, test, iterate...and write more.

- Pick a few of the tips in this presentation.
- Everyone is different.
- Test and iterate.
- See what works for you.
- Start. Stick with it. Continue.
Tip #30: Set Goals

Setting specific, measurable, and realistic goals can be motivational and force accountability.

- If you commit to yourself to write a certain number of blog posts or words within a given period of time, you will feel inclined to do so.

Reaching the goals can bring confidence and, therefore, more motivation.
Tip #31: Start Blogging

Blogging is a great way to get started with book writing.

- The next slide includes a few **benefits of blogging** as it pertains to getting started with writing your book.

- If you want to learn more about blogging, check out my book, *The Ultimate Guide to Blogging*.
Benefits of Blogging

• **Build content:** Your blog posts can compile into your book.

• **Small-chunk your writing:** It’s a lot easier and less intimidating to write a blog post than it is to write a book.

• **Make sure you like writing:** If you haven’t done much writing, test yourself to see whether or not you like it.

• **Marketing:** Your blog can serve as a great marketing channel for your book once it’s published.
Tip #32: Write Smaller Books First

• Instead of spending months or more writing a 100,000 word epic, write a 10,000 word book to **validate** that there’s a need for information on the topic.

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**Example:**

• If you want to write a book about golf, write a book about putting first.

• Or write only about the most important topics of golf and only in detail.

• If the smaller book sells, that would be an indication that there is a need for more information on the topic.
Tip #33: Write Smaller Books First

Having more books on Amazon makes you more “findable.”

- Each book will have different keywords, so there are more searches that could yield your books.
- Smaller books enable you to build your audience prior to launching the larger book.

They can even be a marketing channel for the larger book.
Tip #34: Write More Books

The best way to:

- Become a better writer is to write more books.
- Become a faster writer is to write more books.
- Market a book is to write more books.
- Sell more books is to write more books.

Use everything you’ve learned in this book to start writing today!

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Tip #34: Write More Books

If you want to write well, and write books that sell, write fast so that you can get fast feedback and iterate accordingly.

- Failing fast gives you more time to focus on books that will sell.
- Write fast so you can self-publish more books.
- It’s a numbers game.

If your book isn’t selling well, you may need to write a different one.
Tip #34: Write More Books

You can link back to your existing books within your new books.

You get exposure to new audiences by using new keywords and categories.

Can build your email list so that when your next books launch you will have more of an audience.

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To Learn More:

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You will learn...

❖ How to Find Time to Write
❖ How to Write Faster
❖ How to Write Books Readers Love
❖ Self-Publishing on Amazon
❖ Book Marketing
❖ Build Your Writing Habit
❖ How to Make More Money
❖ Productivity and Time Management Lifehacks

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