

Stop Getting Blocked by

THE 3 WORST MISTAKES AUTHORS MAKE



How to Stop the Overwhelm, Stay Focused,
Finish Your Book Faster & More Easily
So you can sell more books & have more impact

ANGELA TREAT LYON

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ISBN: 9781703519334

Cover and inside images: © Angela Treat Lyon 2019

Book and cover design, production and publishing
by Angela Treat Lyon

AngelaTreatLyonBOOKS.com

WritePublishNow.com

and EFTBooks.com

Published by

OUT FRONT PRODUCTIONS

Chico, California, USA





I invite you to take part in my 4-week online *Build Your Book Course*, where I show you the full system for writing that cuts your time and hassle in half. You can access and complete it at your own pace.

First, review the free workshop, because it sets you up for the system of the 4-part Course.

WritePublishNow.com/free-workshop

Then, read about the Course and register at:

WritePublishNow.com/book-course.

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This book is for:

Anyone who has a book banging around in their brain. Whether you want to write a how-to, a kid's book, a book of family history, an information book, a book of poetry or art, or self-help book, this book is for you.

What's going on?

If you're making the 3 Worst Mistakes, you can end up writing reams of extra, unnecessary material; your research goes on forever; you never really hit the mark with your reader; you never really solve her problems or entertain her; and your book tanks.

You may be feeling confused, overwhelmed, stumped and frustrated. Maybe you're thinking, "I don't know where to start! Who am I to write a book? I've got piles of notes and unfinished pages, but I'm stuck! And I don't know how to do the tech part!"

What do you get from this book?

Almost all authors make those mistakes at least once in their writing careers. You get to sail right by them! You get to discover how to be crystal clear about every aspect of your book and your unique, specific direction . . . to write faster with more ease and delight. And feel delighted with your work and your book! Your readers will love and buy it! Stores and libraries will clamor for it. Who wouldn't want that?

What's here for you?

In the following pages, I reveal to you some critical decisions you need to make before you write a single word of the book that's dancing around in your head, begging to come out onto the page.

I want to see your books on your website, on the shelf in book stores, libraries and on amazon, so please, read this book slowly and carefully, take notes on it, and for goodness sake, *use* the information. It won't do you much good to just read it and not use it!

Have fun finding out how you can work less, write more easily, faster, with more clarity, and fulfill your intentions for your book better, and even make more money as you sell book after book.

much aloha -
Angela Treat Lyon

I invite you to join me for the my 4-week online *Build Your Book Course*, where I show you the full system for writing that reduces confusion and cuts your work time in half. You can complete it at your own pace. Check it out and get it now at:

WritePublishNow.com/book-course

Self publish . . . or not?

Whether you intend to self-publish or go find an agent and publish with one of the Big Guy publishing houses, you will benefit greatly by using the powerful information I give you in this book!

Stop dreading writing time!

Many of the authors and writers I have worked with told me they dreaded their writing time, because it seemed like chewing nails would be easier. They experienced endless work for little gain, and hours of confusion and frustration.

Once you know how to avoid these mistakes almost all authors inevitably make at least once, *your* time at your desk will speed by with ease and pleasure.

Those mistakes can lead you to feeling more stuck than you would ever wish on your worst enemy.

Easy questions

In this book, my easy but very thoughtful exercises will help you avoid those mistakes, and I'm going to spring a couple of cool surprises on you that you'd never expect!

What you find here

I'll tell you a wee bit about myself...

I'll go over what I want for you to walk away with...

And a little bit about how you can take your writing experience all the way to the top when you learn my writing system with my *Build Your Book Course*...

And I'll let you in on the *real* value of self-publishing...

Why trust me to help you?

I've been a professional artist for 50+ years. I'm a painter, stone carver, illustrator, and graphic designer.

I'm also a best-selling author. I've written, illustrated, designed, built and published hundreds of books and covers, for myself and for my students and clients.

And I'm the host/producer of an inspirational radio show; and long-time entrepreneur success coach.

I mention all that because, as an author *and* designer, I have an unusual perspective that most other author instructors do not - a wider, more comprehensive understanding of what it really takes to write, design and publish a well-thought-out, clearly-written and beautifully designed book that your readers will line up around the block to buy.

What I want for you

I'm intending that this book will have a tremendous impact on you and your ability to get your written and published book out there into the public eye.

