



STOP WAITING! (You're ready already)

EPISODE 13 of a Daily Dose of Greatness Quest with Trevor Crane

DAILY QUOTE

Your message could change the world. -Trevor Crane

DAILY QUESTION

What has to happen for you be ready to write and publish your book?

DAILY CHALLENGE

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SUMMARY

2-words for you today: **STOP WAITING!**

(you're ready)

I was talking with a client today who said, "I'm not sure if it's premature to finish my book at this point. Perhaps I'm just not ready yet."

Not ready?

I thought he must be freaking kidding me.

He's a lawyer with BIG HIGH-PROFILE cases. (Like TRUMP high-profile...) And guess where's going to be this week?

He's going to be LIVE on Good Morning America and Anderson Cooper this week!

Not ready?

What has to freaking happen for him to be ready?

It's hilarious.

But I get it.

I thought the same stupid shit.

When I called him on this, he laughed and admitted it was kinda ridiculous...

Then he said,

"But Trevor, I just don't think I care that much. A book the 'Ultimate Form Of Self Promotion.' I don't really care about that right now. I'm just not passionate about it."

That too, I understand.

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I used to think the same stupid shit.

But it's SELFISH thinking.

Selfish?

Yes.

LOOK:

A book...

No, YOUR book...

Is not about you.

It's not.

It's about the people WHO NEED YOUR HELP.

Just a few weeks ago, a past client and friend COMMITTED SUICIDE.

He left behind a wife and kids and family who will NEVER read his book.

Or hear his voice.

THE REASON YOU NEED TO FINISH YOUR BOOK - is that there are people out there who need your help.

Get it?!

JESUS...

Unfortunately, most of us don't get it.

And we make excuses.

I know, because for 20-years, I made excuses.

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Until I made it a priority and got it done.

And made it a #1 bestseller.

And helped people who needed me.

And more important than that - PEOPLE NEED YOU.

And your story.

And to hear your voice.

He had other BALONEY he told me today...

"I don't have the TIME..."

"I'm too BUSY..."

"I don't want to use a WRITER to help me, because it needs to be MY VOICE..."

I asked him if he lives in a house.

He said yes.

I asked him if he likes it. If he's proud of it.

He said yes.

I asked him if he built it.

no.

If he designed it.

no.

I told him that I typically work with 3 writers on EVERY book I write.

And that it's STILL my voice.

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I shared that NO WRITER...

No GREAT writer does it alone.

Not J.K. Rolling,

Or Steven King,

Or James Patterson,

Or Tony Robbins,

HERE'S THE TRUTH:

Your book is THE ULTIMATE FORM OF SERVICE.

And that's what you're here to do.

Your MORAL RESPONSIBILITY on this planet, is to help make someone else's life better.

Period.

So...

How about you?

Wanna get your book done?

Ready to tell your story?

I'll hook you up.

I've written 3 books on the freaking subject.

Buzz me here, and I'll GIVE you any one of them.

Cause I'm a sweetie.

Want my help PERSONALLY?

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Buzz me her, and I'll jump on a quick call with you.

Cause I CARE about you.

And your message.

More...

I care about the people who need your help.

MESSAGE ME HERE - and I'll send you a BOOK.

Or jump on a quick CALL.

But you OWE it to yourself and to the people you CARE about to figure out how to SHARE YOUR STORY.

You're ready.

And your message could CHANGE THEIR WORLD.

Be great,

-Trevor

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ABOUT TREVOR CRANE

Trevor Crane is best known for 2 bestselling books, *High Paying Clients* and *Big Money With Your Book ...without selling a single copy.*

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If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less. For details visit: EpicAuthor.com

TRANSCRIPT

Well, right. All right. All right. This is Trevor Crane here. We'll come back to another daily dose of greatness quest. And today I got two words for you. **Stop waiting. You're ready. Already.**

I had a great call with a client of mine and he was asking me the questions about whether or not he was ready to publish his book and if this is the right time... And I just made a blog post about this. I think you're going to love today's show.

