



SEAN WILLARD

HAVE A LIFE ATTACK

PLANNER:

HOW TO WRITE A
BOOK WHEN YOU
DON'T HAVE TIME
TO WRITE

*Please note this is NOT for resale or giveaway.



INTRODUCTION

Hey my friend, greetings from beautiful Franschhoek, South Africa!

I'm curious, how long have you wanted to write a book? Not only is becoming a published author such a great goal and an instant credibility boost when that book hits the market, it can be life changing - both for you AND your readers!

Before we jump ahead of ourselves we need to actually WRITE the book. If you're a fellow solopreneur, I know firsthand how crunched for time you are during your week.

I don't want your book dream to die so I've created this planner especially for you, the busy solopreneur who wants to write a book but doesn't have the time.

Let me share something: "Not having time" is really just an excuse. You are certainly capable of finding the time; of prioritizing your days so that you have plenty of time to write. But I know what it's like to get caught up in the everyday tasks of having to build your business. You probably feel as though you don't have the time to write and anyway, how do I even start this journey?

I've put my best kept secrets in this planner. If you have a packed schedule, the best thing you can do is create a plan for getting this book done. Then when you see how simple you can make the process, you'll be ready to write your next one.

Are you ready to get started? Let's get to planning!



STEP ONE: CHOOSE A NO-BRAINER BOOK TOPIC & GET CLEAR ON YOUR BOOK'S BIG MESSAGE

Whether you have a million book ideas or can't drum up a single one, it's important to start out by getting clear on what your book is all about. Even the best fictional novels have a clear story arc and being clear and committed to your singular topic is even more important in a non-fiction book. Otherwise, confused readers will likely put the book down and wonder if you're truly the expert you claim to be.

When you have very little time to write your book, it's best to start with 'the 3 P's' and choose a topic that you're:

- Familiar with (potential)
- Passionate about (purpose)
- Confident will sell (profitable)

Familiarity will help the writing flow so you can accomplish more in the little time you have. Passion will fuel your desire to sit down and write. Confidence will motivate you to get out and market your book when it's complete.

Other questions to ask yourself before settling on your book topic:

- What's my #1 area of expertise?
- What do I want to be known for?
- What is the biggest struggle my ideal clients (avatar) or customers have currently?
- What story or message do I want to shout from the rooftops?
- Will I be okay speaking on this subject for months or years to come? (Your book topic often positions your speaking platform), For me, it was all about *Finding your Purpose*.
- What do I feel is important to share with my audience?
- Will I be able to effectively bring this topic to life and provide readers with what they need? (Answer this one objectively and push any limiting beliefs to the side)
- What results or outcome can readers expect to receive from the book?
- What do readers need to know, understand, or do to get those results?

This last question can help you decide what information to actually include in your book to help them get their desired result. Your book may be the first introduction to new people in your audience, so add massive value. Of course, it's fine to leave your readers wanting a little more



from you (i.e., next book, hiring you to speak, coach or consult, etc.), but always deliver your very best because this book will open massive doors for you to impact even more lives.

If these questions sound familiar, you're right. They are the same questions you'd ask before creating a product. Every product you sell – including this book – is a reflection of you and your business, so it makes sense that you'd ask the same questions.

The first exercise is all about brainstorming book topics. You'll see two different worksheets – one with columns and one with a Venn Diagram (three intersecting circles). Write down topics you're familiar with in one column or circle, passionate about/want to write about in another circle, and what you're sure will sell in the third. The Venn Diagram will allow you to see where these three topics overlap.

Pick a topic from that category that seems most interesting or exciting to you. And bam! Book topic decided.

The second exercise is about asking your audience to choose one of your three favorite topics. Not only is this a fun engagement exercise but it helps move you out of analysis paralysis and into writing.

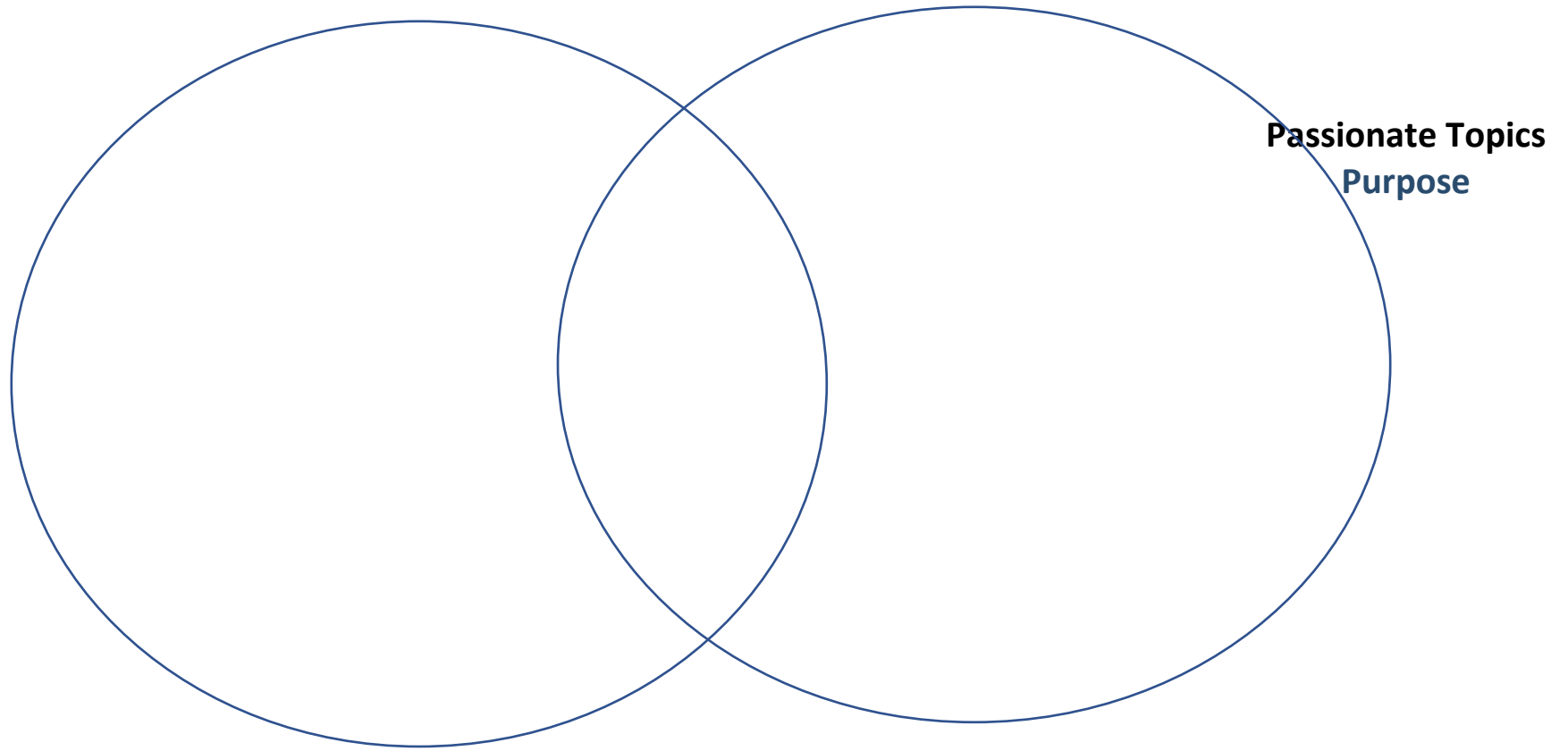
Our last exercise in Step One is writing a one-sentence statement that describes what your book is about, who it's for, and what they'll learn by the end of it. This may change as you get deeper into the writing but it's important to do this now so you start writing with a set theme to your book.

