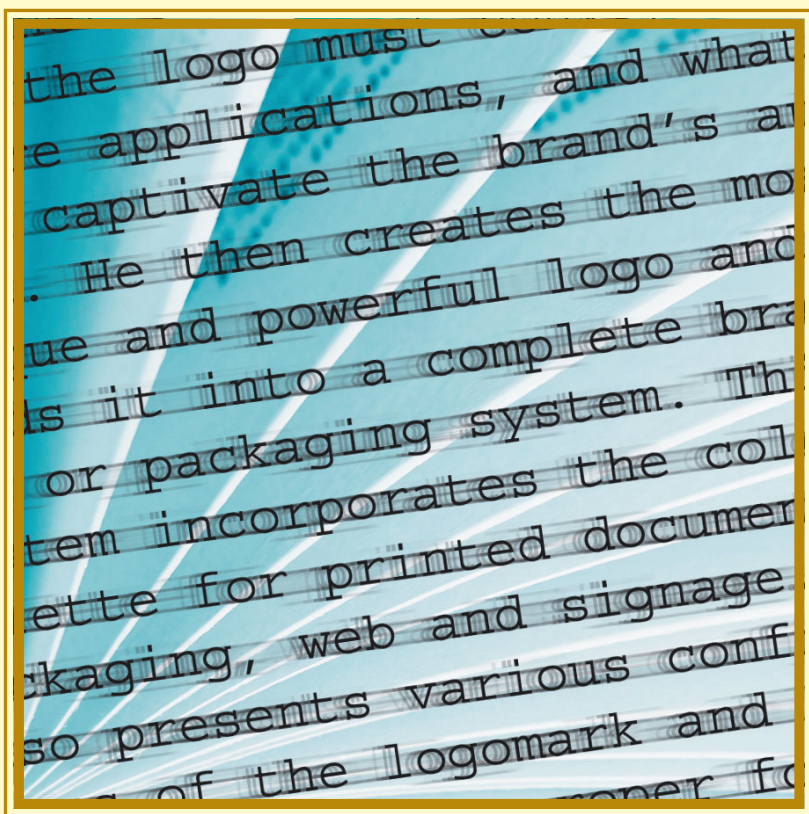


# *How to* **FAST-WRITE** A BOOK AND MAKE **A FORTUNE**

*Everything You Need to Know to Write a Book  
and Get Rich Doing It!*



MARK VICTOR HANSEN  
ROICE KRUEGER  
JAMES SKINNER

# How to Fast-Write a Book and Make a Fortune!

**Everything You Need to Know to Write a Book and  
Get Rich Doing It!**

Mark Victor Hansen, Roice Krueger, and James Skinner

**“Fast-Write a Book in 30 Days or Less and Make a Fortune” will show you how to make money from your writing aspirations. You have a book in you!**

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**Give this book to everyone you know who wants to write a book but hasn't done so yet.**

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## Fast-Write a Book in 30 Days or Less and Make a Fortune

### The Authors

**MARK VICTOR HANSEN** is the co-creator of the *Chicken Soup for the Soul* empire and is the best-selling nonfiction author of all time. His goal is to make the planet work for all humanity!

**ROICE KRUEGER** co-founded Franklin Covey, the world's largest training company, and has supervised consulting projects for 80 percent of the Fortune 500.

**JAMES SKINNER** is the founder of two global financial groups that manage billions of dollars of assets. He is also recognized as one of the world's foremost business thinkers and appears regularly on Japanese television.

**NOTE:** Ideas That Can Change Your Life™ is a collaboration of three of the world's most amazing authors, speakers, and thinkers. The first person "I" may refer to any of the authors.

**To contact the authors for keynote and other speaking engagements:**

[www.youpublish.com](http://www.youpublish.com)

## **Fast-Write a Book in 30 Days or Less and Make a Fortune**

### **You Have a Book in You!**

You have a book in you! You probably have more than one. But unless you get the words out of you, that's as far as it goes.

The old cliché “Begun is half done” is meant to motivate and inspire us to start things, but it also reminds us that projects we begin and then abandon are of little value.

Books that are only outlined or semiwritten cannot be sold or read.

