

THE ROCKET-WRITER

**How to Write Your Non-Fiction Book
in 24 Hours**



C. RUTH TAYLOR

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How to Write a Non-Fiction Book in 24
Hours

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Extra MILE Innovators
Kingston, Jamaica W.I.

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TESTIMONIALS

The journey in writing and completing my manuscript was challenged by procrastination with which I struggled for years. This affected me in every segment of my life. High School and Seminary were no exception. When the thirty-day challenge was given by my former lecturer, Cameka Taylor, I saw it as the necessary motivation that I needed. I gladly embraced it and Miss Taylor without knowing that I was fighting procrastination and the feeling of quitting, kept encouraging me through her posts in the authors' group.

Once I heard of the challenge, I started immediately. I did not wait on the appointed date to commence. This was a personal deliverance for me. It was very challenging; I stayed up late and woke up early. It was more than completing a manuscript; it was overcoming procrastination, delay and quitting. Today I can say I am delivered. God used this

authors' group to help me overcome a major struggle.

I recommend Miss Taylor and this challenge to aspiring authors, as it's your connection not just to a group but a family. Miss Taylor checks on you, encourages and motivates you. She is open with the challenges she incurred and steers you away from making similar mistakes. I thought writing and publishing a book would be stressful, but Miss Taylor has shown and continues to express the simplicity in doing so. I have no regrets.

—Leostone Morrison

Author of the book, *Mind Renewal: Biblical Secrets to a Better You*

.

This challenge was a real eye-opener for me. I have learned a lot about the publishing world. I now know why the very first book that I wrote sucked. Ruth is very helpful and shares all the resources that she has at her disposal so that we can become successful authors. The biggest help that she gave me in order to write this many words (30,000 words) was giving me an outline. There is no way that I

could have written the amount that I did without that as a guide.

She also helped me to come up with additional ideas for my chapters based on my life experiences. I did not know where to start and she gave that to me. I would recommend this challenge to everyone who wishes to write a book because of the tremendous support that is given in the group. The support is incredible. Plus, Ruth already has tested and proven resources that we can use in order to be successful Indie authors.

—Racquel Newman

Author of *The Albino Marketer*

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My experience at the boot camp was amazing! The knowledge that I have gained, I'm sure will last a lifetime... What I thought I could not have done before I now realize I can do and greater. I would advise anyone to come to the next boot camp and do what you think is impossible. Turn it into possibilities.

—Davia Williams

Aspiring Author

Rocket-Writing Bootcamp Participant

*To the authors whose books will transform lives
for generations*

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Introduction

“Of making many books there is no end”
—King Solomon, Book of Ecclesiastes

THERE IS ROOM FOR MORE. In case you are hesitant about writing and concerned about a glut of books on the market, have no fear. According to the wisest king who ever lived (Solomon), the writing of books will not cease. It’s time for the Caribbean to become a mission force through writing. And since the writing of books will not cease, the need to publish will also not cease.

With the development of electronic publishing and companies like Amazon, Lulu and Smashwords, the doors to publishing are wide open. The gate to

publishing has been unlocked, and the traditional publishers—who were almost the sole gatekeepers—now have to contend with the rise of Independent Authors and Publishers.

Although traditional publishing still holds a prestigious status, many aspiring authors are not even looking that way; not out of fear of rejection but out of the need to control the publishing process and build their platform for impact and income at a faster pace. The challenge, however, is that many aspiring authors are still unfamiliar with the publishing process and clueless or reluctant about marketing books. Many are taken advantage of by some self-publishing companies.

Some of these “Done for You” self-publishing companies charge ridiculously high prices for simple services and operate with a semi-traditional publishing mentality. This means you pay for all the services while they (1) still hold the intellectual property rights to your book for several years and (2) limit where and how you can print and promote your book while they pay you a royalty fee.

This kind of arrangement for me is untenable if the publishing house is not alleviating any costs involved in the publishing process or contributing anything financially. If as the author, you are paying for all the services, why restrict your printing and promotional platforms?

My aim is to educate and empower authors in the Caribbean to write quality books, publish them affordably and leverage their books for all their worth. For more information on how to leverage a book for maximum impact and income, get my book “Pen It to Win It” at www.extramileja.com in Ruth’s bookshop.

I have found the words of Derek Bok painfully true: “If you think education is expensive, try ignorance.” On that note, I had a rocky start and paid the price of ignorance in the early days but since 2014, I have been writing faster and studying the publishing industry to become a successful author who will raise up other authors and self-publishers from the Caribbean.

In the process, I found some secrets to make life easier for Independent authors from the Caribbean

and other Majority (Third) World Countries to add their voice to the publishing industry without breaking the bank. Through the new writing and publishing models you can gain a platform to launch, build or scale your business, career or ministry endeavors and become financially independent. If you are teachable and committed, you can become a successful independent author and publisher.

In this book, I will share my writing process which I now use to guide non-fiction authors in moving from idea to book faster than they thought possible. This book will help you to write a book that will transform lives, generate sustainable income for retirement and leave a legacy for future generations. Its companion is the **Start Your Book Now course** and the **Rocket-Writing Masterclass and Bootcamp**.

The Rocket-Writing process helps authors to move from “desire to done in 24 hours or 30 days” with a non-fiction book of 10,000-50,000 words. It’s time to write your winning non-fiction book faster than you think is possible. It has been replicated by

other authors and now it's time to finally write that book and stop procrastinating.

Cheers to your writing and publishing dreams!

1.
**How I Became a
Rocket-Writer**

IT BEGAN WITH A HEARTBREAK. In 2014, my engagement fell apart while preparing for the wedding to start a new life. Things fell apart after I bought my wedding dress, booked the church for the wedding ceremony, the hotel for the wedding reception, selected bridesmaids and made a deposit on the wedding photography package.

