

Will writing a book serve you?

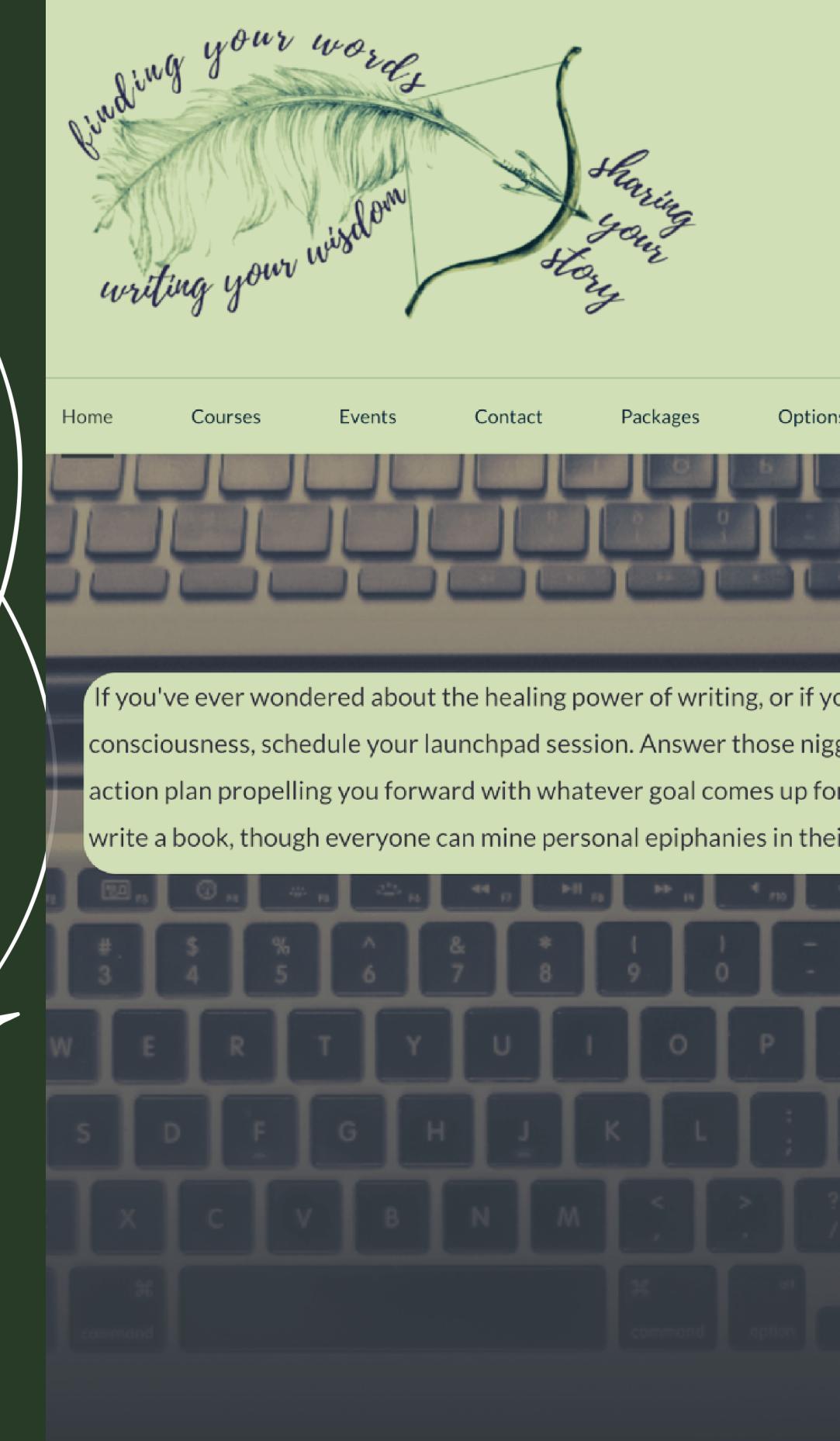
Rusti L Lehay



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Finding the book within

Rusti L Lehay



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Knowing your genre?

Main: Fiction, Fantasy, Crime, Non-fiction, Memoir, How-To

- How-To
- STEM
- Dramatic
- Romantic
- Comedy
- Rom-Com
- Mystery/Crime
- Fantasy
- Memoir
- Children's Book
- Autobiography
- Fiction
- Political
- Environmental



