

ULTIMATE
48
HOUR
AUTHOR

BLUEPRINT
FOR ULTIMATE
BOOK WRITING
SUCCESS



ULTIMATE 48 HOUR
— AUTHOR —

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**SO YOU HAVE BEEN TOLD TIME AND TIME YOU
SHOULD WRITE A BOOK - WELL, WHAT THE
HECK IS STOPPING YOU?**

**I AM SURE YOU HAVE SAID TO YOURSELF THAT
YOU'RE JUST 'TOO BUSY' AND IF YOU HAD MORE
TIME, OF COURSE, YOU WOULD WRITE IT.**

**BUT YOU KNOW WHAT THE FUNNY THING IS,
AFTER TALKING TO THOUSANDS OF PEOPLE
AROUND THE WORLD 'TIME' ISN'T THE REASON
PEOPLE DON'T WRITE BOOKS.**

IT COMES DOWN TO FEAR!

**THE FEAR THAT THEIR BOOK WILL NOT GOOD
ENOUGH.**

THE FEAR THAT THEY WILL NEVER FINISH.

THE FEAR WHAT OTHERS WILL SAY.

THE FEAR THAT NO ONE WILL READ IT.

My name is **Natasa Denman**, author of 14 books myself as well as helping more than 550 people from all walks of life across the globe write and publish their first book with my Ultimate 48 Hour Author Blueprint and I am here to tell you your fears aren't real.

I now run a 7-figure business sharing my expertise and experience via my books and developed a blueprint so revolutionary, it has changed the self-publishing landscape forever.

If your book can help just one person, it is worth writing but imagine helping thousands and spreading ripples across the globe.

That is exactly what my authors have done and have had their books read in more than 50 countries and changed the lives of 1000's of people.

If you have a book in you, don't be so selfish and not share it with the world.

Make this year the year you write and published your first book...



WHY WRITE YOUR OWN BOOK?

Before I answer that I should really first share with you who this guide is for.

I could say it is for any business owner that has a story to tell. I could say if you are a speaker, a trainer, a coach, a mentor, a health professional, an entertainer, an educator etc. etc.

But the truth is I know so many people who are in these spaces that are so frozen by the fear of success and 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.

They say they want more clients; more business and more money yet take the path more travelled and settle for average.

Well I don't do average and I don't work with average people so if you are exceptional, or are ready to be exceptional, then this resource is for you!

THERE ARE HUNDREDS OF BENEFITS TO WRITING A BOOK, BUT HERE I WANT TO SHARE WITH YOU MY TOP TEN:

- 1 Boost your Credibility
- 2 Use it for Leverage toward developing other products and systems
- 3 Be considered for Publicity more favorably
- 4 Be asked to be a Keynote Speaker at Events
- 5 Grow your business Exponentially
- 6 Increase your Self Confidence – Personal Transformation and heal Old Wounds
- 7 Enter the Exclusive Club of being an Author
- 8 Build Intimacy between you and your clients
- 9 Have a great Lead Generation tool
- 10 Be Perceived as the a true Thought Leader



HERE ARE THE 3 COMMON REASONS WHY MOST PEOPLE WON'T WRITE A BOOK:

1 Procrastination – you never get around to it, as you never make it a priority. I have seen and heard people talk and think about writing a book for 10, 20 and sometimes 30 years.

2 Fear – am I good enough? I am not an expert – what if people find out (this is just plain old BS)

3 Commitment to self-believing in your own abilities to commit to the completion of the project.

Most people I meet don't believe that they are capable of writing a book. They tell me, I am not a writer, I know my stuff but I am not sure if anyone would want to read it.

Others don't believe that they would be able to get everything they know 'out of their head' and into a structured book so once again, their doubts start to creep in leaving them petrified in fear and stuck in taking action.

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:

- 12 Chapters turns into a 12 Step Program Manual
- 12 E-books
- 12 Webinar Series you can run
- 12 Month Training Program
- 12 CD Boxed Set
- 12 Topics for Workshops you can run - The possibilities and potential is amazing.

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.

THE CHAPTER UNPACKS

Structuring information in a logical order can be challenging if you have never done it before. There are also many ways of doing it that will give you an outstanding result.

In the Ultimate 48 Hour Author Blueprint we use the sequence of Why, What, How and What If.

This sequence can be followed when delivering the information live in webinars and seminars. Here is a brief description of what goes in each:

WHY – explain the benefits of what they about to read in the chapter. Why should they continue reading, how will it benefit their success in resolving their problem. Share statistics, facts, metaphors and the contrast of not following the information outlined.

WHAT – define what will be discussed in the chapter. This is a short outline of what you will be revealing.

HOW – delve into the nuts and bolts of the tools, tips and strategies you want to share and teach your reader.

WHAT IF – deal with any objections that may arise in your readers mind after reading that chapter.

***Have You Booked your Place at Our Blueprint for
Book Writing Success Seminar?***

BLUEPRINT FOR ULTIMATE BOOK WRITING SUCCESS SEMINAR

REGISTER FOR THE SEMINAR HERE

Chapter Name:

4 WHAT IF: (10% 3-5min)	1 WHY: (Start Here) (25% 5-7min)
Objections and responses (3): O1 R1 O2 R2 O3 R3	Benefits (5): 1 2 3 4 5 Fact/statistic/Shocking Truth (1): Quotes (2): Contrast (1):
3 HOW: (60% 10-12mins)	2 WHAT: (5% 1min)
3 different ways to teach the WHAT using Stories to illustrate it... 1 2 3	Define each term

3 Actions the Reader should take as a result of reading this Chapter:

1. _____
2. _____
3. _____

Additional information/resources:



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OTHER CONSIDERATIONS TO THINK ABOUT:

- Write your About the Author section
- Write a Blurb for the back of the book
- Think about and write your dedication
- Think of what offers you will have at the back of the book
- Collect testimonials from past clients
- Decide on what you will put in your Introduction and Afterward

I always knew I had a message to share with the world and writing and publishing my first book 5 years ago, and subsequent 7 others over the ensuing years have seen me appear on stages Internationally and spreading my message globally.

Whether you have big Global dreams like me, or just as important reasons for writing and publishing your book such as personal healing, growth, legacy or contribution helping others, stop letting your excuses get in your way.


Don't give up on your dreams of writing your first book.

Check out dates by [visiting here](#).

To your authoring success,

Natasa

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