To say it was a huge embarrassment is an understatement; it became the dark night of my soul and it threatened my very survival. But you know what they say, *the darkest hour is just before dawn*, and dawn did come in the most unexpected way.

The dawn came one morning while praying when I got a revelatory insight, and it was a reminder not to waste my pain. While praying, I remembered

a quote from a book I read as a teenager by noted author and theologian, William Barclay. It said, “Endurance is not just the ability to bear a hard thing, but to turn it into glory.”

I knew then exactly how to turn it into glory—writing! Thus after 10 years of not believing I could write when someone told me I could write, I penned my first book, *Heartache Queen Unshackled*. The manuscript (first draft) of that book was completed in 11 days! Yes, you read right! In 11 days, I wrote almost 68,000 words!

So, what changed after 10 years?

I suddenly had a compelling reason to write, the confidence to do it, and I made the time to do it. In that season, I saw writing as a way to give me a fresh start, and I challenged myself to complete the manuscript before my 34th birthday as a gift to myself.

Five years later, to mark another milestone birthday, I challenged myself to write 20 new books in one year to celebrate my 40th birthday. This writing feat was accomplished. However, when I saw that I could not publish all 20 books in time for my

birthday, I settled for having 20 published books for 2020. Since I had already published four books, I only needed to publish 16 more.

During the period of November 2018 to November 2019, using what I now call my Rocket-Writing System, I found myself writing 2-3 non-fiction book manuscripts per week. In fact, one book from scratch took 11 hours. This, however, was a co-authored project.

I think, too, that I was inspired by the 20booksto50K™ movement founded by Michael Anderle. He discovered that if he had 20 fiction books selling for about US\$7.50 each day that he could earn US\$50,000 a year to retire in Cabo. The truth is retirement was also heavy in my mind and I wanted to write and retire right by age 50.

Although Anderle is primarily a fiction author, I decided to follow suit as a non-fiction author and merge this model with the “book as a business card/funnel” model. This model leverages the power of a book to create multiple income streams and activate persons for greater things. To meet this goal (having a catalogue of 20 published books by

2020 as a 40th birthday gift to myself), I changed my strategy to write smaller books rather than the average 50,000 to 70,000-word standard non-fiction book. I decided to write books of 10,000 to 30,000 words.

I also decided to write a variety of non-fiction books to include, a “no content book” (journal) and several workbooks. Since I knew my topics well, there was no need to do much research because I was writing from personal experience. My writing model is a blend of narrative non-fiction, memoir and self-help. I teach people how to win at life using my life experiences and my skills. This helped me to get the content out faster, once I had an outline. These first drafts would later be polished, beta-read/tested and published over several months.

In the coming chapters, I will delve into this Rocket-Writing process and expose you to my Rocket-Writing system. Prior to this, I had begun to decode my previous system in writing my first four books and created the Idea to Manuscript 30-Day Challenge for my newly formed Indie Authorpreneurs Facebook group in November

2018. This challenge was proved to be successful and confirmed that I had a system that could be replicated.

THE IDEA TO MANUSCRIPT 30-DAY CHALLENGE

Rachel Deahl of the “Balance Careers” defines a manuscript as follows:

A manuscript is essentially the earliest draft of a book. It is the unpublished version of a book submitted to agents and editors for publication consideration. In book publishing, agents and editors will often refer to books in manuscript form, noting that the book is in the earliest stages of preparation. A book in manuscript form will always need to be edited. And, sometimes, once the editor has gone through it, it is sent back to the author for a rewrite. Either way, it will likely be sent back to

you once it's been edited and proofread, so you can make the requested changes. Once it is deemed to be fully ready, it is then sent to the production side of the business, where it is prepped to be printed into an actual book.

When I first decoded my writing fast system in November 2018, and created “The Idea to Manuscript 30-Day Challenge,” several persons started and later completed their manuscripts. One participant (Leostone Morrison) exceeded all the others. The challenge lit a fire in him and he eventually completed five book manuscripts in one year, and published two of them in that same year! He is now the author of *Mind Renewal and the Mind Renewal Transformation Devotional Series*. His manuscripts were between 30,000 and 50,000 words.

Not only that, within three months of publishing the first book, Leostone made such a big return on his investment that his wife became a stay-at-home

mom; he gave a percentage of his earnings to charity and rebuilt his depleted savings account!

If we did it, so can you! It's time to stop procrastinating and write your book now! Someone's destiny/deliverance is tied to your book. Don't keep them waiting!

2.

The Winning Author Map

RECENTLY, DURING A podcast interview, the interviewer said the first thing that came to mind when she heard the term “Indie author,” was an Indian author. Of course, this is not what “Indie” means. Indie is short for Independent. It is an Independent author similar to independent musicians, film-makers and artists etc. who function without the backing of an established company that finances or controls one’s work. According to the Alliance of Independent Authors on their website:

Being an Indie author is primarily an approach to writing and publishing, a matter

of self-definition. If you see yourself as the creative director of your books, from concept to completion and beyond, then you're indie. You don't approach publishers with a longing for validation: "publish me please." (Please, please, I beg you, ple-e-e-e-ase!) An indie author makes partnerships that help deliver the best possible book to the most possible readers, trade publishers included. Sometimes that might well involve working with an agent to sell certain rights, or directly with a trade publisher.

THE INDIE AUTHOR MAP

This MAP represents a framework that an Indie Author can use to write, publish and build a platform for impact and income. Each letter represents a key part of that process. The breakdown is as follows:

AUTHOR/AUDIENCE—This stage is about becoming an author, considering your target audience and writing your book as quickly as possible. It takes into consideration the author's personal brand, mission and purpose. Who are you as a writer? Why are you writing? For whom are you writing? How will your book help someone?