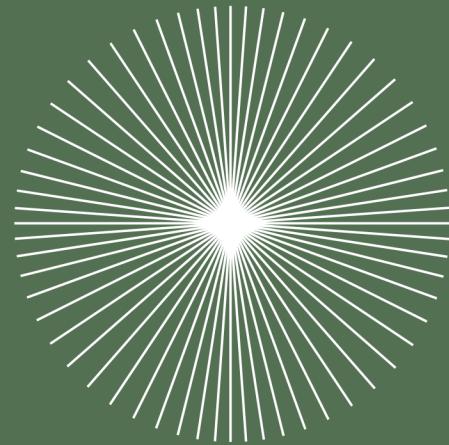
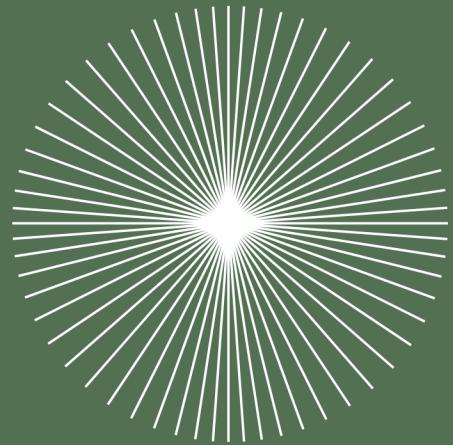
Finding your voice

Voice types:

- The Visionary
- Observer
- How-To Creator
- Coach
- The Expert

Keep in mind if any of the first five voices feel like a fit. Warning, trick question.

Authenticity is Key



Visionary

You were enthralled with something, developed mastery in it, & now have a passion to share.

Show people a new way.

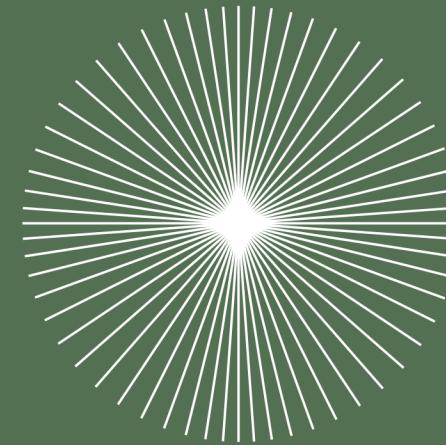
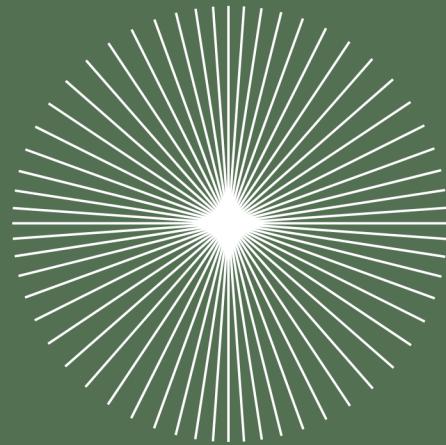
Observer

You've learned everything about your chosen topic from multiple points of view. Launch your combined wisdom.

How-To

You've identified the patterns of success & built your own step-by-step methods for a program. Outline it for others to follow.

Authenticity is Key



Coach

You've tested methods on yourself
as you were born in fire.
You know how to make your
mess a message.

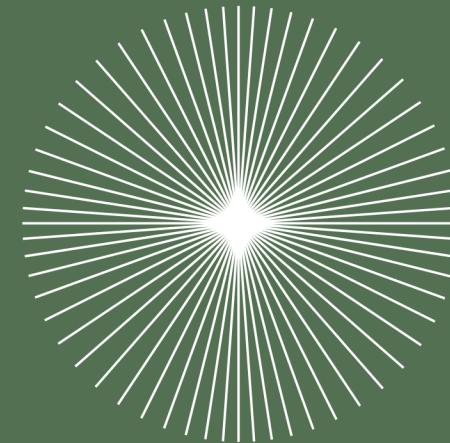
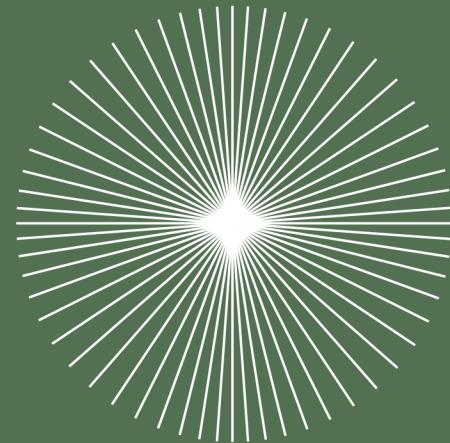
Expert

Another level up from the coach.
You know how to lead others out of
the fire and make your message an
invite to move.

Dramatic

Moving into fiction, we've all
experienced some drama, and it makes
for good dinner chats.
Consider turning yours into a book.

