

SPECIAL REPORT



The 7 Most Critical Mistakes Aspiring Authors Make when Writing a Book



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SPECIAL REPORT: The 7 Most Critical Mistakes Aspiring Authors Make When Writing a Book

Congratulations for downloading this special report!

If you're reading this, I'm going to guess that you are either in the process of writing a book or you're thinking seriously about starting one. Writing a book is a big project—one that requires numerous decisions and lots of writing. One of the most challenging parts of the process is knowing what your book needs to make it successful.

What do I mean when I say “successful”? When we think of success, in general, we tend to think about money and fame. In book terms, this means media coverage, buzz, and book sales. But that's not the kind of success I'm talking about here. The strategies in this report WILL help make your book more popular and help you sell books, but I'm not talking about book marketing or publicity. When I say the strategies in this report will make your book successful, I mean the content itself.

When an author writes a book, they set out to do something: solve a problem, tell a story, or shed light on a particular issue. And the goal is to do it words, obviously—by making strategic decisions and positioning their words in a particular way.

One of the hardest parts of writing a book is not actually the drafting, but making sure all the pieces are in place so your ideas are communicated successfully and your message is received by your reader.

I can't tell you how many times I've drafted something, gone back to it, and felt like something was missing. Has this ever happened to you? When you read your book manuscript and don't feel confident that your readers are going to be excited about what you have to say, then it's a pretty good sign your book, in its current state, isn't successful. In other words, it's not ready for publication.

Okay, we've established that for the purposes of this report, success means more than book sales. It means the content accomplishes what you set out to accomplish by

writing your book. So what happens when your book content isn't successful? Does it really matter?

Imagine your ideal reader finding your book, buying it, and curling up to read it. Now, imagine this reader getting to page fifteen, putting the book down, moving on to something else, and never picking the book up again. No one wants to imagine that, right? But it happens a lot. If something's missing from your book, trust me, your readers will know. They may not be able to say what it is, specifically, but they'll know your book has fallen short.

I'll share my own habits as an example. I have a ton of books that I've started and never finished. I have magazines that I subscribe to and haven't read in months—some even end up in the recycling bin unread. I subscribe to email lists that send messages I always delete. Why? Time is precious, and we all have to be selective about how we use our time. I don't have time to read books that aren't very good; most people don't.

Unsuccessful books don't get passed along, recommended, or talked about. They often don't get read! Unless you're writing your book for pure vanity reasons, then you want it to get read, right? And hopefully enjoyed by your readers.

Now imagine your ideal reader hanging on your every word, practically reading your entire book in one sitting. Imagine them implementing the strategies your book describes and getting life-changing results from doing so. And imagine that reader telling all her friends and colleagues about the awesome book she found. Now that sounds like a book I want to publish!

Books are meant to be read, which means the content and the way you present it are the most critical factors in your book's success. Not the marketing plan or the cover or the title. Your book has to be well written—otherwise, people won't want to read it. And if they talk about it, they won't have nice things to say. After working so hard on your book, that would be tragic.

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Now, if you're feeling a little overwhelmed, don't give up yet. You can write a good book; I believe anyone can. And you should.

I've seen some pretty amazing things happen to consultants, speakers, and nonfiction authors as a result of getting that book written and published. I've seen writers, just like you...

- Take their careers in entirely new and exciting directions based on their book;
- Create additional streams of income around their books—often with five and even six figure boosts in annual earnings;
- Build their business beyond their wildest dreams, expanding from local into national markets, or even international;
- Ask for more money for their services, and get it, because their book established them as THE expert in their field;
- Share stories that inspire and entertain huge audiences;
- And communicate their lifetime of work, leaving a legacy that outlasts their businesses and themselves.

What amazes me the most is that your book can be anything you want it to be. When you think about what it means to be an author, the sky really is the limit. The book is how to get there. But first you have to write it, and that's why I'm here.

This report is going to reveal seven of the most common mistakes that aspiring nonfiction (business, how-to, and self-help) authors make when writing their book—and show how to avoid them so that your book is everything you want it to be.

Here are **The 7 Most Critical Mistakes Aspiring Authors Make When Writing a Book**.

