





Glenn Livingston, Ph.D.

How to Write a Coaching Book!

Simple Tips to Save You Hundreds of Hours (and Years of Heartache!)



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Glenn and Sharon Livingston have sold over \$30,000,000 in consulting and/or coaching services. Glenn has worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists. (And Sharon has worked with over 60,000 people in a group format!) The Livingston's previous work and theories have also appeared in dozens of major media like those listed here. And Glenn was raised in a family of over a dozen helping professionals (psychologists, social workers, counselors, therapists, etc)... it's in his blood!



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Introduction

One of the ways business and life coaches can establish their expertise in their field is to write a book. For some writing a book may seem like an easy endeavor to undertake, but for others it might seem daunting. And even for those who think they have the talent and skill, there are some things that separate good coaching books from the junk that's out there.

Time is always a factor when it comes to writing a book, but you may find that taking a few hours every day to do it will help your business.

Why writing a coaching book is a good idea

There really are more pros than cons to writing a book. The only cons are that you write something so bad that it actually hurts your business, which isn't very likely, especially if you read this book. The other reason is that your coaching practice is thriving so well that you don't have the time. But even if you are booked for months, you still have to market your coaching practice to keep the momentum going. So even writing a book if you have too many clients will benefit you in the long term.

Here are several more reasons it's a good idea to write a coaching book:

- **It's an extra revenue stream.** If you have good writing skills and don't have to invest in a ghostwriter, you'll have an instant additional revenue stream. It may not be significant, but as you promote your coaching practice you can promote your book along with it.
- **It can be used for marketing as a giveaway.** Make your coaching book a complementary gift for new clients signing up for a block of sessions, or give the book away to anyone who visits your website and wants more information about your brand of coaching.
- **You can leverage the content.** You can break up your book into smaller chunks for blogs, marketing copy and more. You can also do the opposite – but unless you have exceptional organizational and editing skills, or are willing to pay for them, it is easier to write a book and leverage the content.
- **You can sell your book after speaking engagements and workshops.** Along the lines of it being another revenue stream, selling your book at speaking engagements allows you to make a little extra money. But what's even more powerful is that a book can **solidify your position as an expert** in your coaching field.
- Perhaps the best reason for writing a book, especially if you are just starting out as a coach, is to **crystalize your thoughts and beliefs**. The process will give you a clear idea of what you want to accomplish with your clients and other insights into your practice.

There's really no reason *not* to write a coaching book. Let's get started!

Define your subject matter and your audience

Before you write a single word, it's important to determine *who* you are writing for and *what* subject you are going to tackle. Although both propositions sound pretty straightforward, *this step is where most people make critical mistakes.*

That's right. Before you even write a sentence you can create a book that no one but your mother will want to read. But it's really easy to keep from making these critical mistakes. Here are some of the pitfalls people find themselves in when they decide they want to write a book:

- **The book lacks focus.** Coaches often have many ideas and solutions. Don't try to jam them all into one book. There's no law that says you can't write more than one! Stick to a topic you know like the back of your hand.
- **The information is nothing new.** What does your coaching practice offer that no one else does? What insight do you have about a particular problem that astounds your coaching clients, something they can't get anywhere else?
- **You are trying to reach too diversified an audience.** When you try to reach too many people, you dilute your message to a point that it loses its value.

Why it's important to choose ONE topic

Coaching clients are looking a solution to a desperate problem. They've tried everything they know how to lose weight, fix their marriage or write a business plan. They hire us to help them find a solution, encourage them through the process of fixing their problem, and offer suggestions along the way.

So how do you determine what topic to cover? It's hard because coaches are always thinking of solutions. To help break it down, answer this questions: What is the ONE THING that your favorite clients seem to be stuck on when they start working with you? Determine what that is and your solution. That will be the topic of your first book.

Everything old is new again

You might be saying to yourself, "My solution isn't really that different than any other coaches." First, if you have clients, that's probably not true. There's something that you offer that others don't. Or maybe you attract a specific client that not all coaches do. And even if you DO have the same solution as other coaches, you certainly have put your own spin on it to make it more effective to help the particular kind of client that you attract.

How do you know if your topic is unique? Read your competitors' books. There's really no other way to know. You can get some information from looking at the table of contents from their books on Amazon, but if you read their books you'll get a good idea about what theirs are lacking that you can capitalize on.

If you're still unsure, *ask your clients*. Ask them what they have learned from coaching that has benefitted them the most in your sessions. Take that solution and apply it to your clients' most desperate problem. That's the topic for your book. Now let's decide who you are going to target to read it.

Who do you love?

One of the biggest mistakes coaches make is entering a market without a niche. You may be a time management coach, but who do you really want to reach? Busy professional mothers? Pastors? Teachers? Top-level managers? Narrow down your audience to a specific group if you haven't already. Creating a niche will strengthen your practice and will help you write a better book.

You'll know who your niche is by thinking about who you love. Who is the client you look forward to seeing each week? That's the kind of person you want to attract to your practice, and *this is the person you are writing your book for*. Imagine this great client when she first started working with you, and write down everything you want her to know. Coaching isn't like selling accounting services. You want to attract the clients that *you want to coach*, so instead of writing a book about everything you know, write one that will make your services irresistible to the clients you enjoy working with.