(INTRO - AUDIO)

All right guys, welcome back again. Um, I was meeting with a client today and check this out. He is a lawyer that actually has worked with huge profile cases this week. He's going to appear on **Good Morning America** and on **Anderson Cooper** and he's got these really big high profile clients like one of his clients has been a **Donald Trump**.

So that's the quality of this guy. And check out what he said to me.

He hired me to help him get his book out and uh, and then he took some, made some progress but then he didn't get it done. And so I followed up with them, uh, to go ahead and say, hey man, when is this going to happen because your message matters and you're on all of these platforms and they're introducing you as though you are this awesome guy, this lawyer that's representing XYZ for ABC, whatever that thing is. And uh, and, and yet, like if you were a #1 best selling author, they'd have that with your brand. And then like, and so anyway, it was crazy. But check this out. He said this to me, trevor, I'm not sure if it's, if it's a little premature, excuse me, a little premature for me to finish my book at this point.

I just don't know if that I'm ready and I'm thinking you gotta be frickin kidding

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me. I mean this guy could not have more success and credibility in his life. And he actually had to laugh at it. You know, when I, when I called him on it, he was laughing at it. But the thing is, is I get it, you know, he, he, he thought it was hilarious that he actually still thinks that.

Everything that you've been taught about becoming an author and writing a book is just basically wrong.

So here's the thing, we make these reasons why now is not a good time. I don't know. That's why. That's why fat people are fat. That's why poor people are poor. We make a reason for the things that we don't go do. And I don't know why we do this to ourselves, but that what I'm telling you today is that - you're ready already.

And you know, I was looking in the mirror the other day and what I used to see in the mirror was a young man, a young man that I used to think was too young to go ahead and do this or do that. And who would ever listen to this young man the other day, I caught a reflection of myself when actually noticed in the mirror with someone who was too old. So like what happened in the middle part, like I was either too young or too old. And here's the thing. When I met with Tony Robbins years, I was all flummoxed that, this, this, uh, event with him in a small group of people and I was all upset and this big question in my mind and I didn't know who else to ask and I ask Tony and he basically told me I'm ready already and that's what I'm telling you is there is no better time, you know, for a certain period of time I thought I wasn't successful enough... to write a book or does share my message or to whatever it is that your vision and mission is.

I was scared.

And then I kept thinking that I needed this and I needed that before I was going to share my book. And then I went ahead and um, and then I got to successful. I got too busy and then they didn't read my book because I was too successful. So I will just challenge you that you are ready already and it is time for you to share your message with the world. My challenge for you today is actually do that. You know, I've got a, I wrote three books on this subject on how to help you write your book and get it out there in the world and make a difference with your message. And my challenge for you today

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is to go get one of those damn books. I will pay for it. I already paid for it. You just gotTa cover shipping.

Go to Trevorcrane.com/writeabook

Yes, this is a self promotion piece, but it's not that. It is that you have to get your message out there and I didn't hold anything back in this book like a lot of times people think, oh, that book is if I get somebody book or program, they're not. They're going to hold it all back. That's completely baloney. I gave you everything that you need in order to help you write your book and get your message out and there's some cool bonuses that come with it as well where you listen to an audio training that I have, and then I'm also teaching you how to become a powerful storyteller.

So you've got to do this, but listen to my friend who's a lawyer who's a client. So you also said to me, trevor, he goes, you know what?

I think it was a book. It's all in and of itself is just to self promotey. You know, it's the ultimate form of self promotion and I don't really care about that right now. I'm just not passionate about it. I'm more passionate about helping my clients. And the crazy thing is he's not getting it and maybe you're not getting it yet.

Your book is not about you. It's not about your fears. You need to stop being selfish, your book, whatever it may be. Your first book is what I'm talking about, or your next book isn't about you. It's about your reader or your audience or your ideal clients. See people out there who need your help. I'm harping on this for the last couple of days, but I think you are selfish if you haven't learned to get your book out there and done and change the world.

