

How to Quickly and Easily Write a Great Book that Accomplishes Everything You Want—and MORE!

Join Melinda Copp and learn:

- Three reasons why 90 percent of aspiring authors never reach their goal.
- Why taking a "good it good enough" approach to writing a book is a recipe for failure for some authors.
- Three steps an aspiring author can take to ensure their book gets done.
- A simple formula for creating a compelling book.
- One thing every aspiring author needs to ensure their book is a success.

Speaker Biography

Melinda Copp, founder and executive editor of The Writer's Sherpa, LLC, helps aspiring self-help, business, and nonfiction authors who struggle to write and finish their book quickly and easily get it done so they can live the big mission they have inside them. Her clients have important messages to get out, and Melinda has a talent for seeing the big picture in their material. She loves helping aspiring authors discover the story they were meant to tell.

Melinda is an experienced writer and inspiring teacher. She has a bachelor's degree in journalism and a master's degree in creative writing. And she's been helping authors get their books done and ready to publish for over seven years.



She began her journey in the publishing world working as an editor and ghostwriter for a self-publishing company. After working there for two years, she left to have her son in 2005 and then started The Writer's Sherpa in 2006. 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 coaches, consultants, speakers, lawyers, doctors, real estate agents, financial advisors, and aspiring authors from diverse backgrounds to create manuscripts that they're proud to put their name on and confident sharing with the world. She publishes a free weekly e-zine for writers, *The WRITE Path*, that's packed with helpful information and resources on how to write, publish, and market books. And she is the creator of the FINALLY Write Your Book System.

Melinda is dedicated to helping people achieve their dream of becoming a published author. To learn more about Melinda, visit www.WritersSherpa.com.

Questions/Talking Points

1. What is a Sherpa, and how did you get started doing what you do?

Melinda will tell her story.

2. You've said that almost 90 percent of people who want to write a book never actually finish. Why do you think so many people struggle to get their book done?

Melinda will share the most common reasons authors don't get their books done.

3. Obviously lots of people want to write a book, but what's the real benefit of doing so, particularly for someone with a business?

Speaker Information Sheet for Melinda Copp, Executive Editor of The Writer's Sherpa, LLC

Melinda will explain why writing a book may not be for everyone, as well as some of the biggest and most exciting benefits of becoming a published author.

4. You've said that you're not a fan of the "good is good enough—just get it done" mindset for writing books. Why is that?

Melinda will explain the pitfalls of writing a book just for the sake of having a book, and why this approach, while okay for some, just doesn't work for many authors.

5. Can you give us a few tips for putting together an effective book?

Melinda will describe the three most important questions an author must ask about their book and why they're so critical to an author's success.

6. What if a person doesn't think they're a good writer—can they still write a good book?

Absolutely! Melinda will explain how learning a few techniques can make a big difference in the effectiveness of someone's writing. And knowing how books work actually makes it pretty easy.

7. So when someone is thinking about writing a book, what's the key to doing it successfully and making money?

Melinda will talk about the importance of having a strategy and give a few examples of how an author can use their book to increase their income.

Suggested Closing

Host: We're about out of time, but before we wrap up, I know that many people on the call will want to know more about the tips you've shared. And you have graciously offered to do Free One-on-One Book Strategy Sessions, where you will get on the phone with any aspiring authors out there and help them determine how to get their book done. Can you share a little more about that generous offer and how people can take advantage of it?

Melinda: I will make my offer and direct listeners to www.writerssherpa.com/coaching/application.

Web Sites and Contact Information

Main web site: www.WritersSherpa.com

Free Book Strategy Session application: www.writerssherpa.com/coaching/application

Free Jumpstart Your Book E-Course: www.writerssherpaprograms.com/writeabook.html

E-mail: melinda@writerssherpa.com

Tel: (843) 298-4757

Fax: (843) 815-5434

Facebook: <http://companies.to/writerssherpa/>

Twitter: <http://www.twitter.com/melindacopp>

LinkedIn: <http://www.linkedin.com/in/melindacopp>

Melinda's Bridge Line and Dial-in Information

(If we are using Melinda's teleconferencing bridge.)

Conference dial-in: (517) 417-5600

Access code: 140423