How to write a book if you aren't a writer (Or are too busy coaching to write!)

Many, many people use ghostwriters to author their coaching books. Ghostwriting is when you hire someone to write something but you attribute it to yourself. There's absolutely ethically nothing wrong with ghostwriters. Most busy entrepreneurs use them, including me!

So where do you find a good ghostwriter? If you are willing to invest \$10,000 or more there are ghostwriting agencies that will pair you with a professional. For those not willing to make that kind of investment, hire them off sites like Elance.com, Guru.com and Odesk.com. You'll find literally hundreds of ghostwriters with varying degrees of experience. Their prices will range widely too.

Here's a tip about hiring a writer: Ninety-nine percent of people who hire ghostwriters do it all wrong. Here's a made-up example of a job description looking for a ghostwriter that is pretty much standard:

I'm a procrastination coach looking for a ghostwriter to write a 100-page book. You need to have experience writing about procrastination and coaching. A master's in English is preferred.

This coach will get probably a dozen or so people interested in his project. But he probably won't get the right writer. Why? Because he doesn't need anything he listed as qualifications. He needs someone who can write in his voice.

Unlike most people, a good professional writer can write about anything. If a writer has good research and interviewing skills, they can make any topic come alive. So it doesn't really matter if the writer has experience in writing about procrastination and coaching. What the coach needs is a writer who can research the topic and interview him. Look for someone who has been employed as a journalist or even in public relations. If they've had these jobs, they have experience in writing, interviewing, and research.

Second, a master's in English doesn't necessarily make someone a good writer. The coach should ask for someone who has samples of articles and books they have ghostwritten. This is called a portfolio. All professional writers will have one.

Most people will look at a portfolio searching for an example of a similar topic. That's not seeing the forest because of the trees. *The topic doesn't matter.* Look to see if the writer has work in a variety of voices. Does every piece sound the same or do they sound different in tone? You want someone who has a wide range of voices in their work. Writers who can master a variety of voices can find yours. And you want your book to be in your own voice.

Once you've hired a ghostwriter, show him things you've written and tell him what you like and don't like about your writing. Talk to him on the phone or via Skype so he can get an idea of your personality. Taking these extra steps will help your ghostwriter pen a book that will be well-written and in your voice.

How to structure your book

Even if you hire a ghostwriter, you need to know how you want your book structured. There's no right or wrong way to structure a coaching book as long as it's logical and consistent. Because I am both a psychotherapist and successful internet marketer, I like to grab people at the beginning. If the subject of your coaching book describes a process, outline your book chapters in the order of the steps to get through the process. If you are telling a story, make the outline a linear timeline.

Another way to outline your coaching book is with a mind map. Start by writing the main topic in the middle of a poster board. In seven to 12 different colored pens, write an idea related to the main topic. These will be your chapters. With Post-It notes or a separate piece of paper for each chapter, jot ideas down that relate to each chapter.

Here's an example: You are a women's empowerment coach who wants to write a book about having gratitude. You'd start with a poster board by writing gratitude in the middle. With colored pens, you would write things like, "What is gratitude?" "How can you feel grateful when everything is wrong" or "What being grateful does to your outlook on life." Each of these

thoughts is a chapter. All you have to do is put them in order and write five to 10 pages on each.

I do this with notecards. I think of 12 subtopics and write them on a notecard. Then I write one chapter a night. If you have been blogging regularly, you can take the blog posts related to your book topics and arrange them by chapter. Even if you're writing from scratch, you'll be finished in a couple of weeks.

Another way to organize your book is to take the problem that your book aims to solve and list the steps you take a client through to find the solution. Add questions and stuck places where your client finds herself at each step. When you flesh out this information with more details and add some examples, you've got your book.

Formatting

Decide how you want your book to look. If you are writing your book yourself, choose a professional-looking font, and use the formatting in Microsoft Word to create headers for your chapters and sub heads, if you choose to use them. If you use the Styles in Word, you can simply create a table of contents under the reference menu.

Most books are 6 by 9 inches. Be sure to change your page size to those measurements. Also look at book margins. They are typically smaller than the one-inch margin default you'll find in Microsoft Word. Change them to three-quarters or one-half inch.

Also pay attention to your line spacing and indents, if you use them. Make sure you find styles that you like and be sure to use them consistently.

Use size 11 or 12 font. It may be tempting to make the type smaller or to make the margins smaller to keep your book at a smaller page count. Don't do it. You want your book to be easily readable and professional.

Involve your Audience

One of the great things about a coaching book is that it can give your potential clients to get an idea of what you might discuss during a session. They'll subconsciously pick up things from what they read, but if you want to really give them a taste of a coaching session, provide some questions, or even some homework, at the end of every chapter.

You can do this easily by making questions out of the points in your chapter. To continue with the women's empowerment coach and the subject of gratitude, you might choose questions like these:

- When was the last time you felt grateful for something? What was it?
- What fears keep you from feeling grateful?
- What events in your life remind you to be grateful?

Homework: Write five things you are grateful for daily over the next week. When you've completed it, read it again and answer these questions

- How did you feel when you read your responses after an entire week?
- Did writing down the things you are grateful for change anything in your outlook during the week? How?

By adding some questions and homework to your coaching book, you're involving your audience and giving them some food for thought. They'll feel like they've gotten something out of the book.

