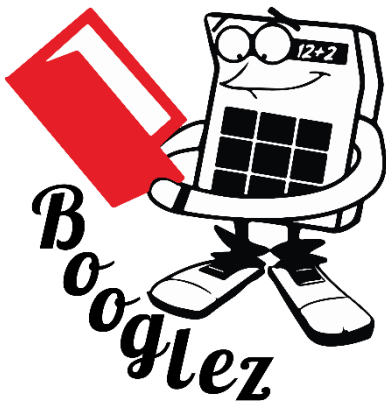


How To Write A Book



By Lisa Newton

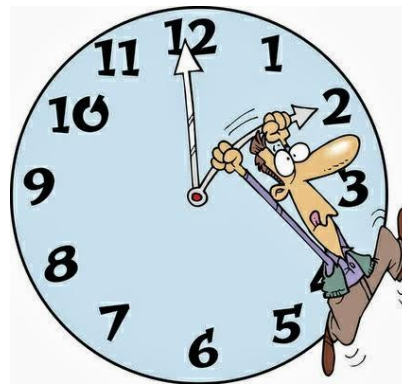
wework

Housekeeping ...

wework



SILENCE MOBILE DEVICES



thank you!

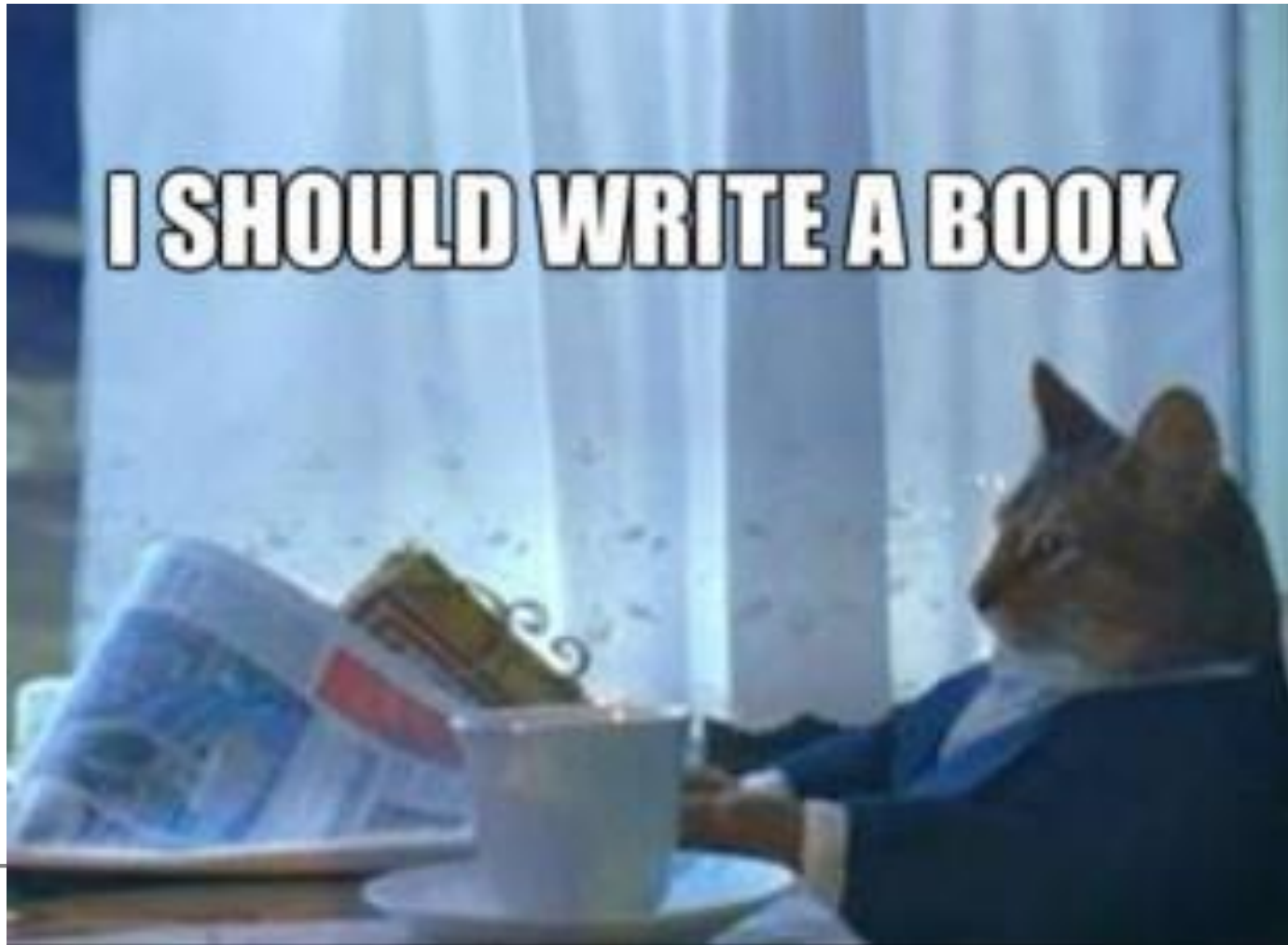
Disclaimer – for NON FICTION writers

Fiction Nonfiction

- *Not real
- *Story talk
- *Read to enjoy
- *Read in order
- *Illustrations
- *Beginning, middle, end
- *Characters, setting
- *Problem, solution

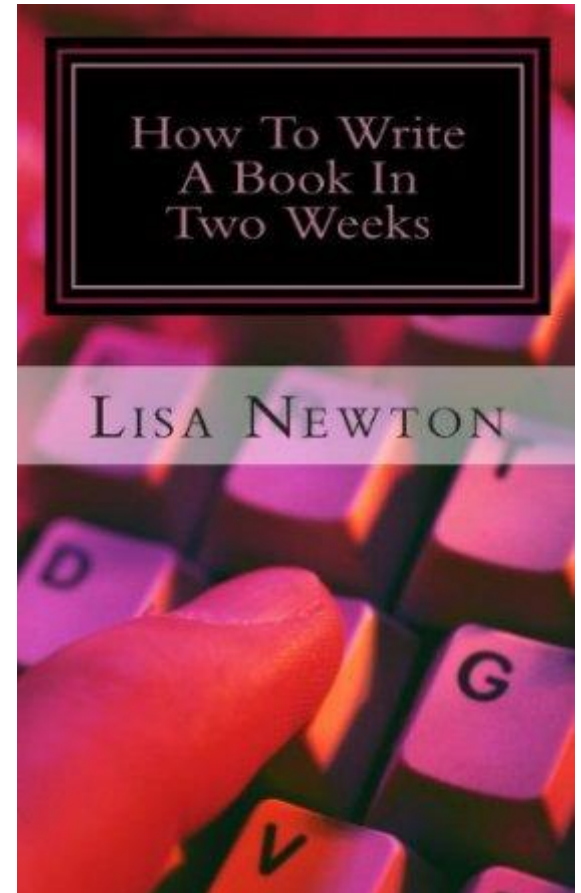
- *Real
- *Fact talk
- *Read to learn
- *Read in any order
- *Photos, charts, graphs
- *Table of contents
- *Index, glossary, bold words, labels
- *True information, directions

Do you have a burning desire to write a book?



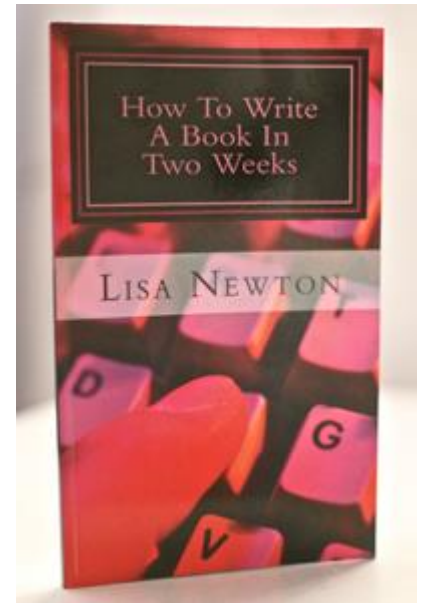
What you'll get from today

- Lots of ideas to get you started
- Sneaky ways to get into a book
- The secret
- Lift the fog
- Special offer



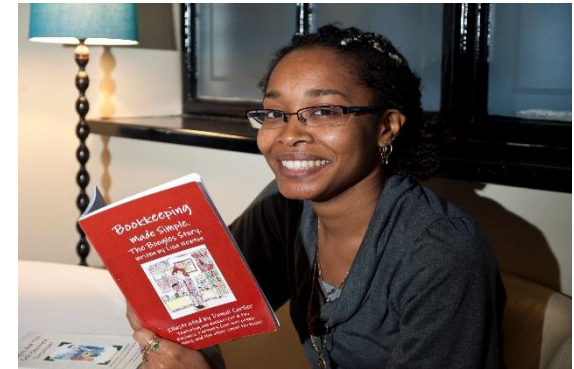
About Me

- Lisa Newton
- Serial author
- Love writing
- Pen pals, letters, emails
- Communication



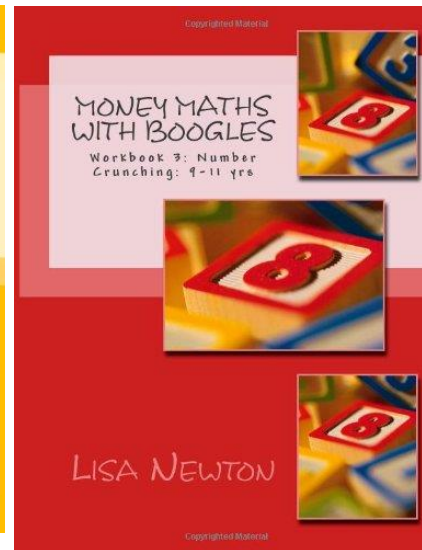
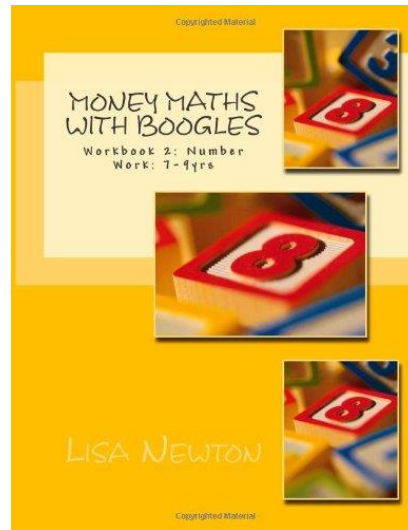
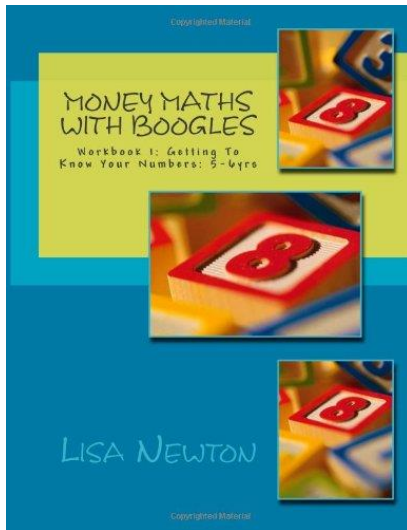
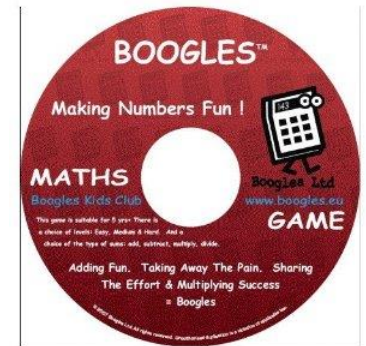
How I Got Into It

