



ULTIMATE 48 HOUR
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THE ULTIMATE BOOK WRITING SUCCESS BLUEPRINT

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Natasa

DENMAN

My name is **Natasa Denman**, author of 14 books, multiple time Amazon Best-Selling Author and Australia's leading non-Fiction Book mentor. So far I have helped more than 700 people from all walks of life across the globe write and publish their first book.

Is WRITING a BOOK on YOUR Bucket List?

It's not too late...

Many people I know have given up on their dreams even before their 50th Birthday.

They stay in the same career or slog it out with in their business that is just scraping by all the while dreaming of DOING and BEING more.

Living a life that is unfulfilled is almost reaching epidemic proportions in today's world and that is not what I want for YOU.

If you have a burning desire to help more people, either on a local or global level and have a message to share that you know can make a difference in the lives of others, I believe it is your obligation to The Universe to share your experiences or expertise with others.

The question is, are you an action taker, or will you let self-doubt, procrastination, and perfectionism stop you in your tracks before you begin?



WHY WRITE YOUR OWN BOOK?

Before I answer that I should really first share with you who this guide is for. It is for anyone that has a story to tell, experience to share, or expertise to pass on. It will be particularly helpful if you are a speaker, trainer, coach, mentor, health professional, an educator or someone that works in a service based business.

The truth is, I know so many people who have amazing content to share, yet are so frozen by the fear of success, or not being good enough that they make any excuse as to why they don't have the 'time' or the 'money' or the need to write a book.

The let fear, procrastination, perfectionism, and imposter syndrome keep them from achieving their dreams. Once they see how their book can come together with a few easy to implement strategies, they become excited about the possibilities.

If you have been unsure on your books content, or have been worried about structure, then this resource is for you!

THERE ARE HUNDREDS OF BENEFITS TO WRITING A BOOK BUT HERE I AM GOING TO SHARE WITH YOU MY TOP 10:

- 1 A healing and cathartic experience
- 2 Increase your self confidence
- 3 Boost your credibility
- 4 Grow your business exponentially
- 5 Use it as leverage towards developing other products and systems
- 6 Get more speaking opportunities
- 7 Be invited on podcasts and other interviews
- 8 Be seen as a thought leader
- 9 Help people on a global scale
- 10 Your book becomes your 'business card on steroids'

One of the biggest reasons people don't write a book is simply because they don't know where to start. When you are doing it for the very first time you just don't know what you don't know.

Over the next pages I will be taking you through some questions and processes to get your book started.

There are 3 questions you must answer before you do anything further.

Answer those in the space provided below:

1. For what Purpose do you want to write a book?

Check your top 3 answers:

☐ Personal Project/Lifelong dream

☐ Share my knowledge/passion

☐ Make money from Book Sales

☐ Credibility

☐ Leverage

☐ Best Seller Status

☐ Positioning

☐ Lead Generation

☐ Make a difference

☐ Build my business

☐ Key Person of Influence

☐ Other: _____

2. Who is the Specific Audience for your book? Think about the exact person that will be reading your book. Are they male or female, how old are they, are they single, married, have children, key frustrations they are having, are they employed and what is their income etc.

3. What Problem is your book going to Solve?

Here you need to delve into the Top of Mind problem your Specific Audience has. For example: Those that want to lose weight have the top of mind problem of weight loss struggles.

The real underlying problem is not just about shifting their weight but also their mindset. You cannot sell mindset, but you can sell weight loss.

My favorite saying is Sell people what they WANT, Give them what they NEED! In this case they want weight loss, but they need mindset coaching. That is also why my first book was 'The 7 Ultimate Secrets to Weight Loss'.

NOW IT'S YOUR TURN:

Top of mind problem my book will be solving:

--

The very next step is to unpack your intellectual property around this topic. This will give you the Skeleton of the book and position you in a place where you can see the end in mind = Your book!

STEP 1 - I normally recommend writing a 12 Chapter book with potentially a Bonus Chapter as Chapter 13. The reason behind this is that 12 is a great chunk and works well for the average sized book which is around 160 pages. Also I think further around the leverage you can create beyond the book:

- An Online Course or program
- Keynote speeches
- Pitches to the media for publicity
- Lead Magnets and Website opt-ins
- Workshops or Seminars

If you organize the information this way, it makes it so much easier in the long run.

So lets have a play with that. Brain dump 12 Broad Topics around how you would go about solving the problem for your Specific Audience.

I am including a template I like to use when helping others with during a Book Unpack Session

When you have listed your Broad Topics in the 1-12 spots, you may find that you come up with more than the 12. Choose where those other topics will fit nicely as a sub-topic in one of the others. You will need this later in the content that you will be producing.

STEP 2 - Put your Marketing hat on and get your juices flowing around creating sexy names for your chapters. For example: Goal Setting is a Broad Topic that bores people to death.

If you changed that to Future Design it sounds more appealing and makes the reader curious to find out what is in that chapter. Make use of Hypnotic words and phrases, which you can find thousands of on Google. Have fun!

STEP 3 - Work out the logical order the reader should be experiencing the information you are sharing and enter that in the last column.

Ch	Broad Topic	Sexy Name	Order
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Book Title:

Tagline:

In the Book Title and Tagline, I recommend using Hypnotic language and really hitting on the top of mind problem your specific audience is having.

Book titles that are impactful are normally 1-5 words long, whereas the Tagline can be much longer and it must identify whom the book is for and the problem that it is solving.

Congratulations – if you completed the above exercises, you have now unpacked your book and can move over to the unpacking each of the chapters.



SOME MORE IMPORTANT THINGS TO KNOW...



- If you don't capture the reader's attention in the first three sentence is of the blurb the chances of them buying your book drop by 65%
- Make sure you write a great introduction. Not only will it help capture the reader's attention, but Amazon also show the introduction and chapter one in the free book sample that they offere to people on their platform
- If You have a business behind your book, make sure that you have offers at the back including a lead generation offer, a low-cost offer as well as a speaker bio
- Each Chapter needs to begin with a hook. This can be in the form of a question, a statistic, or even a statement that can challenge their beliefs. We want the reader to be able to get excited about the information ahead and continue reading.
- We have all heard the saying don't judge a book by its cover but with books it's the first and only way to make an impression on the potential reader. You will need to decide between a word only cover with good contrasting colours, an image graphically designed, or an eye catching photo. Whatever You decide it must capture the reader's attention.



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Want to Discover if Your Book Unpack Has Potential?

For a limited time, you can book an Author Breakthrough Chat with our book experts who will look at your book unpack, discuss your target audience and what they want, and look at the leverage opportunities that your book may have.

They will then unpack your next steps to become a published author and map out your Book Game Plan to make it happen it just a few short months.

Book Your Author Breakthrough Chat Here.

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