Writing tips

Most people think they can write. Professional writers tell me that people without training are often blissfully ignorant when it comes to how to write well. We can all write or we wouldn't be in business. But writing well is a combination of skill and talent that most people don't get from high school or college English composition. Writing is also like any other skill – if you don't practice it you'll lose some of your ability over time.

You don't have to know the difference between a participle and an article or how to diagram a sentence to write well. All you need to know are some of the mistakes that writers make. Here are some of the common ones:

- **They don't rewrite.** Every single professional writer rewrites their material. *No one* gets it perfect the first go round. Refusing to rewrite does a couple of things – it slows down the writing process so you can play with that one sentence for two hours, which means you'll never get the book finished. What's important is to get the information down on paper – it can be prettied up later. The other thing refusing to rewrite does is blind the writer to mistakes or simply better ways to put something they wrote down the first time. Rewriting doesn't mean your book isn't perfect. It means that you care enough to make your book the best it can be.
- **They don't use examples.** Giving people stories and other examples help them to grasp the concepts you're putting forth in your book. Examples paint a picture of an idea, which helps people visualize what you are trying to get across. Plus people just enjoy listening to stories.
- **They write in passive voice.** Writing in a passive voice is the overuse of "be" and other passive verbs. Using active verbs moves the reader along. Notice the difference between these sentences: *Grab a hold of your dream by setting goals.* *You can set goals to grab a hold of your dream.* Notice the difference? The action "grab" is much stronger and forceful in the first example. Pay attention how much you use the words "was," "were," "has," and "have." See if you can rewrite some of those sentences in active voice.
- **They rely completely on spell and grammar check.** We've all seen the memes about autocorrect. Don't end up with stupid mistakes in your manuscript because you

just hit a button. Read the book for mistakes. Better yet, give it to someone else to proofread.

- **They don't stick with one tense.** Pick past or present and be consistent.
- **They write too formally.** Your coaching book is a reflection of your personality, so write like you talk. It doesn't have to be perfect grammar, like you can say: "Take the topic you are the most familiar with" instead of "Take the topic with which you are most familiar." You want your book to help potential new client get to know you, and writing like you talk will give them that opportunity. Don't make it sound like a college paper.
- **They don't write transitions.** Most inexperienced writers are disappointed in their work because it reads choppy. That's because they didn't employ transitions in their work. Transitions are sentences, and sometimes even paragraphs, that guide the reader from one topic to the next. A good use of a transition is explaining one issue, relating it to another issue, and then writing about the second issue. Here's an example:

No transition:

Sometime people get stuck with bad tapes in their head. That's what I call negative thinking. We all have tapes in our head that tell us we're not good enough or nobody likes us. Negative thinking can prevent us from fulfilling our dreams before we even start.

You can retrain your mind to stop thinking negatively. It takes some time and effort, but it is possible with some practice.

With a transition:

Sometime people get stuck with bad tapes in their head. That's what I call negative thinking. We all have tapes in our heads that tell us we're not good enough or nobody likes us. Negative thinking can prevent us from fulfilling our dreams before we even start them.

What if I told you there is a way to stop those tapes with just a few simple tips you can use throughout your day? You can retrain your mind to stop thinking negatively. It takes some time and effort, but it is possible with some practice.

See how the second paragraph brings up the "bad tapes" again and then introduces the next topic? It flows much better with just a simple transition.

Research

Before you start writing, you may be tempted to do exhaustive research. And you certainly should know your market. However when writing a coaching book your best research is actually your experience with prospects and clients. A coaching book is much more about

what *you* believe is the best way to solve the problems in your coaching niche... NOT so much what other people think. So write what you know from the heart!

If you do research, don't footnote it. Footnotes give your coaching book a dry, academic feel that you may not want. Instead, attribute the information, like a news story. Say, something like, "According to the U.S. Small Business Administration, half of all business startups fail." If you are quoting a book, attribute it like this: "*Your sentence*, said John Doe in his book, *The Essential Manager*."

The beginning and the ending

A lot of writers get caught up in the beginning and ending of their books. It makes sense because those are the most important parts. The beginning gets readers interested in what you have to say. The ending tells them concisely what you want them to walk away with after spending time reading your book.

Many writing coaches say that you should write the jacket or back cover synopsis about your book before you start. This information is a brief bio of the author. Writing this piece first grounds you and reminds you of your accomplishments. It's a great way self-affirmation before you write. Be sure to include any awards or published interviews you've done in your bio. This kind of information solidifies your expertise in your coaching niche.

Many coaches come up with the title of the book before they even have all of the details fleshed out. I usually start that way so I have a cohesive jumping-off point. Coming up with a title is easier than it sounds – you simply use the subject of your book with eye-catching phrases. You can get an idea of what books your potential clients are looking for on Amazon.com.

Do this by typing in your subject matter into Amazon's search engine (*choose the books department*). You should see some books in your subject matter. This is good! It means there's an audience for your book, and will give you an idea of the kinds of titles which are selling.

You can also try typing in the subject with phrases like "hack," "attract," and "top 10," "simple," and "5 minute." These words are often part of popular book titles.