- Background: accounts
- £150 - started first business
- Clients struggled to understand
- Bookkeeping Made Simple
- Lots Pictures
- Explanations

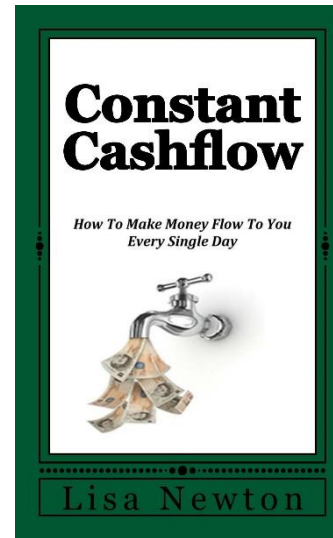
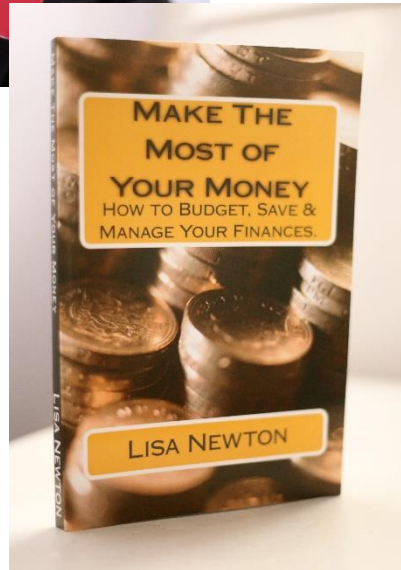
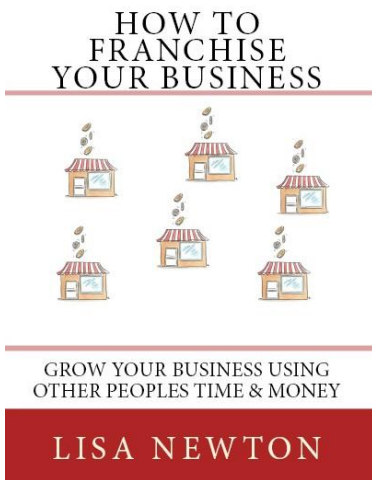
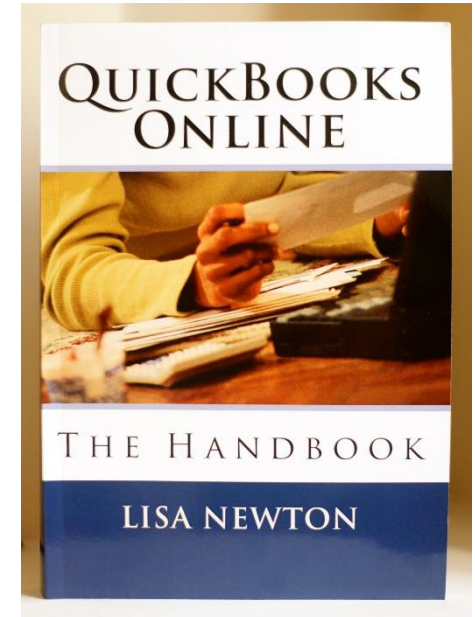
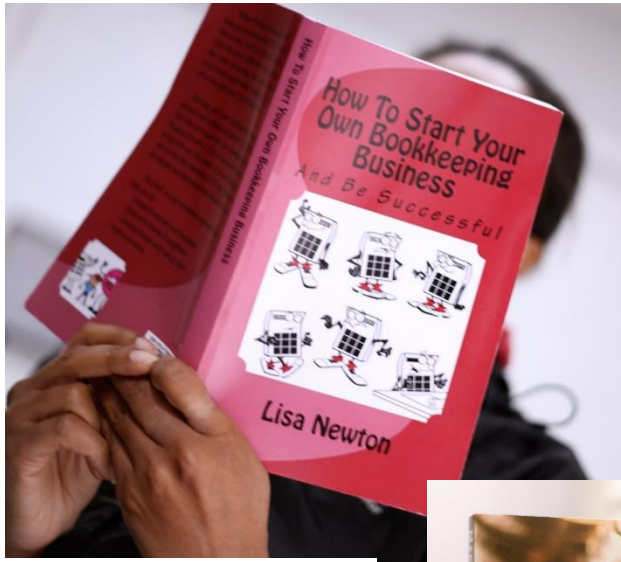


Won An award

- Enterprising business
- Maths game
- On facebook – boogles maths game
- 3 maths books for kids...



On A Roll...



What is stopping you?!!

- Assume – you want to write a book
- Introduce yourself to your neighbour
- The question is... why haven't you done it already?

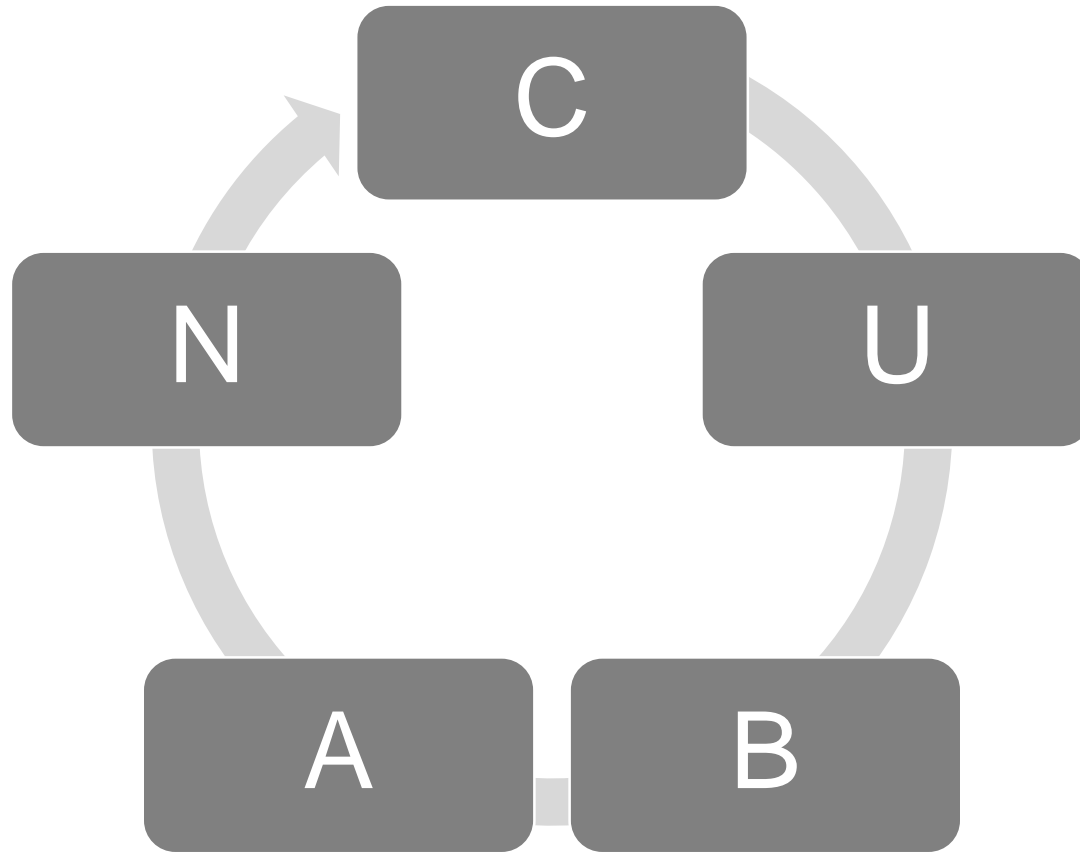


What is stopping you?

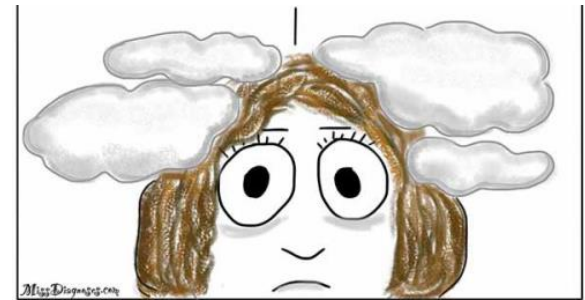
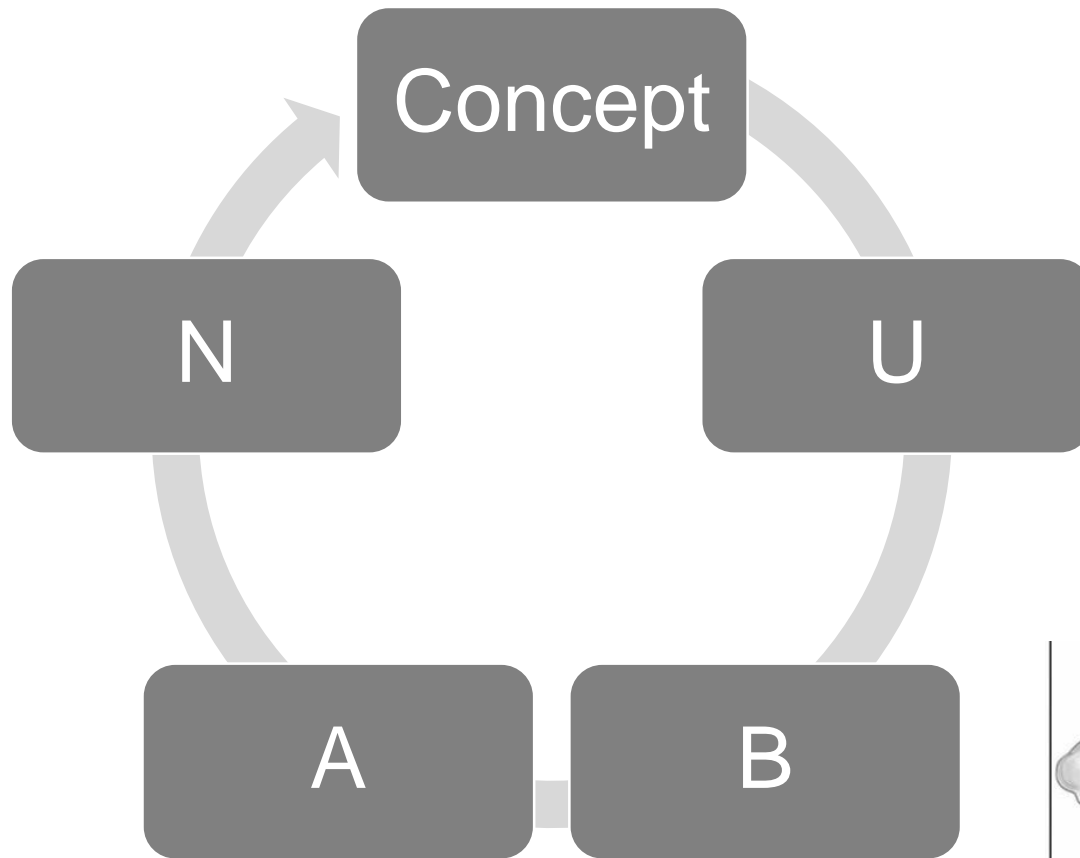
- Feedback



THE SYSTEM - CUBAN



THE SYSTEM - CUBAN



MIND FOG

- Buzzing with ideas... but what do you REALLY want to say??

