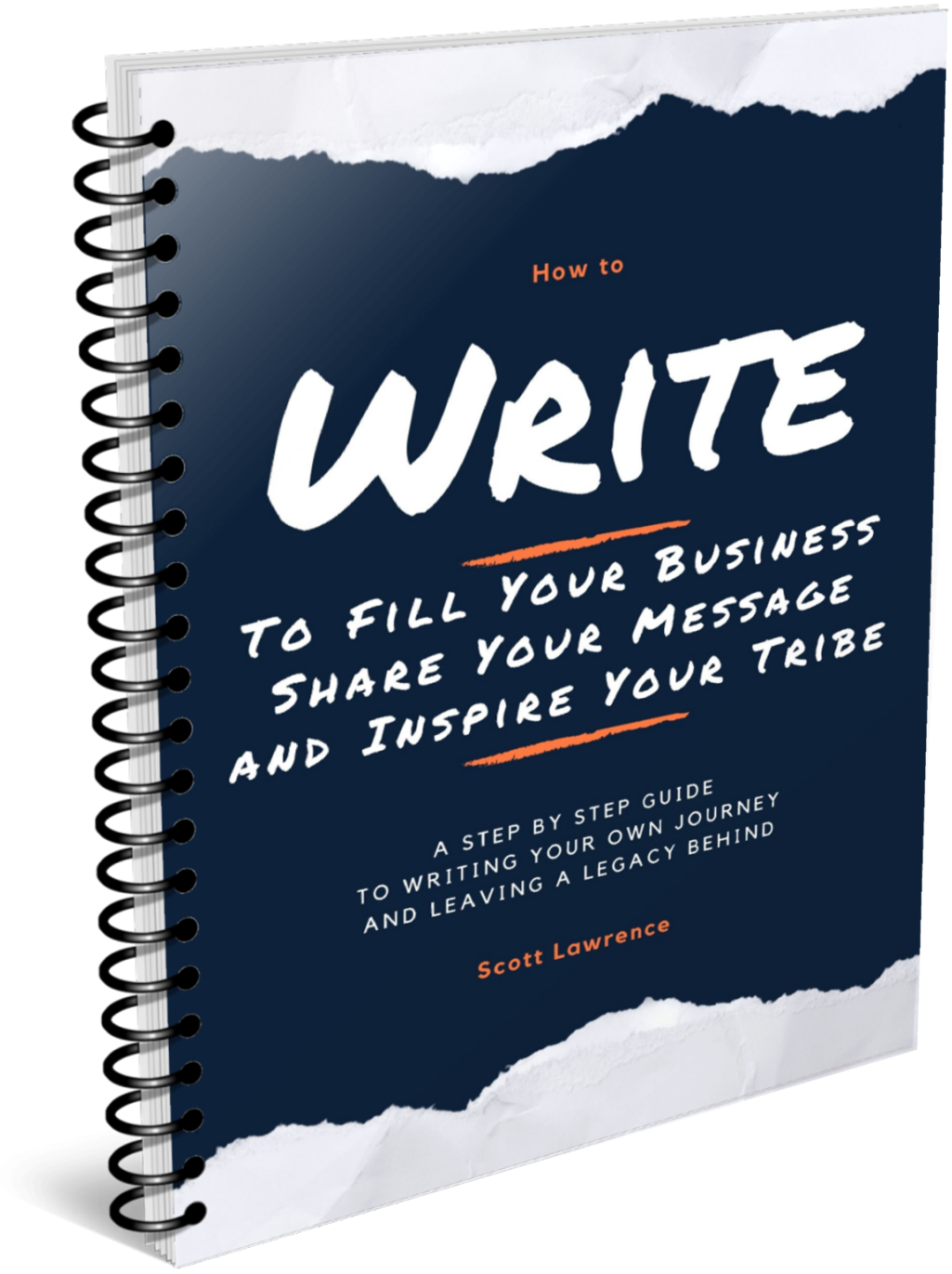

How to
WRITE
TO FILL YOUR BUSINESS
SHARE YOUR MESSAGE
AND INSPIRE YOUR TRIBE
A STEP BY STEP GUIDE
TO WRITING YOUR OWN JOURNEY
AND LEAVING A LEGACY BEHIND
Scott Lawrence



I have been blessed to be a full-time clinical hypnotherapist since January of 2010, a Lecturer at the Academy of Hypnotic Science teaching Hypnotherapy and Business to Diploma Students and have seen over 4,000 clinical hypnotherapy clients in the past 11 years and frequently appear on National Radio.

Do you have a book in you waiting to come out?

Are you looking for a way to reach your community, grow your business or position yourself in the same way that the top 1% do?

Have you procrastinated up until now, but now you're ready to get head down and pencils out to Inspire, Educated and Delight your community with your inner most magical knowledge about living a better life, getting there faster or tips to make something easier and more enjoyable than previously? Are you ready now?

Your Authors Journey

Astonishingly, there are many myths about authors.

And these myths can leave us with a sense of other worldliness or escapism that dramatize the life of authors, such as;

- Romance Novelists base their saucy affections on a complicated yet rich past world of misadventures, or
- Horror writers have either had a near death experience or are more prone to wind up in a real-life scene in The Twilight Zone or get eaten by fans than the regular non penning folk.
- Authors are the lonely type who write because they never got invited to the party with the cool movers and shakers of their TikTok community.

Don't get me wrong, all of these things might be true, however anybody can be a writer these days, just in case you were putting it off because you don't have a story about growing up in a cardboard box and becoming a Wall Street KaZillionaire using a 7 Step secret that may or may not involve a combination of Blockchain and Mushroom Ceremonies. Writing is for you if you have something to say.

Writing is especially for you if you'd like to save time finding the right community of your followers who are already on your level, and who may be interested in supporting your business so that you can keep the conversation going with them. Writing is for you if you want to write.

Becoming a Writer

I’m a writer. Yep.

But before I authored 36+ Books, I was a terrible student high school student, right up until the point that I learned to take risks. And I’ll tell you more about that in a minute and my number 1 rule that turned me from a ‘deer in the headlights’ zombie brain every time anyone asked me a question to knowing how to give sharp answers. It’s mostly about embracing risk and realising that rejection can’t kill you.

Writing a book and taking a risk involves **Ego Death**.

Ego death is when you realise that we’re all only here for a short time and it’s not worth checking how many social media followers you have and how many trolls have taken an issue with you every minute, like you’re checking the fridge for new food or the letter box for an item you bought from China 6 months ago.

Ego death is when you realise that it’s not worth getting embarrassed by every little thing. We’re all the same and we were all born with the same fears and insecurities.