Here are some sample book titles:

The 5-Minute Procrastination Solution

Sure-fire Business Plan Hacks

Fifteen Simple Rules to Strengthen Your Relationship

Top 10 Ways to Attract the Right Guy

How to start your book

I'm a firm believer in catching people's attention immediately in a coaching book. After making millions on the internet with proven copywriting techniques, I've developed a five-point strategy I call Persuasion Architecture. I teach my coaching students this strategy with a graphic that we call the Golden Glove. The first three fingers of the glove help my clients create a compelling elevator pitch. I think including this pitch is essential information for coaches to use to as a jumping-off point in their books.

With a developed Persuasion Architecture, you'll be able to make your whole argument about why anyone should read your book. That's possible because these three pieces of information will be what you are going to hone into a seamless argument tell a compelling story. The three pieces are:

1. A desperate problem
2. A unique promise
3. Overwhelming proof that it will work

Quick review

Here's a quick review of the first three pieces of Persuasion Architecture, also known as the first three fingers of the Golden Glove. Although you may already have this information on your website, it will need to be tweaked a little for your book.

Web copy is designed to entice people to take action. Although your book likely is supposed to serve that purpose, too, you're also going after an audience that is still on the fence to pull the trigger. Maybe they aren't quite desperate enough to try coaching. Maybe they aren't convinced it will help. You need to tweak your first three Golden Glove fingers to help them move forward.

The Desperate Problem

If you want your book to mean the world to someone, then you'd have to write your argument to a person to whom it would mean the world. Think about people who are desperate to try to save their relationship or be a better business owner—whatever fits your coaching niche. Remember, if you can convince the most desperate people to buy your services, you can convince everybody.

So you've come up with a desperate problem that includes your clients' dilemma, what they have tried in the past, and their biggest fears. Now you take that information to start your book. Here's what I came up with for the beginning of the dating coach book:

For single women in the 30's and 40's, Sunday evenings are tough times. They may have spent the weekend hanging out with their girlfriends, or maybe they went on a date with another Mr. Wrong. Facebook is a nightmare. They see the photos of their friend who got married that weekend, or the other friend whose baby just took or first steps, or the other

friend who is vacationing with her boyfriend. It's hard sometimes not to feel jealous. The holidays are the worst. How many times will Aunt Karen ask if you are dating someone when it's obvious if you were he would be there with you?

You've tried online dating, church singles groups, fix-ups, and taking classes and participating in activities where you know single men will be. You've found no one – at least no one who seems like the right one. Time keeps slipping away and the possibility of having a family seems to be going nowhere.

Paint a picture of the problem. Give your favorite client who you are writing this book for a visual of what it looks like to feel frustration, guilt, shame, anger, loneliness – whatever emotion that is eating away at them.

The Unique Promise

Nothing is more important in a coaching book than spelling out what you offer the person with the desperate problem that is different from everything else they've tried. You are going to spell out the promise in more detail in your book. Outline the steps in the first chapter, and then go into more detail about the process in each chapter.

Let's see what this could look like for our dating coach example:

Don't despair. Love is waiting just around the corner if you know how to find it. With my 10-step process, you'll find the guy who is right for you. Just think – no more lonely Sunday evenings. Your Facebook profile will be full of photos of you and your new guy enjoying life. And who knows? Maybe soon it will include uploads of your new home and precious newborn baby!

In the first chapter, the dating coach will list each of her 10 steps, giving a sentence or two description of each one.

The Overwhelming Proof

Remember, you need overwhelming proof to back up every one of your unique promises. In a book you'll have the space to not only explain each promise in detail, you'll get to provide the proof in detail, too.

If you really nailed a desperate problem you need to prove it because your potential clients are ready to give you their heart and soul. Those who are still on the fence about coaching still have hope they're going to find something that will work for them. They need proof to move forward.

You can write a demonstration about a coaching session. Don't use exact examples from your clients – you don't want to break confidentiality. But instead you can write a slightly different version for your book:

Jessica was 38 years old. She came to me in tears because she broke with her latest boyfriend. "I just can't seem to attract the right guys," she told me.

For the next three sessions, Jessica and I examined her dating patterns and past relationships. What we began to notice is that Jessica had been subconsciously choosing guys like her abusive college boyfriend. Once we determined that, we worked through nine exercises designed to help her change her outlook and dating patterns.

Six months after she started viewing dating differently, Jessica was engaged. She just had a set of beautiful twin girls and is still madly in love with her new husband.

To make the above a lot stronger you could get a direct testimonial signed by Jessica and put it in the book. Or better yet, link it to a page on your website where readers could LISTEN to Jessica tell the story in her own words in an audio. That way readers would get the real FEELINGS and excitement which Jessica experienced about the transformation. They'd start to think "I want that transformation too!"

(NOTE: For some great examples, listen to the short audio testimonials on the top of www.BecomeARealCoach.com . If you want to know how to DO these kind of testimonial interviews with your own client, please download this cheat sheet and grab the MP3 links inside of it: <http://www.payperclicksearchmarketing.com/PDF/Cheat-Sheet-Supercharge-Your-Testimonials.pdf> . If you want us to do it for you, please visit www.TestimonialsThatSell.com)

Another form of proof that is as essential as demonstration is having a compelling origin story. It's the story about what life was like for you before you found the solution to your own desperate problem and what your life is like today. Here's an origin story for our dating coach:

It may be hard to believe, but I wasn't the most popular girl in high school. I only had two dates before I was 18 and neither of them went anywhere. I found myself constantly in the friend zone. I buried my nose in books and focused on becoming a National Merit Scholar instead.