I want you to have a clear understanding of the three basic mistakes authors make. I want you to never make those mistakes again - so your books can not only get out to the bookshelves of libraries and stores and online marketplaces, but jump right into the hands of eagerly awaiting buyers.

And because I don't want your making these mistakes to possibly slaughter your books before they can even take a single breath!

What's next after that?

I will be mentioning the next step in this series: *the Build-Your-Book Course*, where I take you through my unique writing system, step by step. At the end of which, you will have published a shorty book, if you so choose.

The purpose of taking the course is for you to learn the system - not just sit there listening or watching, but to experience *using* it, first-hand, so you can use it again and again for your other books.

You'll get a wee taste of it in this book. Because in my long years of guiding people, I've seen that people learn best by doing, so a doing-experience you will get if you take full advantage of this book!

Please, take good notes, and make sure you write down the answers you come up with to the questions I ask you.

NOTE: You can get the questions (and more) in a downloadable, printable pdf when you review the Free Workshop.

WritePublishNow.com/free-workshop

The real value

I want you to know the value of self-publishing, and I want you to at least get an idea how to build your first book by yourself.

I ask you to refrain from handing your manuscript off to your husband or friend who is 'good on the computer,' your VA or designer. I promise you will be disappointed if you do that.

I'm sure they are nice people, and can 'do stuff' on the computer, but there are a lot of ins and outs that, unless they are professional designers, they won't have a clue. You *will* have a clue after you go through this book and the *Build Your Book Course*.

See, whether or not you ever decide to build a book by yourself, if you know what goes into the writing and building of one, you'll be able to ask any future assistant or designer for the right things, and you will appreciate what your future assistants do for you much more deeply.

Technology...

In case you're wondering if you need expensive or fancy software or apps in order to write, design and publish your book . . . no.

If you can use Word, or Open Office, the equivalent of Word, you can publish your book by yourself, start to finish. I recommend Open Office over Word.

NOTE: You can get Open Office for both Windows and Mac at [OpenOffice.org/download/](https://www.openoffice.org/download/)

What do designers charge?

As a book and cover designer, I charge the lowest fees I can for the people who hire me to design and publish their books for them.

Why? Many of the authors I design and publish for are first-time authors, and can't afford to pay huge sums. I believe in their books, so I try to help them out as much as I can. Other authors might have more

financial flexibility, and I work with them, too. When you hear what I have to charge to cover my time and energy and the expertise that I have developed over the last 20+ years, you'll be really happy to find out about the secrets I'm going to reveal to you, because I'm going to save you massive time and expense!

How much will you save by doing your own book?

Covers: front, back & spine:

When you ask me to design a cover for you - front cover alone - you pay any good designer a minimum of \$355.

Yes, you can get one on [fiverr.com](https://www.fiverr.com) or other freelance websites for a lot less. But you most likely won't get as good a cover, and you won't have the same easy experience as having your own dedicated book designer with whom you can communicate effortlessly.

And you really have to watch out for licensing and copyright agreements so you don't lose control over what you've paid for.

I've been paid 3000 and up for book covers. I know! Seems high, right? The highest amount I got paid was because of multiple factors, like who it was for, the

amount of research and correspondence it took, and more. It was well worth it to them to get what they wanted, and they could easily afford it.

So you can see how knowing how to make your own cover, or how to direct a designer to do it, will benefit you immensely.

The interior:

When you hire me to design the interior of your book, that includes headers and footers, copyright page, inside title page, dedication, thank you pages, intro section, foreword, the about the author page. It includes formatting with decent white space, using appropriate fonts, paragraph settings, title, subtitles, headings, subheadings, quotes, text with bold and italics options, captions, inserting photos or art . . .

You can be charged a set amount per page, or you pay a flat rate for the entire job. That can be in the low or high thousands, depending on what is in the book, and how many pages it has.

Publishing:

When you get me to publish for you, I take your finished interior and the complete cover, and upload it on [Amazon.com](https://www.amazon.com).

Or you can always choose to publish on one of any number of other publishing websites like Blurb.com, IngramSpark.com, Lulu.com or Nook press.

Wherever you choose to publish, you either do it yourself, or you pay someone else for uploading, checking files, re-uploading, checking files, entering information, choosing keywords, prices, distribution options, etc. It's not that hard to do - it's a complete time-guzzler.

Editing:

I haven't even mentioned that your book will need serious editing for spelling, grammar and content. Both of which I can do, but don't, because it makes me crazy. It must be done, though.