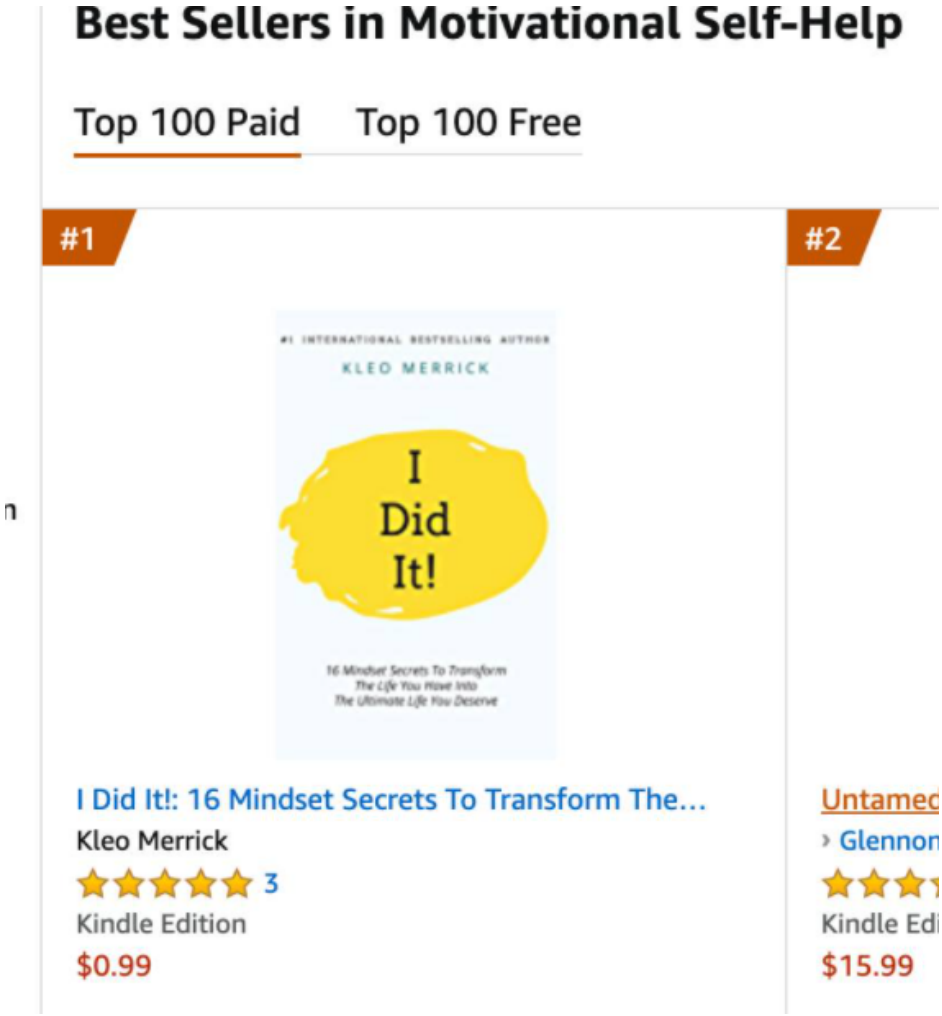
Writing a Book to Sell your Therapy Sessions, Coaching, NLP, Health products, etc… involves holding back all of your “I studied Health and Psychology for 2 years and now I’m writing a book about it” urges, and instead falling into the more successful, “I am a problem solver for my reader” methods where you remember who it is that you’re writing this book for.

2 Things that I would urge you to do if you were my student.

1. Don’t be boring, (take risks) and
2. Remember who you are writing the book for, (solve problems).

10 Rules of Writing

My friend Kleo Merrick asked me to write a chapter for her book “I did it” that went on to become amazons #1 best seller in the category of “Motivational Self-Help”



This is my chapter. (The 10 rules of writing are next, I promise)

In 2009, I had just graduated from the Academy of hypnotic science. My dream was to learn hypnotherapy and then to base a career around it. One of my fellow students invited me to his 50's birthday, and as we drank a beer together, he told me that he bought the Academy.

This was great news for me because I could join up as a lecturer. I loved what I was taught so much that I could just about recite it all word for word. So I asked the new owner of the Academy of Hypnotic Science if I could get on board as a lecturer and to help him to build the academy.

It took courage to ask, but I'm glad that I did

Unfortunately, the answer was 'No'.

Not only was the answer a 'No', but it was one of those 'No's that come with feedback. They told me that all I had was a diploma in hypnotherapy and no experience in the field. I didn't have any training qualifications and had nothing to bring to the table. I hadn't proven myself in any way and they've already been asked by quite a few academy graduates if they can teach. Of course it looks attractive to a graduate to get paid $400 per day to teach their favourite topic for 5 hours per day and then go home risk free. It's a dream. But that dream needed to get backed up with a TAE, training and assessment certificate and industry experience. I didn't have either, so I was completely crushed. I felt as though my last 2 years of training now meant nothing.

As a kid, the third and last born, I was often ignored. Don't get me wrong, I always had a roof over my head and food to eat. I grew up with a not-so-rare, yet expensive skin condition. It was nothing life threatening, but both of my parents had to work to pay for my medication. Basically it meant that my older brother and sister got to spend time with my parents as they were growing up, but when I was born, I missed out and was ignored.

My dad once said to a friend jokingly, "You teach everything you know to your oldest kid." I found it hard to learn anything in school because I just didn't get any support. I wasn't popular in school and even the teachers used to bully me. I became such an introvert.

I was willing to do anything to just gain some life skills and to just find my place in the world. It was a lonely journey, but as soon as I finished high school, I found any job that would teach me something. I did managerial roles and then finally in my mid 20s, I signed up to study hypnotherapy. I was curious to know about hypnotherapy because I felt that it would lead to answers about my life and why I was the way that I was. And it was amazing. I learned social skills and self reflection that I had never heard about or had any access to previously. Hypnotherapy was a life saver. I became addicted.

My favourite life lesson is that my life values will get me through any situation. This sounds like an over simplification, but let me explain.

As a kid, youngest of 3, when I was presented with a problem, I didn't know how to fix it. If I got bullied, I would freeze like a deer in the headlights. If I got asked a question by my teachers, I'd freeze like a deer in the headlights. Basically, I did a lot of freezing like a deer in the headlights.

After I started to study psychology, I was able to swap 'Deer in the headlights' for a few new techniques. If somebody asked me a question, I'd lean on one of my values of 'Have a go and see what happens', so I'd have a go at answering their question.

If I needed money, I leant of the value of 'Activity creates income' and I had a go at doing some advertising and attracted clients.

If I didn't know how to do something, I leant on the value of 'Ask somebody who knows best' and then I would call an expert or study a course until I knew the answer.

But what do you do when you don't know enough? Again, as a kid, I didn't know any values to get me through situations, except for one.

The only value that I knew as a child was, 'Hang in there, it may get better someday'.

The reason why I put so much emphasis on "Values will get you through any situation" is because before I learned what my values were, I basically wasn't getting through. I was simply suffering.

I grew up with asperges, (AS). It's not deadly, but it does stunt your social growth, especially when you're the youngest of 3 and mostly ignored. When I saw the other kids having fun, socialising and just being normal, I didn't know how to join in.

It's like showing up to a war where everybody has full body armour, guns and driving a tank, and you turn up wearing thongs (flip flops if you're American) and a T-Shirt and don't even know that there is a war going on.

There was this girl that I was very interested in when I started high school. A normal guy would have just asked her out. But not me.

She even asked me one time if she could sit next to me.

How did I respond?

I froze like a 'Deer in the Headlights'

That must have been weird for her. She asked me a question and put herself out there and I just creeped her out by just staring back blankly like a 'Deer in the Headlights'

It was very uncomfortable for both of us, I assure you.

I spent years regretting freezing up like that.

It was like something was missing from my brain, but somehow, every other person out there seemed to know what to do

One of my favourite values that has gotten me through life is 'Rejection can't kill you'

After I studied hypnotherapy, I had a tool box of values. One of my first moves was to get back into the dating game after being single for 5 years. So I asked out a girl who I later married. Yes, that marriage didn't last, but 'Rejection can't kill you'

This is an important value to know about. My all time favourite value is "People don't care what's on your mind. They care what's on your heart".

As I started to let my guard down, ask people for what I wanted, not feeling rejection and telling people who I felt, I started to receive more rewards in the Money and Love departments of life.

I asked again to become a lecturer at the Academy of Hypnotic Science and told the owner about how I Feel about the industry, and I became the highest paid lecturer there.

I asked people to buy my programs / courses, I asked for space at home, I asked for company, lowered my filters and told people what was on my heart.

Another value that's made so much sense is that 'Nobody gets there alone' It's tempting to avoid asking for help, but avoiding doesn't make us look stronger in the eyes of everybody else for handling everything alone. Most people can see through a macho act.

It takes courage to ask, but "Rejection Can't Kill You"

I asked the universe for a mentor who was close enough to my age that I felt that I could relate to them. So the universe sent me Ryan.

Ryan, at only age 24, had already built a social media company that he grew to over $10,000,000 per year.