People out there need your help. A few weeks ago, a past client and a friend of mine committed suicide and he left behind a wife and kids and a family that are never going to read his book because he frickin bailed out on it. They'll never hear his voice. And the reason why you need to finish your book is that the people that you get to help to get this mean Jesus, you know, uh, you know, and here's the thing, most of Lee, unfortunately, most of us don't get it. We make excuses and I know because I made these

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excuses myself for over 20 years until I got it, I finally got it in my head and that made it a priority and I became a number one best seller. And I started sharing my message with the people who needed me. And what's more important than that is that you get to share your message because people need you and they need your story and they need to hear your voice.

And a lot of times people also think will try. That's really great. Maybe I could write a book, but I just don't have the time. This is when my buddy told me today, he goes, Gosh, you have so much going on, and I'm sure he didn't tell me a tenth of what he has going on with good morning America and Anderson Cooper. I'm sure he's got other professional challenges and personal challenges. He said, I'm too busy. I just don't know if I. If I want to do that right now with all the stuff I've got to do. Look, my expertise is in helping people leverage their time and so I met him right there and basically you've got a call on Friday to just make a little plan. He will do is do these baby steps and before long his book will be done. It'll be done in the next 30 to 60 days because we're just going to take action.

Another fear that he had was the tremor. If I use the writer and I assigned him a writer to help him with his book and get his message out, but he said, trevor, if she does too much of the work, it's not going to be my book. Which again, you've been lied to. That's totally bullshit. I hire three writers to work on every single book that I publish and I vet and review and rewrite and work every single word like it's my voice. I have a partner right now is the number one New York Times best selling author and he has like a book in a box program and he is the future. My future business partner. Here's my current business partner that I'm sending all of my clients do. They just need to be interviewed to get their book done. Basically I'm the strategist and he is the functionally let's get it done and it only takes a few hours, a few hours of US getting clarity around your message and then actually getting clear about your outline and then we rip the stories and your content.

That makes sense. We basically do the book in your words, but you don't have to do the lion's share of the lifting. It's kind of like building a house, you know? I'm sure you live in a house. This is what I asked my buddy. I'm like, dude, do you live in a house? And

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I'm like, dude, are you proud of it? Do you like where you live? And he's like, well, yeah. I'm like, did you design it? Did, are you the blueprint designer? Did you, uh, did you, uh, what else did, did you build it? Did you put any like, no, but it's still his house. It'll still be your book if you get help. And a lot of people think, well, I want to publish. I'm on a self published. This is my book. I need to be the author. I need to write it.

But you know what? J K Rowling, Stephen King, James Patterson, Tony Robbins, they did not write every word of their book. You know, you can speak it out loud. See, here's the thing. My friend today thought that a book was the ultimate form of self-promotion, which she can be, but truly I believe a book is the ultimate form of service. So here's what I believe that you have a moral responsibility on this planet while you're here to make someone else's life better. Period. So my question for you is, what's it gonna take to get you to get your book done? Are you ready to tell your story? Because if you are, I'm going to hook you up today. Again, I'm going to give you my book. All you gotta do is go to the website, [inaudible] for slash write a book and you can get my book on this subject and you get all the bonuses to go along with it and I'm going to hook you up. See, I care about you. And more importantly, I care about the people who need your help. My buddy passed away. He took his own frickin life because he didn't get the help he needed. And maybe your message would have made a difference to him.

So here's the thing, I'm going to send you the book. You just got to a, uh, order it. You just got to go there and pay for the shipping. I'll ship it to you. You get an instant download of the options to go ahead and help serve you right now. You'd always go to epicauthor.com and watch my newest webinar on how I can help you go from blank page to best seller in 90 days or less. But basically that's it for today.

Your message could change the world.

And the question of today is: "What has to happen for you to be finally, get ready to write and publish your book?"

Answer that question... what has got to happen. And hopefully... come up with an answer that you can go ahead and solve - like right freaking now - I'm going to get this book done.

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All right. With that, go get the book: **HOW TO WRITE A GREAT BOOK FAST**

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