If you read some of the reviews of books that haven't sold well - many of them have nasty reviews criticizing the author for having too many typos or wonky time lines or story lines or plot inconsistencies. You don't want that! Find good editors!

My point being:

By following the unusual tips that I give you in this book, you will save yourself a ton of time, energy and money. No other way to put it.

So pay close attention, because I'm going to give you tips and tricks no other book-writing and publishing instructor will tell you.

You'll see what I mean when I show you a big surprise when we go through the *why* of you wanting to write and publish your book.

So! Here we go!





THE FOUNDATION

Why are you writing your book?

Before you run off, thinking this 'why' question is the same-old same-old marketing demographic and keyword search stuff used by others, you're mistaken. Our quest here is way more personal and intimate.

I'm calling this step the Foundation.

Because, believe it or not, your knowing *why* you're creating your book helps you not only be crystal clear on what you're writing, and for whom, it also helps you determine your book's physical measurements, inner format decisions, and binding choices! Right off the bat! Surprise!

I bet you never thought of that, but it's true. I'll go into that in more detail later, so you can see what I mean. But first . . .

Multiple whys:

Here is a list of some of the reasons you might have for writing your book. I hope inspired - to see all the various ideas and possibilities you probably hadn't thought of, and you'll probably think of ones I haven't.

NOTE: You can list of ideas (and much more) in a downloadable, printable pdf when you review the Free Workshop.

WritePublishNow.com/free-workshop

You want to:

- ✿ Share fascinating ideas
- ✿ Create self-help books
- ✿ Create a book of quotes you find inspiring
- ✿ Finally publish those cartoons or comic books you've done over the years
- ✿ Share Parables, Fables, stories with morals

You want to create:

- ✿ A book discussing or promoting a religion or religious practice
- ✿ A book to accompany and refer to in your classes, courses or programs you teach (whether on your independent website or course website, or thru skillshare, udemy or thinkific)
- ✿ An inspirational book to help people, like *Chicken Soup for the Soul*
- ✿ An educational book - maybe even a text book

You want to make books for:

- ✿ Corporate gifts
- ✿ Kid causes, hospitals, care & retreat centers
- ✿ Sponsored books
- ✿ To raise money for a charity, organization or school

You want to reveal:

- ✿ Myths of your industry
- ✿ Common mistakes in your industry
- ✿ Or make a Ten Tips book

Types of books:

- ✿ Kids books
 - ✿ Picture books
 - ✿ Book of your art, calligraphy or photography
 - ✿ Poetry
 - ✿ Historical fiction
 - ✿ History - real
 - ✿ How-to guides
 - ✿ Preppers Manuals and guides
 - ✿ Cookbooks and food-type guides
 - ✿ Books on the environment
 - ✿ Books on Adventures
 - ✿ Books on Sports
- ...and so many more!

Status & credibility:

- ✿ Use your book as a 'brochure' - show people other things you do or books or other products or games you have
- ✿ Build status and credibility in your field
- ✿ Get written up or featured in magazines, local newspapers, vlogs, blogs, podcasts, radio and TV
- ✿ Get booked as an interview guest on top national TV shows and podcasts.

- ✿ Become known as THE expert in your field.
- ✿ Build your mailing list of people who'll buy from you again and again.
- ✿ Become a highly-paid public speaker.
- ✿ Create lucrative spin-off income streams based on your book, including teleseminars, live seminars, audio/video products, coaching programs...
- ✿ Sell yr book online, build passive income streams.
- ✿ Sell yr book in libraries, bookstores, airport stores
- ✿ Make money with book signings and online launches

Not necessarily commercial

You may just want to create books for your:

- ✿ Family pictures, history and/or stories
- ✿ Medical history
- ✿ Wedding pictures to share with the family
- ✿ Baby book

And you may want to:

Leave a legacy, gathering all your life's work together in one or more books

There are probably as many reasons for creating a book as there are people on the planet.

Why do *you* want to write a book?

List one or more whys right now.

Take just 60 seconds and write down what comes immediately to mind.

Size, Format, Binding

Before we dive into your *why* - remember how I said earlier that one of the reasons it's important to know why you want to write your book is that your *why* always determines the size, inner design, and binding of your book? How is that?

Let's take 2 different book reasons:

1. You want to create a beautiful coffee table art book to share your paintings
2. You want to create a manual, or a handbook for helping teens with depression

Can you see why a 5" x 8" pocket-size wouldn't be the best size to display your beautiful art work?

