

AUTHOR of CHANGE

Transformational Coaching Program

Module 3—*Author of Change-Inspiring Book*—Webinar #5

- How to Evaluate Your Book for Success
- How to Write a Change Inspiring Book

With Nina Amir

The Inspiration to Creation Coach



How to Author Change

- Combine passion, purpose and inspiration with good business.
- Evaluate yourself and your book idea.
- Determine how you and your idea need to change to succeed.
- Write a book readers want and need.



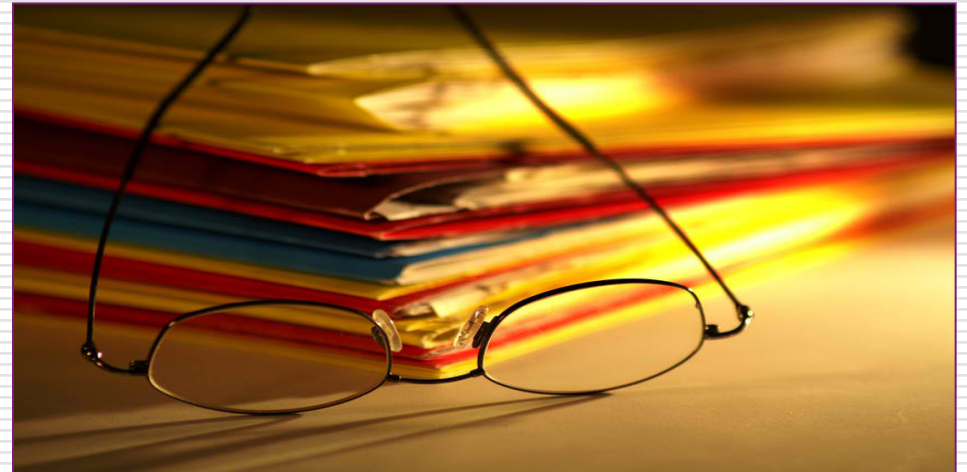
How to Evaluate Your Book for Success

- Assess your idea through the eyes of a publishing pro.
- Go Through the “Proposal Process.”
 - Use the nonfiction book proposal as an evaluation tool.
 - Gather information ***prior to writing your book.***
 - Create a business plan for your book.



The Parts of a Nonfiction Proposal

- Overview
- Markets
- Promotion or Marketing
- Competition
- About the Author
 - Mission Statement
 - Author's Platform
- List of Chapters
- Chapter Summaries
- Sample Chapters



The “Proposal Process”

1. Know Exactly What Your Book’s About and Why Someone Would Want to Read (Buy) It
2. Analyze How Many People Really Might Buy Your Book
3. Compare the Competition and Discover if Your Idea is Unique and Necessary
4. Examine the Structure for Your Book
5. Weigh Whether You are the Best Person to Write Your Book...Now
6. Gauge if You make a Good Publishing partner

The Overview

- Think of this as back-of-the-book marketing copy.
- What's your pitch?
- What are your book's benefits?
- What are your book's special features?
- Who's your target market?
- How is your book unique?
- Why this book, why now, why you?



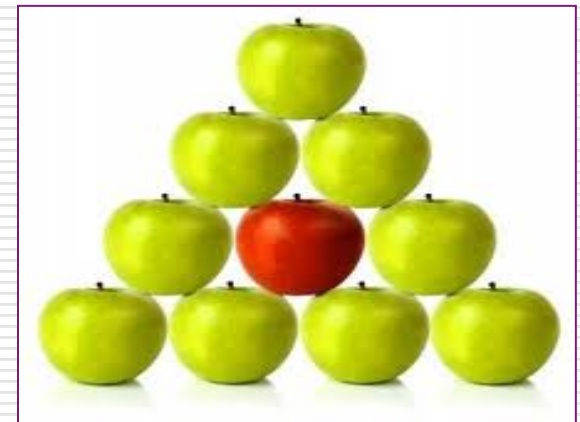
The Markets

- Who are your specific readers?
- What's the size of your market (use numbers/statistics)?
- Can you prove the book will sell?
- ***Can you angle your book for a smaller or wider market so you sell more books?***