Decide in the beginning how much time you will dedicate to each day or each week to writing, schedule yourself into the process of writing, and then do it.

### **To Get Started, Begin at the End**

To get started, begin at the end—the “end” meaning that you must see in your mind's eye a finished product called a book.

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Think about what your book will look like when it is done and who will read it.

Whether your book is being written for a general audience for a specific niche, make sure that your target market is big enough and hungry enough for your information and ideas to want to buy it in quantities that will give you the cash flow that you desire.

*Chicken Soup* is a general-audience book, whereas *How to Make a Fortune in the Carpet Cleaning Business* is a niche-market book.

### Decide

Writing a book takes thinking, time, energy, effort, coordination of endless details, and hopefully a team that will support you and participate in the process.

You need to decide to write.

Decide whether you will write alone or be a coauthor.

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Decide that you are going finish the book.

Decide whether you want to self-publish, electronically publish, publish with Ideas That Can Change Your Life™ Publishing, or go to a traditional publishing house, such as Random House, McGraw Hill, Simon and Schuster, Harper, etc. to publish and have your book distributed and sold.

Decide what markets you will target and how you will get there.

Some of the big marketplaces include nationwide bookstores (Barnes & Noble, Borders, Books-A-Million, etc.), club stores (Wal-Mart, Costco, Dollar Stores, etc.), and major Internet based distributors (Amazon.com, etc.).

Decide whether or not you want to make the effort and pay the price to make your book a bestseller.

It can take as much as a year and a half of relentless work to make it happen and get to No. 1 on the *New*

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*York Times* Best Sellers list. But the rewards can be well worth it.

If bestseller status is what you're aiming for, either attend Mark's Mega Book Marketing Seminar (held multiple times annually around the world) or get the CDs of his course (go to [www.markvictorhansen.com](http://www.markvictorhansen.com)). It is a relatively small investment that Mark guarantees will give you gigantic returns if you do what is taught.

### Room for Everyone

Total books in America alone in 2002 were **\$26.9 billion** in sales that is growing bigger every year.

**There is room for everyone.**

There is not just one *New York Times* bestseller list but nine, published every Sunday.

The categories are:

1. Hardcover Fiction
2. Hardcover Nonfiction
3. Hardcover Advice

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4. Children's Books
5. Paperback Fiction
6. Paperback Nonfiction
7. Paperback Advice
8. Hardcover Business Best Sellers
9. Paperback Business Best Sellers

We predict with our e-books a tenth category will evolve and come into being and in the beginning we will lead the list.

What readers believe is that there is one New York Times Sunday best selling book a week. Actually, you can see that there are nine lists weekly each containing at 15 to 35 titles each. For simplicity sake, let's take the lower number of nine times 15 and multiplied times 52 weeks per year and we discover that there are an amazing 7,020 plus opportunities a year to earn the right to claim that you are a New York Times best selling author. Authors-speakers have almost infinite opportunities and most start by saying with tongue in cheek that: "This is my best seller!"



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There is also a national bestseller category of books that have sold more than 20,000 books in a month's time, as recorded by an ever-changing selection of bookstores.

*USA TODAY* calculates a list of 300 best-selling books each week. The first 50 are published in the newspaper, and the top 150 are available online. *USA TODAY*'s list is based on a computer analysis of retail sales nationwide last week. Included are more than 1.5 million volumes from about 4,700 independent, chain, discount and online booksellers.

In the publishing world there is what is commonly referred to as an "industry rag," i.e., a trade news source, called *Publishers Weekly*, a highly influential publication that features all the industry insiders talking about and predicting trends and what's hot and not.

The **world book market** is even bigger!

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This market often buys what America considers the bestsellers, but individual countries can also pick up on their own individual themes.

A quick example is our *Chicken Soup for the Singaporean Soul*, which became the number-one bestseller in Singapore and sold 20,000 copies during the first week because of phenomenal national pride.

As a 42-year-old country, Singapore is still discovering its own identity.

**Specialty books** alone are 19% of the \$26.9 billion-a-year business and offer authors total ease of entry, because these books are idea based.