Can you see why an 11" x 14" hard bound book would not be appropriate for a manual that helps teens how to get over being depressed, but would be just right for your art?

It's pretty obvious that the size and inner format that would work for each book will be radically different!

An important factor in the creation and writing of your books is that, if you wait until you've written your manuscript before being really clear on the exact

reasons you have for writing your book, you won't be visualizing your book as you write. That's a key trick.

See, if your pocket how-to book is only 5.5" wide, and you plan to have pretty wide margins, that means there is only a space of 4" at most for your text and images!

You have to leave at least half to three quarters of an inch margin on either side of your text. More, if it's at all possible, because more white space = easier to read.

Being able to think of your text and images as only having a few inches to live in is vastly different from having a whole 10 or 11 inch spread to occupy, the way images in an art book might have.

Those are 2 extreme examples, but you can sure see how you can use your choice of topic, category and genre as guides for choosing the size and binding for your book!

Here are some standard book sizes:

- ✿ 4" x 7" - pocket size
- ✿ 5.5" x 8" - easy to put in your pocket or purse
- ✿ 6" x 9" - standard for self-help type paperbacks
- ✿ 8.5" x 11" - journals, planners, workbooks
- ✿ 11" x 14" - art or photography coffee table book

Bindings:

- ✿ spiral - very expensive, but makes for ease of use
- ✿ perfect - normal paperback binding
- ✿ hard cover - with and without dust cover

Suggested inside content format:

5.5" x 8.5" - 3.75" x 6.5"

6" x 9" - 4.75" x 7.25"

8.5" x 11" - 7" x 9"

11" x 14" - full page, or 9" x 12"

(NOTE: Remember to get your copy of the *Why Write Your Book* pdf (and lots more) at:

WritePublishNow.com/free-workshop

Maybe you can see how thinking about and being sure why you want to write your book will save you time and energy when it comes time to choose the size, binding and inner format!

**So. There's the foundation
of your book.**

Take a minute and jot down -

What will your book be for?
What size will your book be?

What you must not do!

Here's the first of the 3 things that, if you don't know them, you will end up feeling:

- ✿ confused as to where to even start writing,
- ✿ frustrated from being thrown off track and
- ✿ overwhelmed from writing way more material than you need
- ✿ disappointed that people don't buy your book . . . and eventually, your enthusiasm, passion and excitement will be doused as if you threw a sopping wet rag over a tiny spark.

MISTAKE #1

1. You haven't asked yourself, "Who is my *specific* reader?"

Have you ever picked up a book you thought looked interesting, bought it, and got home with it . . . only to find that there was just a small part of it that was interesting to you, or that applied to you, and you could have thrown out the rest without any regret?

I do NOT want you to do that to your reader!

The way to make the disastrous mistake that makes you so totally unaware of who will be reading your

book is . . . not asking! You absolutely *must* ask yourself *exactly* who your reader is!

You might be writing a dissertation for a PhD because you want more credibility. Your reader is your instructor and dissertation professor.

or,

You might be writing a theory-based book for people who just want to know *about* a topic, since you want to establish yourself as the expert in that field. Your readers are your peers, and anyone interested in your subject matter before hunting down deeper information about it.

or,

You might be writing a how-to, step-by-step manual. Your reader is the person for whom your how-to works by showcasing your information, insights, expertise and skills.

Your book will be decidedly different for each reason you are writing, and each reader!

I know, I know, I bet you've been told to know your demographic before.

From what I've seen, though, the people teaching demographics don't seem to get you to ask the right questions about your reader that help you narrow your focus enough to be able to write *just* to her.

I bet the demographic Questions you've seen before are like this:

- male or female
- race
- location
- age
- occupation

Looks like a census or something!

Truth be told, it's close, *but* it's not personal enough. Not intimate enough.

Here's how I want you to think of it.

First, think of your why.

Let's say you're an energy practitioner who wants to help people who are depressed.

So you start writing - what is depression, what are the symptoms, how does it work, etc.

You write stories about people who have fought it and won. You add some steps that might help - but somehow your book doesn't seem right.

Here's why: your writing focus is too broad.

It's OK if you want to look good and get credibility. Or get invites to speak or go on TV? Keep writing.

Remember this:
You are not the hero of your book.
You are the Guide.
You are writing to guide your reader.

In truth, your book as it is right now as a general *about-book* is not for the depressed people!