METHODOLOGY—What will be your method (s) of writing and publishing? Will you be writing fiction or non-fiction books? How big will your book be? Will you be outsourcing the entire project, do some yourself or follow a hybrid method?

AUTHORPRENEURSHIP—How will you create impact and income? Authorpreneurship has to do with the monetization of your book. It is leveraging the power of a book for impact and income by creating products and services from your book or building a business around your book.

There are two distinct things happening here. One is creating products and services from the book itself and its content. The other is the author leveraging your expert status as an author to build a back-end business. This is even more powerful if the author gains a best-seller status.

Therefore, ask yourself about the possibilities? How will you market and promote your book or use your book to promote your business or cause? How will you sell copies/get readers to buy? How might this become a business?

PLATFORM—You don't necessarily have to turn your book into a legitimate business, but you should definitely see it as a tool for transformation. When you become an author, you are positioned as an expert. Being an author gives you a voice and a platform to get across your message to the masses. Therefore, what kind of message do you want to deliver? How will you use your platform to make a difference in the world?

This map enabled me to move from being a financially dependent missionary to being a financially independent Authorpreneur, making a living with my writing and publishing skills, knowledge and experience.

3.
**Author Struggles and
Fears**

“The problem with the world is that the intelligent people are full of doubts, while the stupid ones are full of confidence.”

—Charles Bukowski, Novelist and Poet

MANY ASPIRING AUTHORS and even successful authors struggle with self-doubt, feelings of inadequacy, fear and insecurity about their writing. In working with aspiring authors, I realize that even when they know what they want to write about, they still can't make the leap to write or they start writing and stop.

The truth is even after quickly writing my first manuscript, it took nine months to publish and a few months before release, I told my publisher to put it on hold. I was afraid of getting it out there

especially since it was my autobiography. I was fearful of releasing content that could possibly hurt others. I was afraid of criticism and all kinds of things.

If you are struggling with writer's self-doubt, I can relate. Recently, an aspiring author called me and she had so much apprehension regarding her book that it crippled her from writing... and then life happened.

Even after completing 26 manuscripts at the time of writing and producing two Amazon bestsellers, I still struggle with doubts and fears regarding my writing, but I have learnt to push pass them.

What are your author struggles and fears? These are some of the common factors that prevent aspiring authors from writing:

1. They are not clear on what to write about.
2. They struggle with self-doubt and lack of confidence.
3. They can't seem to find the time to write.

4. They are experiencing personal struggles, which could be emotional, financial, family problems or health problems.
5. The timing is not right because various things are happening in their lives, perhaps they are transitioning, grieving, have taken on additional responsibilities etc.
6. It's not a priority and there is no compelling reason to write.
7. They don't have a strategy to write and are unsure how to go from idea to book.

The good news is, *you can overcome these hurdles*. The secrets shared in this portion will help you to overcome them. In her book, *The Successful Author Mindset*, Joanna Penn shares a quote by Mark Bukowski that has helped me to overcome author's self-doubt. He says: "Poor writers are confident, good writers struggle with self-doubt."

I want you to know that writer's self-doubt is normal but don't stay in that state. Here are seven of

my personal tips that enabled me to keep writing despite author's self-doubt:

1. I had a compelling "why" that became stronger than my fears.
 2. I simplified the non-fiction book writing process.
 3. I changed the way how I saw writing.
 4. I defined what success as an author would look like for me.
 5. I focused more on those who needed my message to win rather than my own feelings of inadequacy.
 6. I studied the writing industry to learn what I did not know and I continue to study book publishing weekly to overcome my inadequacies.
 7. I partnered with others who were further along the journey and listened to their stories.
- It is also important for you to determine from early what success will look like. Will it be any of the following:

- Becoming a best-selling author?
- Leaving a legacy?
- Winning a Pulitzer prize or a big literary award?
- Recognition from a traditional publisher through a traditional publishing deal?
- Writing for impact?
- Making a living with your writing?
- Building a platform to change lives?
- Selling a million books?
- Becoming a six-figure author?
- Building a brand or establishing yourself as an expert?

These decisions will determine your publishing path and the plan you create to fulfil your dreams of becoming a successful published author.

4. Rocket-Writing Principles

BEFORE I GET INTO MY Rocket-Writing strategy, let me lay a foundation to build this Rocket-Writing house. Bear in mind these six (6) keys to become a Rocket-Writer.

1. MINDSET—My pastor, Rev. Rennard White normally says at our evangelism street meetings, “Christianity is a make up your mind business.” In the same way, writing is a make up your mind business. You have to believe you can write and that you can even write faster than you think. The house of rocket-writing begins with a new mindset.

2. **A PURPOSE—DRIVEN BOOK:** You need a compelling reason to write or you may never write and give up when the process gets hard. Author Simon Sinek in his book, *Start with Why* emphasizes the “why factor” as a core reason behind successful enterprises such as Apple and Google.

Writing a purpose-driven book is essential to be a successful author. I’ve had many flops and bumps on this writing journey. I remember really struggling with the manuscript of my third book. It seemed I would never finish. I literally cried. I had to fast and pray and change the deadlines for each section of my book outline. It took longer than I planned but I did it. It was my purpose that kept me going.

Things have gotten better these days. Writing and publishing has been worth it because the publications have made a positive impact and the feedback has been good. I share this with you because

it's important to know that sometimes you will not be in the mood to write. Life happens; you may experience writer's block but keep pressing. Remember your why and you will get there.