Authenticity is Key



Romantic

Fairy Tale, Comedy, Dramatic,
Tragedy, Bodice Ripper

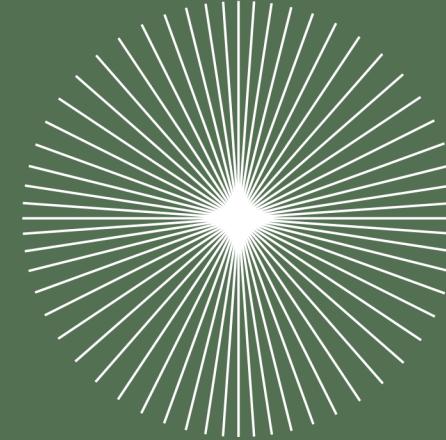
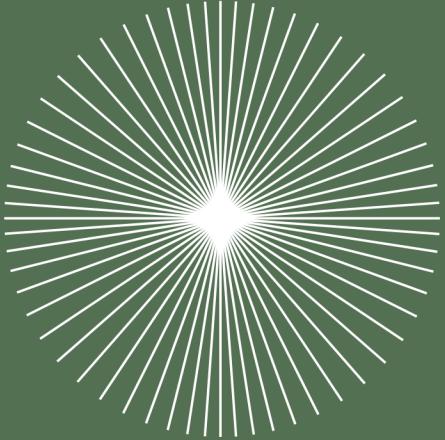
Mystery/Crime

If you love figuring out
whodunnit, then you may have
a mind for this genre

What is your voice?

Wait for it!

Authenticity is Key



Your Voice?

You are all a little bit of everything.
Yet your ideal clients/audience may speak one learning language or
have some of these skills and need to see in print how you fill the
gap in their unconscious incompetence.
How? I'll get to that.

Questions:

What do you most need to know to start writing & continue to the end:

- how to place those first words
- writers' block – know it's a myth
- consistent ideation/inspiration
- storyboard (index cards)
- pantser or plotter
- how to create a writing habit
- how to establish momentum
- self-editing tips
- book editing - Structural, developmental, copy
- book design & lay-out
- self-publish
- traditional publishing
- print or e-books or both?
- marketing & distribution
- accountability
- support on the journey



How to plan your non-fiction book.

Six-Step Method:

You may repeat the following six-step technique for each chapter in your book. You tell the reader the **Why**, (get them ready to learn), then the **What**, (explain with data making the information enticing with interesting examples). Next is the **How-To** with actions and steps they can implement immediately, preferably without opening their wallet. Follow that with the **What-If** learners where you are the expert, the coach they need. End each chapter with a paragraph on the completed puzzle.

Step 1 – Tell your reader why you are writing about this topic/sub-topic.

Step 2 – Then, you teach or illustrate the **what** with data, metaphor, allegory, or stories that expand on the idea and make the info exciting.

Step 3 – Provide illustrations and precedents to support the first two steps with concrete examples. (This step can be combined with Step 2.)

Step 4 – Offer some simple steps, the **How-To** by providing some easy skills people can adopt in their own lives

Step 5 – Then there are the **What-If** learners, where you become their coach on the page. You brainstorm different scenarios and ask for permission from your clients to use their stories.