EXERCISE: Brainstorm book topics.

On the next page, choose the chart that works best for you and start filling in topics you're familiar with, topics you're passionate about, and topics you're sure will sell.

P.S. I Love the Venn Diagram, but that's just me:)

Potential, Purpose, and Profitability - where these 3 intersect is the sweet spot!



**Passionate Topics
Purpose**

| | | |
|--|--|--|
| | | |
|--|--|--|

**Familiar Topics
Potential**



EXERCISE: Struggling with the

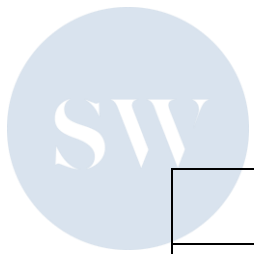
“sure to sell” bit?



PLANNER: How to Write a Book When You Don't Have Time to Write

Use these questions to survey your clients, customers, email subscribers and/or your social media following to help them choose your next topic. Chart the results.

| Survey/Poll Questions | Results |
|--|---------|
| What is your biggest struggle? | |
| Which of these topics resonates with you the most? 1. 2. 3. | |
| What topic or problem area would YOU like me to discuss in my next book? | |
| <i>Brainstorm your own questions here.</i> | |



PLANNER: How to Write a Book When You Don't Have Time to Write

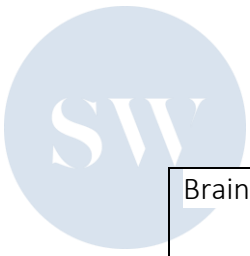
| Survey/Poll Questions | Results |
|-----------------------|---------|
| | |
| | |
| | |
| | |



EXERCISE: Write a one-sentence statement that describes what your book is about, who it's for and what they'll learn by the end of it.

Consider this your condensed elevator speech for your book. The more concise, the better as it will be easier to remember as you write and tell people about this new venture.

| My One Sentence Statement |
|---------------------------|
| My book is about... |
| My book is for... |
| My readers will learn... |



Brainstorm the final summary sentence here...



STEP TWO: BRAIN DUMP YOUR BRILLIANCE & CRAFT COMPELLING CHAPTER IDEAS

Many entrepreneurs have ideas swirling in their brains day and night, thus making it slightly difficult to focus on just one topic or project at a time. If you have too many ideas in your own brain, employ the 'brain dump' method into your weekly routine.

Brain dumping simply means writing down all the ideas in your head. Maybe you've got personal errands mixed around in there, too. Dump those ideas out onto a to-do list and keep your other ideas in a separate list. This brain dump list is the basis for planning out what you actually want to say and include in your book.

Most importantly, keep your big book idea foremost in your mind when planning. You're going to use the rest of your book to help your reader get from where they are to where you want them to be. Also keep their pain points in mind because your book's promise should be to answer those questions and/or solve that problem. This might be taking them through an actual process, or it might be more about helping them experience a mindset shift around your topic of expertise.

For example, if you're a podcast producer looking to teach beginner podcasters how to launch their first podcast, then each chapter within the book would take the reader through the process. Chapter 1 might be titled, "Choosing Your Podcast Name" and Chapter 15 might be, "Marketing Your Podcast". All the other important processes in between would have their own chapter titles.

Or you might craft your book around WHY every small business owner needs a podcast. You're not walking them through a process but rather helping them see the benefits in podcasting, or maybe busting popular myths about podcasting. Instead of teaching them a process, you're enabling a shift in mindset.

There's no right or wrong way to do this. In fact, there are about a million different ways to get the inspiration and structure you need for your book and you should just choose whatever feels right to you.

You can also create a mind map, use an Excel spreadsheet, post-it notes, an art journal, or use a big old white board (my favourite), to get your ideas out of your head. The best medium or format is the one you'll use consistently.