3. **PRIORITIZATION**—If you don't make writing a priority, it won't get done.
4. **ADVANCE PREPARATION**—Prior, proper planning prevents poor performance. I often say to my tribe, "Before you write it, design it. Before you do it, design it." In other words, one should not just take tools but have an overview of the entire process so that you can use the tools well. Plan when you will write and how you will write; then execute. Create your book's GPS so that you don't get lost on the writing journey.
5. **PEN IT**—Researching about writing is good but many of us get stuck in the research and preparation phase. We suffer from the paralysis of analysis. Too many of us cannot bridge the

performance gap. Knowing exercise is good for you does not mean you will exercise. Knowing how to write is no guarantee you will write. You have to write. Stop talking about writing and write. Stop procrastinating and wishing. Start writing!

12 BOOK CREATION IDEAS

Your dream of becoming an author is closer to realization than you think. Many, if not all of us, have a book inside us but we don't yet know it; or we have created book worthy content and are unaware of it. These ideas will help you to begin to see how many books you have in you already. With a little guidance and coaching, these 12 book creation ideas can help you to write a small or average size non-fiction book in 24 hours or 30 days.

1. *Courses to Books*: If you are a teacher, your course material properly organized is a book. Eg. *Authorpreneur Secrets* by C. Ruth Taylor

2. *Teaching Series to Books* If you teach in series, you already have a book especially Bible Teachers Eg. *The Purpose-Drive Life* by Rick Warren
3. *Seminar/Workshop/Bootcamps to Books:* Turn your most effective workshops, webinars and seminars into books Eg. *Authorpreneur Secrets* by C. Ruth Taylor
4. *Speaking to Books:* Turn your most powerful/impactful speaking topics into books eg. *Living a Royal Reality* by Crystal Daye
5. *Coaching or Mentoring Programmes/ Techniques to Books:* Convert your coaching program to a book or workbook Eg. *Design to Win Road Map* by C. Ruth Taylor
6. *Counselling Programmes/Techniques to Books:* Create a workbook or textbook Eg. *Ree's Journey* by Dr. Louise Malcolm
7. *Blog/Articles to Books:* Blog in series and convert it to a book eg. *A Controversial Clergyman* by Dr. Clinton Chisholm

8. *Sermons to Books*: Convert your sermons or sermon series to a book eg. *Overcoming Crisis* by Dr. Myles Munroe

9. *Dissertation/Thesis to Books*: Convert to multiple books if you wish Eg. *Yes They Can* by Dr. Clara Ricketts

10. *Bootcamp/Training/Mentoring Programs*: Convert your training or mentoring program to a book - *Design to Win Road and Authorpreneur Secrets* by C. Ruth Taylor

11. *Your Occupation, Training, Skills or Expertise to Books*: Take what you have been doing for years and create a book: Eg. *What Colour is Your Parachute?* by Dick Bolles

12. *Testimony/Life Lessons/ Story to Books*: Eg. Michelle Obama's *Becoming*

5. The Rocket-Writing Process

NOTE: This is a proven system. Please try it and approach it with an open mind before you dismiss or alter it. Be willing to experiment and trust the process. If it does not work for you, then feel free to try another.

THE ROCKET-WRITING PROCESS is a combination of simple strategies to eliminate the time excuse, and enable you to eat the writing elephant bit by bit. Perhaps like me initially, you have a desire to write or someone has told you that you should write a book, but you just can't bring yourself to do it. The strategies shared in this section will help you to begin writing your book now or finish your book now instead of waiting ten (10) years like I did.

There are those who question the quality of books written fast. I am not here to debate this. As long as my books are helping people, my goal is accomplished. When I share my work and readers message me about its positive impact, then my mission is accomplished. Remember, we are not trying to be like Shakespeare. We are writing to help people solve problems, to educate, encourage and inspire people to win at life. I believe that someone's deliverance/destiny is tied to my books and the ones you will write. Therefore, write them and expedite that process if you can. Tomorrow is promised to no one.

RUTH'S 12-STEP ROCKET- WRITING PROCESS

The aim of this system is to write a non-fiction book of 10,000-30,000 words in a literal 24 hours. This can be done over a weekend, in two or three days or you can spread it out over 30 days. This can be achieved by doing these 12 things:

1. Choose your topic from your area of expertise, experience, knowledge or passionate interests.

2. Identify the chief message (thesis), audience and purpose of the book.
3. Create your entire book outline.
4. Use the CIEL Technique to create your book chapters.
5. Create writing blocks.
6. Eliminate distractions.
7. Choose your writing method and tools.
8. Write from your head and heart without editing.
9. Gather pre-existing material/do a quick Google research as you write a chapter.
10. Set a time to start and a deadline to complete the entire manuscript.
11. Write a small book (10,000-30,000 words).
12. Establish a system of accountability.

I use these 12 steps every time to finish my books. Here is a summary explanation of the process. Always start by choosing a topic that's familiar to you, one you can write from your head and heart. It is something that not only interests you but you have some experience, expertise and knowledge in this area. If you don't, you may not be able to go fast unless it's a collaborative process where you are using the expertise of other persons, and they commit to submit their content within your set timeline.

The next step is to identify your audience and the central message of the book. Who are your readers/target audience? What is the main thing you want them to leave with, discover or learn in reading your book? This is important so you can write with the reader's needs in mind and cater to their needs.

Next, bear in mind the purpose of this book as you write and how you plan to use it. Create a rough draft or outline for the entire book then break down the chapters. Not all writers need an outline. Some only need an idea and they will start writing and finish the draft quickly. This has not been my method.

Be flexible with both your timeline and your outline. You will find yourself making changes as ideas get clearer.

CIEL your chapters. This will be explained later. Write one chapter at a time. You can write a chapter in 15-30 minutes. Set your word count, block the time to write each chapter and eliminate distractions. Resist the urge to edit while you are writing each chapter. The goal is to get the ideas out of your head onto paper as quickly as possible, not as perfectly as possible.