Mistake #7: Writing for Anyone and Everyone

As a writer, the most important person in your work life is your readers—the people who pick up your book, buy it, and take the time to read it. Get clear on who these people are and what you can do for them. Your readers are your audience, the people you are trying to reach and persuade. Therefore, you should always keep your readers in mind as you write.

So what does that mean? Well, first you have to know your audience. Who are they? What's keeping them up at night? What do they need? What are their habits? Then you have to step into their shoes and look at the information you're presenting from their perspective. If you don't know exactly who your reader is, or if you're too broad (i.e. you think your audience is "women" or "anyone interested in investing/finding romance/insert your topic here"), then you're really writing for no one.

Mistake #6: Doesn't Hook the Audience Right at the Start

Have you ever watched people in a bookstore? Here's what happens: when a title catches their eye, they pick the book up and turn it over to read the back cover copy. If that interests them, they open the book and start reading on page one. At that point, one of two things happens. They either put the book down and move on, or they get hooked and decide to buy it.

Your book needs to grab your reader on page one. In most of the book manuscripts I've read, the author starts the book in the completely WRONG place. So, where are you starting your book? And does your opening assure your reader they're reading the right book?

Mistake #5: Telling, Not Showing

My clients hear me say this one over and over: show, don't tell. So what does that mean? Well, if you want your book and your writing to reach your audience on a personal level, you have to appeal to their personal side by using examples, anecdotes, and imagery that helps them see the benefits of your information in their minds.

Readers want proof! You have to leave them anxious to find out what comes next, and telling stories that show is one of the best ways to do this.

Mistake #4: Poorly Written

Passive verbs, wordy sentences, clichés, and other amateur mistakes (that spell-check won't catch!) make your writing difficult to read and understand. You may not think stuff like this is important, but it IS! Active verbs and tight prose make your writing engaging and lively, while wordy, passive writing is like wading through mud. Almost every writer makes these mistakes when they're drafting, but diligent writers know to look for them and correct them before sharing their work with others. Do you know the difference between a good sentence and a bad one? If you're writing a book, you should.

Mistake #3: Not Maintaining Forward Momentum

I already talked about the importance of hooking your readers right from the start. But that's not enough to get them through your whole book. You have to keep them hooked and turning every page.

Every time your reader takes a break, there's a chance they won't come back to your book. As an author, you need to be conscious of this possibility and write your book in a way that keeps your readers hooked to the end.

The first step in this process is knowing what your readers ultimately want from your book. What's in it for them? How is your book going to make their lives better?

Mistake #2: Lack of Compelling Voice

Reading a book is like sitting in a room with the author and letting them talk to you for hours. As a reader, you know the voice has to be pleasant, otherwise you don't want to listen—you put the book down. As an author, you need to be conscious of your voice on the page.

You want it to connect with the reader and help them to trust you. It has to be authentic and real and consistent. You have to establish your voice and use it effectively. What kind of voice is it? What kind of tone does the voice have? And how does the voice contribute to the material?

And now for Mistake #1. Drum roll please . . .

Mistake #1: Trying to Figure It All Out on Your Own

We all have things we're great at. I have clients who are good at coaching other people to find their passion; building and running successful businesses; helping people lose weight; and motivating others to change their lives. This is what I call their "brilliance work"--the stuff they were born to do.

However, to do their brilliance work in a way that benefits the most people, they have a list of other things they have to do, but probably aren't so good at.

For example, I'm a good writer and I'm good at teaching other people to write. To do that, though, I have to run a business, keep financial records, update my web site, and market my programs and services (this was the toughest one for me!). I can't just write and teach all day because I wouldn't have anyone to teach if I weren't marketing. I am not a natural marketer, but I know it's absolutely critical to my success, and so therefore I have invested a lot of money over the years in training and programs to help me market my business.

I COULD have tried to figure it all out on my own, but that would be hard and not fun. And it would take away too much time from the things I LOVE to do. I am not ashamed to say I chose the easy way--I chose to leverage other people's knowledge and brilliance about marketing to save time, avoid effort, save money, and make myself more successful.