College was better. I've always been slightly overweight, but guys in college were more mature and seemed to be more interested in my personality and my intelligence. I continued to be stuck in the friend zone until my junior year when I met Mark. He was everything I hoped for – big green eyes, stunning smile and extremely intelligent. We dated for six years until I got tired of waiting for an engagement ring. A year later Mark got married to the woman he began dating after me.

I began to wonder what was wrong with me. I dieted. I exercised. I got an image consultant to help me choose the best clothes, makeup and hair. I went to every social event I was invited to. I took golf lessons, cooking classes, and ballroom dancing. I met no one.

One day I got a call from my college roommate Sonia, who was in town. We met for dinner. I began to pour out my frustration about how I couldn't find Mr. Right. She listened patiently to me for at least 20 minutes. Then she said, "Rachel, you're trying too hard."

I was thunderstruck. "What do you mean, trying too hard?"

Sonia sat back and told me how she had observed all through college how I worried how I looked and how I came across to guys. She noticed that even when I was with Mark that I constantly worried that I wasn't giving him what he needed and how I always put his needs first. "You'll find the right guy when you start being the cool, beautiful, intelligent woman that I know," she said.

The dating coach then outlines how she took her friend's advice and figured out how to change her perspective through a series of 10 steps. Once she did, she attracted her current husband.

A person who has conquered a desperate problem is viewed as an expert. Once you've established that, you can go on and write about your solution to the desperate problem.

NOTE: You can also do your origin story in audio interview format to bring it to life. Just work with a fellow coach to bring it out of you.

The ending

End your book with an epilogue. An epilogue is a good place to restate your solution and to maybe share some additional inspiration. A well-written epilogue ties everything up with a bow. Your reader should be able to read it again to get a reminder of everything you discussed in the book.

The heart of the book

If you've done a good job setting up the book with your introduction, your readers won't be able to wait to see how you can solve their desperate problem. This is where you will rely on the structure of your book – whether you want to go through a process or breaking down a problem or discussing particular insights you have about the desperate problem.

Your expertise is very important, but in a book it is just as important to keep people interested in what you are saying. You may have the best ideas in the world but if you lose your reader they'll never know how you can help them.

How to tell a story

You keep the reader interested with stories. Everybody loves a good story, and a great coaching book uses stories to help illustrate your point. They can be true stories about things you or someone you know experienced. They can be examples from books, movies, or lives of famous people. They can also be something that you've made up --- as long as it illustrates your point.

So how do you write a good story? You start by reading a few! You can even get an idea of the elements of a good story by watching a movie or TV show. People tell you stories all day

long – about their day at work, about their cranky mother-in-law, or even about a traffic accident. Be aware of what parts of people's stories capture your attention.

Meanwhile, here are the elements you'll need to create a great story:

- **A premise.** This is your main character's dilemma. That's how stories start – something happens to somebody that makes them have to do something. The premise is what leads up to the point of your story.
- **Characters.** Characters are the actors in your story. There's always at least one character, whether it's you, your dog, or a lion on an African savannah.
- **Conflict and resolution.** Every story has some sort of conflict or problem. Tell about the problem/conflict and how a resolution is reached.

Painting a picture

Think about the last book you read. Did you imagine in your mind's eye what the setting looked like? Did you imagine yourself in the place of one of the characters? Could you imagine watching the dialogue between the characters like it was a movie? That's what good writing creates – a picture in your head of a story.

Creating this picture is important in a coaching book because you want your reader to see themselves in the story. You want them to feel the emotions associated with it.

How do you create this picture? Like everything in the world, it's in the details.

Here is a list of tips to create a story that is rich and captures your reader:

- Use all of the senses. Most of the time we just describe things in terms of what we see and hear. Describe the smell of the sea spray or the intensity of the summer sun on the skin. Describe the sweet and tart taste of a strawberry.
- Write using colors, like "sandy-headed man" or "pink candy-stripe shirt." Colors can create give readers a visual.
- Describe emotions. Just don't say someone was upset. Say that they felt their heart drop into their stomach or that a vein throbbed in their forehead.
- Be sure to add a location. People like to know where things take place. They have lived in that location or visited the town, which gives them some additional understanding.

You may be thinking that your coaching niche doesn't lend itself to story-telling, especially if you are a business coach. A coach in any niche can add interest to their book with some great stories.

So how do you use stories? Write about a step in a process or a truth that you've figured out through your own experience – whatever your chapter is supposed to be about. Use the stories to illustrate your points.

Here's an example for a personal finance coach. One chapter is on how to create a budget and why it's so important. Here's the story used to illustrate the point:

It was a hot, muggy night in Tampa, but Jack had the thermostat set at 85 degrees. Saving money on his electric bill would help him save money this month, but even then, it probably wouldn't be enough to pay the pile of bills stacked haphazardly on Jack's mahogany desk.

Jack's heart began thumping loudly in his chest when he started looking at his checkbook register. "Why did I not wait to get my car tuned up?" he thought. "Now I don't have the money to pay my student loans." Jack felt a drop of sweat run down his side. What was he going to do?