It's really for getting *you* credibility from others in your field, and as an intro to places where you want to speak or serve!

Why? Because it's not addressed to any *one* person.

If you intend to write an about-book, that's OK! You'll get lots of kudos and congratulations.

But you will actually *help* only a few, until you start writing to them, directly.

You severely limit the scope and capability of your book if you don't pointedly reach out to the specific person you want to help.

When you write your book to one single person, that person will see it in the store, or on amazon, or your website, and think, "Oh! That's me! That's me! That book is written for me!" And she will buy it faster than you can blink twice.

So knowing that you are writing for more credibility as opposed to writing so you can pointedly help your reader is critical. See why knowing your why is so critical?

**You can write an about book
or a help-one-person book.**

That 'one' person is the symbolic representation of an entire group of people. And we are talking about non-fiction, too, remember.

For example:

Let's pretend I'm a 13 year-old teenager. When you choose me to be your star reader, I represent the entire group of 13 year-olds who experience what I experience.

- ✿ I'm a too-thin girl who hates to eat because I believe that people won't accept me if I'm fat.
- ✿ I'm so depressed I'm numb.
- ✿ I cut myself.
- ✿ I'm so deeply depressed because my parents are regimental strict no no-nonsense disciplinarians,
- ✿ I'm a free spirit and feel unseen and unable to be free to be me.
- ✿ I'm not going to be interested in your overall, about-depression book because it doesn't speak to ME personally.

It only talks about what is happening, who might be involved, causes, symptoms, effects, etc.

But it doesn't speak to me.

- ✿ I want to know what to *do*.
- ✿ I want to know where I can get specific support.
- ✿ I want specific steps I can take to feel better.

Another example:

Let's say I'm a 51 year-old woman.

- ✿ My kids have flown the nest.
- ✿ I've spent all my years as a married woman having babies, caring for them, bringing them up, helping them grow into wonderful adults.
- ✿ Now they're all in college or married and off on their own, living their own lives.
- ✿ Suddenly, I'm by myself!

Will I be interested in the book for depressed teens?
Nope. I want a book just for *me*.

So. To whom, exactly, are you writing your book?

When you focus on one symbolic person you know you can help, you zero down on your content. You stop writing too much, and only focus on what that reader needs.

That stops your overwhelm.

You write a book that she will so resonate with that she will not only buy and read it, she will get a lot out of it.

That stops the frustration of feeling like you just can't get through to her.

Then, since she loved it so much, she tells others she knows who are going through the same thing, about your book. And your book is in a landslide of sales.

How cool is that?

**OK. So now you know who
your book is for.**

Take a minute, and ask yourself,
"Exactly who is my book for?"

Describe him or her.

How old is s/he? What does she wish she knew?

What does she wish she had, or could be or do?

Is she healthy and physically fit? Or not?

Who does she struggle with? What trips her up?

Take a couple minutes and write down your answers
as they come from your mind, lickety-split.

OK, we have *why* you want to write your book,
... we have *how big* your book is going to be
... we have the *kind of binding* to use
... we have the look of *the inside* of your book,
... and we have your *who* your book is for.

MISTAKE #2:

Not asking yourself: "What is my star reader's *real* problem?"

So here's our teen. She feels oppressed and isolated, punished and restricted by her parents.

She's suffering, isolating, and cutting herself.

What is she *really* suffering from?

The problem is not really how it looks: parents being strict or repressing her, for example - although that's an enormous factor. But she can't do anything about them - all she can do is change things about herself.

The problem is also not the fact that she cuts herself. It's a horrible symptom, but not the core problem.

The real problem is the causative emotions and the thoughts and habits they engender.

She feels:

- * inexpressibly lonely
- * self-hatred, self-loathing
- * left out of life
- * afraid of dying
- * wanting to die just to end the pain of living
- * both sad and enraged
- * she wants more out of life
- * yet feels that she can't have it
- * hopeless and powerless

Or here's your empty-nester, wandering around in her empty, echoing house, where she's been long accustomed to having huge squads of screaming kids running around and bursting from every corner.

Or maybe here's your empty-nester, whose only daughter used to be her super-pal, doing everything together, and now daughter is in college, or she got married, or went in the military.