You see, there is a hard way and an easy to do everything. You can try to figure it all

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out on your own (the hard way); or you can skip the hurdles and follow a system that works--this the fastest path to success.

When I'm talking to people about their books, they get so bogged down in figuring out how to organize all their ideas, how to make it all fit, how to make the book a great read, how to incorporate their personal story, and on and on. They're smart, right? They should be able to figure it out. And then they beat themselves up and don't finish the book because they get stuck in the figuring out and never move on to the writing.

They ARE smart--they wouldn't build a house without a blueprint; they wouldn't climb a mountain without a map; and they wouldn't take medication without reading the instructions on the bottle. Why should writing a book--something that's often critical to their success--be any different?

If you think about your most important goal--the REAL reason you're writing your book--it may be:

- * You want to share your story with the world;
- * Fulfill your mission to help people;
- * Realize your dream of writing a book;
- * Establish expertise and grow your business;
- * And make positive change in other people's lives.

Your most important goal is probably NOT to spend hours of study and practice trying to figure out how to put together a powerful, effective, well-written book!

Attempting to figure your book out on your own only puts your most important goals on hold--it holds back your success! There's nothing smart about that.

So there they are, folks—**The 7 Most Critical Mistakes Aspiring Authors Make When Writing a Book.**

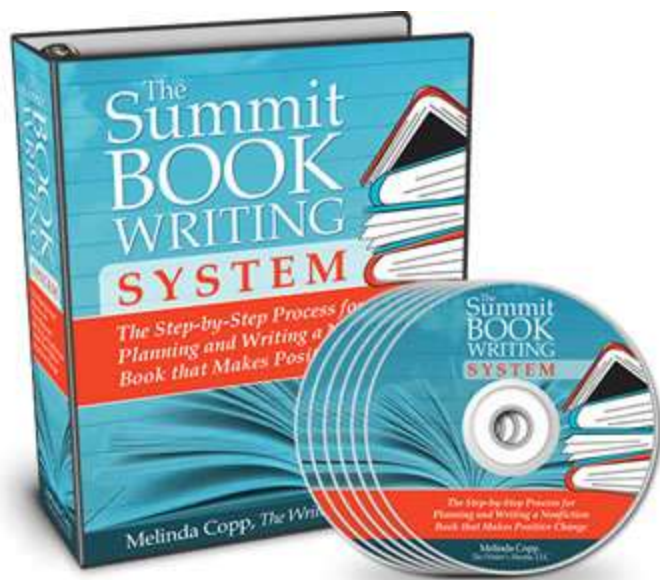
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No matter what's missing from your book, there is a step-by-step process you can follow that will give you the confidence and clarity you need to open your creative flow and write freely and easily.

My Summit Book Writing System gives you everything you need to plan, write, and finish, not just any book, your BEST book, so you can start leveraging it to establish expertise, get more media attention, attract more ideal clients, and share your story with the world.

And most importantly, the whole book-writing process works with your goals, your unique personality, and your voice, so your book becomes an extension of YOU-- representing you in the world, working for your business, and attracting all the right opportunities and readers to YOU!

Just imagine, you could be unstuck and your best book could be well on its way to completion. No more frustration, guessing, or figuring needed! How cool is that?



What's Included in the Summit Book Writing System?

Everything you need to get that great idea out of your head and written as a successful, engaging book that your readers will love!

I've put everything I know about writing a great book in this program, which covers the following areas...

- 1. Prepare for Your Journey**—address any mindset issues that might be holding you back, set your goals, and create a writing schedule that easily fits into your schedule, so finding the time to write won't hold you back for one more day and your book will **FINALLY** get done!
- 2. Choose the Mountain You Want to Climb**—determine what your book is **REALLY** about and whom it can **REALLY** help, and get to the heart of your passion and purpose so you have fun writing it and your book connects with the readers who will love what you have to say and want more from you.
- 3. Plot Your Path**—put all the pieces in place by organizing your material into a system, creating a working outline, and using a chapter template to simplify the writing process and get all your ideas together in a way that flows naturally.
- 4. Ready, Set, Put One Foot in Front of the Other**—draft your book with clarity and ease using techniques that help you stay on track and make it simple to write a compelling, reader-focused pages and chapters, so your readers get hooked from page one and don't set your book aside they reach "The End."