“Write drunk, edit sober.” No, I'm not saying drink some wine and get drunk in order to write; I'm saying as you write, just let the information flow. The first draft is often crappy although there are authors who write clean first drafts. Write with your heart first and edit with your head later.

Write fast, edit slowly. You can take two or three months to polish or refine the manuscript later. Chances are, you will have to rewrite aspects of the draft. If you are a perfectionist, don't keep editing the manuscript to death. You have to finish at some point.

What writing methodology and tools will you use? Are you going to speak your book, write your book or both? Will you get a ghost-writer? Recording or

dictating increases your speed exponentially. There are Voice/Speech to Text programs that allow you to record and transcribe at the same time. Our favourite is Otter Ai.

Next is the Google speech to text microphone on your Android Smart phone. I find the Samsung phones most useful in this regard. The Iphone should have similar speech to text applications. You can simply speak it and it will type it.

You don't need any special writing software although there are those who write using software like Scrivener and Vellum. I found the simplest way of writing is grabbing your laptop, computer or Smartphone and begin writing or recording your thoughts with your chapter outline in mind.

Set a writing appointment for at least 15 minutes at a time. This is at the heart of our Rocket-Writing Strategy especially for busy people. If you want to go longer you can, but write or record for at least 10 minutes. Write a book of 8-12 chapters. If you want to write a book of 15,000 words, block 10-15, fifteen-minute sessions. You can get 600-2000 words written or 2-10 pages written in 10-15 minutes. You may also do like I do. I clear my schedule and block whole days or weekends to write.

PRECAUTIONS

Treat your writing appointments like a doctor's appointment or TV interview appointment. Don't miss it! It's a "must" not a "should" activity. The appointment may be early mornings, late nights, a whole vacation, while you wash or use the bathroom, while you walk, while travelling on a plane or during your layover etc. Find a method that works for you. Thriller Indie author, Joanna Penn writes in coffee shops listening to thunderstorms on her headset. Do what works for you.

We reiterate: eliminate distractions and focus. This means no Social Media, no phone calls, silence notifications, put your phone on airplane mode etc. Do what it takes to write your book as quickly as you can.

Finally, get an accountability partner; someone who will monitor your progress and check in on you regularly. When we are doing the 30-Day Manuscript Challenge in our Indie Authorpreneurs group, we support and encourage one another and this keeps us accountable.

When I wrote my first book, my mother checked in with me regularly. Additionally, meal prep if writing for long periods. When I set out to write for

a day, I don't have much time to cook, so I need prepare meals in advance or eat fruits. I usually get in a state of flow quickly and do not want to break that flow to prepare a meal. If you find that you're losing the zeal and the inspiration, I want you to write down the rewards and your reasons for this writing project and keep looking at it.

If you are a person of faith, I encourage you to pray and let God guide you as you write. This is my personal secret sauce for ideas to write and strength to finish (Prayer. Revelation. Action). I don't even need an accountability partner these days. I have become disciplined and committed to the purpose of writing. It's a vocation and a call to transform lives and help people create sustainable income. I must write for greater impact. Books have been my medicine and I want my books to be medicine for others.

6.

How to Choose Your Book Topic

I'VE DISCOVERED SEVEN ways to choose a book topic. They are:

1. Things Discussed the Most: What do you find yourself talking about a lot? Is it sports, relationships, money, love, retirement, hope, church, justice, life lessons etc.? Think about it and let that become your topic.

2. Your Expertise Knowledge and Training /Skills: What are you good at? What have you been trained in? That is a good way to decide what to write about and help you to write a purpose-driven book. Those who will be speaking or coaching, write along those lines. What kind of coaching do you do? What topics do you speak on? Are you a financial,

leadership, fitness or relationship expert? Are you a counsellor? Document your systems and turn them into manuals and guides. A book with your expertise will amplify your reach and increase your impact and income.

3. Brain Picks: What is it that people request from you the most? What are they always picking your brain about? What is it that when people have a problem, they turn to you to solve? Again, this could become a how-to book, guide or manual.

4. Something Valuable or Worthwhile Sharing: This could be lessons you have learned over the years and solutions to a problem. Is it worth sharing? Do you feel that this information could change lives? I'm sure the author of the book and the movie "Hidden Figures," recognized that she had found something that could help young women take on more of the STEM careers (Science, Technology, Engineering and Math). Thus, she shared those inspiring stories with the world.

As a matter of fact, people generally write for three reasons: to inspire, educate or entertain. With what topic can you educate, entertain or inspire someone in writing? Find it. Write about it.

5. Your Inspirational Story/Journey of Overcoming:

If you're writing an autobiography or memoir, a good way to make it a winning book is to let it be based on the lessons learned, so you're not just telling your story. Your book could be someone's legacy that you want to preserve or chronicle before they die.

6. Exceptional Life Experiences:

It could be experiences of your travels or just interesting experiences that you have had which contain lessons that can help others. In Jamaica, we had this veteran journalist, Ian Boyne, who over a period of 30 years conducted weekly interviews of high achievers. Eventually, he collated these interviews and they became a book called *The Profile of Excellence*.

7. Teaching/Counselling/Coaching Material:

What is it that you can teach others? Do you know how to write a book, cook, build things, market and sell etc.? Everything is teachable and you can create an instructional book around things you wish to teach. This could be related to your business, counselling or coaching program.

Bonus: If you are a Christian or a religious person, what is the topic that you believe God is telling you to write about? This is how I get most of my book topics. I get book ideas in dreams and in my times of prayer.

I trust these ideas, along with the 12 book creation ideas shared earlier, will help you to choose your book topic or title now. Now, what will you write about?