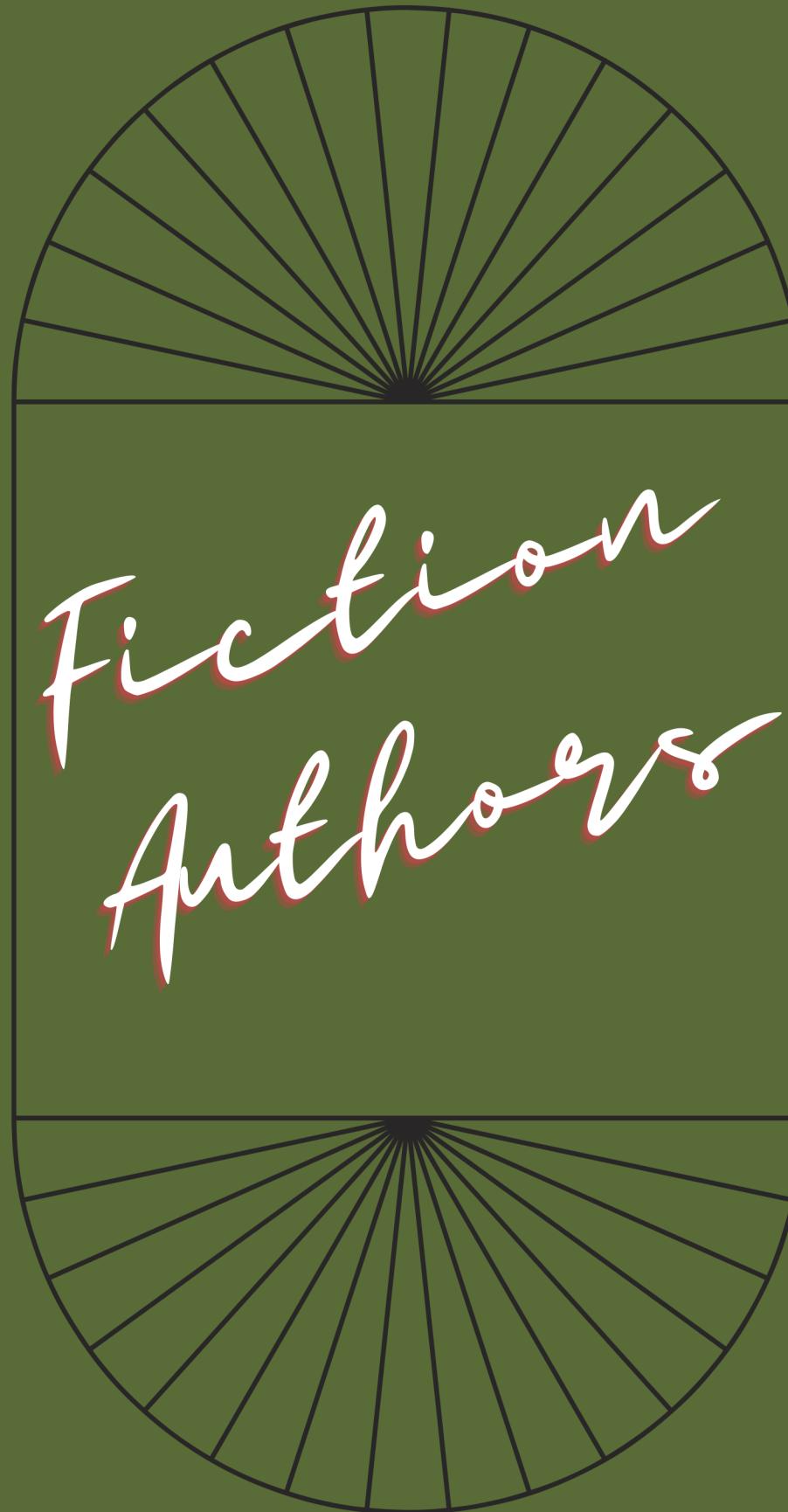
Step 6 – secrets (The secret to _____ is to _____

You may use this formula in every chapter. An editor will help you spot places to change it up a bit if you struggle to have it flow with smooth transitions. The formula needs to be subtle. This technique is a tool to start your writing. If you struggle with flow, trust your first draft anyway. Revision is where you polish it up to a fine sheen. An editor may be helpful here or after your revisions.

To repeat: tell the reader **Why** they need to learn it; offer the **What** with interesting data, illustrations, and research; offer some simple steps, actions, and skills for the **How-To** learners to adopt; then the **What-If** to coach (your chance to be the expert). Then end each chapter with advice hidden in a story or metaphor, explaining the mystery, essentially sharing keys to the puzzle.

What do you want your
clients to experience while
reading your book?

What do you want
your readers to do
after reading your book?



Ideas - Imagination Pantser - Plotter

Step 1

Making space for the ideas and imagination to be on cruise control

Step 2

Decide if you are a Pantser or a Plotter

Step 3

Explore how to use the best of both those worlds.



Yes, you can be a non-fiction writer using pantsing and/or plotting

Chaos - Confidence Pain - Purpose



Step 1

Position yourself as the expert and guide

Step 2

Offer a new opportunity (how to be more than a tulip in Holland)

Step 3

Future-based opportunity that unites your tribe

Time to dig for the right words!

Let your words flow

Remember:

What can you talk about forever
Make a list.

What to share?

What do you want the world to
have, feel, and know? (Mission
and Vision)

Illustrate Your Tools

What have been all the
methods and tools that have
worked for you and now work
for your clients?

Excavate your Goldmine!

Transcribe your FB Lives & YouTube Videos or IG Reels, etc

Gather your blogs

Collect emails you write regularly when answering questions.

Questions:

Writing the book

Now, what else do you most want to know about the how-to of a book?



Resources for the writing journey. My top two resources are free tonight!