5. Gain Altitude—use strategies that make everything you write exciting, fun, and interesting to read so your book is compelling and attractive to your prospects, the media, and broad audiences and you and your business stand out and get noticed. This is where it all comes together and your authentic voice shines!

6. Reach the Summit—add value to your book, give your ideal readers next steps for engaging with you, and polish your manuscript using a step-by-step system so your writing is tight, concise, clear, and ready for the reading world.

My **Summit Book Writing System** gives you everything you need to plan, write, and finish, not just any book, your BEST book, so you can start leveraging it to establish expertise, get more media attention, attract more ideal clients, and share your story with the world.

And most importantly, the whole book-writing process works with your goals, your unique personality, and your voice, so your book becomes an extension of YOU—representing you in the world, working for your business, and attracting all the right opportunities and readers to YOU!

What My Clients Say...



I took another writing class prior to Melinda's. It was a good class and it delivered everything that was promised. However what I wanted was help producing a well-written book. The coach's objective was to plug me into a system to quickly and easily complete a book. If I had the ability I could produce a really good book in that class but I wasn't going to receive the coaching that would show me how.

Melinda's course not only offered what I hoped for and needed but her one-on-one coaching session was exceptionally insightful. She took the time to understand my goal and guide me making suggestions on how my business could benefit from crafting and writing a book that would be interesting to my readers while providing them with value and transformational results from my proprietary system outlined in my book. This was clarity and direction that by itself was worth the course investment. I highly recommend Melinda and look forward to future coaching from her.

Linda Scott, Founder of Changes Life Coaching Center,
www.simpleweightsolution.com

Before starting Melinda's program, I had an idea of what I wanted to do and a semblance of an organized book. Now I have greater clarity over how the book will be organized, greater clarity about target audience, and a better understanding of the importance of writing to them. I have a book outline and clarity on how I will use this book in my business.

Melinda's book writing program covers ALL aspects of writing a book! I like how she covered the basics and fundamentals, along with advanced information. She clearly has been involved in writing books and her experience is helpful in providing useful examples. Her passion and enthusiasm for writing are evident throughout the course.

Teresa O'Brien, Teresa@ToSuccessPlanning.com, Midland, Michigan



I was a bit apprehensive and unsure that my topic would be interesting to enough people (note: my book isn't about my profession). In addition I couldn't envision my way to the end of the book and how I would conclude it.

Melinda gave me valuable insight and excellent tips on how to resolve those concerns. After taking her course and talking with her directly, I am confident in my idea and how to accomplish the tasks necessary to write my book.

I recommend working with a coach like Melinda. She is trained in her profession and accessible when you need her help.

Karina Ward, www.kwmarketingconsultants.com

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"Melinda's book writing program is just the best! She combines practical guidance, encouragement, accountability, and coaching in a manner that is user-friendly and easy to understand, and she has created the assignments so they are practical and relevant. This is a course that will help any aspiring business author make writing that book a true reality!"

Teresa Gilbert, M.S. Ed., Professional Certified Coach,
www.leaderschampion.com



"Melinda,
Thank you for your Summit Book Writing System! You accomplished the impossible with me. I started my career by jotting down some key points and then gave them to my secretary. Remember them? I was amazed at how she was able to make me look intelligent with her writing skills.

Honestly, I've been afraid to write anything, so writing a book was unthinkable. Your program has taken the fear away and I actually look forward to putting time into writing now versus looking for excuses to postpone the chore. Congratulations on helping me turn my ideas and fears into productive communication!

I highly recommend your program to anyone! If I can enjoy writing now, believe me, anyone can enjoy it with your program."

Bill Moore



"I would like to express my excitement in receiving your book writing program! I am not only writing a little in every moment I find free (thanks to you), but I found the course so motivating it has made my lifelong dream of writing a book a reality. I cannot thank you enough!"

Mark Augusty

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I think your writing lessons are great! They truly guide the writer through the entire process from start to finish—from the book plan and defining your topic all the way through the finished product. Your lessons start by helping the individual get clear, give direction and continue to keep them on track while they write.