7. Identify Your Book's Message, Audience and Purpose

THIS IS A SECRET THAT will not only help you to write better, but market your book like a boss and sell more books. It is writing for an audience or with your ideal reader in mind. Here are three mistakes many new authors make:

- 1. They write without thinking of a specific audience**
- If you write for everybody, you are writing for nobody.
- 2. Not writing to solve a problem or organizing the book around a central idea.** Every non-fiction book

must solve a problem. The clearer you are on that problem and the solution you have for the reader, the better you will write.

3. They are focussed on themselves rather than the audience, especially when writing their story. The reader wants to know WIIFM (What's in it for Me). Focus on the transformation you desire for the reader. It's about them not you. This does not mean you cannot tell your story, but it must be to support a central idea. If the reader can't see how the book will inspire, educate, entertain or benefit them, they won't buy.

If you don't know who your specific audience is, it will be difficult for you to build your platform. If you don't know who your audience is, you will be firing scattered shots and wasting energy. It will be difficult to get people to attend your events or buy products or your services if you later want to become an author-entrepreneur (Authorpreneur). Few people will read your book and you will not be able to sustain sales long term.

Therefore, ask yourself: Who specifically can this book help? What problem would this book help them to solve? Describe the person who would benefit from the book? In what way would they

benefit? Be very specific and practical. Eg. If writing about mental health issues, say: "This book is for the single mother who would like to overcome her struggle with anxiety. It shows six steps to overcome anxiety so that you can be a better parent and enjoy your life."

Remember your book could be the boat or bridge that helps someone to cross over to the other side safely and happily.

8.

How to Create Your Book Outline

IN THIS PORTION, we will further help you to write your book now with the all-important: *Book's GPS (outline)*. Without a book-writing GPS, you will not get to your destination as quickly as possible. An outline, even a vague one, will ensure you write with direction and focus. I learnt the importance of the outline when I helped my friend Raquel to write her book, *The Albino Marketer*.

For about a year, I had been encouraging her to write her story, but it was not until I helped her create an outline before she actually wrote the book despite her hearing of all the wonderful doors a

book could open. Within 60 days she had written over 30,000 words. I realized having the book outline is the secret sauce, and I'm going to teach you how to create that non-fiction book outline to finish writing your book in 24 hours or 30 days.

USE THE AUDIO BOOK MODEL

A small non-fiction audio book is between two and four hours. Bigger non-fiction books are between five and eight hours. Imagine you have to present the entire content in three hours or eight hours based on the book topic. Rewrite the core message of your book and brainstorm all the things you want to say or include to cover the topic in 2-4 hours.

Pretend it is a one-day seminar and create an hour-by-hour schedule for these presentations. Each hour could be equivalent to writing a chapter or two of the book. After brainstorming, create a draft table of contents for the book.

SAMPLE BOOK OUTLINE

- Topic: Overcoming Sexual Abuse
- Message: You can have a happy ending despite childhood sexual abuse
- Target: Young Adult Females

PART 1: THE START

- How it all began - who, where, what, when?
- The feelings and impact

PART 2: OVERCOMING

- How did you overcome it? What steps did you take?
- When did you tell someone?
- How did parents and loved ones handle it?
- How did it influence your relationship with others?
- What's your happy ending? How did that happen?

MORE BOOK OUTLINE TIPS

The design does not have to be elaborate. You just need to have an idea of what you want to include in the book, and how you plan to start or finish the book before you start writing. You will find that even when you create an outline, things will change. More ideas will come and some eliminated. Be flexible. You may start on one topic and end up writing a different book altogether. That's exactly what happened when I started writing *Design to Win Road Map*, which became an Amazon bestseller. I started making a list of some keys to win at life for a chapter, and those keys became a book by itself. This book was even published before *Design to Win Road Map*. Don't be afraid to abandon original ideas and add new ones as you write.

SUMMARY OUTLINING STEPS

Create your own book outline using the following steps below as guide:

1. Write down the book topic again [optional].
2. Write down the target audience again.
3. Brainstorm everything to cover your topic including all points, examples, stories, questions, expert data, quotes etc.
4. Segment ideas into broad categories or themes eg. Before, During and After.
5. Look for common ideas to create content for each chapter.
6. Take the person/group on a logical journey.
7. Organize all ideas to create a proper Table of Contents.

9.

How to Prepare and Pen Your Book Chapters

EVEN AFTER SOME ASPIRING authors have created their book outline, they still struggle to start writing their book chapters. Some of the questions they often ask at this stage are as follows:

1. How do I convert the topics on the outline to actual book chapters?
2. How many chapters should I have?
3. How do I actually write the chapters?
4. How long should each chapter be?

5. When I am writing, how do I know I am the right track?

6. Do I need any special writing software?

7. How many words do I write per chapter?

While there are different chapter writing techniques, I primarily focus on the CIEL technique in our training which is based on giving an exciting, powerful, educational and inspirational short presentation or talk. Read *Authorpreneur Secrets II* to learn about our 10 most popular chapter writing techniques.

HOW TO CIEL YOUR CHAPTERS

This is adopted from a speech technique similar to giving a TEDex Talk. Every TEDex talk is based on a central idea worth spreading. These talks are short and powerful. The speakers often start with a Compelling Introduction connected to the Central Idea, then they Expound/Explain the idea by providing Evidence, Examples, Explanation, Evoking Emotions and then close the speech by

Linking everything together. Some even do a brief recap of all main points in the presentation and close.

Central Idea/ Chapter Topic

Introduction (Compelling, attention grabbing and related to main point/chapter topic)

Expound or Explain

Evidence (statistics, research, scientific finds)

Examples and Experience/Events (stories)

Evoke Emotions

Learning Activity (Questions, Reflection Exercises etc.)