### Only You

A recent *USA TODAY* survey says that 80 percent of Americans want to write a book. There are an infinite number of books that need to be written. You could write one, maybe even more! **Your book can ONLY BE WRITTEN BY YOU.**

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Writing a book gives you influence and mega-credibility, helps expand your reputation, can serve to build your business, and makes a lasting contribution to other people.

Books are like babies: They take on a life of their own as they grow and develop. Best of all, as you write, you grow, develop, and become focused and ever clearer about what you believe, know, and think.

Also, books carry with them the **Law of Attraction**: Like-minded people will read your books and seek you out for friendship, seminars, coaching, advice, counsel, and partnership.

### Writing as Play

Book writing is fun—if you make it fun. Decide that it will be fun for you to write.

Most writers tell themselves it will be laborious, and so it becomes a pain.

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We want you to experience and express the joy of writing.

Put yourself in a state of mind in which you love the process. You will be excited to express your highest and best thinking.

Before you start writing, set your intention to have the words effortlessly flow through your fingertips by dictation, pen, pencil, or keyboard.

**Writing can be** “work-work” or “work-play” or **“play-play.”** The most extraordinary communications will flow through you onto the page once you believe that they will and you make the process “play-play.”

We believe and give you permission to believe that this will happen. Get your mind right and you will write right.

### Your Writing Table

Allow us to give you an example of a great living best-selling author.

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Dr. Wayne Dyer recently showed Mark his writing table. It is an altar to his favorite writers and thinkers, all of whom he wrote about in his book *The Wisdom of the Ages*.

They include thinker-writer-seers and sages like Jesus, Ralph Waldo Emerson, Henry David Thoreau, Lao Tzu, and Sai Baba.

Wayne has placed a framed picture of each of these remarkable human beings on what was formerly his kitchen table.

When Wayne is writing a book, his practice is to get up at three or four in the morning to write undisturbed. Wayne has eight children and lives on the beach in Maui, Hawaii, facing the beautiful turquoise-blue waters of the Pacific Ocean.

He sits facing the ocean and gently writes on a yellow pad, finishing more than one book each year.

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He has written 30 bestsellers this way!

### Born of Desire

You now have a brief idea about potential markets for your book, and a place to write it.

Now it's time to clarify why you want to write it. As you **give yourself a big-enough reason WHY** to write your book, you will guarantee that you will figure out **HOW** to write it.

Writing starts with the desire to write. You have to want to communicate something to someone.

Jack Canfield and I wanted to write a book (which now has become a 147-books-and-growing series of bestsellers) that told heart-touching soul-penetrating stories.

We received 144 rejections before Health Communications, Inc., in Deerfield Beach, Florida, read our book and said, "We think it might sell 20,000."

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As of this writing we have sold 144 million books and plan to sell a billion *Chicken Soup* books by 2020 A.D., which is our perfect 20/20 vision.

We wrote the series because at the end of our talks (Mark spoke primarily to business audiences and Jack spoke to education groups), individuals asked each of us if the “Bopsy” story we spoke about was in a book. We heard the request often enough and the story got a standing ovation every time it was told, so it was Jack’s idea to do the *Chicken Soup* book.

I asked if we could write it together.

The rest is best-selling history.

### The Question is How Can You Fast-Write a Book?

So how can you fast-write a book? The answer is that there are **multiple ways**.

You can write it yourself.

You can have it ghostwritten.

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You can coauthor it.

You can dictate it.

You can interview your way to a book.

You can find someone who has written a great book but has no sales and marketing ability and wants you to put your name on it and make the business profits happen, sharing in the revenues that are generated.

You can find public-domain books, write a new preface, foreword, or additional copy and then re-copyright it.

The three of us recently dictated over 50 books in just four days in front of a live audience in Southeast Asia.

**Get the Brain Storming!**



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Before you write a book, have a soul-storming session with yourself, friends or Mastermind group and write out as many titles as you can.

Include areas of interest you'd like to write about.

Plan to review and add to this list regularly.

When Jack and I started, we once sat in my Jacuzzi for hours and wrote out 137 titles that we thought would be fun, easy, beneficial, wanted by the marketplace, and profitable for us to write.

When we started Ideas That Can Change Your Life™ we brainstormed over 150 different areas that people want to improve and better their lives.