Your **first exercise** in this step is a simple brain dump. Use this space to brainstorm ANYTHING and EVERYTHING you might want to include in your book. Don't edit yourself yet (that comes later). You'll also see some prompts that can help spur those creative juices.

The **second exercise** is about choosing your chapters. Your exact chapter titles don't have to be decided right now but mapping out what you want to talk about in which order is certainly helpful. There are no strict rules about how many chapters you can include in your book, although some sources (ScribeMedia.com) say most nonfiction books are between 5-20 chapters, so you can use that as a rough number.

Write down the tentative title and/or big topic of each chapter. Make sure each chapter is making one main point and not covering too much information. (Chapters are great because they divide your book into easily digestible chunks for people, so they actually get through your book and get the transformation.

In the **third exercise**, you'll brainstorm the stories and research you'll need to create supporting evidence for each chapter. Since each chapter will have its own big idea, you'll then spend your chapter 'backing up' that big idea with stories and research – either your own or from others. As you start fleshing this out, make sure to include information, stats, or stories from the following:

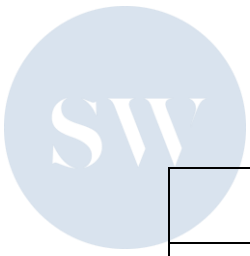
- Client case studies
- Personal stories from your own life
- Quotes from others
- Statistics and research papers from others (or yourself, of course!)
- Other books
- Magazine or news articles on your topic(s) or related topic

Remember, these ideas are fluid, so they can be changed and adapted once you start writing.

EXERCISE: Brain dump.

Use the space on the net page to brainstorm ANYTHING and EVERYTHING you might want to include in your book.





What do I want to include in my book?

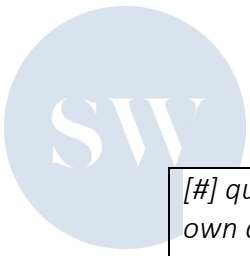
A large, empty rectangular box with a black border, intended for the user to write their response to the question above.





Journal Prompts to Aide Brainstorming

Your signature process. Each chapter of your book is focused on one part of the process.

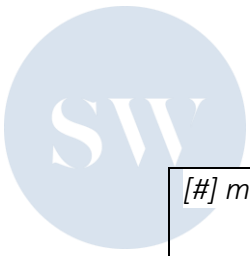


[#] questions people ask about your topic of expertise. Each question—and answer becomes its own chapter.



The [#] steps to achieve [outcome]. What exact steps would you need to take someone through to get from where they are, to where they want to be by the end of your book)?

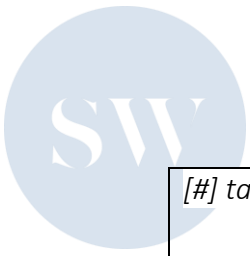
[#] lessons the road to [outcome]



[#] misconceptions about [your topic]—and the truth

[#] lessons you'd tell yourself if you were starting over in [your topic of expertise]





[#] taboo topics when it comes to [outcome]

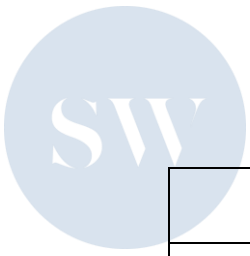
[#] mistakes most people make when starting to [outcome/topic of expertise]



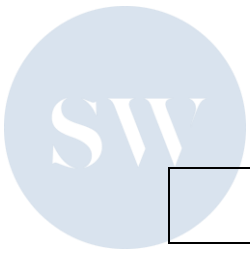


EXERCISE: Choose your chapters.

It's time to narrow down your ideas so you know exactly what you're going to be writing about. Write down the tentative title and/or big topic of each chapter.



| My Chapters |
|-------------|
| Chapter 1: |
| Chapter 2: |
| Chapter 3: |
| Chapter 4: |
| Chapter 5: |
| Chapter 6: |
| Chapter 7: |



Brainstorming Space for Chapter Ideas



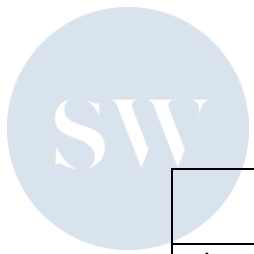
A large, empty rectangular box with a thin black border, intended for writing or planning.





EXERCISE: Brainstorm the stories and research you'll need to create supporting evidence for each chapter.

Think about stories or research and statistics you'll want or need for each chapter.



My Supporting Evidence

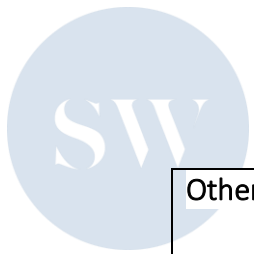
Client case studies:

Personal stories from your own life:



Quotes from others:

Statistics and research papers from others (or yourself):



Other books:

Magazine or news articles on your topic(s) or related topic:



STEP THREE: CRAFT A SHORT, SIMPLE OUTLINE FOR EASY-BREEZY BOOK WRITING

Writing is a unique process and there's no 'right' or 'wrong' way to do it. However, most writers benefit from creating at least a loose outline before trying to write an entire book. Consider this a roadmap for your book. Mapping out an outline allows you to move chapters around so they make more sense and prevents you from adding extraneous stories, stats, or information that doesn't directly relate to your main topic.

That said, an outline is fluid and can be adjusted but seeing it in front of you will help you stay on track instead of veering off into tangents.

Traditional outlines include: A table of contents, chapter titles or main points, and any number of bullet points under each chapter that support that chapter's main point.

What are these bullet points, exactly? Include any explanation, discussions, statistics, and information you need or want to include to explain what the chapter is about. Include supporting stories and research plus bullet points for THESE points you're making.