Or maybe your empty-nester is a soccer mom who took all the neighborhood kids to games and events, and it's weird to have no one to do things for now

She has:

- * very low self-esteem
- * very few real-world skills
- * probably no tech skills
- * possibly physically challenged with arthritis

- * or she has some heavy-duty immune disease
- * She's depressed, too!
- * she doesn't feel useful or valued anymore
- * she doesn't know what to do with herself
- * she has put every last person on the planet first!
- * she has no one to serve anymore, except herself.
- * And she has no clue how to do that, feels guilty about doing it, and hasn't a clue what to do.
- * she's afraid, confused, has no energy,
- * and has no idea that there is a shred of creativity within herself
- * she doesn't know what to do

Can you help these people?

They are real people.

They have real, specific, easily defined problems.

If you have a way or even several ways that you can help people get out of their suffering, they need you, your skills, expertise and knowledge.

They need your book.

So what problem or situation is
your reader suffering with?

Take a couple minutes and jot down some of the things your specific reader is struggling with. Circle one that most moves you & that you know you can help her solve.

Can you see how a book for the empty nester, giving her hope and inspiration that she isn't just a washed up dishrag of a no-longer-needed mom is going to be so much more helpful (and more profitable!) than a general feel-good book?

Can you see how your pocket-size helpful book that has real, actionable tips and steps for the teenager will help her feel better, feel better about herself, stop cutting, develop confidence, and eventually get herself into a situation where she can feel safe and able to self-express?

So now you know exactly what problem your reader is challenged with.

Now you can go on to find
out how to bypass the next
mistake authors make!

The Build Your Book Course

Now, just so you know, in the 4-week online *Build Your Book Course*, I take you through, hands-on, the 12 steps to easily plan, write and publish your book.

As part of that, I show you exactly how to design your book's back cover in a way that you automatically find out what the names of your chapter headings are!

Surprise #2: By going through this book, actually doing the exercises, you are IN the Course! These are the prerequisite first 4 steps!

You're already taking it!

You'll be ahead of the game when you go through the next steps of the *Build Your Book Course*. You get my system: how to properly organize every last thing, get your writing done, design and format and build your book, make the covers, and publish it.

And, amazingly, you'll also find out how you can even have fun marketing and selling your book before you write a single word. You'll see! I bet you didn't know you can sell copies before your book is even finished.

Check it out at:

WritePublishNow.com/book-course

MISTAKE #3:

3. You have not asked yourself, "What does my reader really need?"

When you go to a car dealer, the dealer thinks he wants to sell you a car.

When you go to a car dealer, you're really there to buy convenience, speed, comfort, safety, and maybe status, class, style, or even sexiness, or power.

When you go to a car dealer and buy what you thought you wanted, you are really the new owner of an infusion of freedom and ease, feeling relieved, safe, comfortable and happy.

Three levels of desire.

Three levels of satisfaction.

External: the car.

Internal: convenience, ease and style.

Fundamental: freedom, safety and relief.

So for the teen: the problems

External: depression

Internal: angry at parents

Fundamental: self-loathing

For the mom: the problems

External: kids are gone

Internal: loneliness, feeling useless and lost

Fundamental: no confidence or fulfillment

Your reader the coach or business owner:

External: Can't get enough clients

Internal: Shy, no self-value

Fundamental: low confidence, self-worth

For the energy practitioner:

External: Can't get enough clients

Internal: not tech savvy, simply not taught how

Fundamental: lack of knowledge how to self-train or hire someone to do it for her, low confidence

The author:

External: Wants to write a book

Internal: Procrastinates, feels bad about it, doesn't know a system

Fundamental: lack of knowledge, guilt, possible low self-assurance/self-worth

What are the 3 levels of the problem your reader has?

Take a minute and practice writing down the external problem, the internal and the fundamental problem.

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

What are the 3 levels of the solution you can provide your reader?

Now practice thinking about and writing down external solution, internal and fundamental solutions.

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

External: _____

Internal: _____

Fundamental: _____

The 3 Biggies

So now I have shown you the three big bugaboos that most authors get bogged down by before they even start banging away on the keyboard.

So much extra writing occurs that they get swamped with extra material. They have to stop and regroup. Many flail around wondering what to do, or get caught up in overwhelm and frustration, or worst of all, give up.

Now you know. You don't ever have to get trapped by those mistakes again, and you can start focusing with clarity and confidence.

So here's the fourth mistake - surprise!
You thought I was only going to give you three!

#4: Not knowing where you're taking your reader!

