

BOOK DESCRIPTION:

These days, there's no better business tool than a book. But most people don't know how to write one—or even where to start. Turns out the best place is the messy middle.

Anna David knows this more than anyone. When the *New York Times* bestselling author of seven books got sober and sold a book about her recovery to the biggest publisher in the world, she thought she'd made it. Then she learned the hard way that trying to make a living by selling books to traditional publishers was a cruel joke—and that accepting the unacceptable was no way to live.

The publishing industry was ripe for disrupting. But first David had to make a mess and then learn from it.

After years of struggle and self-discovery, she ended up not only mentoring and publishing hundreds of bestselling authors but also thriving personally and professionally. Now she's sharing what she's learned—and showing others how to do the same.

In this page-turning and useful memoir-meets-manual, David reveals her personal lows (doing cocaine by herself while contemplating suicide), her career lows (a past-his-prime celebrity hurling a phone at her as she wrote his biography) and how her life today wouldn't be possible without those experiences.

With deft humor and unique insight, David demonstrates how much early childhood programming can set us up to repeat our own dysfunctional patterns—until we're ready to shift our behavior. The last quarter of the book is a practical guide so that readers can make their own mess into a message—and memoir.

ALTERNATE BOOK DESCRIPTION:

We've all made a mess.
And that means we all have a message.

This is the book that shows you how to take the former and make it into the latter.

FROM THE *NY TIMES* BESTSELLING AUTHOR

When Anna David got sober and sold a book about her recovery to the biggest publisher in the world, she thought she'd made it. She was wrong.

Still, after years of struggle and self-discovery, she ended up thriving personally and professionally. Now she's sharing what she's learned—and showing others how to do the same.

In this page-turning and useful memoir-meets-manual, David reveals her personal lows (doing cocaine by herself while contemplating suicide), her career lows (a past-his-prime celebrity hurling a phone at her as she wrote his biography) and how her life today wouldn't be possible without those experiences.

The last quarter of the book is a practical guide so that readers can make their own mess into a message—and memoir.

In this completely comprehensive “biz-oir” packed with proven and authentic tools and techniques, memoirists-in-the-making will travel with David on her journey from struggling addict to *New York Times* bestselling writer/entrepreneur and also learn:

- How to determine a memoir message and “why”
- How to select scenes
- The advantages and disadvantages of traditional and self-publishing
- How to come up with a title, rewrite a book and hire editors
- Potential legal concerns and how to avoid them
- How to gather blurbs, write acknowledgments and arrange for a foreword
- How to be set up for success on Amazon
- The importance of an Advanced Reader Team

And much more.

The best time to write a book was 10 years ago. The second best time is now. Grab this book to find out how.