

The Art and Science of Authorship

A. Why Write A Book

1. Second best credibility source (IF commercially published)
2. Establishes a brand with great effectiveness
3. Creates a “downslope” for continuous publishing
4. Forces you to connect and configure your own methodology
5. Outstanding source of passive income
6. Ego and fulfillment
7. Ongoing learning (understand what you don’t know)

B. How to Write A Book

1. First have something to say, or don’t read on
2. Think of the reader and audience, not yourself
3. Don’t just whine—offer solutions and hope
4. Focus on the pragmatic, not esoteric
5. Use memorable language, phrases, metaphors
6. Do not emulate others’ success (*Chicken Soup for the Turkeys*)
7. Discipline, structure, and planning:
 - Create calendar time
 - Create contingency time
 - Undisturbed and unmolested, but above all comfortable
 - Use a framework (e.g., 10C/20P÷5PPC)
 - Use variants (mini-interviews, case studies, whackos)
8. Don’t write everything you know, *write what the reader needs to know*
9. Attribute meticulously, but don’t borrow too much
10. Write conversationally

C. How to Commercially Publish A Book

1. Create a treatment
 - Theme (title and purpose)
 - Table of contents
 - One chapter in entirety (any chapter, 20+ pages)
 - Two paragraphs about all other chapters
 - Half-page on your unique credentials
 - Several pages on competitive marketing analysis
 - Description of primary, secondary, tertiary audiences
 - Description of unique marketing assets you bring
 - Distinctions of book (e.g., interviews, self-tests, etc.)
 - Estimated length and delivery time
2. Choose an agent or acquisition editor by name
3. Write cover letter and submit treatment
 - Multiple submissions are fine
4. Don’t jump at contract
 - If no agent, use a good lawyer (not cousin Louie)
5. Understand that you will have to promote
6. Beware of advice from others
 - 1 book is an accident, 2 are a coincidence, 3 are a pattern