Your overall mission, or underlying intention, should be to lead your reader to an elevated state:

- ✿ Physical health and wholeness
- ✿ Mental safety and stability
- ✿ Emotional safety and stability
- ✿ Creativity
- ✿ Self-confidence

- ✿ Self-expression in safety
- ✿ Clarity
- ✿ Courage
- ✿ Humor
- ✿ Love
- ✿ Appreciation of something
(ex: art, environment, a cause, group of people)
- ✿ Entertainment (sci-fi, romance, fantasy, etc)

How do you do that?

It's you! And your book! And any ancillary products you include.

The problems your teenager experiences are merely the symptoms of way deeper issues.

She needs the Internal and Fundamental solutions.

So you provide inspiring stories and anecdotes about people just like her, so she can FEEL the successes as she reads along.

You include your own story of how you went through the same problems she is going through, and came out the other side.

Or, stories about people you have worked with and helped in a big way.

Helping her see that she isn't alone, and that there are options and communities just waiting to welcome an intelligent, bright, creative teenager.

She needs concrete steps to walk on to get from where she is to where she wants to go.

She needs little tips she can use at the times she feels queasy or unsure during the day, or late at night when the Dark Monsters of doubt, guilt, resentment, and shame are prowling around.

**If you're going to address a problem,
make sure you offer at least 3 steps your
reader can take to solve it.**

Provide exercises she can take to look at where she's at right now, so she can recognize where she is on her internal map of self.

Once she sees where she is now, you can provide a path to walk on so she can reveal, revive, and expand her real, deep, beauty and creative self.

Same thing for your empty nester, or your senior who is looking for things to do. Help them honor and use whatever gifts, skills, knowledge or expertise she has developed as a capable, creative, talented mom.

If you're putting together an art or photo book, you

wouldn't write all about the art without showing your reader some examples, right? It's the same with a solutions book - give examples of solutions!

Secrets

A big question I get all the time - should I hold back my secrets and big-time helpful info?

No! Don't worry about giving away your secrets.

When your reader loves you and loves how you help her in your book, she will look for more of your books, videos, and other media you put out on her topic. She may request coaching. Be prepared!

Through your stories, exercises, anecdotes and handy-dandy tips and steps, she gets to wake herself up again.

She learns how to find help for her physical problems.

You give her new mental routines and habits she can develop to replace old, destructive and limiting thoughts, beliefs and habits. Maybe you turn her on to EFT, or a great meditation technique.

You help her see herself as the sparkling version of the woman she always wanted to be and never knew how.

Be the Guide

You can write a guide book on almost any subject, problem, solution or entertainment:

Guides

- * Your first baby
- * How to write a book
- * How to grow veggies
- * How to paint
- * Preppers manuals
- * Cook books -
 - * Recipes
 - * Keto, Fasting or Paleo how-to

Environmental

- * exposé, treatis
- * adventure
- * save the planet
- * hidden places
- * historical places

Adventures

- * Mountain climbing
- * Diving
- * Sailing
- * Camping
- * Walking
- * Across-country Trail walks
- * Sky diving
- * Cave spelunking
- * Skiing

Sports

* Tennis

* Golf

* Soccer

and so many more kinds of sports!

Where can you take your reader?

Take a minute and write down topics you would know how to be a guide for. Even if you have only a little knowledge on something, write it down.

Now you know:

- ✿ Why you want to write your book, so you can get back on track if you fall off.
- ✿ The physical attributes of your book-to-be, so you hold the vision of that in your mind as you write.
- ✿ Who your one, specific reader is.
- ✿ Your reader's one main problem, and maybe a couple related sub-problems.

You know you can help her and that you can offer her a solution, because you know what she needs, not just what she says she wants.

Now you can put it all together, and see the overall plan for your book, and start to write!

Can you see that now that you now why you are writing this book, and to whom it is written, and what problem and solutions you want to discuss and solve, it's so much easier than writing a huge tome with every last bit of information you ever learned?

Yes! Ease! Speed! Fluidity! Clarity! Confidence! Now you can access all that and get to writing!

Goodies!

REMEMBER: You get the following goodies at:

WritePublishNow.com/free-workshop/

- ✿ A full pdf of the Whys list
- ✿ The Questions and answers I set out for you in the workshop
- ✿ 2 downloadable/printable .jpg images you can use as examples for designing your back cover
- ✿ All 13 video recordings of my 3 Author-Mistakes Workshop (each one is only 2 to 10 minutes long)

What's next?