- 1 Pre-Writing Your Book
- 10 Ways to Sell More Books Free Report
- 14 Steps to Amazon Publishing
- 18 Prompts for Setting a Scene
- 3 Tips for Setting a Scene
- 9 ways to use a case study instead of a book
- 9 ways to use your book as a marketing tool
- 9 ways to use your book or a case study
- Active versus passive voice
- The Big 5 & The Small Publishing Houses
- Bio Worksheet
- Bios are Fun
- Book Outline Sample
- Book Proposal Template
- Book publishing info
- Book Trailers Sales Landing Websites
- British and American Spelling Differences
- Copyright Resource Barb Ingrassia
- Creating landing page for book sales
- Dialogue Tags
- Editing Techniques & Tools
- Evaluation DoorPrize Draw
- Finding an Agent Resource
- FoB Disclaimer Memoir
- FoB NF disclaimer
- Ghostwriting Guide
- Grammar Tips and Tools
- Habit Creation for Writers
- How to use content from WIKI
- Index Card Memoir Sort
- It's Time to Title Your Book.
- Key Book Publishing Paths
- Memoir Writing Yours 2
- NYT Best Seller Tips 2
- Organize Your Writing
- Pitching your book to retail
- Plot and Story Elements
- Pre-Writing Your N-F Book
- Pre-writing- handout expanded
- Press Release Template
- Proofreading Chart
- Proofreading Chart
- Publishing Options and Scams.
- Query ads resource section
- Query letter template
- Query Sample - Asking for endorsements
- Query Sample - Asking for foreword
- Query Sample - Creating a paid resource section
- Query Sample - Seeking permission to quote.
- Querying magazine editor
- Questionnaire book distributor
- Release Waiver photo interview
- Steps for nearing the finish line
- Subject Release Form
- Synopsis template complex
- Synopsis template simple
- Verb Tense Tips for Past and Present verb usage
- The Psychology of a Happy Ending



Character Motivations

Basic: Survival, Failure, Peer pressure, Curiosity, Guilt, Desire, Instability

Noble: Love, Loyalty, Honour, Obedience, Vengeance, Inequality, Unfulfilment

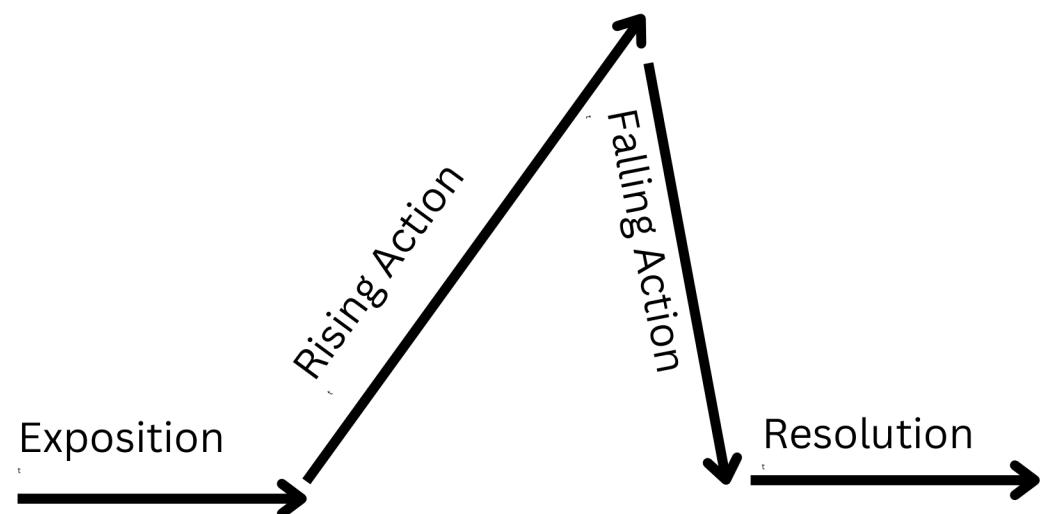
Evil: Hatred, Dishonour, Pride, Greed, Revenge, Lust, Jealousy

Fear: Death, Humiliation, Pain, Rejection, Loss, Regret, Shame

Think where and how to add these - **Snap - kick off struggle,**

Struggles internal or external, Shift, Success...

Plot Diagram



Exposition - Introduction - contains setting and characters

Rising Action - a character tries to solve a conflict

Climax - the tensest moment of the story

Falling Action - characters begin to apply a solution to the conflict and tie up loose ends

Resolution - how everything turns out



One sentence definition for a plot: what happens in a story

Setting: where and when a story takes place, usually, a story has more than one setting.

Theme: message or meaning of a story. What's in it for the reader? What lesson might a reader gain from the story?

Characters:

Static: does not go through any kind of change

Dynamic: goes through some kind of change

Flat: only 1 or 2 traits; often a secondary character

Round: complex, realistic character

Point of view:

1st: narrator tells the story (I & me)

2nd: narrator directly addresses the reader (you)

3rd: narrator is not part of the story (he, she, & they)

Conflict - a problem a character has to solve

1 - person vs. person (a conflict between two forms of like beings)

2 - person vs. self (the main character has a problem with him/herself)

3 - Person vs. environment (character struggling against the forces of nature)

4 - person vs. technology (the character has a problem with robots or machines)

An example
of one
resource for
authors.