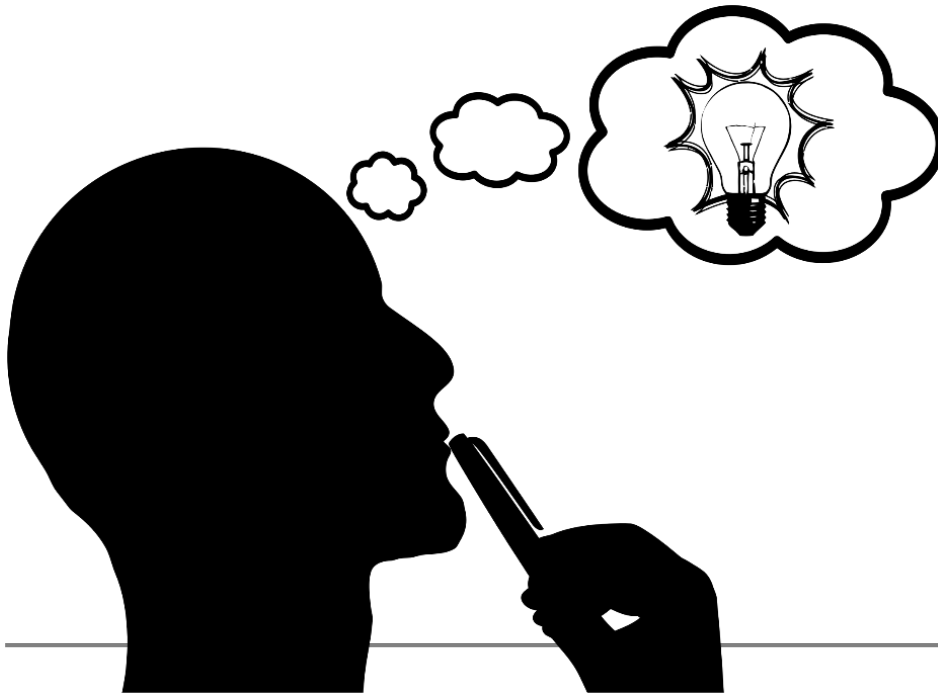
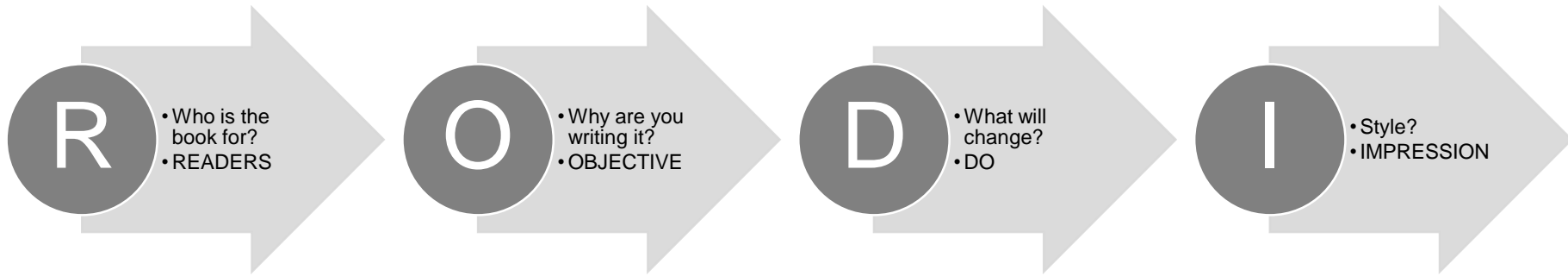


THE SYSTEM - CONCEPT

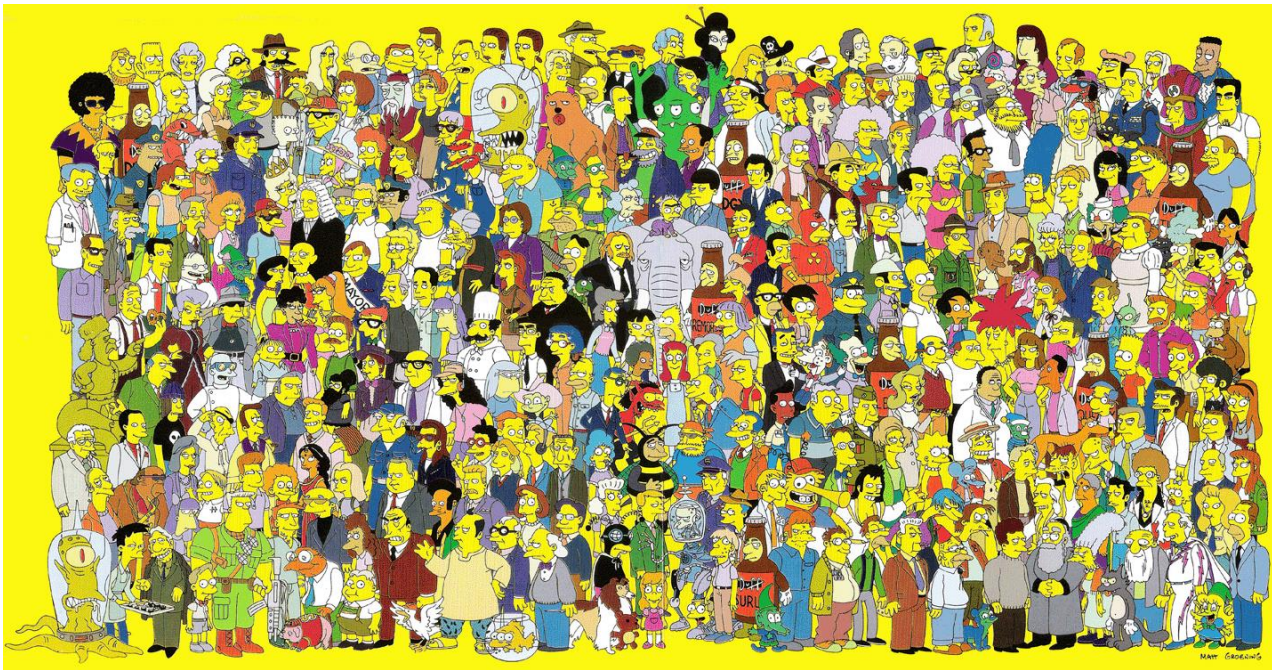
- Is your idea a book?
- Have you got a simple, coherent, solid idea?
- Have you got a title? (5-12 words)
- Subtitle? (1 sentence)
- Can you explain it in 2-3 sentences?
- Why do you want to write this?
- What makes you think this will be a good idea? Evidence? Statistics?
- Will it sell?
- Is it something people want?



THE SYSTEM - CONCEPT

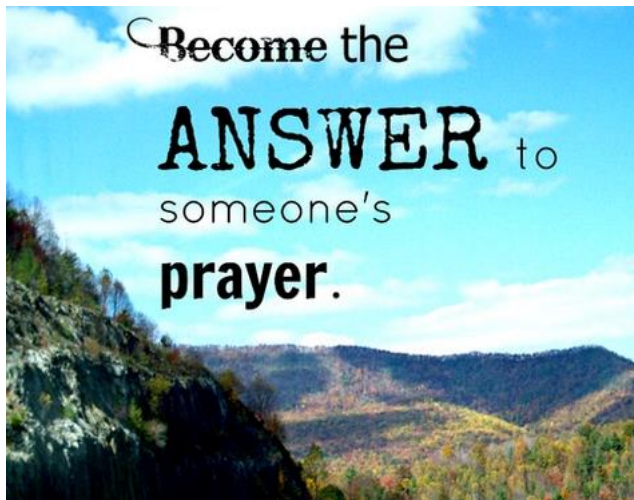


**Remember – your book is NOT
‘for EVERYONE’ !!**



Get Clarity

- Who is your book for?
- Why are they reading it?
- Target reader?