If you ever find yourself getting off track or feeling like you're including too much or too little in a chapter, ask yourself what your reader absolutely must know by the end of each chapter in order to make progress. Those are the points you should include and save the other stuff for another project.

When your outline is complete, go back over it and see if it flows from start to finish. Feel free to move things around, like switching chapters from one place to another or moving bullet points from one chapter to another where it makes more sense. The outline flow should feel easy and connected.

Remember this isn't set in stone, but rather to ensure you get it all down on paper and you don't 'forget' anything when you get to actually writing. You can continue updating this outline as you write and think of any new ideas you might want to include.

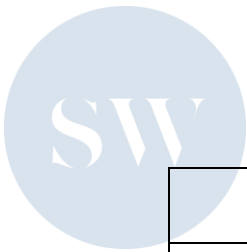
This exercise is about organizing your thoughts into an outline. Use your topic and chapter ideas from the previous exercises and start adding bullet points.

EXERCISE: Write a simple chapter outline.



PLANNER: How to Write a Book When You Don't Have Time to Write

Use the chart on the next page to write your chapter titles, bullet points, and research from the previous exercises.



| My Book Outline | |
|--|---|
| Chapter 1: (insert your title here) | <i>List your bullet points here:</i> <ul style="list-style-type: none">••••••••• |
| Chapter 2: (insert your title here) | <i>List your bullet points here:</i> <ul style="list-style-type: none">••••••••• |
| Chapter 3: (insert your title here) | <i>List your bullet points here:</i> <ul style="list-style-type: none">••••••••• |



| | |
|--|---|
| <p>Chapter 4: (insert your title here)</p> | <p><i>List your bullet points here:</i></p> <ul style="list-style-type: none">••••••••• |
| <p>Chapter 5: (insert your title here)</p> | <p><i>List your bullet points here:</i></p> <ul style="list-style-type: none">••••••••• |
| <p>Chapter 6: (insert your title here)</p> | <p><i>List your bullet points here:</i></p> <ul style="list-style-type: none">••••••••• |



STEP FOUR: DECIDE ON A REALISTIC DAILY (OR WEEKLY) WORD COUNT AND DEADLINE

As with most goals, the end goal – the ultimate prize – often seems daunting and unattainable. However, if you break down an ultimate goal into smaller milestone goals, all of a sudden your BIG goal seems within reach.

When it comes to writing a book, the idea of writing an ENTIRE book might make you sweat. Most writers will choose a daily or weekly word count in order to hit their deadlines. While there are no hard and fast rules about how long books should be, here are a few general guidelines to consider in setting your writing goals:

- Most short eBooks are about 20,000 words and take a reader 1-2 hours
- Longer nonfiction books are 40,000-60,000 words and take a reader 3-4 hours
- A ‘typical’ chapter is 5,000 words

If you’re looking to write your book as fast as possible, [NaNoWriMo](#) (an event that happens each November where participants write an average of 1,667 words/day and complete a 50,000-word book in a month), you’d need to hit the following word counts:

- 9,000-15,000 words per week
- 35,000-50,000 words per month

Use these as estimates for setting your own goals. Of course, your book might be longer or shorter than what’s listed here. If you can clearly explain your thoughts and help your readers transform in fewer words, that’s fine. It’s also fine if you use more words, so long as your book isn’t stuffed with a ‘word salad’ that doesn’t have any value or meaning. Use as many words as necessary to express your thoughts.

In your **first exercise**, you’re setting a target deadline for having the first draft of your book complete. To be successful with this project, it’s imperative that you set a realistic goal. Giving yourself two weeks to write a draft in the middle of the holiday season when you stress out normally about writing a blog post will most likely cause you to throw the computer out the window in despair. Check your calendar, evaluate how you feel about writing in general (i.e., can you bear to sit at your computer and focus on writing every day?) and build in some extra time in case an emergency arises – or if you have unexpected guests arriving for a long weekend stay.



The **second exercise** is a writing test. I won't be grading you on your content but it's a private test to see how fast you can write. There's no passing or failing this test but it will help you create a realistic timeline for getting your draft finished. Choose a topic related to your book and write for an hour (without editing). Then, use the "Word Count" feature to find out how many words you wrote in an hour.

This **last exercise** is committing to a daily word count. If you don't see yourself sitting down to write on a daily basis, choose a weekly word count instead. Consider your coaching schedule as well as your family obligations. I'm a big fan of time blocking, so block off time on your calendar to write; and make this commitment non-negotiable (which means tell your spouse, partner, family, friends, clients, etc.)

Lastly, celebrate your small wins. Celebrate when the week closes out and you've reached (or surpassed) your word count goal. Celebrate when you finish chapters. Celebrate when you look forward to your writing sessions. You don't need to wait until your book launch to celebrate!

EXERCISE: Set a target draft for having your first draft finished.

When do you ideally want to have your entire book done? Choose a launch date, then work backwards – looking at your calendar – and choose a realistic date for finishing your first draft.

| First Draft Deadline | |
|--|--|
| When do I want to LAUNCH my finished book? | |



PLANNER: How to Write a Book When You Don't Have Time to Write

| | |
|--|---|
| <p>Are there any activities, events, seasonal events, or holidays between now and my launch date?</p> | <p><i>If yes, list them all here with dates:</i></p> |
| <p>Do I have the desire to write daily or do I want to pick and choose the days I write? <i>(I prefer the daily idea – consistency is key)</i></p> | |
| <p>I will need to make edits. How much time do I need to reread my book, take editing notes, and make changes?</p> | <p><i>Estimate how many days you'll need for each task.</i></p> <p>Reread book:</p> <p>Make changes:</p> <p>Reread final draft:</p> |



| | |
|---|--|
| <p>Do I have the budget and/or desire to hire an editor and/or proofreader?</p> <p>Add extra time for their turnaround.</p> | |
| <p>I COMMIT TO HAVING MY FIRST DRAFT COMPLETED BY:</p> | |



EXERCISE: Test how fast you write.