Resource Options

- Daisy's Six-Week Check-In

Word Quest Resources for Writers

- Monday Writing Room - a co-working space (Free)
- Friday Inspiration Boost -text and video prompts (Free)
- One 15-Minute Inspiration Boost (Free)
- Writers Workout Wednesdays (2nd and 4th Wednesdays)
 - Weekly drop-in, monthly membership, six-month commitment reward
- Radiant Rewriter - Six weeks to workshop your writing & learn six approaches to self-editing
- STAY-Treats - quarterly online guided writing weekend workshops
- Writers' Lounges - monthly 3-hour workshop with two writing periods
- Grammar Workshops and self-editing tips (periodically)
- Schedule a launchpad session
- Sample Edit Session
- 3 Package Offer - Hypnotherapy, Time Line Therapy® NLP Coaching
 - Eliminate writer's block, create consistent ideation, and establish writer momentum
- Strike a Chord for Success - Two Sisters with over 50 years of coaching experience guiding you on your writer journey. Program launch September 2023.



Launchpad Session Includes

- ~ Do you need and/or want to write a book, but aren't?
 - ~ Discover what kind of book is in you.
- ~ Delve into the healing power of personal writing.
 - ~ Learn to write to save your life, I did!
 - ~ Or calculate your book's ROI.
- ~ How short e-books can offer more advantages & higher profits.
 - ~ How to “earn” an Amazon best-seller spot.
 - ~ Key steps to increase your chances for a NYT best-seller!
 - ~ Find out how to use the Wall Street Journal as a selling tool.
- ~ The promotion perks of using NetGalley and GoodReads, Substack, Fictionator, Wattpad.
 - ~ Find the key thoughts and build your outline!
 - ~ How to strategically plan blogs to write your book for you!
- Plan and transcribe your FB Lives

All this for only \$347 Cdn

Whether you're contemplating writing your first book, or ready to market a completed manuscript, Rusti's techniques and encouragement will provide tools, answer questions, and keep you writing effectively.

* All booked, paid, and completed Launchpad sessions include 3 bonus 15-minute follow-up calls for any new questions that may arise.

Three-Package Deal Includes

Hypnotherapy Session

Time Line Therapy®

Neuro Linguistics

- ~ Investigate root causes
- ~ Explore and transform past blocks
- ~ Resolve leftover traumas thwarting you

Result:

- ~ banish Writer's Block
- ~ find and establish your writing habit
- ~ develop inspirational flow consistently

Regular Fee \$443.97 Cdn

Mention tonight's event

\$333.87 Cdn

Offer expires Midnight EST May 15th,2023

One more bonus!

A template for your own Epiphany Bridge

If you have ever read Joseph Campbell's The Heroe's Journey or Maureen Murdoch's The Heroine's Journey, you will already know the basics of how to construct an Epiphany Bridge.

The Bridge can be used to organize a speech, a blog, a workshop, or a book. In fact, I often say someone is waiting for your story, several people even, who are in their own personal dilemmas that match where you were 5-10-15 years ago. Your wisdom and your paradise provide a map to guide them to their freedom. Now you can also go interview eight or more people about their Epiphany Bridge and tell their stories in chapters to create a book. You do not have to come up with the content yourself to write a book. Use the template for your interview process.

You can use the Epiphany Bridge to market a physical product, promote your brand, or exemplify your character building the know, like, and trust factors needed for people to follow you or join your tribe.

1. History: Use an origin story or an investment story that will have your reader/audience hanging on to your words.
2. Your Mission and your Vision: What are your goals? What do you want to contribute?
 - a. External: What is the external struggle you are dealing with?
 - b. Internal: What is the internal struggle you are dealing with?
3. The Plateau or the Runner's Wall: What were the challenges and dilemmas or stumbling blocks in your way that temporarily thwarted you from reaching your current paradise?
4. What particular challenge pushed you onto the path that brought you here?
5. The Moment of Enlightenment, THE Epiphany: What realization dawned on you, presenting a new opportunity, new knowledge, or way of being?
6. Your How-To: What were the steps and procedures you used to achieve your dreams, desires, and goals?
7. Stumbling Blocks: What challenges and difficulties cropped up for you on your journey?
8. The Ultimate Win: What was the culmination of your journey?
9. The Paradise: How have you or your life and circumstances changed from where you began?