I think that as long as the writer is committed he or she would be able to finish their book using your lessons.

Sheila Hawkins, “The Personal Productivity Pro,” www.thirdeyegroup.com

"Before I found Melinda I had a collection of articles that I wanted to turn into a book, but I didn't know where to start or what to do next. She gave me some direction and guidelines so my book could become a reality.

"I wanted to work with Melinda because she respected what I wrote. Every other editor that I interviewed told me that my work had to look a certain way or sound a certain way if I expected anyone to buy my book. One editor changed almost every word in one of my essays! Melinda edited my work and gave me suggestions, but she respected my writing and my voice. She didn't want me to sound like everybody else, she allowed for my originality.

"Since working with Melinda, all my articles are arranged and compiled in a cohesive book manuscript. Her suggestions on my introduction helped me bring everything together, and now I'm confident my message comes through. Thanks, Melinda!"

Cathy Cassani Adams, Author of *The Self-Aware Parent: 19 Lessons for Growing with Your Children*, www.cathycassaniadams.com, Elmhurst, Illinois

"When I found Melinda, I was seeking out someone who would care just as much about my work as they cared about their own. Melinda Copp has been that person. Great feedback, timely feedback, as well as suggestions that helped me produce an all around better manuscript.

"Melinda was instrumental in helping me develop ideas and creative ways to get my writing energy going. As a college professor and the leader of a national non-profit organization, I know firsthand the value of having someone on your team like Melinda who is focused, discipline, committed, and deeply cares about the work of all of her clients.

"Melinda has demonstrated to me that she will do everything in her power to ensure that her clients put out great books. I have recommended Melinda's services to a number of people, including academics, business leaders, civic leaders, and other ordinary citizens who are committed to putting the experiences of their lives on paper so that other can know they are not alone in their struggles. And I recommend Melinda to you."

Marcus Martin, CEO, Education Is Freedom, Dallas, Texas

About Melinda Copp

Melinda Copp is an experienced ghostwriter, book editor, and writing teacher, and she's the executive editor of The Writer's Sherpa, a company that helps self-employed professionals, coaches, consultants, speakers, and aspiring nonfiction authors establish expertise and make more money by authoring books.

Melinda started her professional writing career as a ghostwriter's ghostwriter, writing articles and books for an editorial and publishing services firm that worked almost exclusively with professional speakers and business consultants. She left that position in 2005 to have her son, and since then has worked as a freelance ghostwriter and book editor.

Melinda has an MFA in creative writing and blogs about her experiences as a ghostwriter and writing books at www.writersherpablog.com. She is passionate about the written word as an art form and a means of communication, and works to empower her clients with the confidence and skills to achieve their writing and publishing goals.

She has worked with aspiring authors from diverse backgrounds to create manuscripts that showcase their creativity and expertise. Melinda publishes a free weekly e-zine for writers, *The WRITE Path*, that's packed with helpful information and resources on writing a book. To find out more about The Writer's Sherpa LLC book writing programs and services, visit www.WritersSherpa.com.

You're Invited!

Earn money sharing this report with your writers group, readers, clients, friends, and followers by becoming a Writer's Sherpa, LLC affiliate!

I hope you enjoyed this free report and checked out the Summit Book Writing Home Study System.

Before sharing it with your writer friends, I'd love to have you get paid a commission when the people you share this report with also invest in the program featured in the report.

When you join the affiliate program, you can re-brand this special report with your affiliate link before sharing it with others. Easy as pie. Then you can post it on your blog, share it with your followers, and even use it to build your list.

And here's the best part...

Your readers can also share it with their friends and followers. And if they do so without re-branding it (and many will), you'll get paid commissions for every sale they refer as well.

Woohoo! Spread this baby around!

Here's what you need to do...

1. Visit <http://www.writerssherpa.com/affiliates> to create an affiliate account and get your unique affiliate link.
2. Send the link to me (melinda@writerssherpa.com) for a customized copy of the report.
3. Start sharing the report with others and get paid!

To your success,



Melinda Copp
Founder and Executive Editor
The Writer's Sherpa LLC