Write for an hour (without editing) on a topic related to your book. Then, use the “Word Count” feature to find out how many words you wrote in an hour. Write for a second hour (it can be on a different day), use the Word Count feature, then take the average of the two numbers for an accurate estimate.

| My Timed Writing Test | |
|-----------------------|---|
| Article 1 | Word Count in 1 hour: |
| Article 2 | Word Count in 1 hour: |
| My Writing Average | Article 1 Word Count + Article 2 Word Count = Total Word Count / 2 articles = |



EXERCISE: Choose your daily word count.

If a daily word count doesn't make sense for you, choose a weekly word count instead. Write it down and commit to it.

| | |
|---|--|
| My Average Word Count | _____ per hour |
| How much time can I commit to writing each day? | 1 hour = _____ words 2 hours = _____ words 3 hours = _____ words |



| | |
|---|--|
| <p>How many days per week do I want to write?</p> <p>(Take your total from the box above and multiply that by the number of days you want to write, giving you a weekly word count total)</p> | <p>1 day = _____ words</p> <p>2 days = _____ words</p> <p>3 days = _____ words</p> <p>4 days = _____ words</p> <p>5 days = _____ words</p> <p>6 days = _____ words</p> <p>7 days = _____ words</p> |
| <p>I COMMIT TO WRITING</p> | <p>_____ words daily OR</p> <p>_____ words weekly</p> |

STEP FIVE: NAIL DOWN A WRITING SCHEDULE FOR WHIPPING UP YOUR BOOK (FAST)

When you're working toward a large, stretchy goal – such as writing a book – it's wise to get yourself into a routine so you build consistent progress on a daily basis. In this case, setting aside time each day or week to write is essential to finishing on time and getting your book launched.

Ideally, you'd be able to set a writing schedule where you work on set days, for a set number of hours, every week. After a week or two, it will become second nature to sit at your computer and get into book writing mode. If your schedule changes from day to day, carve out time at the beginning of each week and schedule those writing blocks in so you can still meet your weekly word count goal.



During each session, you'll start by editing what you wrote the session before, then write for the set amount of hours you're set aside until you're done. You'll edit and write on the same day, but you won't write and edit the same content on the same day. For instance, you'll start off writing on Monday and when you sit down on Tuesday, you'll edit Monday's text before writing the next section. This will make it easier to be objective and spot mistakes.

A solid writing routine will include:

- Knowing when and where you're going to write
- Choosing ONE place where you exclusively write this book
- Eliminating all distractions during this time

Choosing one place to write is simply part of the routine you're developing. You're training your mind that when you sit down at this time, it's time to write and to focus on your outline and how you can serve your readers. Eliminating distractions may seem obvious but be diligent about turning off your notifications, closing extra windows, and turning your phone to *Do Not Disturb* mode. Go a step further and put your phone in another room so you're not tempted to take a look at it.

In your **first exercise**, you'll work on creating a weekly writing schedule. Look at your calendar and start blocking off time for your non-negotiable items. If you use an online digital calendar, you can create different colors for different activities.

Now take a look and see what time blocks are left open for writing. If it's the same time every day, wonderful! That makes it extra easy to remember. If you need to get up early or stay up late to write, that's perfectly fine. So long as you're putting in the effort instead of making excuses for not writing.

When necessary, be creative about your schedule. For example, if you go to the gym every Monday, Wednesday and Friday morning, maybe you choose to write on Tuesday and Thursday morning at the same time you'd normally go to the gym on the other days. Even if all you can carve out is 20 minutes per week, you can still get it into your calendar—and adjust your word count accordingly. You can use this time to write or edit.

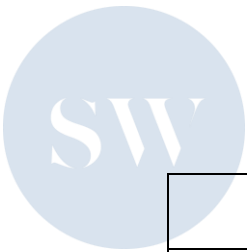


Your second exercise in this section is about tracking your progress. Remember when I said earlier to celebrate your small wins? Reaching your word count goal is worth celebrating so create a spreadsheet to track your progress for each completed writing session. Include the date and the number of words you managed to write. This will keep not only keep you accountable, but you'll also be able to 'see' the fruits of your labor. (**Hot tip:** Some writing apps will allow you to set a word count goal!)

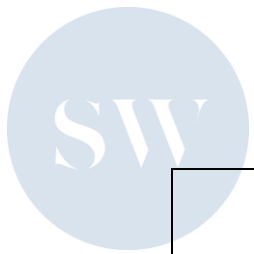
EXERCISE: Create your weekly writing schedule.

Create a calendar that has your business commitments plus your non-negotiable activities. What days of the week can you carve out for writing? What times?

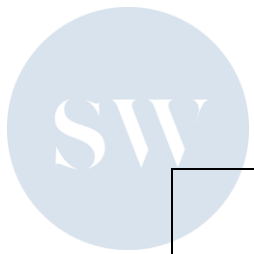
Use the worksheet on the next page or use your favorite digital calendar.



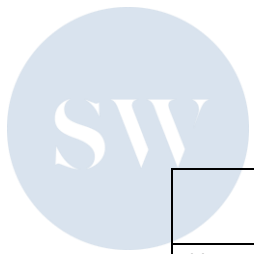
| My Weekly Writing Schedule | | |
|----------------------------|---------------------------------|----------------|
| Day | Non-Negotiable Activities/Times | Writing Blocks |
| Sunday | | |
| Monday | | |



| | | |
|---------|--|--|
| Tuesday | | |
|---------|--|--|



| | | |
|-----------|--|--|
| Wednesday | | |
| Thursday | | |
| Friday | | |
| Saturday | | |

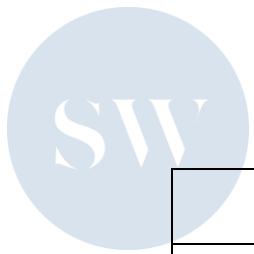


Brainstorming Notes

How can you be creative in scheduling your writing time? Do you have a backup plan in case of emergency?