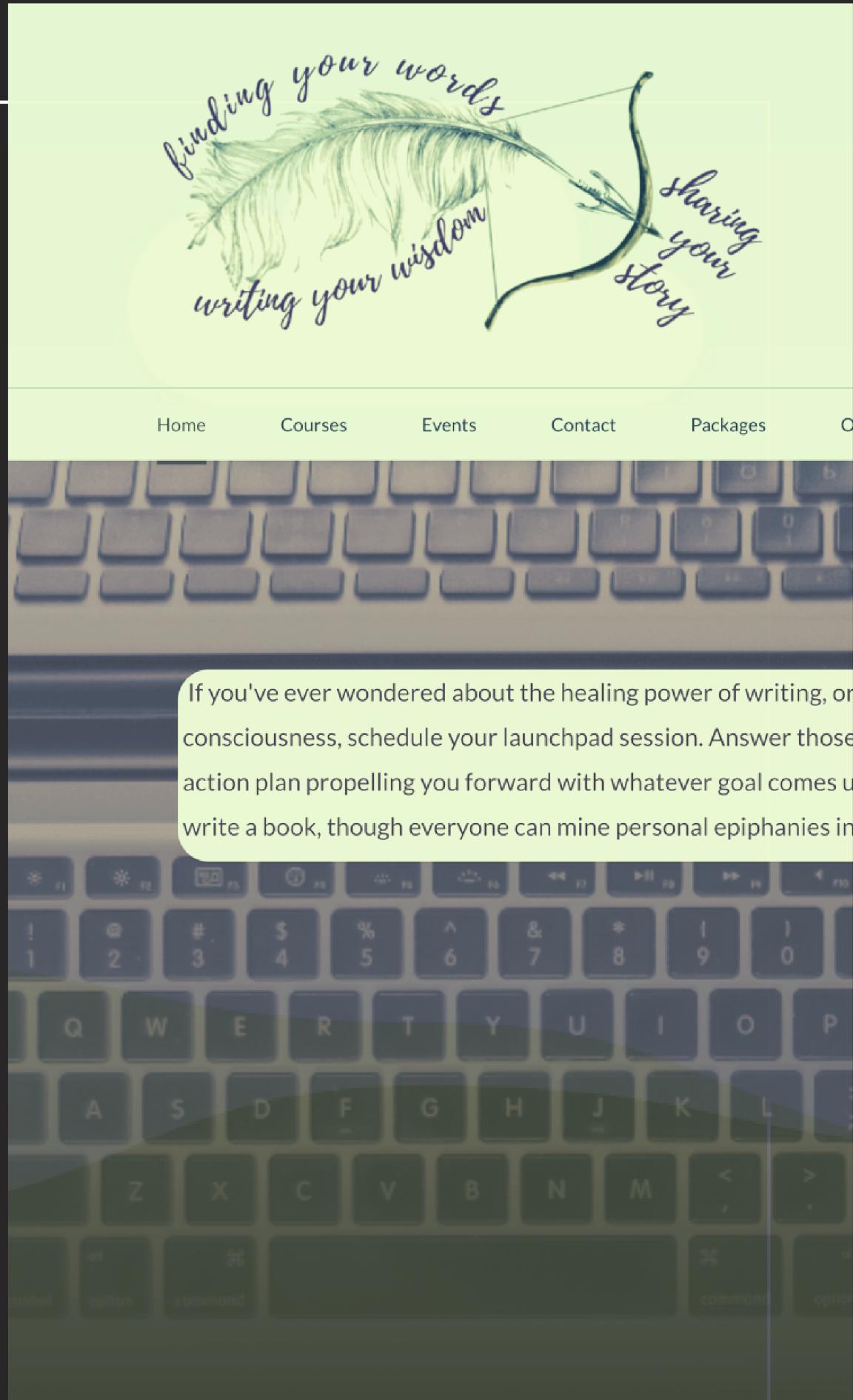
Last call:
Questions
Comments

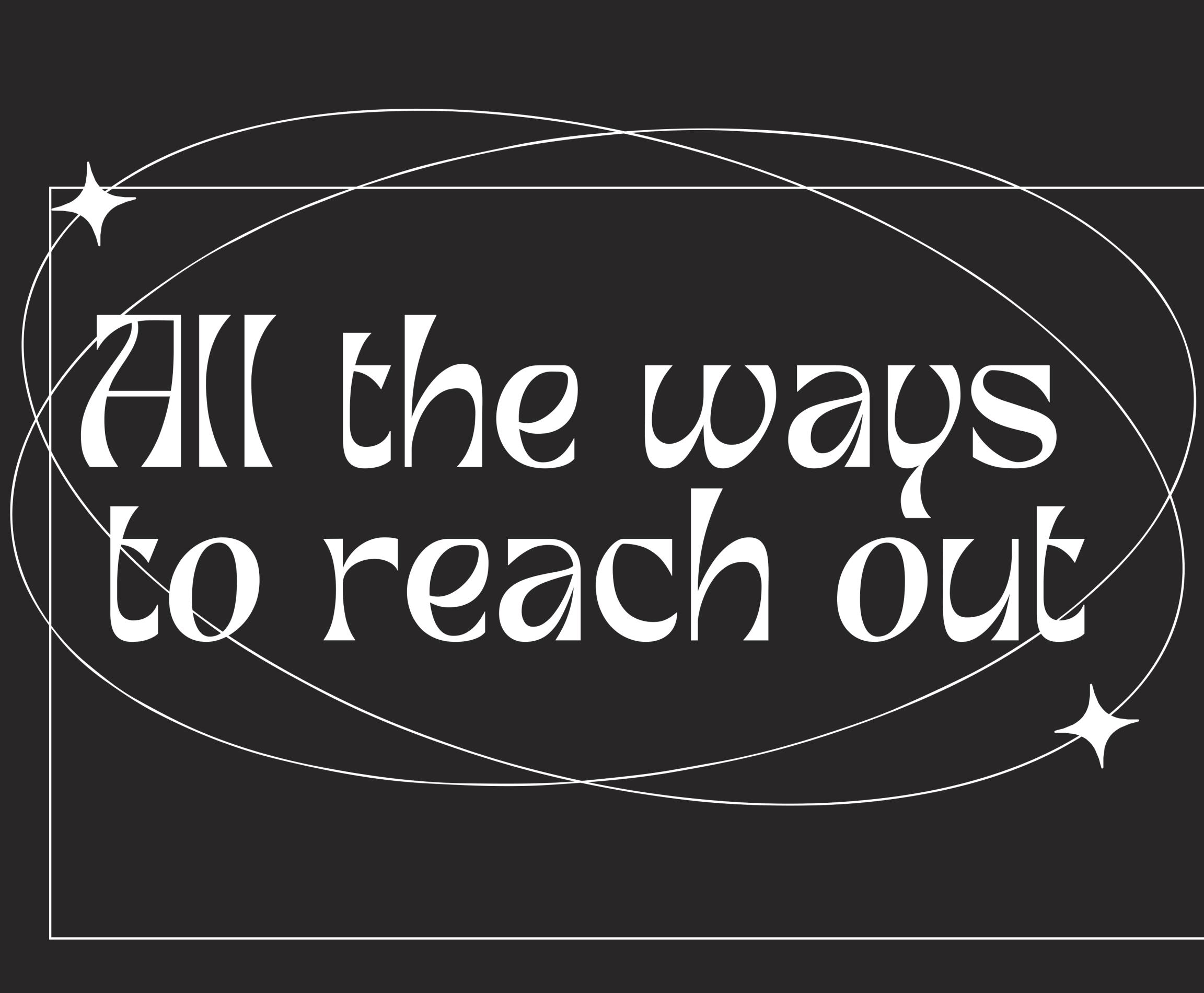