Clear idea

- Feedback



Objective: How can a book help you? ACE

- Important – be clear on who your book is for
 - Target market (only people who matter)
 - Customers, clients, patients
-
- A – Authority
 - C – Celebrity
 - E – Expert



Knock on effect - ACE

- Authority, Celebrity, Expert
- People SEEK YOU OUT
- Important?
- Easier to convert
- Opportunities
- Speaking
- New contracts



Understanding Your Reader

- What do they want?
- What do they need?
- Why I wrote A book:
 - Ideas, knowledge, help, to know what to do
 - Stops me answering the same questions – repeatedly
 - Magnet – sell something
 - Provides leads
 - I understand the issue:
 - Accountants vs Marketeer



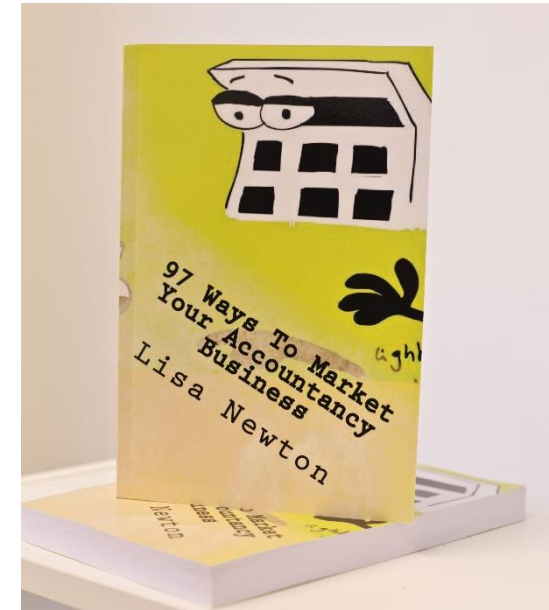
Ideas? ... Use experience

- Started in 2004 with £150
- Nominated & Won various awards
- How To Start Your Own Bookkeeping Business



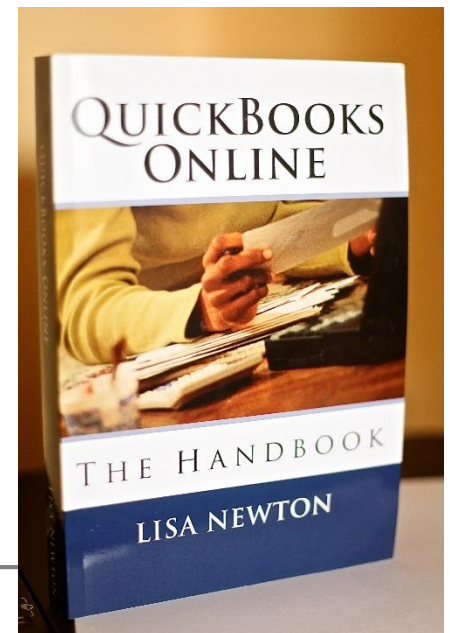
Ideas? ... Use skills

- Degree – Accounting with Marketing
- Started in 2004 with £150
- How did you spend the money?
- Don't like repeating myself
- Information
- What do people always ask you?
- 97 Ways To Market Your Accountancy Business



Ideas? ... Use qualifications

- Specialised information
- User Bookkeeping – software 2003
- Reseller since 2006
- New version - online
- Did course, became “certified”
- Courses – helping users
- Gap



Content

- What are **the top 3** questions people always ask you?
- What are you always giving advice on?
- What skills, experience, qualifications can you use and monetise?



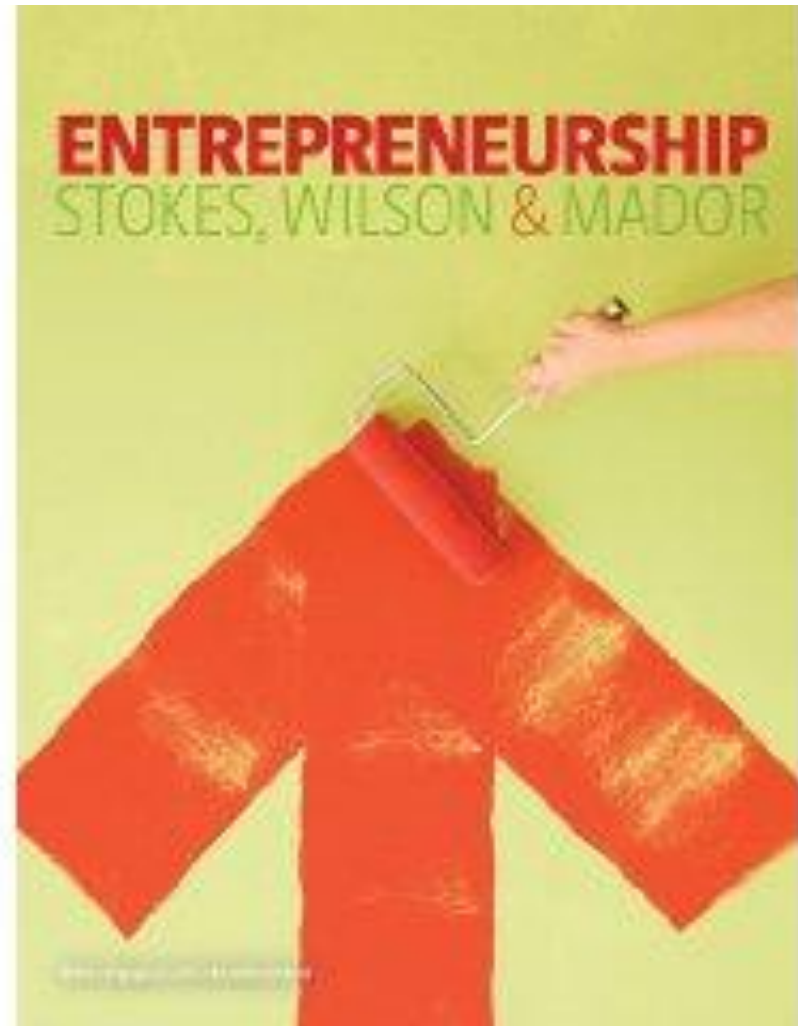
Content

- Feedback



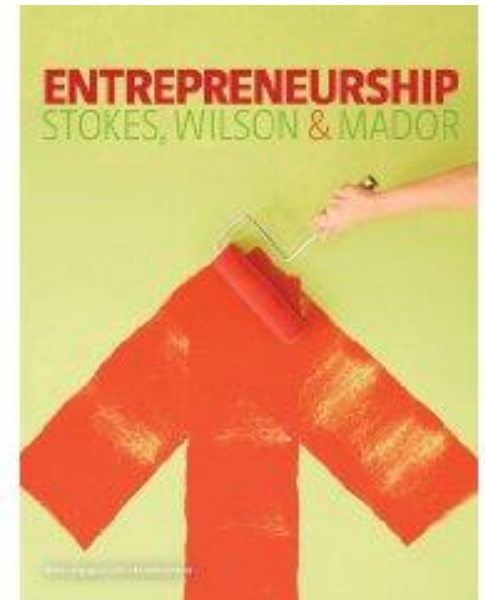
Featured in a book

- A case study
- Guest chapter



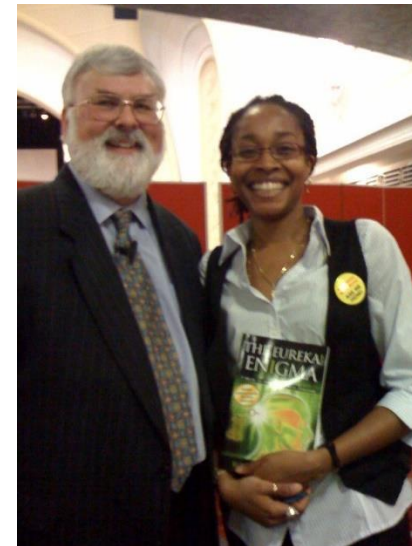
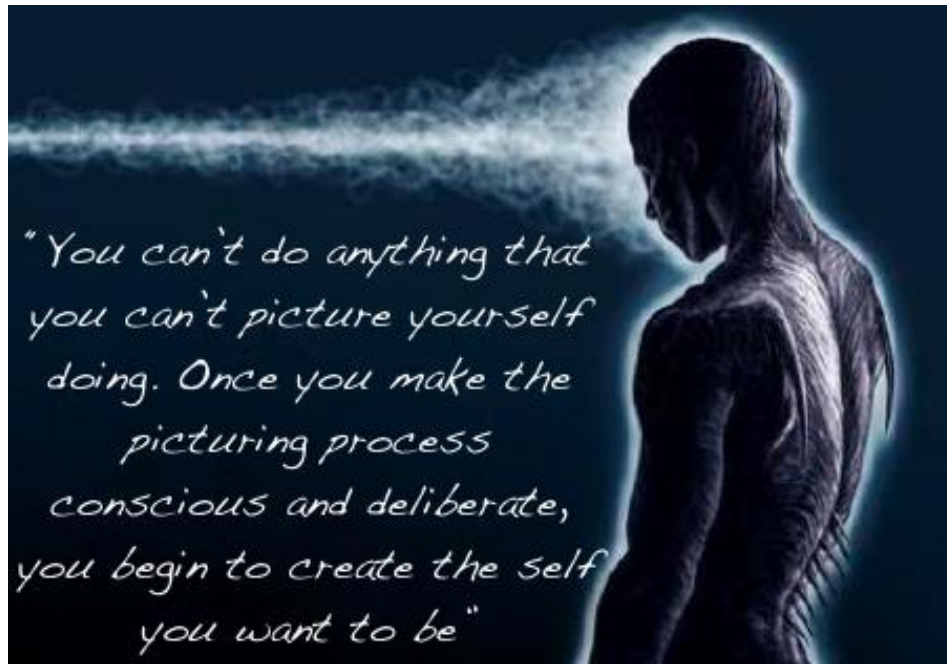
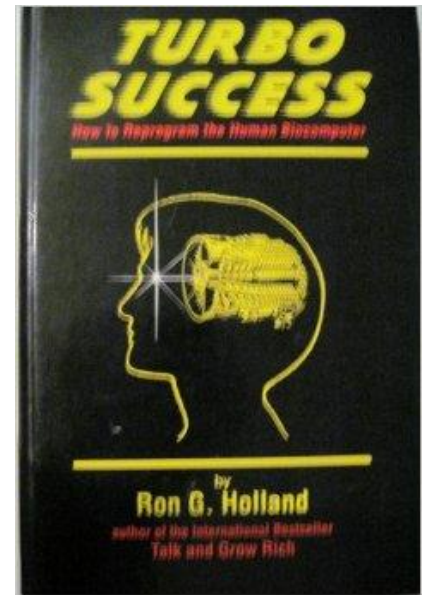
QUICK WAY !