I got to travel the world with Ryan, from Melbourne, Sydney, Switzerland, Hawaii and we'd sit next to each other on the planes just talking about life and business.

His ultimate advice for me was to learn how to do phone sales. He said, "If you'd just pick up the phone, your business would triple."

It was uncomfortable because phone sales has this real Icky feeling. People can be rude to you. And even if you go in with noble intentions, you can still get hung up on.

After a while, I picked up the skill and found that if you're strong and confident, they stop testing you with their nonsense and they start to really listen to what you have to say. I stopped trying to be a people pleaser and just got to the point more quickly.

The real change for me is that I no longer have to live my life in frustration because I lean on my values.

I move quickly and I do what I want, because my experience has let me know how to make the best of a situation. I would never have been able to do this if I wasn't trained.

It may have actually been a benefit to me that I started off in life frustrated to the point where I put education first, because I see so many people live their entire lives frustrated because they won't ask for help or get a coach. Sometimes falling apart is a blessing because it actually makes you cross a boundary that you would have spent your whole life inside of.

I am now free. I am loved and I am happier than I've been in the past. I value these things now. I value my freedom, being loved and being happy. You need to value these things too if you're going to get anywhere. Get as much education as you can, allow the education to shape your values and let those values guide your life.

Ask for help, act quickly, don't take advice from somebody who is afraid of life and let your natural genius flow. Honestly, I don't have to stress too hard about anything because I've learned how to create what I want stress free.

Is your mind holding you back, are you stressing out or are you suffering? It doesn't have to be this way.

After that chapter was published, many students told me that it inspired them to write their own books and to tell their own stories.

I was asked to put together a list of Rules that I follow when I write.

But as somebody who reads a lot, I was just copying the writing style of other authors who I enjoyed their works.

If I had to come up with a Top 10 Rules of writing, it would be this.

1. Capture your ideas when they hit you. The difference between a writer and a non-writer isn't that writers get more ideas. No matter how clever you are, you will never remember a book full of ideas until they've been captured on paper (or on a computer or carved into a tree. I don't care, just write them down.)
2. Decide what you want your book to do. Especially if you've just graduated from some version of a psychology school, PT school or even if you're a yogurt master, (that wasn't a typo. I was making a joke), you need to ask yourself, "Is this book for Me? Or is this book for Them?" If your book is for you as a journal or a diary, then go nuts. Do what you like. But if your book is designed to help people with problems, then the least you could do is to stop talking about your 101 tools and to actually pick a problem that your market has and write about it.
3. If your book is designed to help people, then you need to include a section to;
    a. Introduce their problem, (and promise solutions)
    b. Relate to their problem
    c. Tell a story that starts with pain, learns a lesson and ends in a solution.
    d. List some Steps to their solution, in an entertaining and vivid way. For example, Don't say, "Get clarity", unless you're willing to give thigh slappingly hilarious examples of how to get it right and how to get it wrong. (and yes, you may be dealing with a sensitive topic. So, make fun of terrible techniques. Don't make fun of their pain.)

4. Actually make an offer somewhere near the end of your book. Even if you can just capture their email address, then you've done your job. But give them a reason to give you their email address. There is a reason why Jacqui Hutton and myself have gathered such a massive list of followers and subscribers. We bribe people with free epic training that solves a problem that was causing them to suffer.
5. Finish your book. Version One is better than Version None. If you need to, keep it under 5,000 words. Just get it finished and out there.
6. Drip Feed the Hard to Learn Stuff and integrate it into stories and easy to follow steps. I know that you're clever, and that's so cool. But once you give your 13th fact about History, Science, Psychology and Quantum Wizard Spirituality, it's not that your reader isn't impressed, it's that they need some rest to keep up with you. Please keep the clever stuff coming, just pace it and splice your left brain trivia with some right brain emotion and real conversation. You shouldn't sound like, "My weight loss program is holistic as even the preliminary analysis that we provide on the quantum level, according the Bruce Lipton muscle testing provides us with a complete Myer Briggs integrated diet plan for even insulin resistant chakras or if your protein strings fold into the 4th dimension." Ok I was having fun there, but you know what it feels like for the reader to have to put up with word salad.
7. Have some fun. Life is too short.
8. Find a quiet place. Distractions are unacceptable, (unless you have kids or something. Then just do your best.)
9. Include "Rejection", "Refusals" and "Authenticity" in your stories. It's ok to slow your story down so that it matches reality. No story should say, "My client was sad, they hired me, I coached them, now they're happy." A good story needs the, "It was too hard to I quit", "I made some mistakes", "It all fell apart", etc… Life has ups and downs. So should your writing.
10. Talk about results. I should have made this Number 1, but you'll remember it now that I've pointed it out. Jacqui and I sold $90,000 in coaching in 2 days from a seminar in Doncaster, Victoria, Australia. I've seen 4,000 smokers in 11 years who have successfully quit smoking. I've created viral videos on YouTube that got 200,000 plus views. If you have results, then talk about them. Position yourself as an expert.

Your First Page

Once you've established yourself as an expert, you can do anything.

But you have to establish your position first.

I'm not talking about credentials. I'm talking about establishing your relationship with the reader as the clear headed, vocabulary rich, metaphor weaving, story telling best friend. You don't even need to aim specifically to be likable. People focus on 'Likable' far too much.

I'd much rather respect a writer for their convictions, their willingness to "tell it like it is" than any other form of professionalism.

On your first page, it's time to take a stand.

What do you stand for that others may not?

What low standard or wide spread myth is offending your soul and needs to be addressed by you now?

In this book, we're counting Page 3 as Page 1. I mean there's the cover of the book and there's the relate page. Those are standard. If you also include a table of contents, then your first page comes after that. It's your page 1 of chapter 1 that I'm talking about.

Is there an injustice in the world that needs to be addressed? A good writer will 'Give Away' their position on their topic as part of their brand. You can still create mystery and create a 'page-turner-effect' after giving away your stance on the topic. It's the journey that creates the suspense, not the final battle.

The ‘author-sphere’ that you and your reader find yourself in is a safe and private space to publicly blurt out anything that you’ve been shushed on in the past, as long as you do it artfully.

One of the first books that I read was ‘The Dilbert Principle’ by Scott Adams. If anybody should be holding a school on writing, it’s Scott. He defends his position with ‘deductive reasoning’. ‘Deductive reasoning’ is you meet the reader where they are, present fact after fact to narrow down the possible outcomes until the reader agrees with you. You don’t have to use deductive reasoning, but if you’re going to stand for something and position yourself as an authority, then it’s not a bad place to start.

For example, imagine that Scott Adams is making a case that he is the ‘Smartest Man Alive’. He could say, “Notice that I didn’t say smartest human. This already narrows down half of my competition because I’m not actually comparing myself to any woman”.

Can you see how he’s half way there?

Next, Scott could say, “A study by Cambridge suggests that the people with the highest IQs often write a book in their 20’s. Well I wrote a book in my 20s. But you may look at my writing and say that it’s not up to the standards of Shakespeare or Stephen Hawkins, and I would argue that those people are Not Alive and don’t qualify for the title of Smartest Man Alive. That now takes me out of a pool of 7.8 billion and now we’re down to a possible hundred thousand.”

Can you see what Scott is doing here?

He doesn’t need to win all at once. He can inch forward while you enjoy the journey. He may then go on to say, “Notice how I have included you in my thinking process along the way. That way, at the end of this, we both feel smart. There is probably only 15 authors alive today who do this well. And half of those authors are woman. This narrows my competition down to about 7.”

Notice how compelling yet flawed this reasoning is. The reason for using deductive reasoning isn't to convince the reader that you're right. It's to make them think in a different way, or at least to entertain them long enough to open them up to your style of thinking.

Finally, Scott might say, "Of those 7 other male authors, I haven't heard any of them claim to be the smartest man alive which leaves me as the only person left in the competition. Therefore, I can't prove that I'm not the smartest man alive, and neither can you."