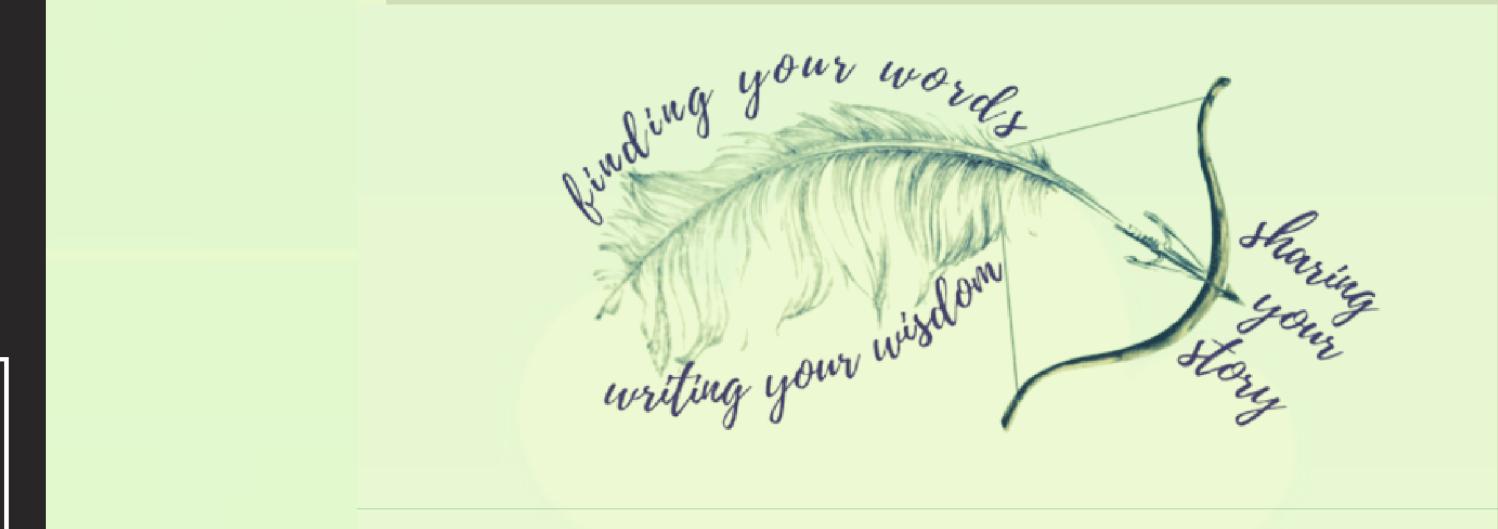
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