

WRITING YOUR **BOOK**

How To Write A Great Book Fast



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HOW TO WRITE A GREAT BOOK FAST

Hey guys, Trevor Crane here, and I want to talk to you about how you can write a book really, really fast.

For years I struggled with this. I knew that I had, not just one book inside of me, but many. And I knew that I needed to get that content out. I had clients and I had friends and family saying, "Hey, you should write a book." But I didn't know how.

I was lost, I didn't know where to start. I knew that it wasn't going to be that complex, but there were all these things I had to learn to do. I didn't consider myself a writer. I didn't know exactly what my content should be. I wasn't sure who should read the book. I wasn't sure what I'd do with the book after it was done, and these things were holding me back from getting it done.

Once I figured that part out, I was so frustrated and upset. I don't know if this has happened to you, but I knew I wanted to write this book, I set the goal to do it, and then I wouldn't get it done.

So, I'm gonna show you how you can strategize writing the right book and making sure you can write it really, really fast.

I know you can write a great book, and you can do it faster than you would ever believe.

I want you to look at these few steps right here. Make sure you [download the PDF](#) so you can follow along.

STEP 1 - The Strategy

Don't start with your story of how all this stuff happened to you and look at all your successes, and look at all your failures. That's where you're gonna get lost and waste a lot of time.

Instead, what you want to do is work on the strategy first.

Think about this book as already being done. Imagine your phenomenal book being done in 90 days or less - cause that's my promise in my Bestseller Big Business program - that you can go from blank page to bestseller in 90 days or less. So imagine it's done. Imagine you just got the perfect cover. Imagine that you know who it's for, who's gonna read your book. This is the strategy first!

What are you gonna do with this book? Imagine a weapon - imagine you were making a weapon.

There's a lot of weapons - you could have a knife, you could have a spear, you could have a bow and arrow, a gun. You could have a nuclear bomb - you don't want to go do that, I don't think. But the reason I'm bringing it up is, you want to know what book are you gonna write. How is it going to be used? Because the wrong tool, the wrong book, the wrong weapon (I don't know why I used that example), is not gonna help you if it's not used in the right situation.

So, I wanted you to think about it strategically:

Who's this book for? Who do you want to read it? What do you want them to learn?

What do you want to give them? What are the things that you want to go ahead and unleash on them, so they go, "Oh my gosh, that's amazing, thank you so much, I love it!"

And then, what do you want them to do next?

See, cause most people don't think about this, they're all caught up on "I don't know what book I should write!"

If you do the strategy first and you think what are they going to buy, where is this leading them?

When you do that, you're going to help the people that you want to help and be able to make a difference.

See, the biggest thing that was frustrating me about not getting my book done, was that there were so many people I knew I could help, but I wasn't getting their information to them.

By the way, I'm gonna give you a little insight into what's the right book to write: you put your best stuff, the things that you do better than anybody else, what your magic mojo is. Put that into your book and then think about who do you want to read it, who wants that information, who needs it?

Don't hold anything back. You're gonna put all your best stuff in here. Don't start writing it yet, just think about who's gonna read it, what do you want them to think, what do you want them to feel, how do you want them to transform, and then, what do you want them to do next? It's that next part that's key.

Strategically, where are you leading them? On one of the other videos I have here, I'm gonna share with you how do you market your books, so you can get your book in front of the right people, and then also, how to monetize it.

**And that's what I'm talking about.
Your book needs to make a profit.**

I don't care if it is just purely a legacy book that you want to get out...which I have two of that I've written. They're something I truly believe in and I wanted to get those out. But you need to know: **where are they going to go next?**

I remember years ago, I watched Al Gore give this great speech about how the world was melting and global warming. After watching this video, this presentation, I was so moved! I was like, "Oh my Gosh, the world is melting! I want on the path, help me! Al Gore, what can I do?"

He didn't talk back to me, he just did the video and then that was it! And nothing else. And there was no call to action at the end, there was nothing for me to go do!

And I was confused, I'm like, "Well, OK, you sold me - the world is melting, I think I should make a difference, what can I do to make it better?" And I couldn't find anything. At the end of his presentation, he gave me nothing. I looked online to try to find something.

I'm like, "Search Al Gore's presentation, what does he recommend?"

And it was like, I found, "Replace my lights with fluorescent light bulbs, or go buy a Prius."

I was like, "Screw you Al Gore. What am I supposed to do to help?! This sucks!"

I didn't know what to do, I was helpless.

I want you to think of this in the context before you write your book.

Strategically: who's it for, what do you want them to do or think or transform, like my belief, and then, what do you want them to do next? Give them the path.

Because your book is only gonna sell for a \$1 or \$20, or whatever it's going to sell for. it's gonna be very difficult for you to actually make a profit only selling your book. It can be done, and I know you can do it. But you want to make sure that you write the right book for the right person, so that you get to attract the amazing people into your life that you want to help and transform and change your lives.

That's one of the reasons why you need a book right now.

There is no better business building, branding building tool on the planet than a book.

When my wife and I figured this out, I built a team of people around us to help us write books. My family wrote books, my client wrote books and now YOU are going to get YOUR book done and I'll show you how we all became #1 Best Selling Authors.

My wife and I tripled our income last year with books. We wrote seven number one best-selling books, two of which were done by my daughter. My daughter was seven when she wrote her first book, eight when she wrote her second.

Now, you can do this too.

It starts with: What's the right book? And, who do you want to read it? Now that you've answered those questions, let's move on.

Strategy, structure - the next thing you want to work on is, what's the outline?

Like, now that you know where they're going and you know what you want this book to be used for, now you think of, "Okay: what's the skeleton or table of contents that needs to go inside this book?"