EXERCISE: Track your progress.

Create a spreadsheet to track your progress for each completed writing session. Include the date and the number of words you managed to write. This will not only keep you accountable, but you'll also be able to 'see' the fruits of your labor.



| Word Count Tracker | | | | | | | | |
|--------------------|--------|--------|--------|--------|--------|--------|-----------------|---------------|
| Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Weekly Subtotal | |
| | | | | | | | | |
| Day 8 | Day 9 | Day 10 | Day 11 | Day 12 | Day 13 | Day 14 | | |
| | | | | | | | | |
| Day 15 | Day 16 | Day 17 | Day 18 | Day 19 | Day 20 | Day 21 | | |
| | | | | | | | | |
| Day 22 | Day 23 | Day 24 | Day 25 | Day 26 | Day 27 | Day 28 | | |
| | | | | | | | | |
| Day 29 | Day 30 | Day 31 | | | | | | Monthly Total |
| | | | | | | | | |

STEP SIX: CULL & CURATE YOUR CURRENT CONTENT (SO YOU'RE NOT WRITING FROM SCRATCH FOR NO REASON!)

As you start to craft your outline and/or writing your actual book, you might realize that you've actually already written (or talked, blogged or tweeted about!) some of the topics you want to cover. Makes sense as this is your expertise.

So why not reuse some of that content? As long as it's still relevant to the topic of your book, pick and choose from your older content and incorporate all that juicy information into the book. Talk about a major shortcut!

Another shortcut is hiring a VA to do the searching for you. Once you have your outline in place, enlist your VA to find it for you and insert it right into your draft. You'll still need to edit, of course, and you will want to do some rewriting and updating, but this is a way to combine all of that content you've already published into one place.

Think of the time saved from doing this. You can still write to meet your goals while your VA gathers your content. Getting twice as much done in the same timeframe is gold for a solopreneur. This is where your outsourcing investment really pays off.

In this exercise, you're looking for only previously published content that is relevant to your book. Either make a list of the content you already know exists that might be relevant (which you'll need to actually visit later), or you can start searching through your own content.

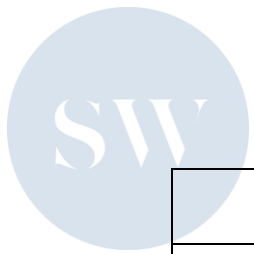
Think about talks & training you've done, e-books and lead magnets, email newsletters, social media posts in addition to paid content or programs. (Yes, it's okay to pull content from your paid programs and put them into your book). You'll also want to think about any audio or video content you've created for your own business (your own podcast or YouTube channel, or Reels videos) or others (podcast interviews, guest expert classes, etc.)

You might find that you've actually already written large chunks of the book you want to write.

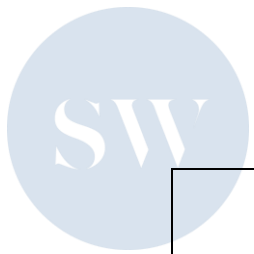
EXERCISE: Locate relevant content and insert it into your outline.

Use the chart on the next page to make a list of previously published content that has the same theme as your book. Stick to the outline so you don't add extraneous material.

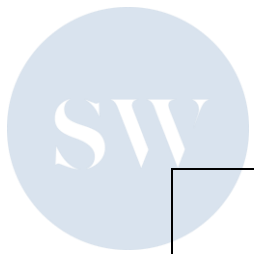




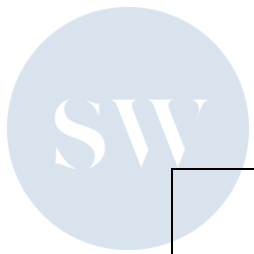
| My Content Inventory | |
|----------------------|--|
| My Book Title/Topic: | |
| Blog Posts | <i>Insert the location or URL of each title.</i> |
| Videos | |



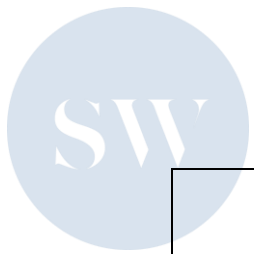
| | |
|-------------------------------|--|
| Audios (including interviews) | |
|-------------------------------|--|



| | |
|-------------------|--|
| eBooks | |
| Lead Magnets | |
| Email Newsletters | |



| | |
|---|--|
| Social Media Posts | |
| Paid Programs | |
| Your Guest Appearances on Other's People's Podcasts, Blogs, Videos, etc. | |
| Brainstorming Notes | |



A large, empty rectangular box with a thin black border, intended for writing or planning.

STEP SEVEN: DRAFT YOUR BOOK DIGITALLY AND/OR ON THE GO

While ideally you'll be able to hit your desk to write a certain amount of hours per day or week, the truth is, this isn't always possible. Life gets in the way sometimes and the best of intentions are crushed.

But have no fear...you will not fall victim to emergencies, illness, or other silly life entanglements. The good news is, there is another way that's been proven to work for many authors: **writing their book on their phone or tablet.**

Yes, you read that right. There's literally no right or wrong way to write your book. It's all about finding what works for you! Even if you think, "There's no way I'll write on my phone," I urge you to take these steps to ensure your outline and draft are saved in the cloud and that you know how to access them on different devices. It's better to be prepared with a backup and never need it rather than need it and be without.