- Offer yourself as a case study
 - Undercapitalised businesses
 - £150 start-up
 - Do you have an interesting story?
- Guest chapter
 - Cashflow magic (my expertise)



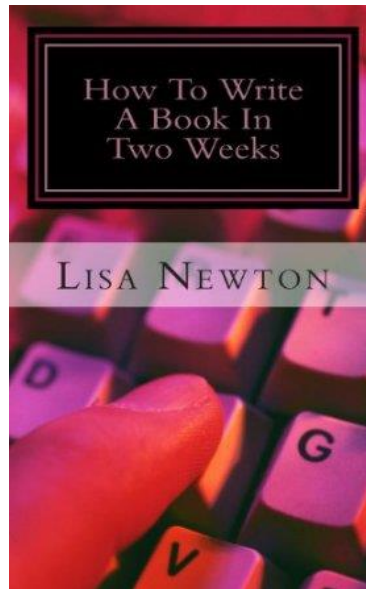
The secret – all books start in the mind

- It all begins with AN idea



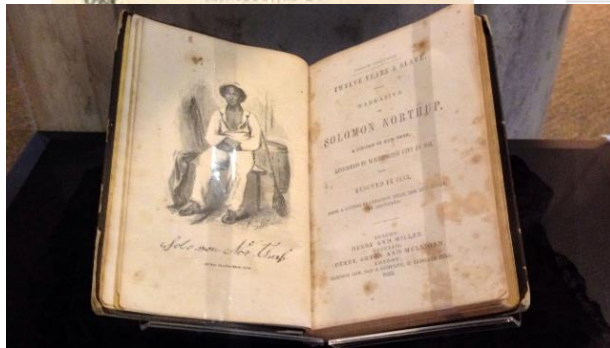
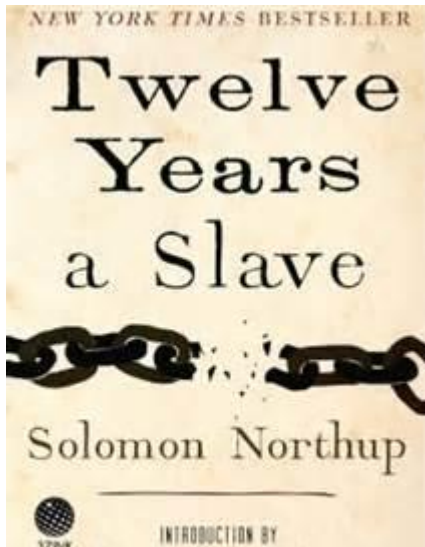
Your WHY?

- I'm asked the same question – 'how did you do it'?
- I know some people have a great story to tell or great information to share



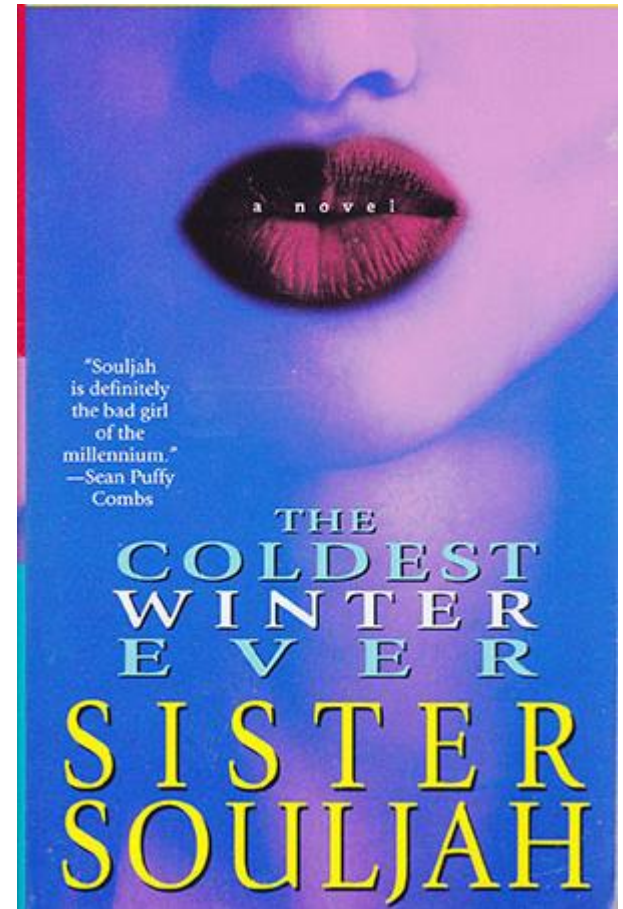
Why are you doing this?

- “I want to write a book” – 34, 346
- Talk is cheap
- Everyone has got a story in them (1853)



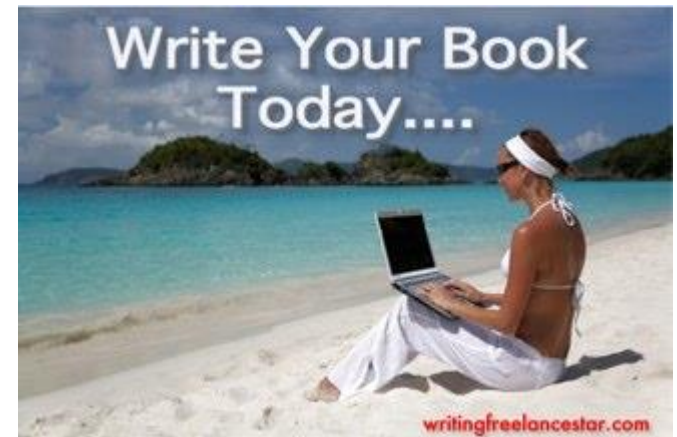
Share Life Experiences

- Abuse (sexual, domestic)
- Battling Drugs / alcohol
- Bankruptcy
- Imprisoned
- Divorce, Death, Depression
- Illness - cancer
- Infertility
- You name it!!!



WHY Do You Want To Do This?

- Cathartic release
- Fame – ‘thought leader’
- Fortune (residual / royalty income)
- Personal satisfaction
- Keep up with everyone else
- Career
- Justify higher average fees
- Sick of referring to other books – have the knowledge

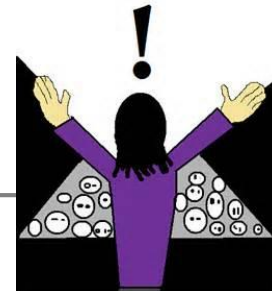


Residual Income

Pays You...



Over... and Over... and Over Again!



HELPING OTHERS



• **jermaine johnson** <jjohnson211@



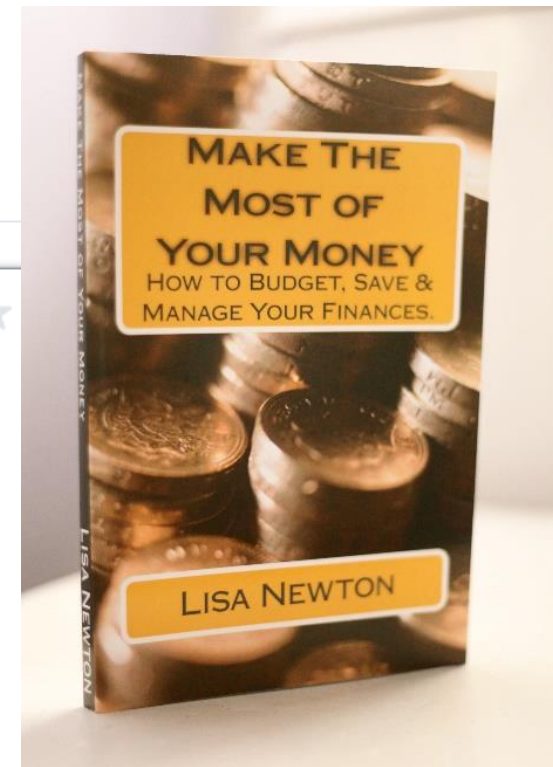
2 Oct 2017 at 18:43



To: lisa@lisanewton.co.uk

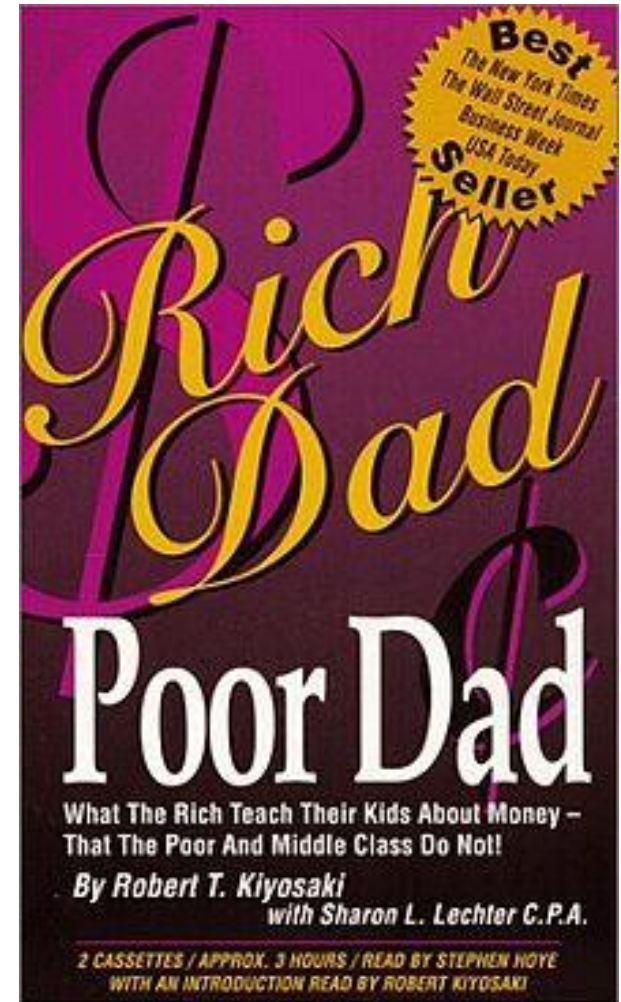
Hello i am just emailing you to say i have just finished reading your book called "make the most of your money" and i am very please to say it really has helped my mind on how to go about things financially. i really hope i can put your book to practise has i have struggled alot in the past with money and its really had an effect on my life, reading this book as gave me a little stepping stone with ideas , at this minute im 27 and i am planning to start my own business and ill definitely be taking some of the knowledge you;ve produced to me in the book on my journey. thank you for reading take care

Yours sincerely
jermaine.



The Book That Changed My Life!!!

- Rich Dad Poor Dad (1999)
- Oprah
 1. The rich don't work for money, they have money work for them
 2. Learn how to read the numbers on a balance sheet
 3. When the law changes, the future changes



Success Quote

- “Discipline is doing what needs to be done, even if you don’t want to do it.”



PICTUREQUOTES.COM

Could be Customer Leads...

- Book material.

Yahoo/Inbox



• **Kevin Johnson** <kevin@jmwfabrication.c



20 Oct at 16:03

To: Lisa@lisanewton.co.uk



Kevin Johnson (kevin@jmwfabrication.com) added themselves to your [Guest List](#) | [Remove them](#) | [Block them](#)

Hello, Lisa. Thank you for writing such a great book on franchising a business. I bought the audiobook version of it and was wondering if you have a PDF of of the things that you mentioned were in the back of the book of contracts and other things?