A few days later, Jack and I sat down with a sharp pencil and created a budget. For the first time, Jack really understood how much money he had coming in every month. It was there in black and white on his computer screen.

We added in categories for periodic expenses, like car tune-ups and higher energy bills in the summer, in addition to food, housing, gas, cable, insurance and other regular monthly expenses. The more that Jack faced reality about his finances, the air in the room felt electrically charged. His anxiety, which had been off the chart when he got to my office, was decreasing.

Today, after a year of following his budget, Jack can keep the thermostat on 78 during a July night. He sleeps better at night knowing that he has an emergency savings fund built up. For the first time in a long time, Jack can focus on other things in his life besides how to pay the next bill that arrives in the mail.

Notice how you start feeling anxious as Jack's anxiety ratchets up? Those are the feelings of someone who desperately needs a personal finance coach. The illustration drove home the points that a budget is necessary and addresses a little bit about how to set one up. And the coach has illustrated his point.

Writing tight

Just because you have more room to expand on your unique promise doesn't mean that you should go on forever about it. Ever hear the old saying, "You don't have to know how to build a watch to tell the time?" That adage is key in writing a coaching book.

A good method is follow is:

- What is your point?
- Why is it important?
- Provide a story illustration.

Be sure to be clear in making your point. Sometimes we know information so well that we forget that others don't know things like technical jargon or take for granted that people know

all the steps of a process. Spell everything out in the explanation of your point. Here's an example of one of the 10 points from the dating coach.

Be yourself

Every single article about dating tells both women and men to be themselves. I am convinced that a lot of people have no clue what that means, especially if they've been dating for decades. Many women, including myself, have spent years subconsciously becoming someone they are not because we think it will attract the right man.

One persona I see a lot in my practice is the Cool Girl. The Cool Girl is the one who can be one of the boys. She shoots pool and runs marathons as well as her guy friends. She pretends that casual sexual encounters are no big deal. She's cool because she doesn't make any demands on the men she is dating. Everything is casual and without commitment. She waits for him to make all of those decisions, and he never commits.

Women become the Cool Girl because they have been accused of being too demanding and clingy in previous relationships. They believe by giving men all the power to define the relationship that they are going to find someone who really wants them. But guess what? Most of us aren't the Cool Girl, so even if he does commit, the relationship won't last once he's discovered you aren't her after all.

I suggest all of my clients take a break from dating for 60 days and spend time getting to know themselves. I suggest that they do something every day that they want to do, no matter what. I give them quizzes to help them remember their likes and dislikes as well as their values. Slowly but surely they become themselves again. All the personas are stripped away. Now we've got something to work with!

We don't have to be Cool Girls. The reality is, some women are demanding and clingy. Most of us aren't – we've just been told that by men who weren't right for us. And even if you are demanding, there is still a man out there who will appreciate you asking for what you want.

Being yourself is about accepting yourself for who you are: the good, the bad, and the ugly and understanding that you are lovable just the way you are.

One of my clients, Wendy, was a curvy redhead with a great sense of humor. She was very self-conscious about her weight and felt like men rejected her because of her curves. She had become a Cool Girl, hoping that not pushing for commitment – or respect for that matter – would make up for the fact that she weighed more.

After her 60-day break, Wendy decided to take a cooking class. She always wanted to learn how to make sushi. She met Justin, a slightly overweight but kind-hearted guy in the class. They became friends.

After a few months, Wendy realized she was developing feelings for Justin. After a couple of weeks of agonizing over what to do, she told him. That's what friends do, right? They tell

each other the truth. Justin was overjoyed. He felt the same way but was afraid Wendy wasn't interested. They've been happily dating now for two years.

This relationship would have never happened if Wendy had continued to be the Cool Girl. She would have never taken the cooking class, and she would have never told Justin how she felt. Wendy was herself, and it paid off.

See how the coach fully explained the concept of being yourself? She described a pitfall and how she coaches people out of it. Then she relates a story about someone who overcame the obstacle of being someone else. It has the elements of premise, characters, conflict, and resolution. It makes her point, explains why it's important, and includes an illustration.

Use this formula to write the chapters of your book.

Finishing up

Once you've finished writing that last page, don't think you're finished! There's much more work to do, including the cover design and editing.

The cover

It's a good idea to hire a freelance graphic designer to create your cover. A good designer can create an eye-catching cover with words and stock photos.

If you are only publishing an ebook, you can easily design your own cover if you have some artistic skill. If you are printing, however, you want to leave this to professionals. A Word or Microsoft Publisher file is not print-ready. Designers use specific programs like Adobe InDesign to create files for print that are compatible with press work. You'll save yourself some money having a designer do your cover rather than the publisher or printer having to recreate your file that isn't print ready.

A good way to add more proof to your Persuasion Architecture is to add some testimonials to the back of the book or the jacket. Ebooks can have this material, too. But realize that all testimonials are not alike. A testimonial saying, "Glenn was a great coach. I'd recommend him to anyone" doesn't get specific enough. Your testimonials need to be specific about at least one promise that you make.

The tricky part about testimonials is getting them. You run into several problems. It's work for your clients. They have to sit down and write something. Or worse, it's scary for them because you want to videotape them. The vast majority of people are afraid of public speaking. Plus it's a little awkward to ask.