Use a cloud-based writing tool like Google Docs that you can use on multiple devices. You can create a Book Folder and keep your outline and draft together. Open the file on your chosen devices and save those passwords for future access.

NOTE: Some authors choose to write their actual book right in their outline. Others prefer to create a FRESH document for writing their actual book. Choose what works best for you!

Now that you have access to your draft across multiple devices, you have the freedom to write during stolen moments, including at your child's sports practice, lunch times, or when you escape to the coffee shop for some time out:)

This **first exercise** is about researching the best cloud-based writing service for you. Compare features, ease of use, and budget. Once you've chosen a platform, move your outline so you can start writing from there.

In your **second exercise**, you'll brainstorm 'stolen moments' you have in your usual week. When do you have a small pocket of open time that you could dedicate to writing? Thinking about these moments in advance can help you remember when the time comes. Of course, you can always write during unplanned stolen moments as well (and you often will).

EXERCISE: Research and decide on the best cloud-based writing service for you.



PLANNER: How to Write a Book When You Don't Have Time to Write

Use the chart on the next page to take notes. Once decided, move your outline so you can start writing from there.

| Cloud-Based Writing Services | |
|------------------------------|--|
| Google Docs | <i>List the features & budget:</i> |
| Novlr | |
| Scrivener | |
| Other: | |

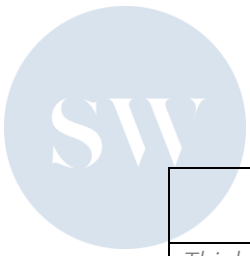


| | |
|--------|--|
| Other: | |
|--------|--|



EXERCISE: Brainstorm 'stolen moments' you have in your usual week.

When do you have a small pocket of open time, that you could dedicate to your book? Thinking about these moments in advance can help you remember when the time comes.



My Stolen Moments

Think about your day from start to finish. Do you want to wake up early to get writing done? Do the kids have appointments/classes/activities on the same days? Do you want to stay up after they are in bed? Be creative!



STEP EIGHT: TALK (& TRANSCRIBE) YOUR BRILLIANCE INSTEAD (AND SKIP 'WRITING' ALTOGETHER!)

If you're a natural-born chatterbox who hates to write (*'hello, anyone else out there?'*), another hack for writing a book is to skip the writing altogether and voice record your book instead. There are multiple ways you could do this, including:

- On your phone (voice-to-text in your Notes app, then copy it into your outline)
- In Google Docs (using "Voice Typing") or another similar feature
- Recording yourself on Zoom, Screencast or Loom (or another similar feature—even QuickTime will do), then having the audio transcribed ([Rev.com](https://www.rev.com) is one paid option, [Otter.ai](https://otter.ai) has a free version – *amazing tool this!*)

You can even have someone else interview you, if talking to yourself on Zoom feels weird.

Once you receive your transcript, you'll edit from that first while you pick and choose which parts to include in the book. Even though you're an expert, always edit your transcript. You might think of a different way to explain things or maybe you included a rant that doesn't have a place in your book. Make your edits, copy and paste into the working manuscript, then continue recording (or writing) the next chapter.

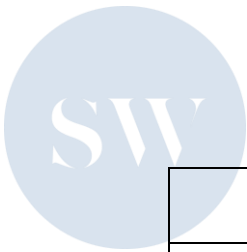
The beauty is you can switch between transcription and writing fairly easily. Transcribing is another option if you really don't like typing on your phone but want to make the most of your time away from your computer. Additional editing might be necessary as our speaking tone often doesn't match our writing tone but in the long run, you'll still save time with transcription.

In this exercise, you'll experiment with recording your voice with each of the dictation options listed above. Try speaking one piece of your outline or recite the whole thing. Does one option feel good and natural for you? Do you like how the transcription came out? Weigh the pros and cons of each, then decide if you'll use one either during your regular writing schedule or those 'stolen moments' moving forward.

EXERCISE: Experiment!



It's not everyone's 'jam' to speak—like it's not everyone's 'jam' to write. Experiment using each option above and decide which one feels most natural and easy to use. Use the worksheet on the next page to take notes.



| My Dictation Notes | |
|---|-------|
| Test Options | Notes |
| <p>Voice to text phone app</p> <ul style="list-style-type: none">• What worked?• What didn't work?• Was it easy to use?• Where did the audio get filed?• What are the next steps after recording? | |
| <p>Voice Typing in Google Docs</p> <ul style="list-style-type: none">• What worked?• What didn't work?• Was it easy to use?• Where did the audio get filed?• What are the next steps after recording? | |





| | |
|--|--|
| <p>Video Recording via Zoom, Screencast or Loom</p> <ul style="list-style-type: none">• What worked?• What didn't work?• Was it easy to use?• Where did the audio get filed?• What are the next steps after recording? | |
| <p>Other Recording/Transcription Options</p> <ul style="list-style-type: none">• What worked?• What didn't work?• Was it easy to use?• Where did the audio get filed?• What are the next steps after recording? | |



STEP NINE: DRIP IT OUT AS CUSTOM (PAID OR UNPAID) CONTENT, WEEK-BY-WEEK

Book publishing has changed dramatically over the years. Once upon a time the only way to get published was if a traditional book publisher liked your manuscript. Then along came Amazon and the advent of self-publishing. (I self-published with Balboa press to start before being signed by a publisher in the sub-continent).

With the reach of the internet, now you can drip feed your content to your readers before your book is even finished.

Releasing your book chapter by chapter is another hack to get your book done quickly because it takes the pressure off from having to write a whole book at once. Much like concentrating on the word counts in earlier exercises, focusing on each chapter allows you to set shorter, seemingly more manageable goals. Plus, you'll be able to start collecting feedback on your writing right away.