HOW TO FRANCHISE YOUR BUSINESS



GROW YOUR BUSINESS USING
OTHER PEOPLES TIME & MONEY

LISA NEWTON

The Law of INTENTION

- Whatever you put your ATTENTION on increases....
- Focus on what you want and you'll get it



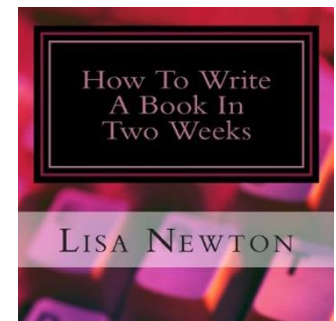
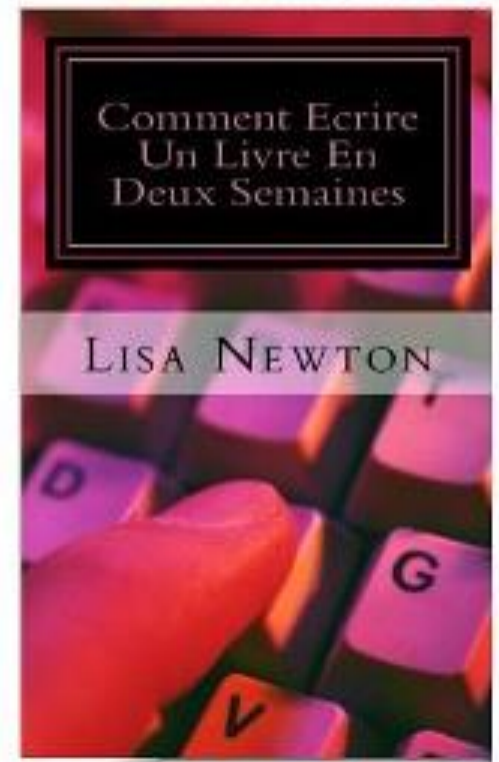
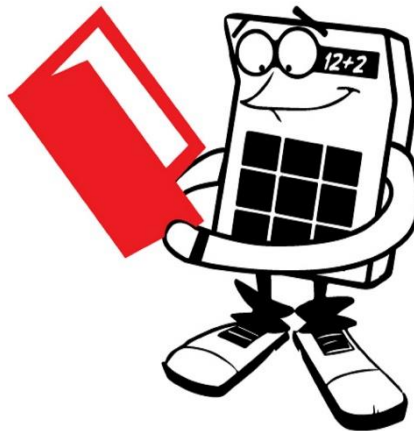
Do You Really Want This?

- Writing a book – ‘a nice idea’ but are you serious?
- **Really serious**
- Picture yourself successfully writing this book
- Picture people read it (and loving it) – mad raving fans
- Need to have total faith (don't doubt or deviate)
- **Take action!!!**



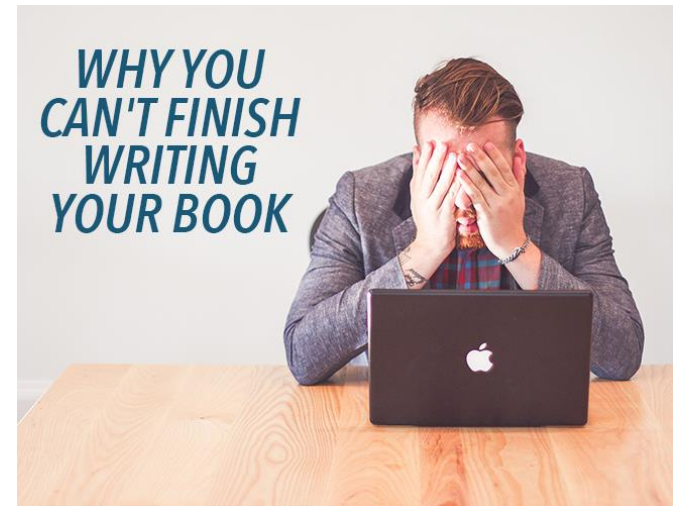
Other possibilities...

- Translating – languages
- Audiobooks, MP3,CD
- Podcast
- Serialising – tv, radio
- Kindle, ebooks
- Short Report
- Study programme
- “Repurposing”



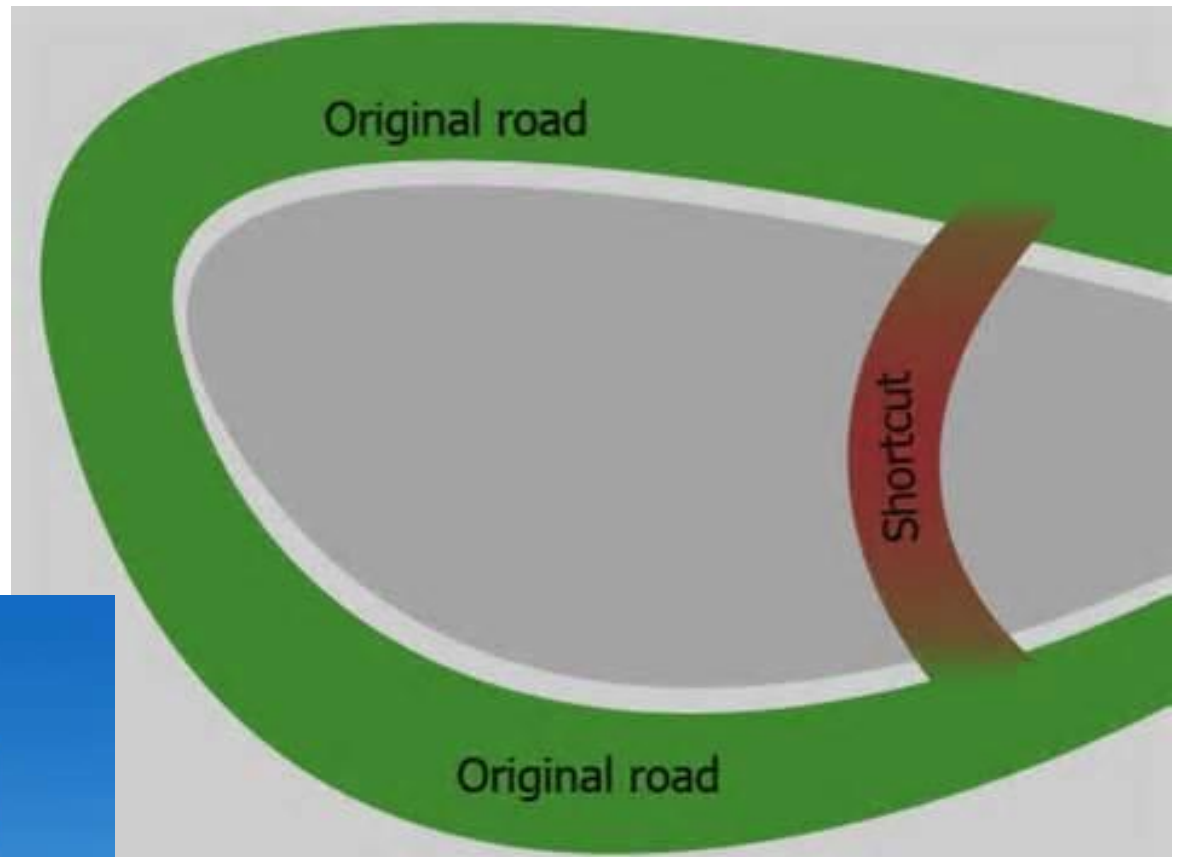
Choice: Trial & Error

- Struggle
- Frustration
- As You Are



Choice: Short Cut

- Serious
- Can 'see' it
- Want it



Start Small

- Short: 70 - 80 pages
- Start with what you know!
- How To Start And Run A Telephone Answering Service



Online course



- Time: to suit you
- Date: whenever its convenient
- Place: At home, in the office – wifi
- Investment - ~~£74.99~~
- 84% off

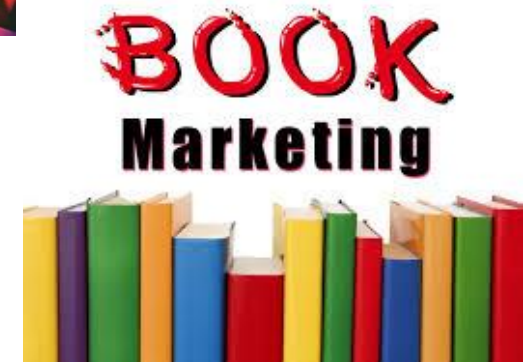
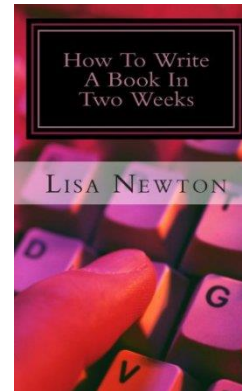
■ **Investment - £11.99**

www.Udemy.com/WriteABook

Benefits

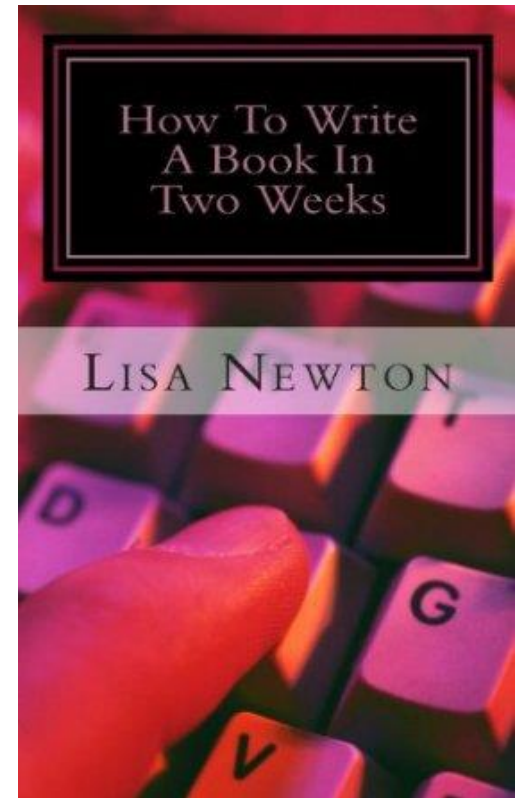
You will learn:

- How to write your book – PDF
- Templates - download
- How to market the book
- How to make money with your book
- Lifetime access
- Tutor answer questions



We cover:

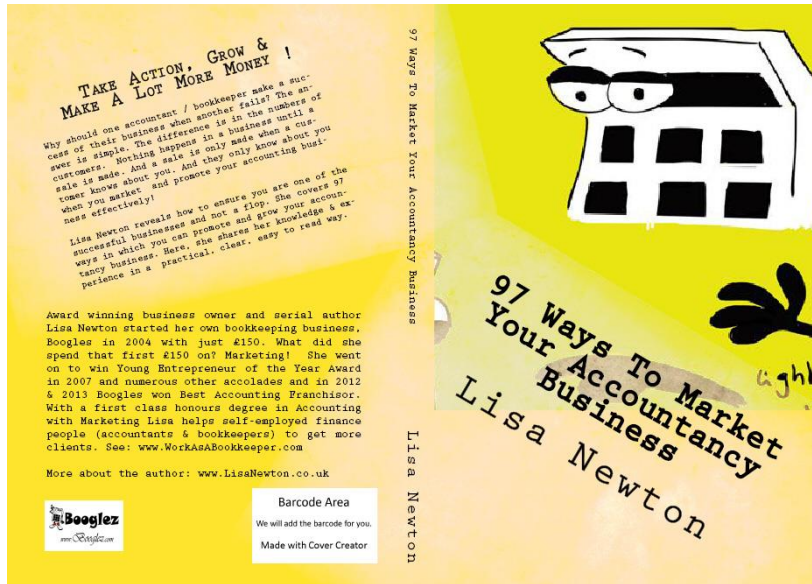
- Your idea
- Structure of the book
- Chapter planning
- Common challenges and how to overcome them
- Improving your content
- Marketing your book
- The business of book publishing
- Opportunities



