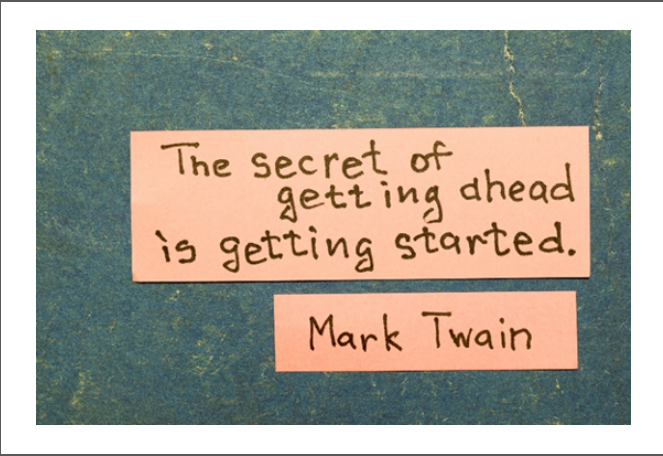


7 Ways to Start Your Book



Make Your Book a Reality!

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The secret of
getting ahead
is getting started.

Mark Twain

*You can write your book.
You can publish your book, too.
It takes dedication and time to cross
the finish line, but you can do it.
The key to your success as an author
begins with you making a
commitment to getting started.*

And the first step in getting started is asking the right questions – shining a light on the uncertainties that may be preventing you from achieving your success. That’s why I’m sharing my thoughts on these seven questions people often ask themselves as they decide to start their book. So, let’s begin ...

Eight out of 10 people feel they have a book, a really good book, within them. Yet, only 5% will even start writing their book. And of that number, only 5% will finish what they started. An even smaller number of those who complete their book will publish their book. Altogether, less than 1% of those who want to write a book ever see it through to completion, much less publication.

With this amazingly high interest to begin with, why is there such an extremely low success rate? Lots of reasons are offered, such as lack of time or money, but it all boils down to one overarching challenge: overcoming the fear of failure. This fear stems from a wide variety of reasons. The common denominator is not knowing where to begin or understanding all that is even involved in writing, editing, and publishing a book. The fear of failure paralyzes us.

All of us want to write something we are proud of. If we’re not sure of where to start, how to go about doing this, or even where to go for help, it becomes overwhelming. That’s where taking things step-by-step can make the seemingly impossible become achievable. That’s what “7 Ways” is all about. It’s designed to identify the most common questions people have asked about starting their book. It also identifies some key takeaways that begin to answer those questions.

Make no mistake, the substance of your book must come from you, the author. That said, there are supportive techniques you can use to help you tap into your inner storyteller so you can express yourself in ways that will amaze you. That’s what this is all about: helping you bring out the book within you. The initial, most important phase is simply getting started, and that can be done in a weekend. Beyond that, we can aid you by demonstrating ways to help hold your reader’s interest. We can also help you with the editing process and with the mechanics of self-publishing your book. We can even assist with launching your masterpiece.

Believe in yourself and the published author you want to be. We can help you get there.

Getting Started

The hardest part of an author's writing journey is often making the decision to get started and committing to the process. Here are some questions you may be asking yourself now:

1



What can I write about that people would want to read?

Whether you're writing fantasy, romance, history, a memoir, or whatever is your interest, you have unique expertise, insight, creativity, and experience the world wants to hear. This is what you want to draw upon no matter your genre.

2

I've got so many ideas; how do I decide which topic I want to write about?

There are proven ways to help you kindle your inspiration and focus your efforts. This is a big part of our "Make Your Book A Reality" writing retreat: to help you focus your efforts on what you're inspired to write about.

3

I'm so busy, when do I have time to write?

The short answer is that you need to make time. To do this, it's very important to block time on your schedule and create a workspace that supports your writing. Demonstrating this structured approach is a critical part of our writing retreat format. After the retreat, once you've gotten your book well on its way, it will be easier to see the value of structuring your writing environment to support your efforts. You'll also better understand how to do that.

4

How can I stop myself from being distracted?

One important technique that works well is using background music to help you focus. There are other successful techniques we can discuss as well.

5



What are the realistic chances of my writing a book?

Statistics tell one story – and they appear overwhelmingly against your success. Using a deliberate, proven, focused method your chances of completion increase immensely. The only variable is your commitment.

6

Does becoming an author help me in other ways?

Absolutely! Author Josh Steimle listed different ways the act of writing a book helps an author. I added my own commentary to expand on the amazing things that writing a book says about you and what you've accomplished:



Education. When you write, you learn. You learn about the writing and publishing process and about the subject matter you're researching. More importantly, you learn an enormous about yourself, no matter what your topic. Without saying anything to anyone, writing a book also demonstrates your intelligence.