### **The Secret to Writing is Writing**

We recommend that you write out everything you know about a subject before you start researching the subject. Just sit down and write it.

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This approach allows for original thinking and breakthrough ideas.

Write what you know. Surely you have a signature story that you frequently tell to the delight of listeners. Use that to get your mental juices flowing.

To put yourself in a mental state to write, you may take on the persona of your favorite great writer and tap into vibrations of their energy or you could listen to music that nourishes your creativity.

We all love Pachelbel's Canon in D which allows us to write for hours on end.

Don't try to be perfect. Remember, nobody ever publishes their first draft!

A good editor can fix just about anything other than the fact that you haven't written it yet, so sit down and get started.

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### Take Bite Size Chunks

Our friend Bob Proctor, a phenomenal, must-hear speaker and author, once had a woman in his audience say, “I want to write a book, but I don’t have time, because I’m married, with four kids and a husband and a job to go to every day.”

Bob said, “Here is how you do it. *Write one minute every day.* That is a page a day, or 250 words. In one year, you will have written 365 pages. Edit it and you will have finished a book.

She did not take Bob’s advice, but he did! Bob wrote his first book, *Born Rich*. Bob which has sold millions of copies worldwide, and continues 25 years later to be a *self-promoted and self-published* bestseller.

Robert G. Allen says, “Every word I write is worth \$20. Therefore, my daily writing goal is 1,000 words. The fact that I know I will be exceedingly well paid for my words keeps me disciplined and writing. If I think I want to watch TV but I have not written today, I go to my computer and write.”

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Mark has coauthored multiple bestsellers with Bob Allen—who, by the way, takes practically-impossible-to-comprehend financial information and makes it easy for the masses to understand and employ. Bob is a millionaire maker.

### **If You Can't Think Book, Think Article**

One of Mark's early inspirations was Dr. Jeffrey Lant.

Jeffrey graduated Phi Beta Kappa in literature from Harvard.

He decided to write money books but instead of starting with the books, he writes content-rich articles on various subjects.

Jeffrey writes two hours a day to complete one content-rich article.

The articles are offered free to small circulation magazines, of which there are thousands, with editors

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daily pulling their hair out in hopes of finding copy to fill them.

Jeffery offers his articles free *if* they promise to put at the end of the article his advertising note and e-mail address.

This strategy has garnered Jeffrey more than 650,000 friendly permission-marketed buyers.

Jeffrey then turns the same article into a special report, which he sells online for \$7.

This is handled by an auto-responder, so he has no hard costs for printing to worry about, no agent, publisher, or anything else—just a money machine.

He compiles those special reports that sell in the tens of thousands and turns them into self-published books, like *How to Make a Whole Lot More Than \$1,000,000 Writing, Commissioning, Publishing and Selling How-to Information*.

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Jeffrey then offers these books first to the contacts on his special-readers list (who know, love, and trust him) at \$40 each.

In the first week he sells over 20,000 copies, which is \$800,000! Then he goes to Europe on vacations and invests in masterpiece works of art.

We share Jeffrey's example because it is a writing-, selling-, and marketing strategy that you can duplicate, and because it shows you how you can get started by writing articles that later become books.

The whole process is carried out by one person with a computer!

Can you write yourself rich? That is up to you, your dedication, and your passionate purposefulness.

### **Interviewed by Imagination**

Write what you know. You have some information that someone else would love to have. If we could interview

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you, we could help you discover your special information and turn it into a book right now!

But until we get a chance to interview you in person, take on our personas briefly and pretend we are interviewing you to discover your story, which you will write to make your fortune.

Do you want to write fiction, nonfiction, children's books, romance novels, adventure or travel books, fashion or design, art, music, or whatever?

The marketplace is huge and ever growing.

### **A Publisher on Every Corner**

Twenty years ago, America had eight big publishers.

With the advent of desktop publishing, that instantly and forever changed.

A company called Ten Speed Press saw a “niche to grow rich” in.

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There were 78 million 10-speed bicycles in America and no book on how to fix them. They wrote the book and sold it as a *specialty market book*, exclusively in bicycle stores; it made them a fast fortune.

Better than that, they opened the floodgates so that others saw a market where none had existed before.

Suddenly, 86,000 small and self-publishers came to the marketplace, and each found niche markets hungry for specialty information.