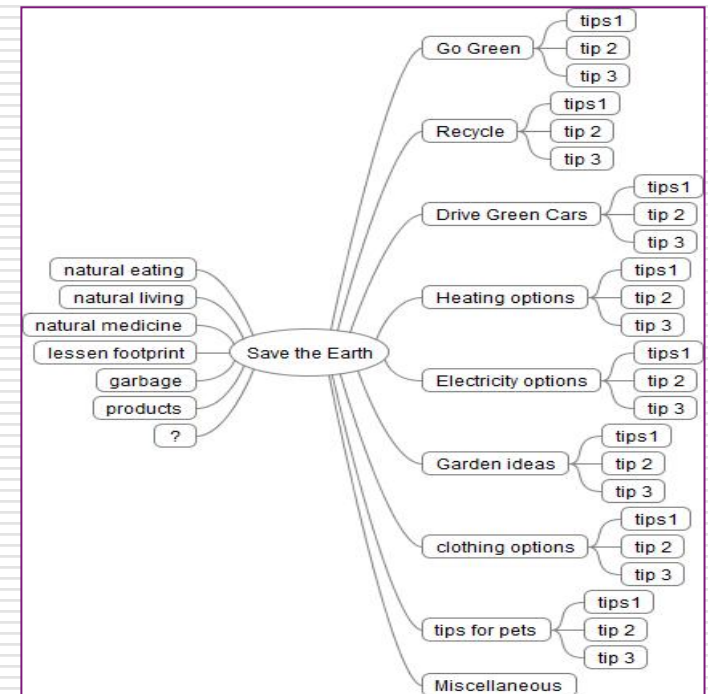
The Competition

- How is your book idea different from other books already published?
- What books complement or compete with your book?
- ***How can you re-angle your idea to make your book unique and necessary?***



The Structure

- Create a table of contents
 - Mind map
 - 10-15 questions
 - List of benefits
- ***Will your book's content keep the promises made in the Overview?***



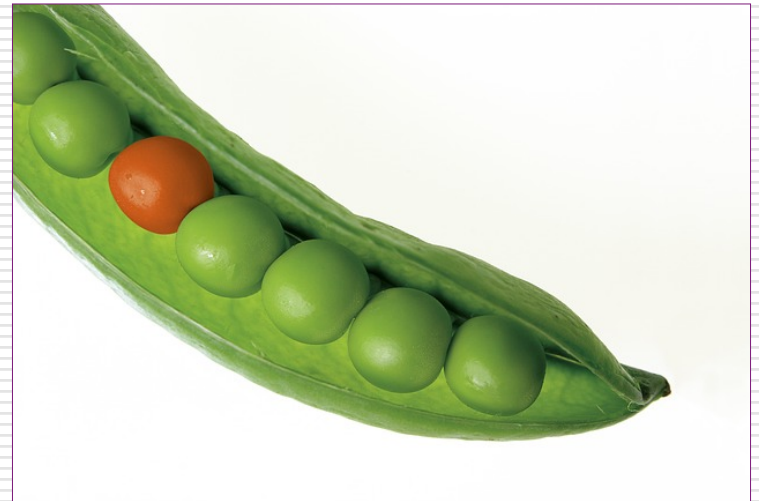
Chapter Summaries

- Write your chapter summaries or synopsis.
- Fiction: Write a manuscript
- Nonfiction: Write sample chapters
- ***Does your content match your TOC and your Overview and Pitch?***
- ***Is the book unique and necessary?***
- ***Did you keep your promises?***
- ***Do you need to rethink, re-angle, retarget, retool?***



About the Author

- Bio
 - Platform
 - Mission Statement
- ***How do you stand out (or not) compared to other authors in your category?***
- ***Are you qualified to write your book?***



What to Do With Your Evaluation

- Change the angle of your book
- Rethink your content
- Change the market for your book
- Rework your Overview
- Find a co-author
- Consider new ways to promote
- Consider publishing options