Connections. If you're interested in becoming a professional writer, writing a book helps you make important connections. If you're doing any research associated with your book, you also make connections in your area of expertise. Writing a book expands your network, both professionally and socially.



Content marketing. Writing a book is great content marketing. Writing a book brings attention back to you, your business, and it might even help you launch a new business.



Credibility. Once you write and publish your book you join a very elite group – only a small number of people successfully achieve published author status. You gain credibility by establishing yourself as an expert in your subject matter. At a minimum, simply writing your book sets you apart from the great many people who say they want to write one but haven't.



Materials. Writing a book means you've created lots of material to use in eBooks, blog posts, articles, podcasts, videos, infographics, etc. You can use parts of your book in a hundred ways to produce content that will generate leads for your business and sell more books. Writing a book provides you with a huge amount of material you can use to support multiple aspects of your personal and professional life.



Therapy. Writing a book takes a lot of sustained effort and dedication, like training for and running a marathon. Once you're done, you feel like you're on top of the world. You feel like you can do anything you put your mind to. Writing a book is an enormous personal accomplishment, one you can feel great about for the rest of your life.



Service. You have knowledge and experience that can help others. You may even believe you have a moral obligation to share what you know. Writing a book is a great way to get it out there and reach people.



Recruiting. If you own a business or have a leadership/hiring position at your company, writing a book helps recruit people to work with you. Potential employees respond better and generally trust someone more if they have authored a book.



Pay. Writing and publishing a book will generate passive income -- you will earn royalties for each book that sells on Amazon, for example. Some people even make a living at being an author.

7



Writing and publishing my book looks difficult. Why should I even attempt it?

Here are 12 simple reasons why you should write your book (from the website "Self-Publishing School" by Chandler Bolt):

- ✓ You are a writer
- ✓ You'll discover who you are
- ✓ You'll have a professional piece of work
- ✓ You'll make money from writing a book
- ✓ Amazon can do the heavy lifting
- ✓ Our time here is finite
- ✓ You'll reignite a passion
- ✓ You'll be a professional author
- ✓ You'll accomplish a new challenge
- ✓ You'll gain knowledge
- ✓ You'll stop making excuses
- ✓ Because you CAN!

I'd also like to add another reason (from my own experience) why you should write your book:

- ✓ ***Creating my book was one of the most fulfilling things I've ever done in my life.***
I am so enormously happy that I made the decision, put in the effort, and took the time to do it.

The Next Step Is Yours



The next step, the next decision on this journey, is yours. I would be happy to discuss this further if you want to find out more about participating in one of my weekend **"Make Your Book A Reality"** book writing retreats.

More information is available on my website (www.colbrucehurd.com). I can be reached via email at colbrucehurd@gmail.com. I can also be found on Facebook (Col Bruce Hurd), Twitter (@colbrucehurd), and Instagram (colbrucehurd77).



Best wishes and happy writing!!

Bruce

About Bruce Hurd



Bruce Hurd is a highly accomplished author, speaker, coach and business consultant. His success is based upon his impressive 30-year career as an Air Force officer/leader and 12 more years as a Project Management Professional (PMP)-certified senior program manager and business development executive. Bruce now offers his wisdom and expertise for veterans and others who want to write their own stories using the same techniques and principles Bruce used for his bestselling book. He can take prospective authors all the way from initial concept to successfully publishing their books. He also offers his guidance to those who are facing personal reinvention challenges, those with a need to rekindle their inspiration and focus, and those wanting advice or assistance in performing management or business development tasks.

Colonel Hurd crafted an extraordinary Air Force career as a pilot, an operational leader, and a senior officer in positions of high responsibility. His Amazon #1 Bestseller book (“Aim Point: An Air Force Pilot’s Lessons for Navigating Life”) talks about his amazing journey along the way. He excelled as an award-winning squadron and group commander, a visionary leader restructuring U.S. military supply chain processes throughout Europe, and a highly sought-after American diplomat working with foreign governments, among other endeavors. Each of his 16 assignments required him to reinvent himself as he undertook different challenges associated with the new positions he assumed. After retiring from the Air Force, Bruce reinvented himself again as a very successful software development program manager at a large technology company in San Diego.

Bruce was born and raised in the San Francisco Bay Area. He earned a bachelor’s degree in Business Administration from the University of California at Berkeley and a master’s degree in Systems Management from the University of Southern California. He is also a graduate of the U.S. Army Command and General Staff College and the U.S. Air Force Air War College year-long post-graduate courses of study in residence.