With the advent of Amazon.com, youtube.com, myspace.com, and others, the information market is expanding and increasing.

It is hungry for your contributions.

## You Can Hire a Ghostwriter

Almost all celebrities and people of fame have ghostwriters who interview them and do the “heavy lifting” for them in writing their books.



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Inexpensive ghostwriters can be found in a multitude of places.

Ask other authors if they know great ghostwriters.

James Patterson had a doorman at his high-rise building ask if he could submit something, and he became James's top ghostwriter and, now, coauthor.

Every English department head will cheerfully tell you who the students are with great talent and promise.

In Hollywood, the Screen Writers Guild is loaded and overflowing with talented writers who are hungry for work.

They know the drill that everything is due yesterday, and most are competent and have plenty of samples to show their skill.

If you come to one of Mark's Mega Book Marketing seminars, you will find so many ghostwriters who have written for famous people that it will astound you.

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Online you can seek out ghostwriters at [www.elance.com](http://www.elance.com). You decide what you want to say and submit it to Elance, and you will get inundated with writers that are for hire at unbelievably low prices.

Sample their work before you sign a contract. Many are superb, we are told. You dictate what you want written; and they write it, research it, and finish it for you.

## **Co-Authorship is Wonderfully Beneficial**

Co-authorship is another way to get your book out of you and do it fast!

First, it keeps you dedicated to your writing, publishing, and marketing assignments, because you don't want to let down your colleagues, friends, co-authors and future readers.

James, Roice, and I decided to write 100 books in 100 days.

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At first blush, the idea seemed ludicrous. As we discussed it and the great benefits of doing it, we got excited. We did everything that we are recommending to you to do. We wrote out hundreds of potential titles. We started at the end: We set a goal big goal of selling a billion of our books.

We wanted to reinvent the publishing industry. We wanted to change all the paradigms. We wanted to speed to market. The average book takes two years to write and oftentimes is obsolete before it gets printed into the light of day. We wanted to communicate what the world needs to hear in a fast way; every book does not need to be 200 pages when 10, 20, or 30 may communicate the entire message effectively and generate the required result.

We thought we could change the price point and make more and better information available to millions and potentially billions of readers.

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We said we could instantly have our books serving people in 70 languages and in 120 countries the first day they are available.

We would tithe 10 percent of our earnings to causes that we believe in, a practice that Mark launched with the *Chicken Soup* series.

Ultimately, we would “five- and six-sense” our books so they get to the reader in the way the reader wants to absorb the information: as text, audio or video; or olfactorily or by feeling.

We respectfully want to push the edge of your envelope. We want to end illiteracy, poverty and “have-notness,” and we intend to solve lots of the world’s problems with great information and world-improving ideas.

Our idea is visionary, and as co-authors we want to inspire you to your greatest writing and thinking.

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Ralph Waldo Emerson said, “I would rather see a sermon than hear one any day.”

As a result of your co-authorship partnership, we wrote 100 books in 95 days, a feat that has never been achieved in the publishing industry anywhere on earth, and we had a tremendous amount of fund doing it!

We hope you SEE our vision, dream, and thinking and are moved to self-reliance and to writing action.

### Dictate Your Book

Steve Allen achieved great success as an actor, vocalist, pianist, author, composer, lyricist and director; he...

- authored over 50 published books
- wrote over 8,500 songs
- acted; he had the title role in *The Benny Goodman Story*
- wrote for Broadway
- was the first host of *The Tonight Show* and is considered the father of TV talk shows
- was dyslexic

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- never had writer's block, because he was working simultaneously on 28 projects at a time.

Steve did all of this by having 28 tape recorders that he dictated into.

If he got stalled on one project, he went to work on another; and all got finished.

You can read his inspiring and dynamic story in *Chicken Soup for the Writer's Soul*.

Many would-be great writers don't have the desire to physically write, type, or compute, yet they could master the fine art of dictation.

Again, you can hire a great assistant to transcribe and perfect your dictation.

The software from Nuance is called Dragon NaturallySpeaking and claims to have 99% accuracy after training.