Does this seem counter-intuitive? Isn't it more profitable to write the book then sell it?

Dripping your book content is simply a marketing ploy. Yes, you're essentially giving it away to readers but you can promote this as a "sneak peek" or "exclusive" offer. When the book is complete, you remove this free content and readers now have the full book to purchase for years to come.

Your advance readers can also help create buzz around your book launch and are prime candidates for giving a testimonial or review.

There are quite a few ways you could drip out your content to readers, including:

1. **Amazon Kindle Singles.** If you don't have a full-length book yet, but rather a chapter (or almost-book), you can publish a Kindle Single that is 10,000 to 30,000 words. (Most typical chapters are around 5,000 words, for reference). Amazon defines a Kindle Single as, "a compelling idea – well researched, well argued, and well-illustrated – expressed at its natural length."
2. Publish your work chapter-by-chapter on Medium or another "free to write" platform.
3. Share a chapter a week or month with your email subscribers (you choose the timeline)



- 4. Write each chapter as a blog post, as part of a series. You can start or use your WordPress or Medium account to write a chapter of your book at a time. When you're done with all the chapters, you'll publish them as an eBook.
- 5. Turn your book chapters into a paid, monthly subscription or program. You might deliver the month's chapter in a colorful PDF, for example, for \$10/month until you're done. This not only gives you an incentive to finish, but it provides your audience with a "first look" at your book long before it gets published. They can also provide you with feedback to help you "hone" your book before you self-publish it another way.

Even if you don't want to drip the entire book, publish the first chapter online to give people a feel for your writing style and to introduce yourself as a qualified author.

EXERCISE: Publish your first chapter somewhere online.

This will give you a good feel for whether continuing to write this way will work for you.

| Will dripping content work for me? | |
|---|---|
| How do I feel about dripping my content – chapter by chapter – for free online? | <ul style="list-style-type: none"> ○ I like that idea. It will be a grand experiment. ○ I've already given away too much content for free; why should I give my book away, too? |



PLANNER: How to Write a Book When You Don't Have Time to Write

| | |
|---|---|
| Who do I want to read it? | <ul style="list-style-type: none">○ Everyone! ○ My email list only (exclusive offer) ○ Anyone willing to pay a subscription |
| What are the Terms of Service for Medium? | |

| | |
|--|--|
| What are the details for Kindle Singles? | |
|--|--|



| | |
|---|--|
| Will this tactic motivate me to stick with my writing commitment? | |
| Why or why not? | |

Brainstorming Notes

| |
|--|
| |
|--|



STEP TEN (OPTIONAL): HIRE A GHOSTWRITER TO FINISH YOUR BOOK SUPER FAST (AND STRESS-FREE)

If you've read all the above and still don't know if you have time to write your book, consider hiring a ghostwriter. Even with the biggest cheering squad in town, if you don't enjoy writing, this book process will turn into a real drain. *I hired a 'weaver of words' to assist me with my first book – it was super helpful!*

Ghostwriters can save the day but hiring can also be expensive. Ghostwriters will write the entirety of your book for you based on your ideas, in a voice that sounds like yours. They can also help organize your notes and your outline but that will also increase the price significantly.

After the book is written and paid for, you'll receive the rights to the book so you can publish it under your own name.

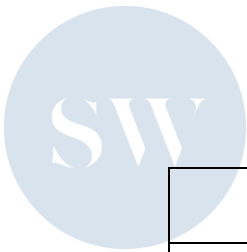
Why wouldn't a ghostwriter want credit for the book? Because they entered into the contract without any expectation of receiving credit. So long as you pay the ghostwriter and they understand the terms of your contract, the finished product is yours to do with as you like. It's no different than hiring a copywriter to write your sales page or an advertising agency creating television commercials for their clients.

In this final exercise, you'll research some outsourcing platforms. Look online and also ask for referrals. One note: Consider hiring a ghostwriter who speaks your native language fluently. This will cut down on your editing time.

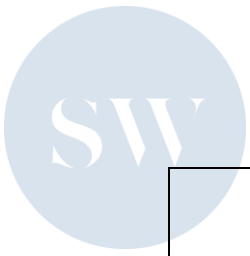
If you decide to go this route, interview multiple writers. If this book represents you and your company, each candidate should appreciate the importance of a job well done. Ask about their experience, their turnaround time, and their availability. Even if they promise your book in two weeks, they might not be available for another 9 months.

EXERCISE: Check out sites like [Upwork](#) or tap into your network to get a few ghostwriter quotes.

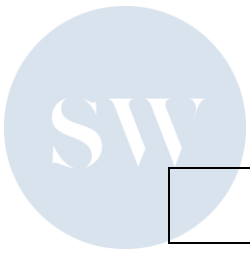
You might be able to find someone who is wanting to break into ghostwriting who will do it for a very reasonable price. Use the worksheet on the next page to take notes.



| Ghostwriter Notes | |
|---|--|
| Where can I find ghostwriters? | |
| Who do I know who uses ghostwriters? Will they give me a referral? | |
| How quickly do I want to interview these writers? | |
| Do the candidates speak and write my language fluently? | |
| How quickly can the candidates complete the manuscript? | |



| | |
|--|--|
| When is each candidate available to start? | |
|--|--|

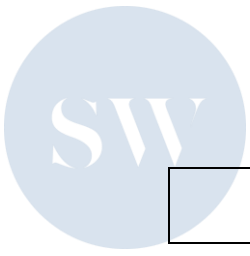


Other Interview Questions



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Brainstorming Notes



A large, empty rectangular box with a thin black border, intended for writing or planning.



To find out more, connect with me on my private [Facebook](#) group and we can set up a free info call.

Sean Willard

Speaker, Coach, Author

<https://www.facebook.com/groups/lifeattackguy/>