That is just 1 example of creating a Premise and Standing for something. You may choose to be a little bit more serious depending on your topic matter. Therefore I'm going to list a few popular argument styes to chose inspiration from.

1. **Did you know?** This is basically a download of facts from you to the reader and can run the risk of just being a massive list. If I were you, I would spice it up a little by going lateral, getting off topic and then bringing it back once in a while.
2. **It's not your fault.** This is the 'Normalise the Reader' technique. This helps to get the reader on your side because you're on their side first. The idea is to masterfully show them how they got into their situation and to give them a path forward.
3. **The Subliminal.** I used this style heavily in this book. You'll have to go back and see for yourself. Also, you should buy me a coffee if you ever see me in person.
4. **Subvert expectations.** This is where you go against conventional wisdom and tell them something they didn't expect. Such as, "Alarm clocks aren't there to wake you up. You'll wake up anyway. Alarm clocks are there to give you the confidence that you can go to sleep without the worry of missing your wake-up time."
5. **The Interview.** This is a transcript of an expert that you ask questions to. These are very popular but underutilised.
6. **The walk through.** This is great for students or clients who are enrolled in one of your programs or subscriptions.

I hope these help. Next it's story time.

Where to Sit

I'd like to give you 2 resources that will help you to no end with your story telling.

We talk a lot about the psychology behind writing and creating fast in the 4 hour course eBook. Click here to download it.

I have trouble concentrating, and this means that when ever there is a noise, I can't read or write.

If you're having trouble writing, before you criticise yourself or write yourself off, perhaps check that your environment isn't competing with what you're trying to actually achieve.

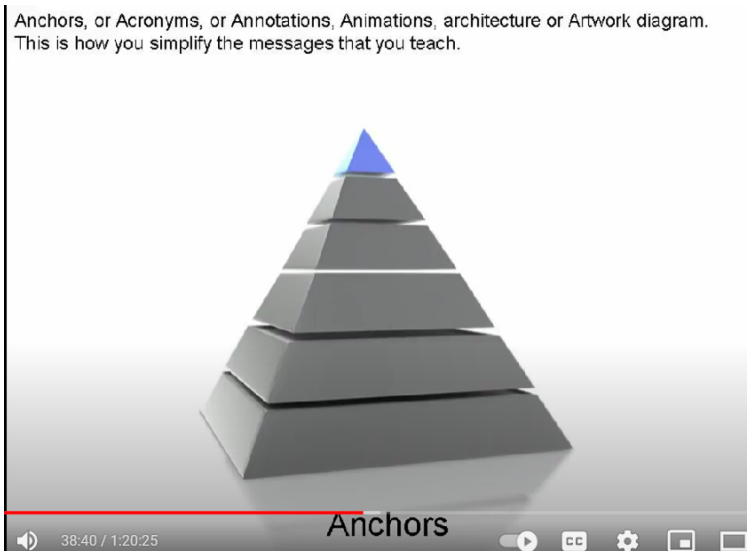
These days, it's common to have somebody talking to you while you're reading something on your phone. Do you notice how uncomfortable it is to do those 2 things at once?

If you can, lock yourself in a room, or if your laptop has enough power, go outside, unless the weather is unfavourable, and work on getting relaxed an in the right head space.

If I haven't eaten, haven't had water, haven't stretched and done my daily workout, haven't had my coffee (yes I'm a coffee drinker) then I have no chance and the laptop just becomes a torture device instead of an instrument of creativity.

Frameworks

Frameworks help your reader to remember what you teach them.



[Click Here] for a complete training on frameworks.

The general idea is to make it easier, not harder to remember. So if your list is too big, or your diagram doesn't give a visual understanding of your concept, then it'll be too hard for readers to follow what you're saying.



For example, if you're describing a spectrum, then a line with 2 ends is great. But if you're talking about 2 spectrums, then you may need a quadrant graph. A good example of a Quadrant graph is the SWOT test. The Strength and Weaknesses are about your Reader and the Opportunities and Threats about your Readers World. The Strengths and Opportunities are Positive. And Weaknesses and Threats are Negative.



As a self-confessed acronym nerd, I recommend using these, not only to help your readers memory, but to help you to redeemer and to organise what you're talking about. Another great tool is alliterations, where each word starts with the same letter. Like Coca-Cola.

Story Structure

Quickly watch this short comedy video that I made for my friend Justin.



OK, it's a bit weird, I'll give you that.

But there's an important lesson in story structure here.

1. The character wants something, and
2. The character has a flaw.

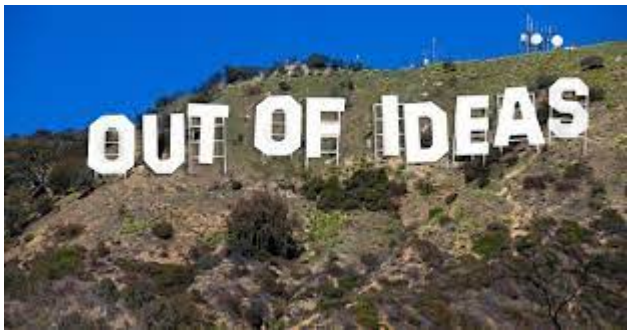
What did my character want and what was their flaw?

1. My character that I 'played' (I suppose), wanted to share my friends Justin's results with the viewer.
2. My character was flawed as they didn't realise that the image was photoshopped.

Thirdly, my character had a pivot and a moment of realisation. Jerry Springer played his part well by discovering the flaw. If you can create a Character with a Desire, a Flaw and a Pivot with a moment of Realisation, then you're half way to a great story.

The Big Issues with Stories These Days

There are a lot of complaints that Hollywood (and authors) are out of ideas. And it's a fair critique with Sequels, Prequels, Reboots, Soft Reboots, Requels and a rehashing of old ideas. But if you thought that the problem with movies today is that they are reusing old ideas with new and younger actors and that somehow that this is turning audiences away from the movie theatre, then you'd be wrong.



The problem also isn't woke culture, but it is heavily related to the mistake that woke culture is making in movies today.

Here's a list of great ideas that we should all take onboard in our lives.

- Look after the planet.
- Don't discriminate against people for attributes that they can't control.
- Don't be so greedy that you leave other humans without a bare minimum life style.

Would you agree that these are good ideas? I would.

The problem with how Woke Culture is causing Hollywood (and books) to lose their Audience is that they've stopped producing relatable stories. And when sales are down, they blame their fans for not supporting their message of inclusivity, planet sustainability and positive values.

How to Share the Message without Losing the Audience

Rule 1. Don't be so angry at the reader.

Rule 2. Include the Audience and assume that they're on the same side of the fence as you.

Rule 3. Base your story in Authenticity and Reality

Rule 4. Create a Structure and Believable World for your Story to Exist.

Let's break these down.

Rule 1. Don't be so Angry at the reader.

Think about what you want your book to do. If you blame your audience, then you've lost them. A book isn't a protest where you wake up early to paint a sign and march around all day expressing your disapproval of somebody. Remember that your reader is your friend. If you want your reader to 'Be Less Racist', then you can't start the conversation with an accusation. Remember that the reader is your friend. If you want your reader to be less Lazy, then you can't start the conversation by accusing them of being Lazy. Just remember that your reader is the good guy, not the bad buy.

Rule 2. Include the Audience and assume that they're on the same side of the fence as you.

What did Richard Dawkins later regret after writing "The God Delusion."?

I love how Richard Dawkins is focused on making science more popular, however, he later said in an interview, "I suppose that I didn't need to be so Militant about it."

Whereas Myth Busters, when they're not blowing things up, are cultivating some wide spread curiosity about how it is that they build so many great experiments.

If it was you in the audience, what would you rather watch?

1. An angry scientist who hates people who don't agree with him, or…
2. A scientist who performs visually interesting experiments and weaves metaphors in front of your very eyes?

Rule 3. Base your story in Authenticity and Reality.