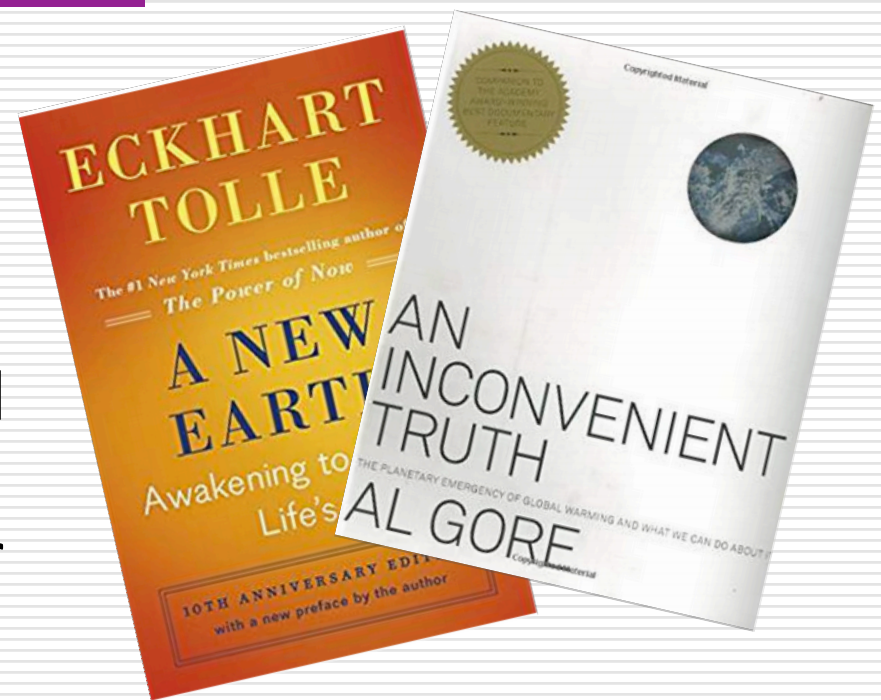
How to Write a Change-Inspiring Book

- Take your evaluation a step farther; compare change-inspiring books.
- Consider what makes a book inspire change.
- Use other books as models for the structure of your book.
- Look at other Authors of Change as role models.



Success Leaves Clues...

- What books have inspired change?
- Which ones have been bestsellers?
- Which ones have created the largest change?
- Use models to write your change-inspiring book.



Transformational Book Commonalities

1. They move readers to take action.
2. They hit readers on an emotional level.
3. They reflect the author's passion.
4. They showcases the author's authentic voice.
5. They contain the author's mission.
6. They inspire readers in some way.
7. They contains the author's message.
8. They offer hope or inspiration.



Transformational books Share a Voice

- Consider the narrative voice you choose:
 - Inviting
 - Personal
 - Relatable
 - Authentic
 - Passionate
 - Authoritative
 - Aspirational



Determine a Structure for Your Book

- Readers like a map.
- Create a logical, sequential path.
 - Similar chapter length and features.
 - Use stories, anecdotes, quotations, subheadings, graphs, exercises, tips.
 - Consider adding sidebars.
 - Have a compelling lead and conclusion (for each chapter and the book).



Get Organized to Write Efficiently

- Creative methods
 - Scrivener
 - Index cards
 - Computer Method
 - Folders: Save each chapter (Chap. 1) with version and date (V1 2-3-13).
- Binder
 - Print a hard copy of your book in a binder with separators.



Don't Get Overwhelmed!

- Manage your research.
 - Create bookmarked files in browser.
 - Use Evernote.
 - Drag to Scrivener
 - Use boxes, piles, folders, files.
- Hire help.
 - Interns
 - Virtual assistants
 - Transcribers



Create a Writing Plan

- Set Goals:
 - When will you write?
 - When will you complete your first and final drafts?
 - Will you work with an book coach or critique group?
 - How will you stay passionate and inspired?
 - How will you write...no matter what life throws your way?

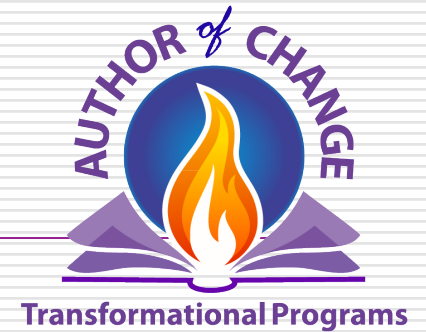


Best Writing Guide

- Use your Overview.
 - Remind yourself what your book is about.
- Use your chapter summaries.
 - Break summaries into bullet points or subheadings.
- Review mission statement.
 - Is the manuscript “on purpose”?
- Review benefits.
 - Does each chapter fulfill the promises you made to readers?



Important Information



- Facebook Page
 - www.facebook.com/groups/ACTCoachingProgram/
 - How to login to the course:
 - <http://ninaamir.com/login/>
 - **5th Coaching Call**—July 12 at 9 am PT/12 pm ET
 - **Next Webinar**—July 19 at 9 am PT
 - **How Traditionally Publish Your Book**
 - **How to Self-Publish Your Book**
 - **Best of Both Worlds: Hybrid Publishing**
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