STEP 2 - The Structure

Now, I told you that this video was about how to write a great book fast. And you're like, "Dude, we haven't even gotten to the writing part." We're there now.

We're at the part of you outlining the path you want them to go. What do you want them to learn during this process? Don't get caught up on all the stories, don't go do that. That'll waste your time.

I want you to first do the table of contents and make sure that it makes sense to you and that it's gonna communicate to people where you want them to go.

This is going to be your outline - your table of contents.

STEP 3 - The Stories

Now you understand who this book is for and where you want them to go next, you've got that done.

You also have your structure and content outline done.

Now you get to insert the stories.

See, it gets so confusing about what stories are you gonna tell, cause you've got a big life, you've got a lot of things that have happened. I don't know what you want to put in your book.

**Once you have the strategy and the structure,
you can put your best stuff (content) into the stories.**

But, how do you actually write this sucker?

I'm gonna share with you the next few steps of how you actually write it quickly:

STEP 4: The Writing

Three words: Speak. Scribe. Source.

Oh and there's one more thing: before you get to the writing of it, I say you need to go ahead and set a date that this book is gonna be done.

That is the best way to get your book done fast - set a date!

Once you understand the strategy, structure, story, like what's the outline of your book and you're ready to put the stories in there, and now you're ready to do it, tell the world! "Hey baby, my book is available for sale!" or it's gonna be, "I'm writing a book!" You want to set the date of when it's coming out. Nothing motivates you like having a deadline and a date, so set that on your calendar.

Now, let's get to the writing part: speak it, scribe it, source it.

Now, what does speaking it mean?

Well it's obviously, I'm here on video, I'm talking to you. You can do it on a tele-class, you can be interviewed by a friend of yours.

My daughter told her story into my iPhone and then we had that transcribed.

Now, you can choose any one of these. You could just be like, "Oh, I'm a great speaker and orator and I want to teach a webinar," which is one of the things I

did. I taught a webinar to get all of my best content out of me. And once I had the outline of what information people needed to know so they could go to the next step, it made organizing my content and the stories super, super simple.

I took that spoken word, I had it transcribed - you get me, where somebody's writing it for you. They turn all that into words. And then, I use the source - speak, scribe, source. I like to use all three of them.

Remember, you can use any one of these. Or, all of them together.

Imagine what sourcing this means? Sourcing means that you find somebody else to help you write this.

Did you get that? See, most people think that you need to write a book by yourself - "I'm a self published author, I'm gonna write my book! I'm the only one that can look at it, I need to go into the dark and write my book!"

No - you want to go ahead and write your book right out loud. You want to do it right now, in the middle of your busy life. Cause let me ask you a question: if you had that perfect book for your right client, do you think that... You are able to give that to a potential prospect and they found you online - do you think you could get one more clients with that book? Maybe that book might help you get two more clients - do you think you might be able to get maybe some speaking engagements, or people you'd want to interview on podcast, TV, blog, radio... You know, traditional media and online media?

Of course! That's one of the first things people need...your credibility and authority.

And of course it's gonna make it easier for you to get clients.

So here's my question for you: how much is the average client worth to you, lifetime? Is it a \$100? I hope it's more than that. I hope it's at least a \$1000. You know, is it \$50,000? What is one client worth to you? And if you could get one client with your book, or made it easier, faster to make the sale, ***what is it costing you right now, every single day, that you don't have a book out there that's marketing for you?***

So you need to get it done now, and then I'm gonna show you on the next couple of videos how do you market it, how do you monetize it - make money with your book (because most people won't make money with their book per se, not a lot). They make a little bit of money - but I'm talking about the big money, the money that's gonna help you spend more money on marketing, so that you can make a difference and help more people.

Okay. So let's go back real quick - strategy, structure, story.

Those are the first things on writing a book fast. Then you want to set a date. Like, "Hey baby, this book is gonna come out," and I'd like to go from blank page to bestseller in 90 days or less, so I'm giving you an insight in how do you actually get this done, and get it done quickly. That's how do you get it done, right? That's setting a date. Then you speak it, scribe it, source it. My father-in-law doesn't want to speak out his stories, he's writing his memoirs. He's in his 70s, and he's just writing it out, he likes to scribe it out.

**But if you want to do it fast, trust me:
Speak it. Scribe it. Source it.**

And don't do this alone. See, I thought I had to do all of it alone. And it's so wrong, it's ***not the way intelligent people do it.***

Imagine - if you were to build a house, would you go build it by yourself, or would you maybe get some help? Would you get an architect? Would you find an electrician? Would you have somebody do your faux painting? Would you have a different person do your roofing or your plumbing?

Of course you would.

Now, your book is a legacy, it's something that you get to give back and leave forever on this world. It's part of what will establish who you are and what... Not who you are, but it will establish that legacy.

It's about you living a legacy, not just leaving one.

So I want to go ahead and invite you to download the PDF and if you're not signed up for the webinar yet, be sure to register - cause I'm gonna talk to you

about more of the details, and help you go from ***Blank Page to Bestseller in 90 Days or Less.***

Now, the next couple of videos you're gonna love, because one real short one is on marketing your book. I'm gonna talk to you about how you use that as a really good marketing tool for 12 months, at minimum. I'm gonna go through all of the phases of the launch, of you launching your book out there to the world.

And then, I'm gonna talk to you about one the most important things: how do you make money with your book. I'm gonna cover - there's 12 things, and I'm gonna cover 4 of them, that are gonna help you with how you can make 6 to 7 figures within year one, all right?

I hope you love this and I look forward to seeing you on the webinar and the next training.