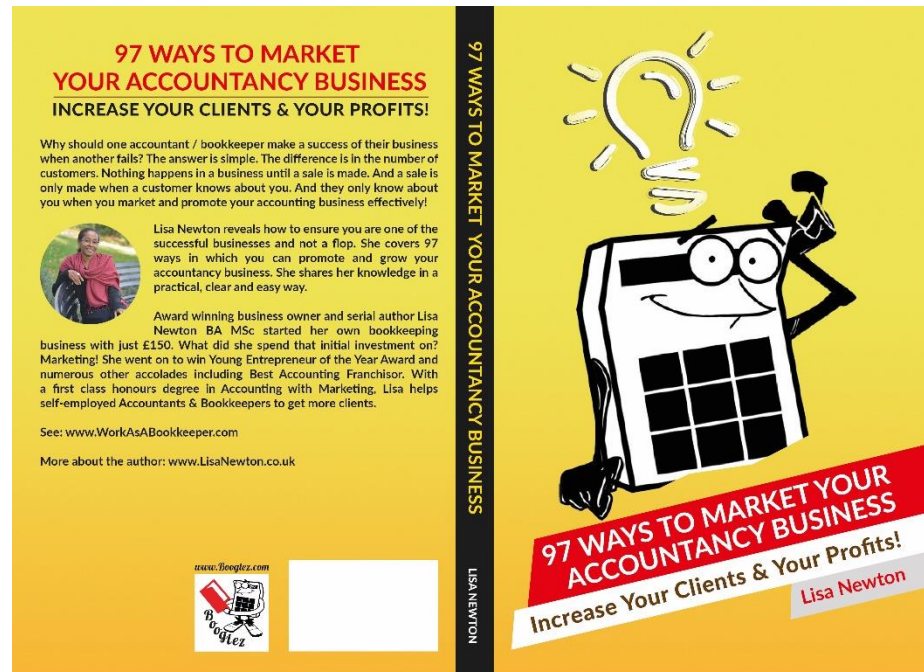
Improving your content (Tips)

Readers DO judge a book by the cover!!

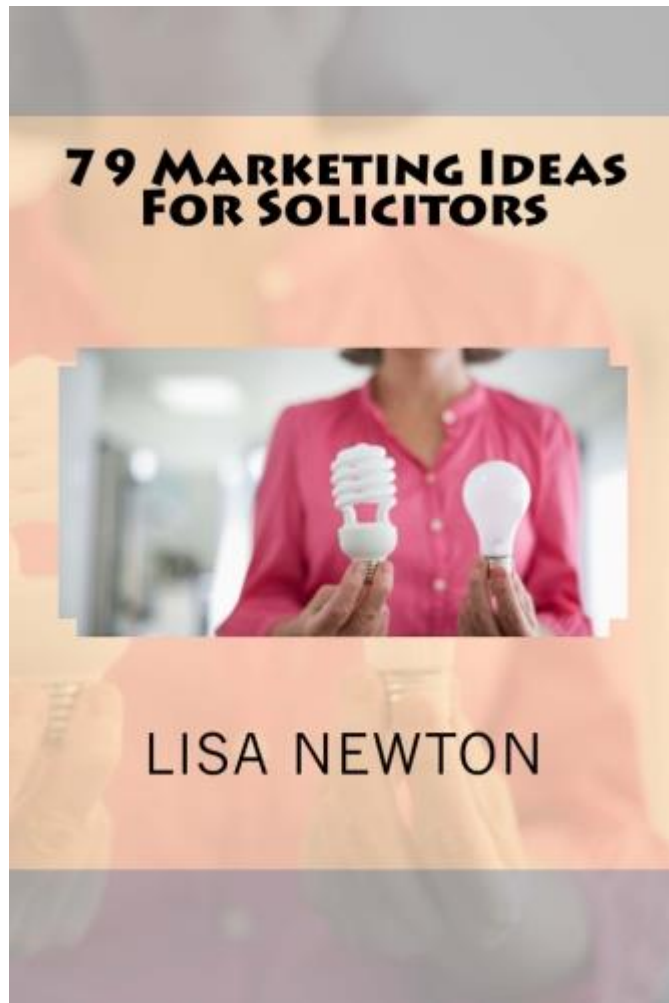
Before



After

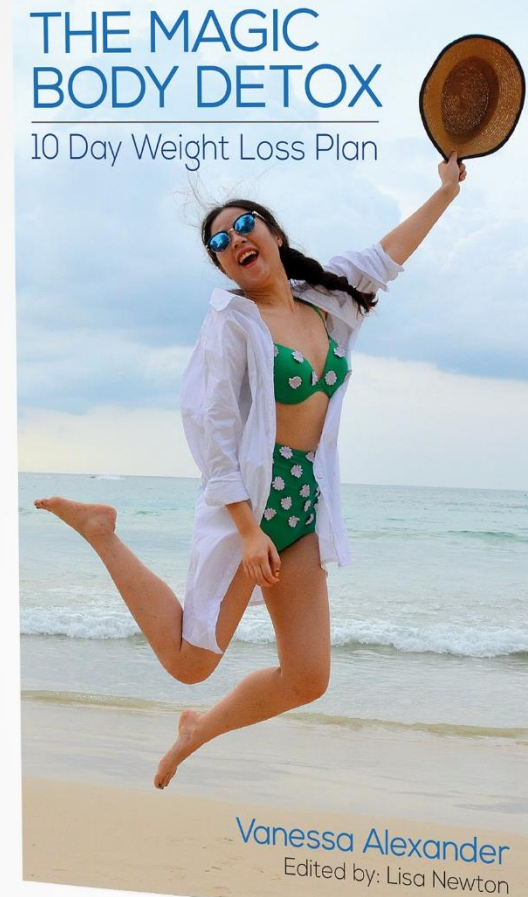
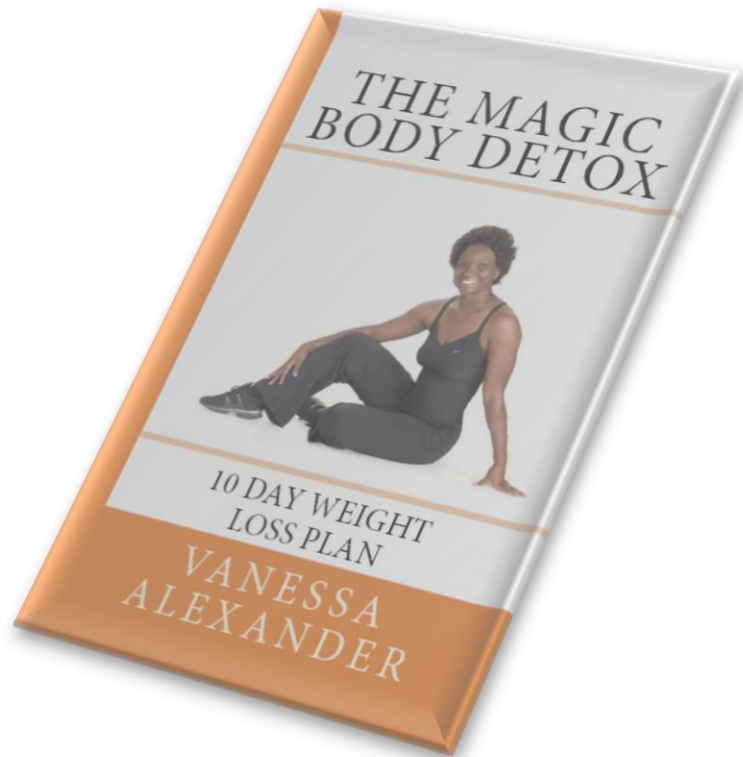


Get different ideas



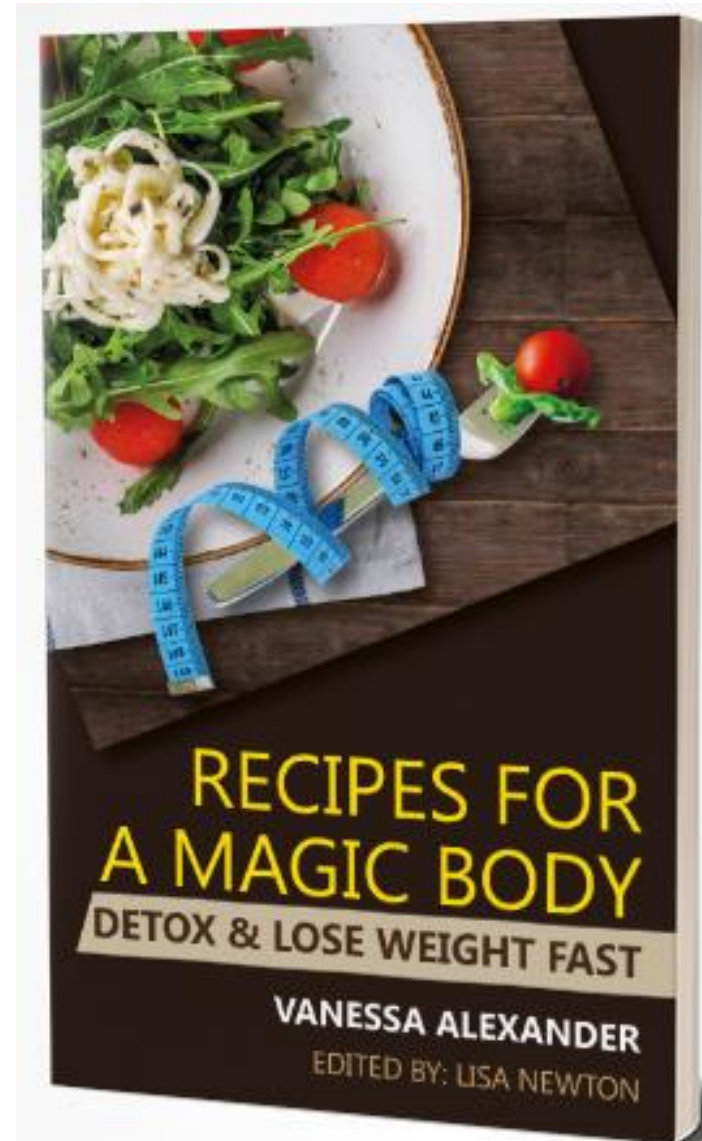
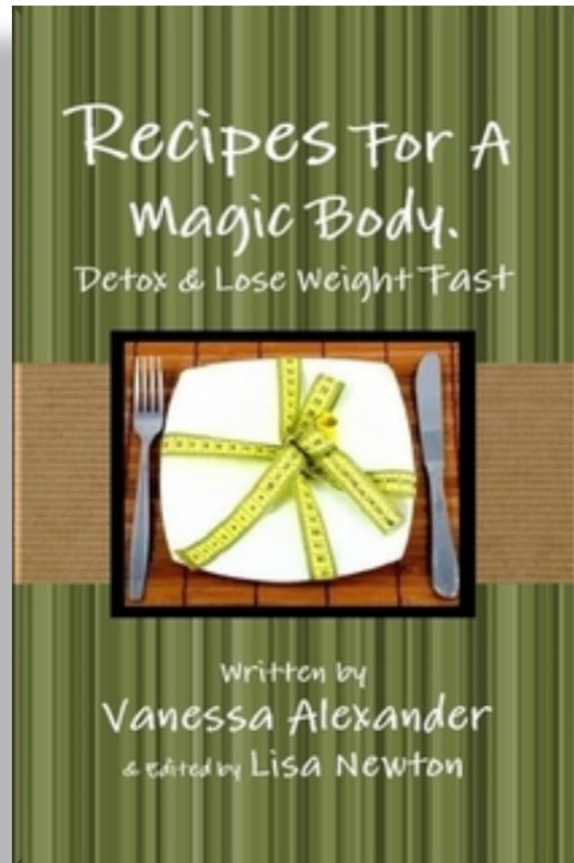
Ask your friends on social media!