Link it (Create a conclusion by linking back to main point/chapter topic, do a summary of main points)

Here is what I do and teach in replicating this process. Picture your reading audience (just one person, so that your writing tone is conversational). Take that person on a transformational journey. Give your Tedex talk. Consider all the things you need to tell this person. Brainstorm and write down the ideas.

If it is your life story, jot down all the lessons or parts of your life you want to share. What stories would be better to use? What illustrations would make the points clearer?

Gather the tools and utilize the relevant information in the chapter. I encourage authors to always travel with a notebook or use the notepad app on their phones to capture ideas or information that could later be used in their books.

Read other books and take notes because you never know when that story, statistic or quote might come in handy. Make it a habit to write, blog, email and teach in series. These will eventually become content for your books. Having content already written can increase the speed of writing your manuscript.

If you're writing your autobiography or memoir, remember your story is not just your story, others are involved. Notify them that you are writing to militate against possible fall out. Use pseudonyms, change the names of places and people and get permissions where necessary. You don't want to be sued for defamation of character or end up with bad relationships. Even though it is a memoir, provide useful and practical information. Let people walk away with solutions and inspiration.

Keep the reader's attention throughout the book with stories or cliffhangers and end well. Although it is non-fiction, you may want to end with a story. You can even tell bits and pieces of one main story throughout the book and leave a problem unsolved or a juicy bit of information (secret) hanging until the end of the book.

YOUR CHAPTER WRITING PLAN

1. Set the time for each chapter for 15-30 minutes or as long as you want.
2. Give a 10-30-minute practice speech, talk, presentation, sharing/conversation etc. on each chapter. Record and transcribe it using a speech to text app. Our favourite is Otter Ai.
3. Or grab your phone, laptop, pen/pencil or paper and get to work.
4. Determine the word count for the book.
5. Determine how many chapters you want to write.
6. Decide on the word count per chapter.

7. Schedule writing blocks and write the chapters.
8. Report to an accountability partner.
9. Self-edit and polish your manuscript when done.
10. Enter the publishing phase.

10.
**Winning the Writing
Battle**

"Tomorrow belongs to the people who prepare for it today."—African Proverb

HOW LONG WILL YOU talk about writing before you finish that book? I hope to light a fire in you in this chapter. I am also going to be quite frank and hard-hitting. After all, someone's deliverance is tied to your book! It's time to stop procrastinating and holding up their deliverance!

How long have you wanted to write a book? How long has it been since your friends, family and others have been telling you to write that book? What is it that is preventing you from writing? Don't say that since I have written more than 20 books,

“that's easy for you to say or do but not for me.” Remember, it took me 10 years to gain the courage to write.

However, once I had a compelling reason to write, my writing process was quick. Too often after speaking, people are motivated to act but many never do. According Rob Kosberg, citing a research done in the United States, “over 80% percent of Americans feel that they have a book in them—and should write it... but about 1% do” (2018, *Publish. Promote. Profit*). So what does it take to ultimately move from desire to done?

Commitment and Time- Blocking

While there are several reasons that prevent people from writing including lack of confidence, fear, self-doubt and lack of know-how or life crises; I believe the biggest factor in moving from desire to done is **commitment**.

Commitment means making the decision to write and taking actions to do it within a specified timeline. If you fail to commit to write in a given time period and block the time to write, all the tools

and strategies in the world will be useless, and you will never move from desire to done.

Leadership expert and author of several bestselling books, Dr. John Maxwell says that one of the causes of failure is *weak commitment*. Over the past two years, I have noticed that the difference between aspiring authors who start and finish their books, and those who fail to finish writing, is *commitment*.

In 2018, when I ran the 30-Day Idea to Manuscript Challenge, several aspiring authors were excited and said they would finish, but did not. However, Leostone and Racquel did. Leostone did it despite struggling for years with procrastination, having four children, working full-time and doing other activities because he made a commitment to finish. He created a plan, stuck to his schedule and completed his book. As said before, he went on to publish two books in one year.

When I ran the first Rocket-Writing bootcamp, participants were clocking an average of 1500 words every 10 minutes. When I ran the second bootcamp, one participant (Davia Williams) clocked 17,000 words in less than six hours, almost completing the first draft of her manuscript. She had one chapter

remaining and she wanted to complete it at another time.

In every sector where there is achievement and efficiency, there are timelines and people who take those timelines seriously. But somehow when it comes to writing a book, people resort to feelings, inspiration and mood. I need to feel inspired. I need to be in the right mood.

Now, while inspiration and feelings are not to be dismissed, if you apply that to other areas of life, it won't work. Oh, when I feel like submitting the work to the boss, I will. Oh, when I feel inspired to finish the term paper, I will. Oh, when I feel like catching the plane, I will. When I feel like preaching that sermon, I will.

Oh, the lies we tell ourselves to not write.

If you are serious about writing, and you sensitize yourself about the process of writing, you must commit to write in a given period or you will not. Researching about writing is not writing. Make a decision. *Write or dictate and speak your book. Get your butt in that chair and write. Find a method that works and write.*

Set deadlines. If you had a traditional publishing deal, you best believe they give you a timeline to

finish the project. You best believe those authors do their utmost to honor it.

Why is it that aspiring Indie authors feel they must write when they feel like?

People find time to do what is important to them. If writing a book is a priority, you will commit to doing it just like going to your job or taking care of your kids, or going to your doctor's appointment. Treat your writing project with seriousness and professional commitment.

“But I want writing to be fun. I want to enjoy the process.” Setting timelines does not take the fun and enjoyment out of writing. Sports games have timelines and deadlines and they are fun. To enjoy writing, write freely and forget about the readership and the critics.

