Pro Tips to Write Your Next Book

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Association of Ghostwriters

NONFICTION WRITERS
CONFERENCE.COM

Why You Should Listen to Me

- Authored, co-authored, or ghostwritten nearly 85 nonfiction books
- Including NYT, WSJ, and USA Today bestsellers
- Specialize in helping CEOs and business owners write thought leadership titles
- Founded the Association of Ghostwriters
- I write fast!

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Your Writing Plan

- What is your book about?
- What is its purpose – why are you writing it?
- What do you want to have happen once it's published?
- What's your target completion date?
- You need this clarity before you start drafting anything

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Begin With an Outline

- Create a roadmap
- Brainstorm a list of all the potential topics that would be relevant in a book like yours
  - Start with the basics: Who, what, when, where, why how
  - Don’t edit yourself as you generate this list
  - Turn to Ubersuggest or Reddit for other ideas
- Mindmaps can help you break down large topics into smaller ones

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Organize Your Content

- Categorize your list into related groupings
  - Merge like topics with related subjects
- Start ordering your topics:
  - Is there a chronology or timeline?
  - Is there a natural sequence?
- Aim for 10-15 chapters total
- Flesh out each individual chapter with subheads
- Reverse engineer your pace to hit your deadline

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Capture Ideas for Each Chapter

- Start filling in chapter outlines with notes and ideas
- Record ideas as they come to you, on paper or using Voice Recorder or Notes
  - Transcribe them
- Use a tool like Evernote to keep ideas in one place
  - Set up folders for each chapter
- Gather as much background information as possible for each chapter

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Your Drafting Process

- Next, it’s time to write
- Pick a chapter (doesn’t have to be the first)
- Lead with a hook, such as a story or statistic
- Move to the next paragraph – what does the reader need to know next? And next?
- Write until you run out of time or ideas
- When you slow down, turn to the materials you collected

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Stay Focused While Writing

- Sticking with writing is hard
- Avoid leaving your office during working hours
- Use the Pomodoro Technique – 25/5 and 25/5
- Set daily or weekly writing goals (words)
- Reward yourself when you hit your target

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Edit What You Have

- Start from the top, looking for information gaps
- Does each paragraph logically follow the previous one?
- Do headers signal a new topic?
- Are there facts that need citations?
- Are there statements you need to verify?
- No proofreading

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If You Need Help Along the Way

- Nonfiction Authors Association – Recommended Resources
- Book Coach – AuthorAccelerator.com
- Ghostwriters – AssociationofGhostwriters.org
- Editors – The-EFA.org

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Don’t Rely Too Heavily on AI

Acceptable uses:

- Help identifying holes in your outline
- Suggesting titles and headers
- Finding case studies or examples
- Researching facts and figures

Always verify on your own!

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Do Not Use AI To

- Draft your book
  - AI-generated content is not copyrightable
  - No publisher will accept it
  - Plagiarism risk
  - Potential damage to your reputation
- Edit your manuscript
  - Uploading your manuscript makes it accessible to anyone
  - Could introduce plagiarism issues

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You Can Do This!

- You know what you want to share
- You’re an expert in your idea
- You’re a better writer than AI is

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Stay in Touch!

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Thank you!

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