This rule is the main one. People stop reading stories that don't make sense. No matter how important your book or your message is, if it doesn't add up, then it doesn't add up. Your readers have a Radar for Authenticity and Reality.

And I don't mean that people don't like fiction.

Harry Potter is massively popular. But it has rules. It has it's own internal consistency. And if you break Harry Potter Rules in the Harry Potter Books, then there needs to be Harry Potter Consequences.

Rule 4. Create a Structure and Believable World for your Story to Exist.

Some of the most famous stories involve Families, a Group of Friends or a Group of Work Colleagues.

It's not enough to just create a Character with a Flaw unless that character exists within a structure.

Think about any Character of The Simpsons, Friends, Big Bang Theory, How I Met Your Mother, Seinfeld, Cheers, M.A.S.H., Marvel Avengers, Frozen, Hunger Games, The Lord of The Rings, The Shawshank Redemption, The Godfather, The Dark Knight, Family Guy, South Park, Star Trek, Star Gate or John Wick.

Do you notice how each of these characters live in a world with their own unique rules and expectations.

When you watch Hawkeye in M.A.S.H., you know that you're watching a dark comedy. You know that it's going to be nonstop jokes at first, but sooner or later, you're going to find the serious message in the tragedy.

When you see Peter Griffin in Family Guy, you can reasonably expect a pun and a cut away.

When you see John Wick, you can predict that any person in any environment is probably a well trained deadly martial artist.

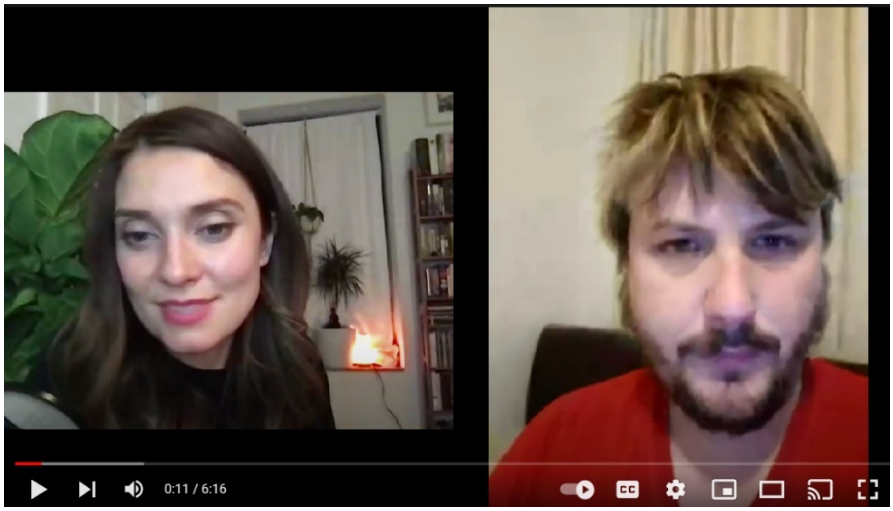
When you hear Phoebe from Friends make a joke or Penny from The Big Bang Theory make a joke, you can expect that everybody sits making facial expressions until the laughter has finished.

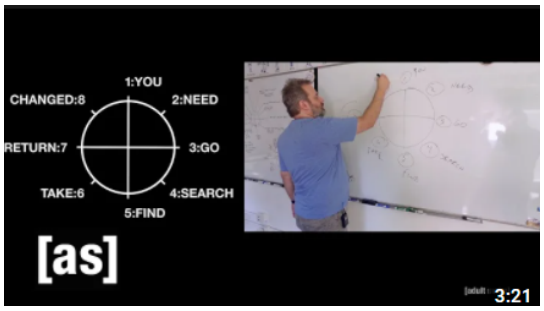
The Relationship Structure

These are the Rules that make up the World that your Story lives in.

Television shows like Rick and Morty became popular when they introduced the Family Structure. Good characters aren't enough, you need a structure for that character to exist within.

I spoke with Spencer Grammer (who plays Summer on Rick and Morty), daughter of Kelsey Grammar about the Dan Harmon Story Wheel.



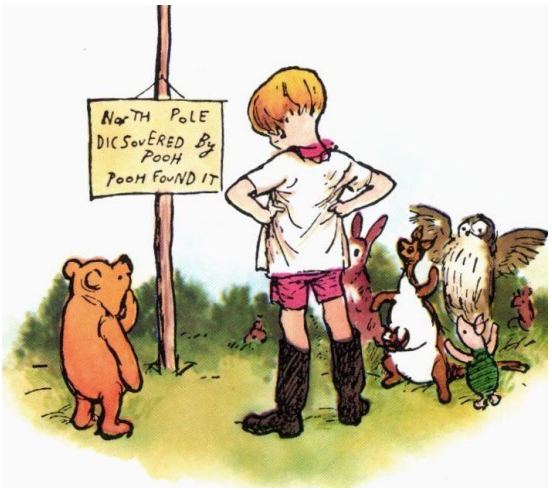


Take a look at Dan Harmon's Story Circle. He uses it to write stories fast in a way that keeps his viewers coming back year after year. He has great characters, but his characters have a great world and story structure too.

Discovering the Lesson of the Story

No body likes an exposition dump. If you're not familiar with expositions, it's where you Tell, not Show your audience a whole lot of information at once, like it's the opening screen of Star Wars with all of that yellow text scrolling through space.

If your character is going to 'Discover' the answers that you are teaching, then they need to go through the entire journey from start to finish. And this includes objections, refusals and immaturity. Remember that the more authentic and honest the story is, the better of a teaching tool it is for the reader.



If you're familiar with the story of Winnie the Pooh, "An Expotition to The North Pole", you may remember that they had a Character, Pooh and a Desire, to find the North Pole. Pooh also had character flaws such as an addiction to honey and a tendency to be absent minded and wander off.

Although Pooh did end up finding 'The North Pole', it wasn't just given to him. Roo fell into the river and nearly drowned. Pooh see's a pole sticking out of the ground and uses it to save Roo. "I just found it," he said. "I thought it ought to be useful. I just picked it up."

"Pooh," said Christopher Robin solemnly, "the Expedition is over. You have found the North Pole!" "Pooh's found the North Pole," said Christopher Robin. "Isn't that lovely?" Pooh looked modestly down. "Is that it?" said Eeyore. "Yes," said Christopher Robin. "Is that what we were looking for?" "Yes," said Pooh. "Oh!" said Eeyore. "Well, anyhow, - it didn't rain," he said.

What will Your Character Learn?

The lesson should close the loop on what ever your characters ‘Character Flaw’ was.

If you have a character who is addicted to;

- Food
- Drugs
- Bad habits

Then they should discover at least 2 things.

1. Their addiction was destructive and
2. The reason why they needed the addiction has become healed.

If your character is going to learn a business lesson, they may experience;

- Impostor Syndrome
- Trolls
- Finance Issues
- A lack of Leads
- Burnout
- Betrayal

Then they should discover at least 2 things.

1. There is a better technique to achieve results and
2. A past trauma was distorting their view of reality.

People love it when your character learns a fully rounded world view as a lesson instead of just a list of steps. Well that’s what I think anyway.

Three Part Act

I'd like to give you 2 resources that will help you to no end with your story telling.

The first is my authors kit.

Click Here for the link.



The second is my Three Part Act formula for storytelling.

Click Here for the video.



The key to a good story is to take your reader somewhere. Action creates it's own authority, however, you also need key ingredients such as a Character, a Desire and a Character Flaw. You'll see what I mean with this formula that I call;

T.H.R.E.E. P.A.R.T. A.C.T.

Territory – The Title Character, Time and Where the story starts.

Harold – The External Event that causes the story to begin.

Refusal – The Hero Turns Down their Journey.

Expert – The Hero becomes armed with new knowledge or tools.

Event Horizon – The Decision or Point of No Return.

Proving Ground – The New World where the Hero needs to Survive.

Approach – The Hero makes a plan to win and begins their end game.