The next step is to find out the OTHER major mistakes authors typically make that hold them back!

The mistakes that trap you in writer's block, too much research, procrastination and fear of publishing!

You get all of that in my upcoming *Build-Your-Book Course*.

I walk you through each of the critical steps, like I did in this little book.

You start out with an idea for a small book - 50 to 80 pages max.

We go through each phase of the system, until at the end of the fourth week, you have a shorty book. If you so choose - you *can* just go through the course to get a taste of the system, and then use it later to write and complete your book - and another, and another, and

Most important, you get to experience my exact system of how to plan, write, format, design and publish any future book you can think up!

If you've got an idea for a book, you'll discover how easy and fast you can prepare, write and publish it.

I invite you to read more about it and register at:

WritePublishNow.com/book-course/

This is your chance!

What are the biggest ahas you got from reading this book?

What are your biggest takeaways?

What will you do with each one?

Why do I ask for these things?

Because when you review and note down what you learned right after you have learned it, your chances of remembering and retaining it increase exponentially.

Articulating what you liked, loved and got ahas for, writing down your ideas and spurts of inspiration and visioning for the future, helps integrate what you learned here into your everyday life.

Make sure to write out what you got so you can retain it for later, and use it!



That's it!

So now you know how to avoid making the 3 worst mistakes that can kill your book, overwhelm you with too much research and writing, and collapse your book's chances of ever landing on amazon or other venues for sale, online or off.

I hope you will review your exercises and make the time to tweak and refine your answers for each and every book you write - because we know you will now write many more than one, right?

See you in the next book! And I hope you will join me for the [Build Your Book Course!](#)

much aloha,
Angela



About the Author/Artist



Angela Treat Lyon

is an award-winning, internationally recognized painter and stone carver, author & Business Success Coach who lived in Hawaii for over 50 years. She presently lives in California.

Angela's unique original acrylic and oil paintings, drawings, illustrations, and prints, and her bronze and stone sculptures are in private collections and galleries worldwide. You can

see hundreds of examples of Angela's inimitable art at AngelaTreatLyonART.com.

Angela has extensive training in multiple alternative and energy healing methods and technologies, and 30 years of helping people conquer their fears and doubts so they can reach their goals and achieve their deepest dreams. At EFTBooks.com you will find Angela's books, audios, workshops, courses and groups, and other EFT goodies.

Having a big soft spot for authors, artists, and entrepreneurs who want to write and publish their own books, Angela has been holding live and online Build-Your-Books workshops for years. She is known for teaching "...the information that few people even know they need to know."

Get her free *3 Author-Mistakes Workshop* and the *Build Your Book Course* at WritePublishNow.com.

Get more of her books at AngelaTreatLyonBOOKS.com and Amazon.com.



GET YOUR BOOK DONE!

Stop Making the 3 Mistakes!

Almost all authors make 3 of the worst-possible mistakes at least once in their careers. You get to see what they are, and find out how to sail right by them. You will discover exactly how to use the keys you find in this book to write faster, and with more ease. You'll feel delighted that stores and libraries will clamor for your book. Your readers will love and line up to buy it! Who wouldn't want that?

- ❁ Your confusion, frustration and overwhelm disappear
- ❁ The ideas you've been looking for come fast and furious
- ❁ Your writing will be crystal clear and on point
- ❁ Your book will magnetize your exact readers
- ❁ You'll sell more books and have tremendous impact

"Angela Treat Lyon is a natural teacher, so knowledgeable, authoritative, engaged. She gives us fantastic information that few people even know they need to know." ~ Nicola Quinn, Author, *Change Your Destiny Series*

"Last night I published on Amazon! I had thought I'd never have the confidence to finish and publish my book. It feels fantastic to be an author." ~ Jianna Higgins, Author, *YA/NA urban fantasy trilogy*

"A few months ago I wasn't even thinking about being an author. Now I have an amazing book: *Dying to Live: Embracing the Journey*. If you are thinking about writing a book, I highly recommend Angela Treat Lyon as your mentor/coach." ~ Joanne Harvey MSW, Author, *Dying to Live*

Angela Treat Lyon always dreamed about writing and publishing books that help people improve their lives. A best-selling author and publisher for 20+ years now, she also helps fellow authors get their books out of their heads and onto bookshelves across the world.

You want to finish your book, but you've been blocked, feeling stuck, overwhelmed and frustrated.

Here's how to get out of that -
what are you waiting for?