If you are serious about writing your book now, I invite you to sign the **Finish Your Book Pledge** on the next page. Do not only set a time to start and finish. Set a reward, a compelling reward to write, and write. Remember, if you fail to commit to write in a given time period and do not block the time to write, all the tools and strategies in the world will be useless and you will never move from desire to done.

Finish Your Book Pledge

I _____, commit
to start my book

on _____ and complete the first
draft (manuscript)

in the next 30 days by the _____ (date) of

_____ (month) _____ (year).

Signature: _____

Date: _____

Witness: _____

Date: _____

Just Do It

“Endurance is not just the ability to bear a hard thing but to turn it into glory.”

—William Barclay

I USED TO THINK WRITING was reserved for people with great literary skills and that it needs to take years to write a valuable book. I discovered that in writing non-fiction books that your years of experience, skills and expertise are all that matters. With the right editor and publishing team, they can transform your words into a literary masterpiece. Not only that, once you have a story or a message worth sharing, it can be organized in a simple form to create a valuable non-fiction book.

You don't need to be a literary genius to write a non-fiction book. Record and organize your ideas. Share them with the world.

Once you have written a book, the possibilities are endless. If you write it, you will speak it or teach it. You can write and retire right and you need not take 10 years before you find the courage to write. Once you have written that book, don't minimize those possibilities by merely selling your books to friends and family. Build a business, launch a movement, aim for a cause and multiply the impact of your book.

As Indie authors, we stand at one of the greatest moments in history. Let's make the best of it! If you are just beginning your journey, this book will give you the right foundation you need to accelerate your progress.

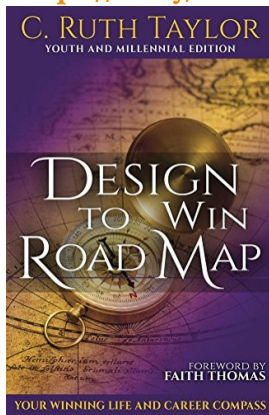
Remember someone's destiny is tied to your book. Don't keep them waiting. Someone's healing/deliverance is tied to your book. Don't keep them waiting!

ONE LAST THING

You've made it to the end of the book. Thank you for sticking with me! As a special reward, I'm going to add a bonus. I'm going to give you a free copy of my Amazon bestselling book, *Design to Win Road Map*, which you can use to empower the next generation to win in their personal lives and careers from early.

Click the link given and you will receive access to this book.

<https://bit.ly/30IzhL>



Book Reviews

Book reviews are the life blood of authors. It is social proof. If buyers don't see reviews online, they won't buy the book. Please leave an honest review of this book wherever you bought this book online. Thank you.

GRATEFUL ACKNOWLEDGEMENTS

I give all praise and thanks to my King, Christ Jesus, for guiding me on this journey.

To my immediate family, especially my mother, thanks for partnering with me on this journey! Mom, you are hands down the biggest supporter of my books. I pray that you will soon reap tangible rewards for your faith and investment over these years.

To the members of my Indie Authorpreneurs group and my clients, thanks for giving me the privilege of serving you and the joy of watching you thrive on your publishing journey.

ABOUT THE AUTHOR



Cameka “Ruth” Taylor is a Jamaican Authorpreneur, credentialled master teacher and coach from the beautiful island of Jamaica. She has 20 years of experience in teaching from the early childhood to the tertiary level of the education system in Jamaica.

She's the author of over 20 books including two Amazon bestsellers. She makes a full-time living from her writing and the income streams it generates.

Ruth not only publishes her own books but has helped many Caribbean authors to make their publishing dreams a reality, by breaking down the price barrier to entry and simplifying the publishing process.

She is on a mission to ensure fewer books die in the minds of their authors, that more manuscripts become published legacies and precious lives are transformed with the turn of each page.

Through the Authorpreneurship Academy and the books and resources she develops, Ruth teaches authors and leaders how to create greater impact, income and influence with non-fiction books.

With over 17 years of speaking and travelling experience across 14 countries, Ruth continues to activate, educate and empower thousands of people in Jamaica, other countries in the Caribbean region, Latin America and Africa to win in their personal, professional and spiritual lives for the glory of God.

Contact her at ruth.taylor@extramileja.com if you need her coaching, writing, publishing consultation or speaking services. You may also visit her website

www.extramileja.com to read her blogs and learn more about her endeavours.

NOTE: If you found this material helpful please submit a review on the platform where you purchased it. You can also send feedback to the author. Thank you.

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RESOURCES BY C. RUTH TAYLOR

If you are interested in Authorpreneurship, join our free Facebook tribe “**Indie Authorpreneurs**” to learn how to publish on a budget, create multiple income streams and impact more lives with books. Upon joining, you will get a 1-page pre-publishing checklist and other goodies.

Subscribe to **Ruth’s YouTube Channel** to learn some Authorpreneur secrets and powerful, proven keys to win in your life and career.

The Authorpreneur Secrets Series

The Rocket-Writer is one of six books in the Authorpreneurship series to empower you to write and win with books. These books will provide step-by-step guidance to write your short Ruth-like

(Tallawah) non-fiction books fast, publish them cost-effectively and leverage them to generate lasting impact and income.

1. *Authorpreneur Secret\$: Write Fast. Publish Affordably and Generate Lasting Income*
2. *Authorpreneur Secret\$ Workbook: Write Fast. Publish Affordably. Create Sustainable Income for Retirement*
3. *Pen It to Win It: Going Beyond Book Sales*
4. *Publishing Secrets: How to Publish Professionally and Cost-Effectively*
5. *Write and Retire Right: Secrets to Write Non-Fiction Fast and Create Sustainable Income for Retirement*

You can find Ruth's other books at
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