Rival – The Hero faces their Final Battle.

Treasure – The Hero wins and takes their prize.

Arrive home – The Fully Realised hero returns home.

Cured – A Demonstration of how the Hero has overcome their character flaw.

Transformation – The Hero realises that the true prize was their own growth.

You'll see this formula in The Heroes Journey by Joseph Campbell, Star Wars, The Hunger Games, The Matrix 1 (not so much the other 3), The Wizard of Oz and many other Books, Movies and other Stories.

Your story needs to have a structure of Call to Adventure (T.H.R.E.E.), a Transformation (P.A.R.T.), and a Return Home (A.C.T.) for the audience or readers to commit to the journey.

Basically, building fantastic characters is good, but a solid story structure will help to grow your business and using Three Part Act will most closely demonstrate an authentic human adventure.

How to Teach

Teaching in an eBook is easy, but you really have to think about the reader. And you need to think about if they have the ability to follow your steps.

You can get as complicated and convoluted as you'd like, as long as you back up your teaching with Relatability, Stories, A Big Picture of the Steps plus the Mini Walkthrough Steps.

We use an acronym called T.E.A.C.H. to make sure that our readers / audience are keeping engaged with the content.

T.E.A.C.H. stands for;

Topic – Let people know the Central topic that you're talking about

Empathize – Relate to what your audience is currently going through

Anecdote – Tell a story about how you or someone else get through it.

Coach – Describe the steps that your readers should follow for success.

Homework – Provide a work sheet with a call to action to get your readers to actually do the steps. Yes Coach and Homework need to be separate steps if you want your readers to take any action.

We go into more depth on the **T.E.A.C.H.** framework in the 4 hour course eBook. Click here to download it.

Your best bet is to describe your steps so simply that a 5 year old could follow them. People are busy and will appreciate the blow by blow walkthrough on how to be successful at fixing their problem.

Give Homework and Worksheets

Yeah, it’s weird, but if you don’t actually tell people to do something then they wont.

Check this out.

Option 1.

Did you know that meditating with your eyes closed for 1 minute will actually make you feel more refreshed?

Option 2. Do this Exercise now. Close your eyes for just 1 minute and breath. Imagine the world is just a little bit further away for a while and feel your power coming back up your spine now like a tingling sensation.

Which option made you feel more like doing it?

Basically, if you don’t give a Call to Action in your Marketing, Your Books, Your Videos or your Coaching, then people will just sit (or stand) there like a deer in the headlights waiting for a clue to drop out of the sky and wack them on the head.

This isn’t because people are lazy.

This is because people are flooded with suggestions and will only respond to direct instructions now.

Book Covers

If you're using Microsoft paint, then please stop it.

We've moved past that now.

A super easy to use tool is Canva and Adazing.

Canva has poster templates that can turn into your eBook design and Adazing can then convert your flat file into a 3D looking eBook cover.

You should watch these 2 YouTube videos on how to design eBook covers.

Video 1. Create Your eBook Design

Video 2. Fix your eBook Design

Jacqui did a complete training on how to create and design you cover. Watch it here by clicking here.

If you scroll down to the bottom of this eBook, I have provided 36 eBooks that I have written. You can see all 36 covers at once.

This is what I suggest to get a quick start on your eBook cover.

1. Pick a Template
2. Enter Your Headline
3. Download your eBook as a JPG
4. Upload your flat file to Adazing
5. Open a Word Document and copy your Cover onto the first page.

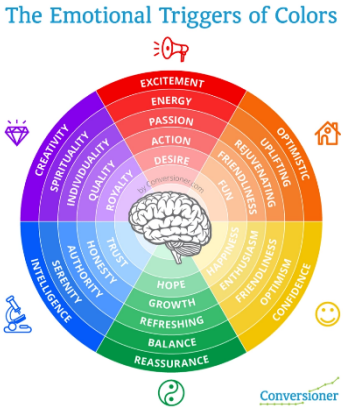
We recommend that you go to Google and type in Colour Psychology to work out what colour matches the feeling that you'd like to create.



Talk a look at this image and look for words that match what you'd like to represent.

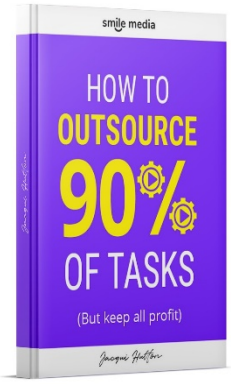
What colour shows up for you? This colour could be the back ground colour of your book.

If you want a second colour on your book cover, how do you know what colour to use?



Opposites work well. If you picked a Black Background, then White is a great contrast, or vis-versa. The same if you picked Blue or Orange, or Red or Green, or Purple or Yellow.

Much of this colour psychology is about making it easy for the reader to be able to read the book.

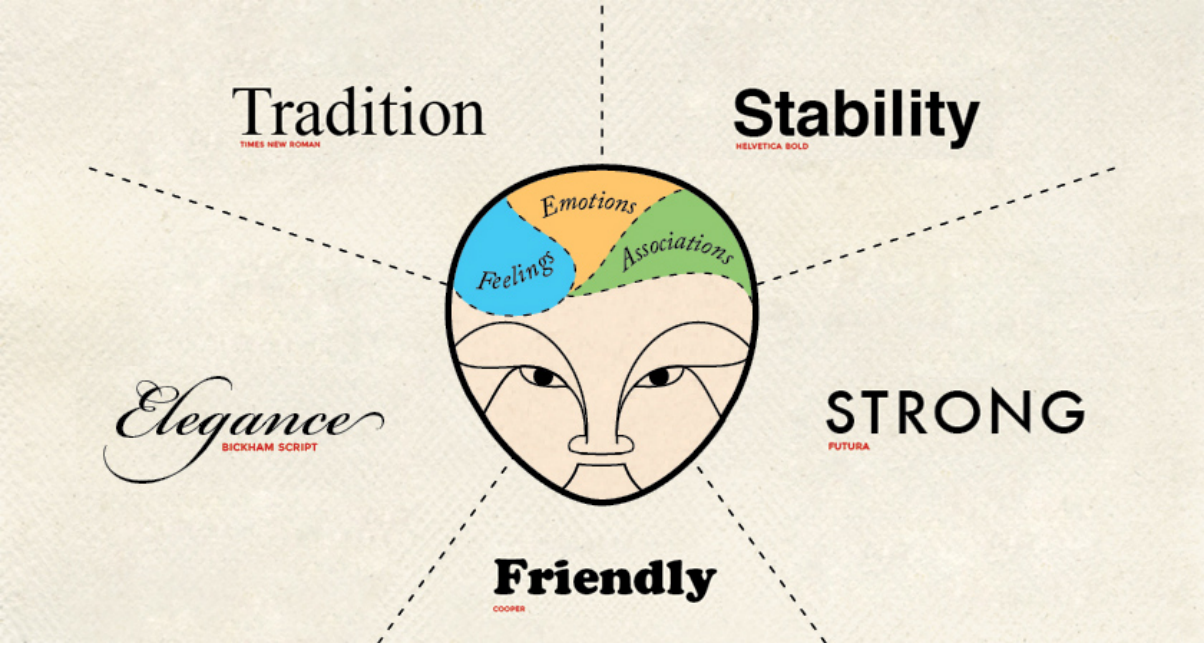


Notice how this eBook cover written by my business partner Jacqui Hutton uses Purple as a back ground. Purple can come across as Creative and Wise. And then she chose Yellow as the main Text Colour because it contrasts well and is easy to read. Imagine if Jacqui chose Blue text over purple. It wouldn't be as easy to read.

But colour is just part of it.

Your font will actually say a lot about what your book stands for.

What type of Font did Jacqui chose and what does it mean?