Prove as many points of your promise as you can with testimonials that *specifically support your claims*. What you *can* do to get the kind of testimonial you need, is interview your clients about their experience with your coaching service.

It's great to get feedback, positive or negative, to help you grow and tweak your practice. Be sure you ask questions that won't give you just a "yes" or "no" answer. Here are some great questions to ask to get your clients to open up about their experience with your coaching practice:

What were their expectations about their coaching session?

How did you meet or exceed their expectations?

Was there anything that delighted or surprised them?

If a friend asked you what happens in your coaching sessions, what would you tell them?

While you are interviewing your clients, if they say something really profound that fits into one of your promises, ask if you can quote them. You can use that information in a beautifully written testimonial that you write or that you can pay a copywriter to write for you.

Some testimonials for our dating coach might be:

Rachel helped me to change my entire focus about dating. Now I'm in a serious relationship with a guy that I can see a future with. – Jane Smith

I was so lonely and scared that life was passing me by because I wasn't in a relationship. Working with Rachel changed all of that. – Theresa Jackson

At age 38, I realized that the clock was ticking if I wanted to have a family. I was terrified because I hadn't been on a date in two years. Rachel helped me find ways to get me outside my comfort zone. I met my husband six months later, and we just welcomed our beautiful daughter into the world. – Sharon Gibbs

Notice how each testimonial speaks specifically about the desperate problem and the solution? These are the kind of testimonials you want for your book. Don't go overboard, though. Three to five good testimonials are fine.

Rewriting

An important part of the writing process is rewriting. Professional writers rewrite their work at least once to help with the flow and to make it simply read better. When most people write a book they do it in starts and stops. If it's taken you a few months to write your book you may have changed your outlook about some aspects of your coaching practice. Go back in and rewrite those sections.

Here's what you should pay attention to when you are rewriting:

- Organization. Is the information presented in a logical order? If not, move some stuff around and read it again.
- Using the same words or phrases too much. We all tend to describe aspects of our coaching practices the same way. It helps sometimes to change it up a little bit.
- Think of your book as a bad movie. (It's not ... but pretend for a few minutes!) What would you cut out or change?
- Take a crack at changing from passive to active voice like I talked about in the writing tips
- Make sure your examples and anecdotes make sense. Sometimes they end up being one of those "you had to be there" moments that don't translate well in print.

Editing

One of the most important things you can do to create a quality book is to hire an editor. Every writer needs one, even if they are professionals. A good editor can give you advice about how to make your book better. You can hire an editor online fairly inexpensively.

A lot of people write a book and don't want anyone to touch a word. Anybody, and I mean ANYBODY, can use a good editor. Refusing to let someone edit your book is like refusing to let someone let your accountant tell you how to save money on your taxes. This probably won't be your first book, so get some help to make it the best one you can and to learn some things to include in your next book

The biggest mistake people make when they hire an editor is to inadvertently hire a proofreader. Proofreaders read your book for errors in spelling, punctuation, and style. Editors proofread, but proofreaders don't edit. Here is the list of tasks you should make sure your editor can do.

- Check for consistency. You don't want to call one technique you use one thing in one chapter and another thing later in the book.
- Tone. Sometimes, especially if you aren't a professional writer, you'll find that you've written in a style a little different in places. Your editor needs to be able to check that.
- Give suggestions. The primary thing an editor will do is give you constructive feedback on how to make your book better. She may tell you to add some transitions or to add a couple of examples. She'll tell you when something you've written doesn't make sense and give you some suggestions about how to change it.

What you can expect to get back from an editor is a lot of suggested changes. It can be overwhelming and a little upsetting. But remember, these are suggestions that can make your book better. And because they are suggestions, you don't have to follow every single one of them.

Publishing your work

How you plan to publish your coaching book depends on a variety of factors. Do you think you may have a best seller on your hands? Then you'll need to go the traditional publishing route. For the rest of us, self-publishing will be the way to go.

Self-publishing ranges from you formatting an ebook to publishers who will edit, print, and publish your book. Prices can range from very little to thousands of dollars. The route you choose will depend on your budget, your audience, and how you plan to use your book.

Electronic, paper, or both?

If you are planning to use your book as a giveaway on your website, just publish it as a PDF. However, if you want some exposure to a bigger audience, create an ebook on Amazon. If you do speaking engagements, you can do both.

The fastest, cheapest way to publish a coaching book is to create an ebook. Publishers like Amazon have a step-by-step guide on how to format and publish a Kindle ebook. If you publish a paper book, you can easily list it for sale on Amazon, too. Smashwords.com is another source that produces ebooks for Barnes and Noble, the Apple iBookstore, and more. Smashwords is famous for launching the careers of many self-published writers.

If you are planning to self-publish a paper book, you've got some options. The publishing industry has vastly changed over the last decade, and here's a breakdown on the types of publishers out there:

- **Subsidy publishers.** Here, you pay for the printing and binding. The publisher pays a portion of the cost to edit, market, and distribute the book.
- **Vanity press.** You pay all costs to publish your book and market it yourself.
- **Print on Demand publishers.** This is the option that most people use who want both an ebook and the ability to have printed copies, too. You can order your books printed as you need them.
- **Traditional publisher.** A traditional publisher pays all the costs, and may even pay you to write the book. The catch is you have to sell them on the idea.

