



## **Book Coach Michele's How to Write a Book Right Now!**

Did you know that 34% of entrepreneurs who publish a book double their rates? Or do you have a story in you that needs to be told? Whether you want to write fiction or non-fiction, a novel, memoir or a "how-to" or "self-help" book based on your expertise, **Book Coach Michele** will help you go from writer to **SUCCESSFUL AUTHOR!** Through her 8-week "Write Your Book Now" series she will not only help you elevate your writing from good to GREAT, she will walk you through the steps it takes to see your dream become a reality, write your book, and see it published! And she will give you the marketing know-how to make your book have the potential of becoming a best-seller!

If you follow **Book Coach Michele's Simple 7-Step Series on Book Writing**, you will have your book done, and done well, in no time! Writing a book is a lot like building the house of your dreams; you need to decide what you want and then obtain the right blueprint, learn the craft, follow the right instructions and do the work. It's okay though if you're not a master homebuilder (or writer); all you need is the right writing mentor or book coach. To get you started, here's a Preview of

### **Michele's Simple 7-Step Book Writing Process:**

1. **Purpose** (Why are you writing this book? Identify your mission, message)
2. **People** (Who are you writing this book for? Identify your audience, genre)
3. **Plot** (What is your book about? Develop your synopsis, chapter outline, beginning-middle-end)
4. **Plan** (When will you write? Schedule your writing time and start!)
5. **Point of View** (What is your voice? Decide who is telling the story and how (first person, third person narrator, etc.)
6. **Powerful Style** (How do you want your book to look, feel, sound?) & **Polishing** – Editing your book to make it shine
7. **Publishing** (Review various options, make a decision, make your approach)

***PLUS Michele Can Help You with Marketing** (Promoting Your Book: Marketing, publicity and sales tips)*

# Here's STEP ONE to Get You Started!

## Develop a solid foundation

*Think like a reporter: Ask Yourself the 5 W's & H*

### 1. First start with “WHY?” Why are you writing this book?

- Why do you want to be an author or have a book written? (to lend authority/integrity in your business; because you have a story to share; because you want to help others with your knowledge? Because you want to make more money? (NOTE: it takes a long time to make money from just selling books, but you can add to your income by adding a book to your business)
- EIEIO - Are you writing to entertain, inform, educate, inspire, orate?
- Do you want to write fiction, memoir or non-fiction? Let's discuss each for clarity.
- What is your “mission” or “purpose” in writing? (Read Deepak Chopra's “Law of Dharma” in his book, *The Seven Spiritual Laws of Success*)
- What's the Big Idea? (what is the main idea behind your book, or the “theme”?)
- If you're unsure, look for clues: mine the fields of your life experiences, expertise, talents, gifts, authority, people/relationships, current events/news, history, trends (NOTE: but be careful you are authentic and not just writing to follow a trend or your book will no resonate with readers, plus trends change all the time!)
- Have more than one idea? (Go back and review questions in #1 and make a decision on one idea – save any others for later books!)

### 2. Then “WHO?” Who Are You Writing for?

- Who is your audience? (adults, teens, children; women, men or both, etc.)
- Who will benefit most from your book? (Remember, your reader is asking “WIFM?” What's in it for me?)
- Finding your “tribe” is like building a fire...you can't light a fire from a log, so you need to find who your “kindling” is and start with them.

### 3. Then “WHAT?” What do you want to write?

- Fiction, non-fiction or memoir?
- Your Message: What's Your Story *Really* About? (What's the Theme, Focus, Meaning? It's what will elevate your *story* or book into a *great book*.)
- Still Unsure? Write What You Know or What You Like or What You Feel – but always keep your audience (in #2) in mind so you connect with your readers through your pain/experience; readers will also ask “WSWC?” (Why should we care?)
- Stick to one main message – What do you want the reader to “get” or ultimately take away?
- Identify your “Genre” – there are literally hundreds of genres and sub-genres; if you've answered all of the above, you will be able to hone it down which is important for sales on Amazon; start browsing on Amazon to view other books that are like the book you're considering

writing – read the synopses until you find one that’s closest to yours and look at the categories; you’ll want to define your own categories to improve the ranking of your books.

- Title of Your Book – type in your title on Amazon and see what comes up – you want something unique or at least only used once or twice in a different format (another type of book or other product)
- Define how your book will be “unique” (even though it may seem similar) – how will yours be different?
- Your Bio – what makes you qualified to write this book? What in your history or make-up made you decide to write it?
- Synopsis – Again, look for other books like yours or in your genre and read the synopses for these books...then write approx. 150 words that fill in the blanks, “\_\_\_Title of Book\_\_\_” is about \_\_\_\_\_. This is like your 30-second elevator pitch and can be used not only on your Amazon book site but also on the back cover of your book and in other places as well. It’s never too early to write and rehearse this because you never know when you may be on an elevator with a literary agent or publisher!
- Design your “Plot” (for fiction/memoir) or “Table of Contents” (for non-fiction) Write a Chapter Outline (write one-three sentences on what each chapter will be about – don’t worry, you can always make changes and probably will down the road – but this will be your roadmap to not only get started but help down the line with writers block!)

## **Work on These Simple Steps and You’ll Be on Your Way!**

1. Define your mission, or your reason(s) for writing your book – answer the 5 W’s – Who, What, Where, When & Why (See Michele’s sample Book Mission Statement)
2. Define your readers – who are they, what age group(s), male vs. female, what else do they like to read (authors who write books similar to yours)
3. Define your genre - Browse through Amazon and find books like yours – look at the genres (categories) listed and define your genre by starting general (fiction vs. non-fiction), then narrowing (what type of fiction/non-fiction?) then looking at #2 (audience) narrow it further.
4. Decide on your Book Title (a working title for now, can be changed later as book progresses)
5. Write a synopsis of your book.

**For Answers to Your Questions or to Book a FREE CONSULTATION,  
contact Book Coach Michele:**

**Michele Chynoweth**

***Author/Speaker/Book Coach***

Phone: 410-937-9801

Email: [Michele@michelechynoweth.com](mailto:Michele@michelechynoweth.com)

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

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