



Writing an eBook in 3 Days or Less with just 12 Hours of Writing Time!

Instructional Call 4

Call to Action

Before you write figure out your call to action

Questions to answer:

1. Would your buyers need help to consume the information in your ebook?
2. What would your buyers need next AFTER consuming the information in your ebook that you can offer?
3. Is it a free offer or a for-profit offer? (You'll get a lot more people downloading it if it's free. But you can make money

with the right offer.

Free Offers

1. Free audio version of the same material
2. Free mini-course that embellishes on the same subject

For Profit Offers

Make it \$100 or less. (\$97 works well)

Put a video on your sales page to increase sales

If you don't have a follow-up program, you can do this:

1. Take one chapter of your ebook, add more material to it and turn it into an audio program.
2. Create a webinar of the same material
3. Add a transcript
4. Add a mind map
5. Add instructional videos (optional)

Charge \$97 for it!

For a home-study program beyond this call to action do this:

Add more juicy information to your ebook content and record it as modules. (The easiest way to do it is in Instant Teleseminar at www.instantteleseminarsnow.com

(Go though my link and I will give you an interview I did with the Instant Teleseminar team. Just let us know you went through us at info@thebookcoach.com Thanks!)

Give it live first as a group workshop and you'll get paid to create it!

You can also offer one-on-one coaching following the syllabus in your Table of Contents!

Time to Write!

Where?

How?

When?

Where to write:

Pick a comfortable spot to write from

Hydrate

Loosen up before you write to relax

Don't overload on carbs: Eat a low glycemic carbohydrate diet for energy

How to Write

- Sit down and write a stream of consciousness 3 pages a day
- Empty all your distracting thoughts onto paper
You can do this daily beyond the class if you want
(It's from The Artist's Way)
- Go with the flow

Mechanics of Writing

-Type it on a computer or typewriter

-Write with pen and paper

- Talk into a tape recorder
- Use a voice-activated program like Dragon Speak Naturally
- Give a teleseminar-have it transcribed
- Talk it to a friend

72-Hour System Rules

- Write with your heart, edit with your mind
- No judging while writing
- Do not second-guess yourself
- Do not edit while writing
- Do not use any previous research at this point
- Don't stop - if you come up with other ideas, put them in the margins or isolate them in some way and come back to them later
- Speak in the vernacular of your target market

Write the best ebook you can write, right now.
Stick to your expertise.

Write legibly so you can understand what you wrote when you go back to read it

Write new ideas in the margins or leave spaces so you can explore them later but don't go off on a tangent where you can't get back to your point.

Structuring Your eBook

-This is a 96-page template

-It is not set in stone

-Every ebook is different

-Some ebooks will be shorter, others will be longer.
(Keep it under 200 pages if at all possible.)

- Title (write it first) finished title vs. working title (do your best but don't get stuck on it.)
- 6 Chapter Headings (make up table of contents) – convey one golden nugget or key benefit per chapter (If you need more or less chapters adjust it for your ebook.)
- 6-8 points that reflect the key benefits – when you combine them all together you get the major benefit for the chapter (If you need more or less points adjust it for your ebook.)
- 2 pages-per-point

Sections

A Chronology

By Issues

Or by Categories

Timeline for Writing

- 15 minutes of continuous writing per point
(Use a timer & try to fill two pages)
- 8 points takes 2 hours to write
- So each chapter takes 2 hours to write
- Times 6 chapters = 12 hours of actual writing time
- (For an example, see Webinar 4 on Writing Your eBook)
- Break it up over three or 4 days
- 4 hours per day of writing max
- Break for 10 minutes to half an hour or whatever works for you
between each hour of writing
- Break after 2 hours for an extended period of time; eat and relax

What To Do If You Get Stuck

Breathe and see if you can come up with more
Stop writing and make a note to come back and fill it in later

Call me! 818 970-6132 if you are in Platinum or Platinum Plus,
email me if you are in Gold at info@thebookcoach.com

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