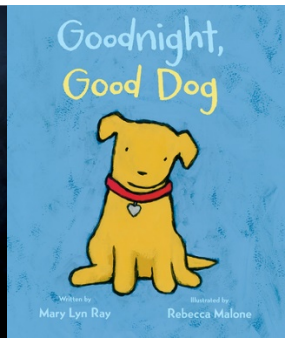
Can you find Jacqui's font on this chart?

She chose Strong.

Tradition may work for anything old, Elegance may work for wine or some clothing brands, stability may work for relationship advice and strong tends to work for business. Also, the friendly category tends to work for children's books or anything that's low tier and accessible.

Now compare the fonts of these two covers.





What font did Tony use vs the Children's book? Why is one Strong and the other Friendly? What would it look like if they swapped fonts?

Landing Page

You don't just give away your eBook.

You collect their contact details, name, email and phone number so that you can advertise to them later.

Click on the eBooks image to get a link to all of my eBooks.

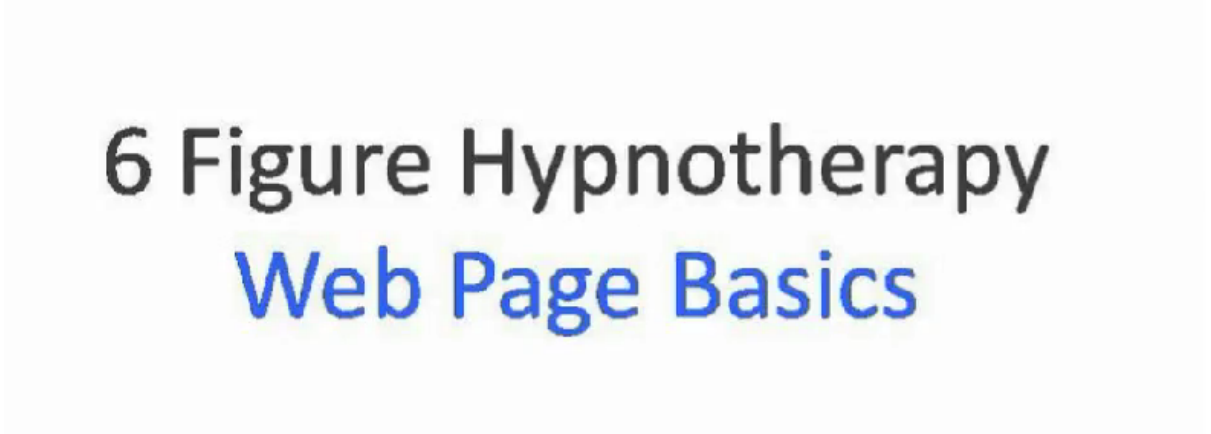


Here are 36 eBooks. If you click on any of the links, then you'll see the landing page that I have used.

We use leadpages to create our landing pages. It only costs about $300 USD per year for unlimited landing pages.

Click Here for a Landing Page and eBook example video.

You don't want to over populate the landing page. Click on this video to see The H.O.C. method and the 5 simple steps to a 6 Figure Web Page.



Promotion

This video will tell you everything that you'll ever need to know about how to promote your work, what to say and how to put it all together.



Also, I've got a complete eBook with the formula. Just Click Here to see.

And finally, this video walks you through the Pre Trust Video

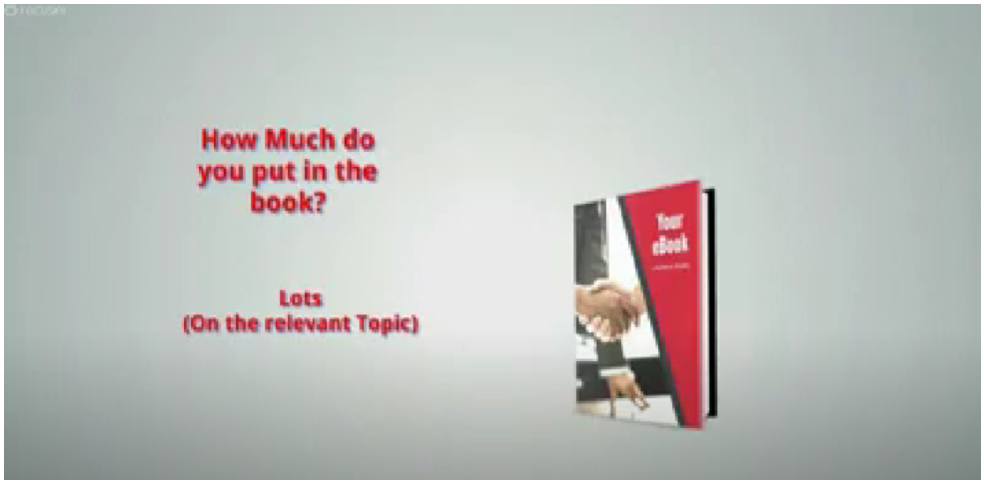


The Back End

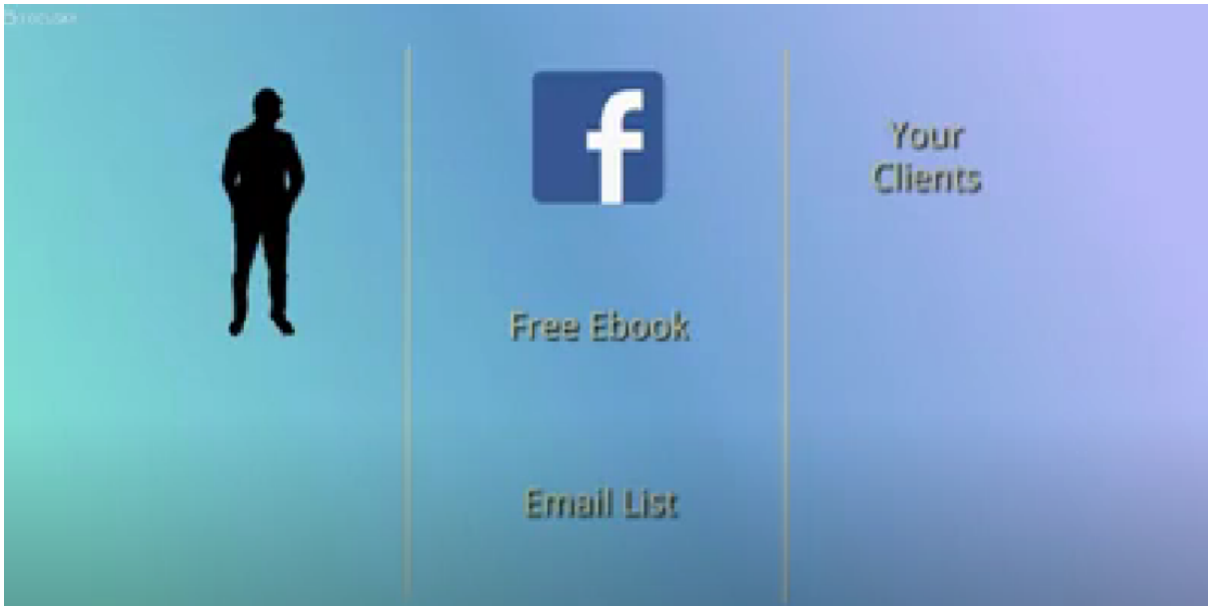
Where do authors make their money?

Remember, it's not by selling $30 books.

Click Here to watch this video on how you really make money from books.



And Click Here to see how Emailing your audience is a Key Strategy in authoring



Also, Click Here to watch my 6 Figure Intensive. It's a long, yet thorough business training. You'll love it. It's like an entire business plan. If you have trouble with Sales then Click Here for a complete Sales Intensive Course. If you need help with Leads then Click Here to watch 50 Free Leads. Oh, and let me know what you think.

The Offer

There are only 6 parts to your offer.

1. The name of your program
2. The Features and Inclusions that they get
3. Any Freebies or Bonuses
4. The Standard Result
5. The Price and
6. The No-Brainer Inclusion.

Have a go at writing your own offer out.