Amazon's Createspace is also a good resource if you want to publish both an ebook and a printed book. It offers print-on-demand services, which means that you can print as many books as you want when you want. For example, if you know you have a speaking engagement coming up, you can print 20 copies of your book.

Print on demand isn't the cheapest way to print a book. In fact, printing is expensive. If you choose quality paper and go with a paperback cover, common for most coaching books, you're most likely looking at \$10-12 a book or more. What many people don't know is that the more you print the less your per-unit cost will be. The biggest cost in printing isn't the paper or the ink. It's setting up the press to print your book.

You can hire a publishing company to edit, market, and print your book. Createspace offers all of those services, but local and regional publishers do as well. The more services you use,

the more it will cost. Publishing your book with a small printer could range from \$5,000 to \$10,000 depending on where you live. The upside is you'll have people who know the business and can get your books in several outlets.

Don't forget that you can also list your paper book on Amazon.com. They'll take a cut of each sale, but it's a great platform to get your book noticed. Plus you can link it to your website.

Traditional publishing

Who knows? Maybe you've written the next *The One Minute Manager*. If so, you'll have to get your manuscript into the hands of a traditional publisher. It's no easy feat with any kind of business book these days, but if you have a unique book that will reach a large audience, you could have a shot.

To get a book published, you'll need to either submit it to a publisher or hire a literary agent. Either way, you'll need a thick skin. Agents work on commission, so if they don't think they can sell your book to a publisher, they won't take you as a client.

The best resource for learning how to conquer the traditional publishing world is *Writer's Digest*. It will give you tips on how to write a cover letter, how to prepare your manuscript to send to publishers, and how to hire an agent.

What you will need to publish your book

No matter what self-publishing company you choose, there are few things that you'll need to have. One is a completed manuscript. Another is a cover design.

You'll also need an ISDN. An International Standard Book Number is a unique 13-digit number assigned to every book that is published for sale. Each format has to have a separate ISBN. That means your ebook and trade paperback book will need separate ones.

You'll have to pay for your ISBN. The standard rate is \$125 for one, but you can get a package of 10 for \$250. Stock up for the next several books that you'll write.

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Pricing

How much do you charge for your book? It depends on whether you've got an ebook or a print book. Obviously print books are going to be more expensive because of your printing costs. It also depends on how long it is, too. But most of all it depends on how it is published.

Createspace has a nifty little calculator that tells you how much in royalties you can expect to receive based on various distribution sources. For a \$19.99 book, for example, Amazon will pay you \$9.84. It also gives royalties for other distribution points and in other countries.

Amazon has two royalty options for ebook writers. You'll get either 70 percent or 35 percent of the price. Interestingly, most writers go with the 35 percent option because the high royalty agreement has some strings attached, including setting a price for your book. With the 35 percent option, you can set your own price.

Because this is a book designed to expand your coaching business, you will want to keep it affordable. You're most likely not going to get rich from your book royalties. But you might make a nice living as a coach and published author!

Marketing your book

Even if your publisher distributes your book, you'll need to do some of the marketing yourself. There's no point in writing a book if your audience never gets a chance to read it. Here are some tips on how to get your book noticed.

- **Social Media.** Be sure to remind your followers on social media that you've got a book. You can also generate some interest by having drawings for a few free books as well. Start taking a line out of your book every day and post it so that your followers will want to read it. Don't forget Goodreads. You can host a book giveaway and reach an entirely new audience.
- **Press release.** Write a press release about your book or hire someone to do it. Although it's nice to have a press release on PRNewswire directing traffic back to your website, don't forget the traditional media outlets, too. Send the press release with a copy of your book to your local newspaper and TV stations. Do your research first to find out who would be the best person to send it to. A coaching book on dating would go to the features editor, while a book on preparing for a marathon would go to a sports reporter. Check out your TV morning shows to see if they have guests, and send a copy of the book to the producer.

- **Book signing.** If you have locally owned bookstores, talk to them about having a workshop and book signing. (You can send out another press release about a book signing, too!) The national booksellers may be an option, but you may have to work with someone in their corporate office. Ask your local library if you can have a lecture there as well.
- **Get reviewed.** Reviews are risky because you don't know what people are going to say, but even lukewarm publicity is better than no publicity at all. Search for bloggers who write about your topic – just make sure they aren't your competitors. Search for book review bloggers, too. Ask them if they will review your book. Most bloggers love to do giveaways, so offer to give some free copies to their readers.
- **Get reviewed some more.** Ask your friends and family to review your book on Amazon. People are more likely to read books that have reviews. You can ask your long-standing clients who read the book to review it, too.
- **Promote it on your website and blog.** It really goes without saying, but be sure to heavily promote your book on your website, and blog about it at least once a week. I once heard that people need seven exposures to something they want to buy before they make the decision to buy it. Remind your audience so they don't forget to buy.

Epilogue

Now you should have everything you need to write a coaching book that will portray you as the expert you are and will help grow your practice whether you plan to sell your book or give it away. Just one more tip. It can be overwhelming to sit in front of blank page and start a book. You can start anywhere you want. You can write the ending first. You can write the middle. It doesn't really matter because you can write the transitions when you do your rewriting. The point is to just *write*. Have fun!

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