

# MORE BOOK RULES. (write this #BOOK). this is a bookk

The old way: Try to squeeze in every last bit of niche knowledge and share everything you've ever touched, tasted, explored or experienced to \*prove\* your expertise to an ideal reader or audience. - #interactlist

The problem with this approach? You never actually FINISH the book - it leads to perpetual procrastination, author overwhelm, feature creep (which for authors means, adding too much information) and if you DO actually get your book done, it leads to AUDIENCE overwhelm, too. (there is simply too much information for your reader to absorb, to actually either A. finish the book or B. take an action that actually helps you build your brand and business when finish.

The NEW way: Write a bridge book. What is a bridge book? Good question! Here is the cliff notes version: It's a book designed to INSPIRE (or invite) an experience.

The experience is what YOU (as the author) invite your reader to do at the end of the book that offers your audience a "rock star" transformation. The get this experience NOT by having read your book (the book only builds the bridge from words.....to your real work) but by dint of immersing themselves in the experiential part of your practice. The key point? You inspire with words, but transform through experience.

(be it a local or virtual event, a coaching call, a class or course, a mission or a manifesto, a product or program, a private community - or anything that actually helps them heal a hurt, pop a pain, or leads them to make a major positive change/overcome a problem that has led them to lead a smaller, less fulfilling life than they truly crave or deserve.

your book is a #rules #rule

1. your book is a bridge (introduces and idea that inspires or invites an experience)
2. your job is to make people think differently (one core billboard message - something you want to shout from the rooftops - your missionary message - or billboard bullhorn - or one heroic hook that inspires irresistable interest to your ideal audience) WHAT IF I WERE TO TELL YOU.....

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3. you need a transformation trigger (epiphany, insight, aha moment or inspirational idea OR A HOOK)- and turnstile (experience) - they walk out the other side a different person - rock star - what is yours - clear leader - clear deadline - clear number - and a clear outcome - and CLEAR before and after moment (trigger is the idea - turnstile is the experience)

you need a transformational trigger (an aha insight eureka moment or exciting epiphany that inspires your audience to want to learn more about you - and your work in the world)

4. tease don't teach (vs teach don't write - including them both - level one vs level 2 - you can do both - but one is better than the other)
5. answer these 5 questions before you begin (book in a box) clarity exercise (who is it for...what do you need - etc - the scribd questions)

do this exercise (mad lib) to

6. where is your win (for them and for you - the b000KBOXbb exercise)
7. the 4 t's (do this exercise). books
8. the differentiation declaration (do this exercise.
9. keep it short (completion bias and dopamine dump) - they'll click through - they'll appreciate + ASSOCIATE you with winning - and finishing
10. don't write an outline (content cornerstone instead) your outline is th enemy
11. finite focus not fierce focus (a handful of leaves)
12. the templates my favorite (q and a (spark changes) old way/new way, no common challenges, (i can't meditate) - interviews with you - sage speak - launch it with less - record it (the message, not the medium)
13. the 7 types of books (drews and and ian)
14. speak like a sage hustle like an entrepreneur (the 100K marketing map = pay to get people to read your book if you must) your book is the beginning (the old way - you write and wait - the new way - an exciting bridge into introducing your REAL work and wisdom into the world - this is how you transform lives - and build your brand, business and bank account to boot)
15. the day you kept it real (play silly games, win silly prizes) focus on what's going to move you ahead - IAN - look to the repurpose like a rock star blurb above for this - it's good

16. commit to more than one (and the paradox of this approach if you've struggled to write)
17. stealing underpants -
18. the price exercise (why you should focus on the end user experience - with examples - 2000 books a month at 2.99 vs 100 books a month @4.99 with 2 "turnstile" experience at 5K per year (much like my approach here)
19. The Hook Exercises
20. DO these exercises (have chapter exercises - the rock star transformation - get as close to this as you can - how do you turn your content into a community - and your community into clients - your book into a business - and your business into a brand
21. but wait, there's more (filter everything through this lens - for you - for your audience - for your ability to create, build, bolt, extend, expand, and grow, flow and continue to grow, flow and evolve as an expert, authority, author and entrepreneur

NOTES - make your billboard message short, clear and easy to articulate (not ethereal, odd or difficult to describe or discern - #drew) write your hook....before you write your book (what if I were to tell you)

ROCK STAR RESULTS (WRITE IT OUT -FOR THEM - AND FOR YOU)

PRODUCTIZE

repurpose (turn your book into a brand and a publishing platform - what can you borrow to build)

22. Rule----- you inspire with words but transform through experience  
the world is telling you the book you need to write - your experiences, your expertise - #rules

you know more than you know (cornerstone)

you have more books in you than you realize (cornerstone)

your voice matters more than you know (trump quote - or the day you found your why)

commit to a bigger goal (or more than one (the procrastinators paradox)

your goals are off (play stupid games, win stupid prizes - write a bridge book - not a best seller)

you need a transformation turnstile (a gated sacred space)

a trigger (eureka insight)

you can get it done far faster than you know

, you can get some feedback from your mission

missioni trumps medium your mission (and message) is more important than the medium (said differently - the canvas of creation is not important - if you can't write - speak it)

you can productize your book, your blog your brand and your business with super speed. (

The (first step) books is just the beginning

don't write an outline

Start small , think series (but wiatzzzz....more!)

you need a hook to write your book (what if I were to tell you)

why never go into a busienss with a gnome

what could you talk about for 30 minutes (#prompt)

So you want to be a best selling author? 11 things they don't want you to know about writing a book that changes the world (or getting purpose, getting published and getting paid()) #2020

Write more than one

your book is a beginning

short is everything (completion bias)

a best seller means nothing

you'll made your impact from the experience your audience gets after reading your book - not before

speak like a sage - but hustle like an entrepreneur

use a template (And here are 4 that work)

speak your book if you must (it's about your message in 2020 - not the medium)

pick a platform to promote (FB ads) what can u borrow to build? who has my audience? eyeballs

write a bridge book (it introduces an idea that inspires or invites an experience - and understand the difference)

make your billboard message short, clear and easy to articulate (not ethereal, odd or difficult to describe or discern - #drew) write your hook....before you write your book (what if I were to tell you)

the price exercise (why you should focus on the end user experience - with examples - 2000 books a month at 2.99 vs 100 books a month @4.99 with 2 "turnstile" experience at 5K per year (much like my approach here)

Tease, don't teach - the hook - (as copared to teach don't write) and the

TM/Ayausaska analogy (the transformation and trigger)

play silly games, win silly prizes (the day you started keeping it real)

play silly games, with silly prizes (the day you started keeping it real)  
productize your passion/purpose/prose