- People **love** to give their opinions!!
- Create a buzz
- Low key marketing

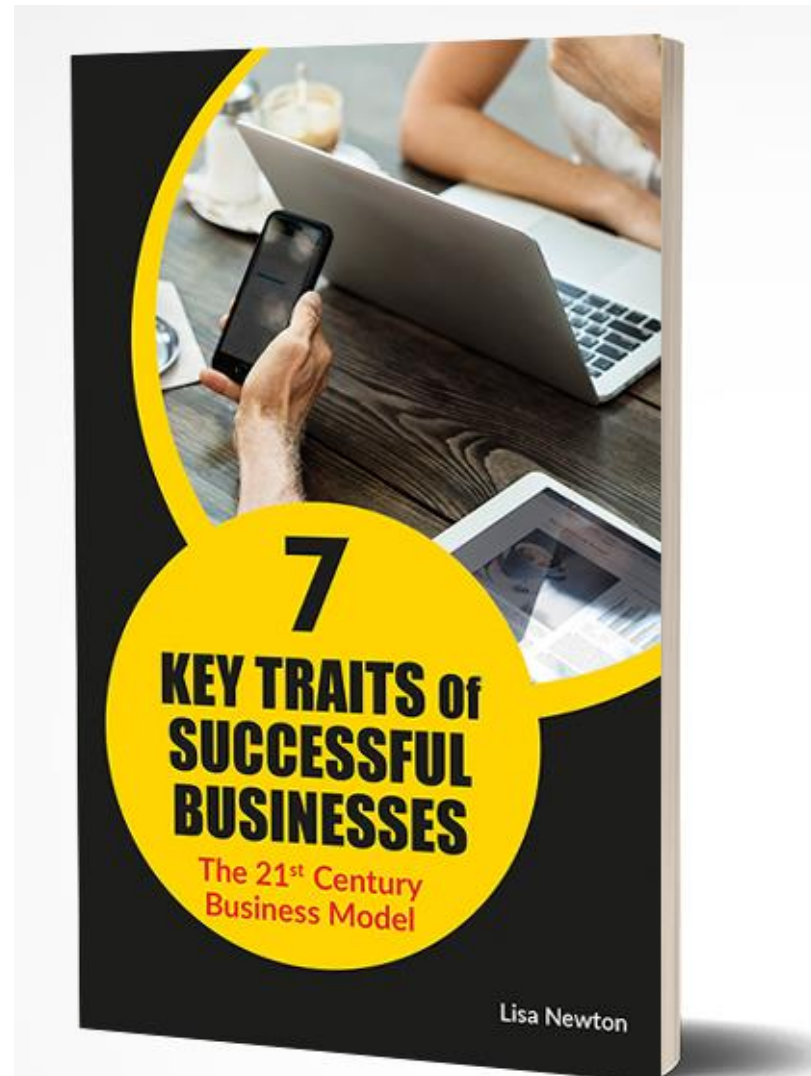
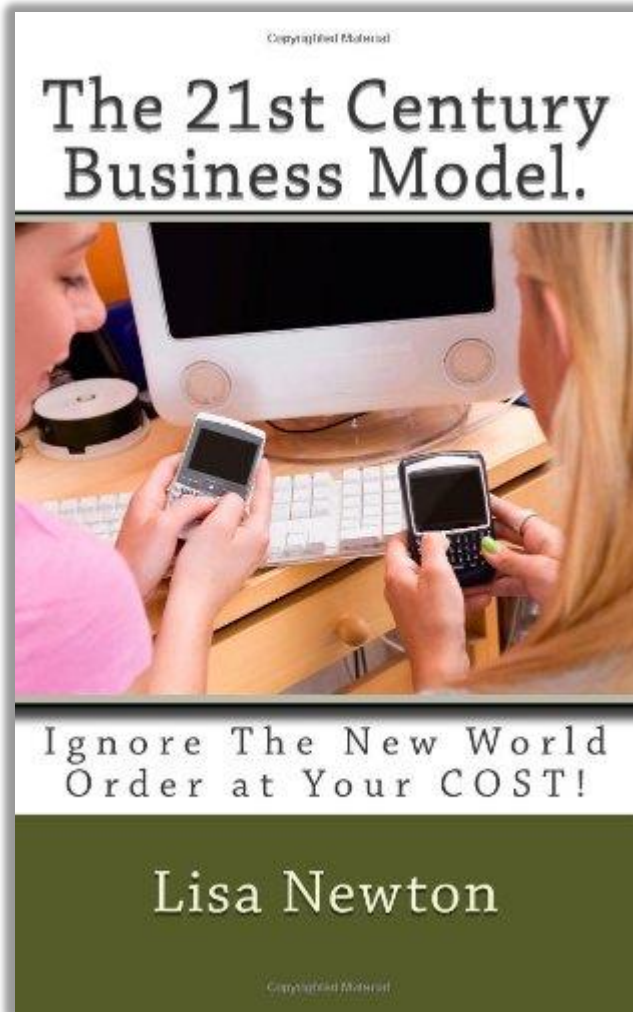


Change the cover

Do a revised second edition

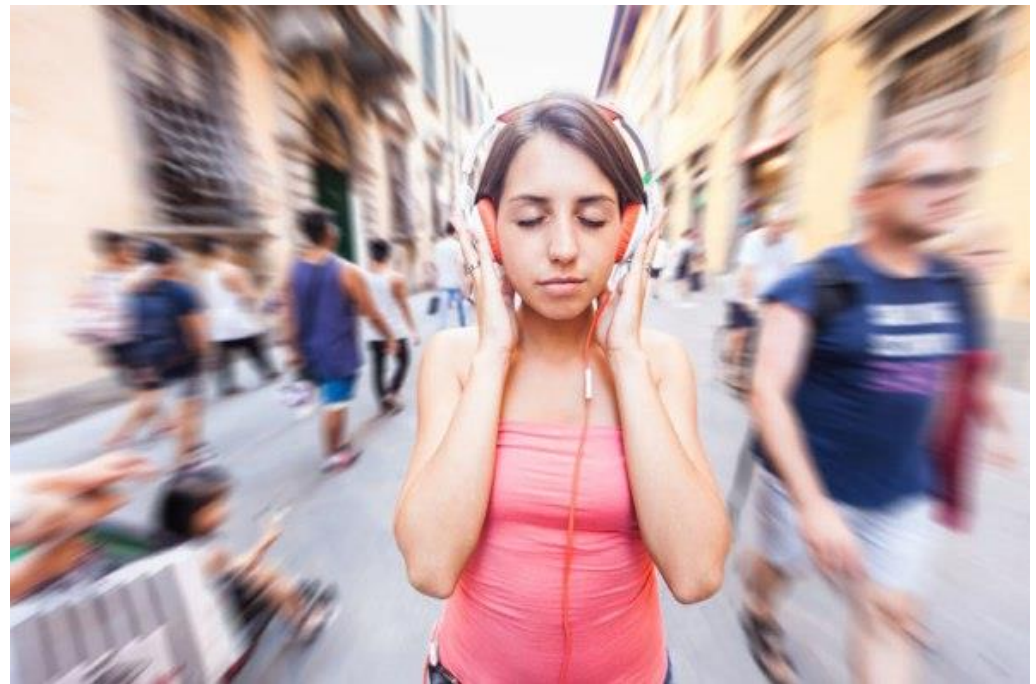
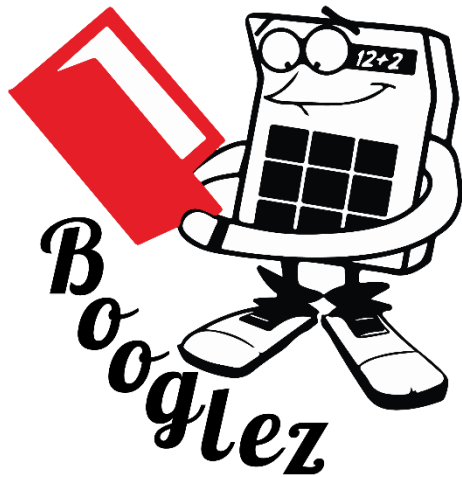


And even change the title...



INVITE TO ALL

- Tune in: The Authors Podcast (get inspired)
- Come on the show!



All Programmes Ideal For

- Non-fiction writers
- Started or want to start
- SERIOUS about getting the book done!



Thank you!



www.Udemy.com/WriteABook

~~£74.99~~ OFFER: **£11.99** – ONLINE COURSE

How To Write A Book



lisa_newton1



Instagram



booglesb



MsLisaNewton



The Authors Podcast



Booglez.com

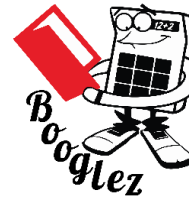
WriteABook.net



lisa@lisanewton.co.uk



thank you!



wework