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Alternatively, you could use [www.idictate.com](http://www.idictate.com) (very inexpensive); and send your dictated files from your computer to theirs in India. Or call your dictation in daily by phone over Skype.com for free.

The possibilities for how to do it obviously keep expanding as an increasingly literate world becomes hungry for information, insight, and wisdom.

## **You Could Interview Experts and Put Their Thinking into Your Books**

Interviewing experts is another way to fast-write a book.

This is what Napoleon Hill did to write a book called *Think and Grow Rich*. It has sold over 100 million copies worldwide. (It is becoming a major motion picture directed by Martin Dunkerton, and it will feature Mark Victor Hansen.)

Hill interviewed Andrew Carnegie, and Carnegie liked Hill so much that he tested him. He asked Napoleon if he would like to invest the next 20 years interviewing the world's 500 best leaders, politicians,

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and businesspeople and put together the principles and philosophy of personal success and achievement, and do it as a self-funded author to prove the principles work.

In 30 seconds, Hill agreed. (Hill was later criticized for taking such an assignment from the world's richest man without being paid.) Hill's interviews have helped millions.

You can interview the leaders of any field and turn it instantly into money-making books, CDs, videos, movies, documentaries, or whatever. As Hill's title says, *"Think! And grow rich!"*

## Find a Great Book

Many authors, more than you could possibly believe, have the one of the greatest books of all time locked in a safe, file cabinet, file folder, or computer.

Spencer Johnson, M.D., wrote a fable after his divorce. Spencer told it as a kids' story again and again to everyone who would listen. He had written *The One Minute Manager* with Dr. Ken Blanchard. Hearing the



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story, Blanchard told Johnson, *It will be a bestseller; let me write the foreword and take you to my agent.* The book was called *Who Moved My Cheese?* and has briskly sold tens of millions. Johnson needed his buddy to see the enormous value in what he had been sharing as a mere throw-away story, albeit a great one for children.

Why have writers got a backlog of brilliant material hidden away? Because writers write. Prolific writers write prolifically.

Ask writers you meet at Mark's Megas, at Book Expo America, at various writers meetings and workshops, or at the Maui Writers Conference, and you will find a lot of talented writers with their opus, looking for someone to partner with and market them and their book to greatness.

Two major writers you know are examples of authors who wrote more than their publishers would accept and found a way to publish their body of work.

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The publishing industry historically wants only one book from an author every two years.

Stephen King had to write under several best-selling pseudonyms.

Nora Roberts told Mark that in longhand she can write 55,000 words a week that are nearly flawless and ready to publish and sell. Nora had to write many bestsellers under the pseudonym J.D. Robb to get her work out and be able to continue to write energetically.

Another way to do it is to find public domain books and material and re-author and re-copyright them. This is a big business that is little known.

In the book business, work that was created (fixed in tangible form for the first time) on or after January 1, 1978, is automatically protected from the moment of its creation and is ordinarily given a term enduring for the author's life plus an additional 70 years after the author's death. In the case of "a joint work prepared by two or more authors who did not work for hire," the term lasts

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for 70 years after the last surviving author's death. Have your attorney check the status of material that you may be interested in adapting to see if it may be in the public domain already.

In the area of self-help-action books, Charles “Tremendous” Jones in Harrisburg, Pennsylvania, created The Executive Books Company.

Tremendous, as he is affectionately called, rewrote the forewords and introductions to ancient classics like James Allen's *As a Man Thinketh* and hundreds of others. He has inspired lots of nonreaders to become readers and is most known for his famous statement “You will be the same person you are today five years from now, except for the books you read, the audios you listen to, and the seminars that you attend.”

Charles has sold hundreds of millions of dollars worth of these books via different means: from the platform when he speaks, in volume to major direct-selling companies like Amway, and book-by-book to his colleague speakers, friends, and customers.

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### **Becoming the Writer You Want to Be**

Are you ready to become the writer you want to be, the writer you were born to be, the writer you need to be if others are ever to know what you know?

It is our hope that you will become inspired by the success stories and strategies we have shared and start writing a book that only you can write.

Wishing you the best of luck in all your writing pursuits,

Mark Victor Hansen, Roice Krueger, James Skinner

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For additional copies:

[www.youpublish.com](http://www.youpublish.com)

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