Click here to heck out this eBook to see more in depth about writing your offer. Also, click on the image below to see an in depth video training on writing an offer, creating successful social media posts and more.

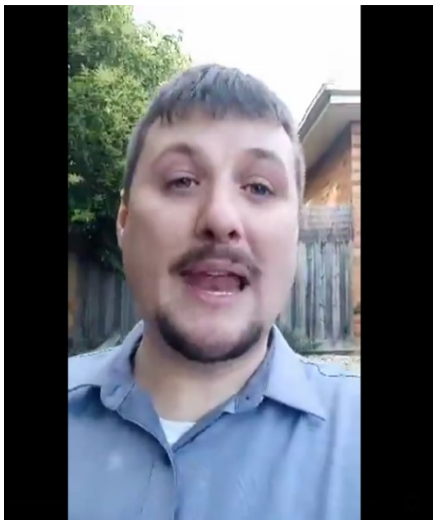


Videos

Promoting your book, programs, courses and products are much like writing the book itself, but with a bit more energy a bit more imagery.

Watch this video that I used to promote my eBook '100 Customers'





This video got over 20,000 views organically and resulted in over 2,000 downloads of my eBook '4 Emotional Triggers'

Grab my eBook 'Facebook Videos that Attract Clients' by Clicking Here to find out what to say on a video to promote your video. You will see many more video examples plus a script generator in the eBook. You can do this.

Partnerships

If you want your work to go beyond you, then it's great to team up with other people who have a similar client bas as you so that you can both grow beyond your own reach.

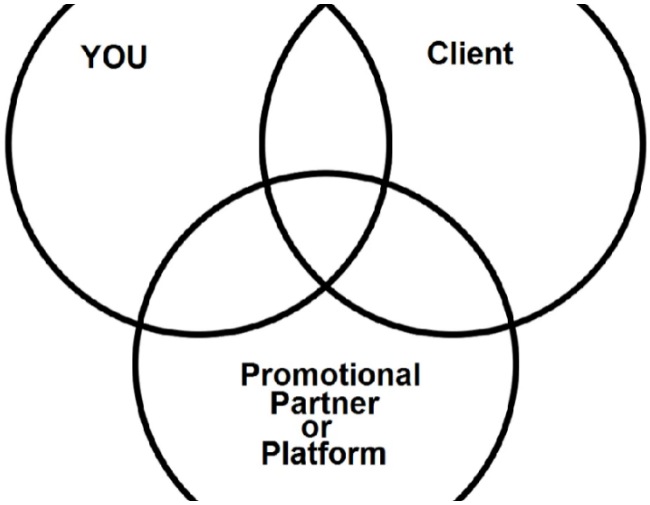
On the left is my Government Funded Clients ad and on the right is my promotional partner Melissa Hiemanns ad for Root Cause Therapy.

In the couple of weeks, we both sold thousands of dollars of subscriptions to each others courses.





Watch this Video for the entire Promotional Partnership Strategy.



The Promotional Partnership strategy is something that I learned form Brendon Burchard.

There are 4 parties involved in a 2 way promotional partnership.

The 4 Parties are;

1. You
2. Your Promotional Partner
3. Your Subscribers, Customers and Followers.
4. Your Promotional Partners Subscribers, Customers and Followers.

You need to work out what all 4 parties want.

Obviously, you want 4 things.

1. A working relationship with your new promotional partner.
2. Money and Engagement from selling your promotional partners program or course.
3. Money and new customers from your promotional partner as they sell your course.
4. To protect your relationship with your existing customers by making sure that the quality of your promotional partners course is something that you can stand behind.

It should also be obvious that your promotional partner should want the same 4 things.

The most sophisticated distinction in a promotional partnership is in what you sell and promote to both audiences. This is finding the right product each to match to the right problem each. So your audience has a problem that you don't solve. Your Promotional Partner's audience has a problem that your promotional partner doesn't solve.

You solve each others problem by cross promoting your courses to each others lists, as long as you've figured out what each party has and what each party needs.

Sign Off

Books are good for you. Books are good for your clients.

It’s a fun, low pressure way to create a win-win.

Thank you again for reading, but just before I go, I have a question about books that’s been driving me crazy. And I’d like to know your thoughts on it. Why do people throw out Flyers but not books?

Click on the Video to see what we mean.



Best of Luck.

Kind Regards

And until Next time……

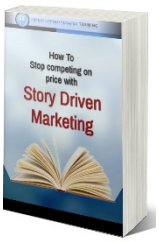
Scott Lawrence

My Other Books

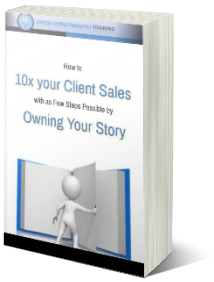










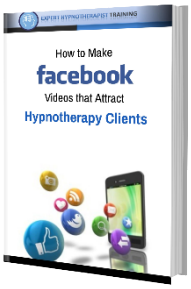




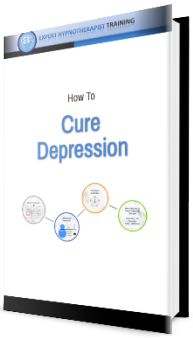


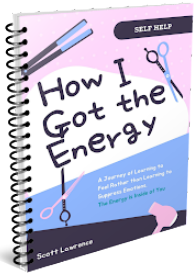




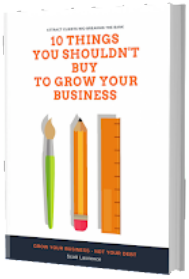


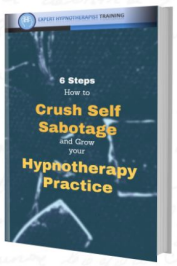


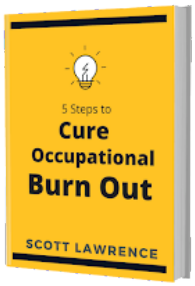




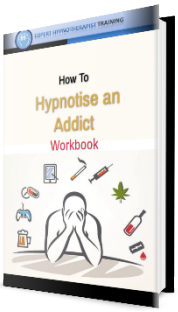


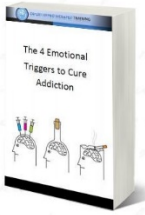












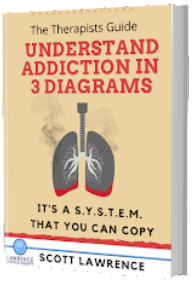


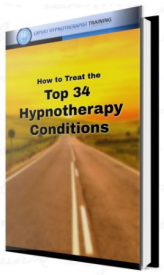


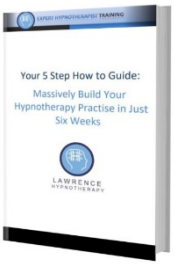




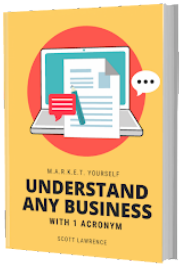


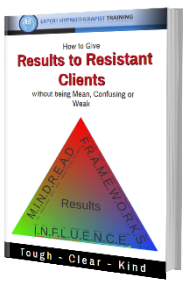


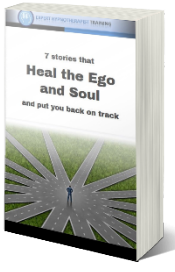


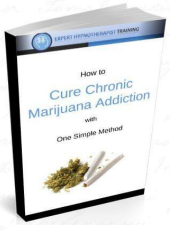




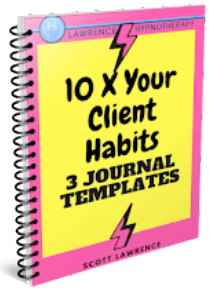












Join the Rivalry

Do you need 800+ new leads overnight?

Do you want to create Social Media Posts that Attract Clients?

Join the Entrepreneurs Rivalry for Free Social Media Training.

Click on the Image to Join for Free

