

# How to **Write a Book** in 40 Hours

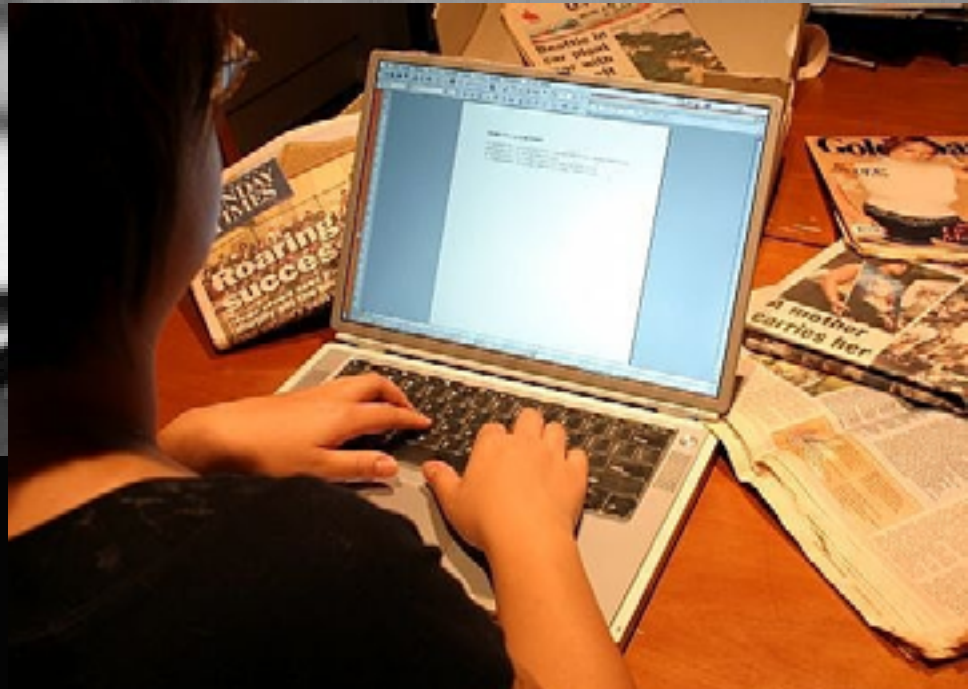


By  
Getrude Matshe

# No Need To Write...



# No Need To Type



Hello Future Author—

Thank you for purchasing my E-book which gives you a very simple process to write your book in 40 hours. I have attached a gift for you which is a copy of my first book written using this process. You can also contact me on skype: gettynz for a free 30 minute consultation!

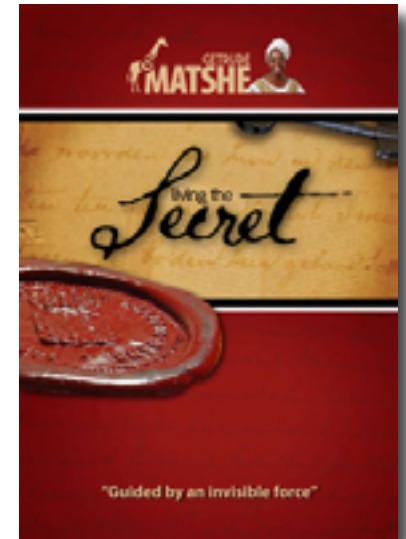
I live in Wellington, New Zealand so check the time difference before you call. I am here to help you get your book in print in 40 hours!

*Getrude Matshe*



# Design Your Book Cover ***First!***

## Start with the end in mind



# Branding

- **Decide on the branding strategy for your books especially if you intend to write more than one book.**
- **This is crucial for your readers to be able to identify your works at a glance and to make your book stand out in a book shop.**
- **For example: I am originally from Africa and my branding strategy is African; I always have my picture on the cover and I always wear African clothes.**

# Start with the end in mind!

- **Start with the end in mind - we help authors to create book covers first; seeing the book cover is an amazing motivator!**
- **We will design and create a cover for you and you will print out this cover and wrap it around an old book;**
- **Keep it near your computer or where ever you are going to be working so that you see it everyday and can visual it as a finished book.**
- **You will work fast and be motivated by the vision of what your book will look like once its finished. It makes the writing process real.**

# Speak Life into your book

## *Things to remember...*

- **Everyone has a story or a message to share but the reason why they don't write books is because it takes too much effort to think and type at the same time.**
- **Don't preach.....show don't tell.....**
- **So you will learn how to speak your book to life by talking about its contents and getting someone else to type it.**
- **If you can speak you can write a book in 40 hours and I will show you how...**

# 1. The Title — Research

- Survey and ask as many people as possible which title sounds better.
- Google the title and see if someone has already written on this topic.
- Go to *Amazon.com* and search for that book title as well see what else is out there related to your topic — check out the competition.
- Go to *www.godaddy.com* and see if that domain name is available and registered it.



## 2. Book Title and Subtitle

- 1. Never Give Up or 2. Live Hard
- Never Give Up - is the title
- You need a subtitle – and this can help you narrow down your target market and explain your message
- E.g. Never give up(Title) – a practical guide to overcoming depression(subtitle)
- Live Hard(Title) – how to feel the fear and do it anyway(subtitle)

## The subtitle explains the message of the book

— Read my book on how to overcome Life's challenges attached to get an idea



# 3. Decide on the Target Market

- Anyone who is sick
- Tired of giving up
- Not finishing what they start due to fear
- Living in fear
- Depression
- Sadness
- Living in failure due to emotional instability
- Women
- Men
- Children
- Entrepreneurs
- Etc.

## 4. How to Write a “How To” Book

*Share personal stories of how you did it*

- Wrap the lesson around a story and people will remember the story and get the lesson
- Illustrate the process step by step
- Use pictures and diagrams where possible
- Make the solution easy, achievable and practical

**Keep it simple**

## 5. How to Write — Fiction

- **Get an idea of some sort – small idea, dream, inspiration**

Make lists of random things: ‘the curtain’, ‘the cat’,  
‘the investigator’

- **Let your idea feed**

Do some internet research or go to the library and read  
up on interesting topics. Go outside and look at nature.

- **Get the basic plot and setting figured out**

When is it? Is it in the present? The future? The past?  
More than one?

## 5. How to Write Fiction (continued)

- **Get the basic plot and setting figured out (continued)**

What is the precipitating incident that made this story happen in the first place? Is there something that happened in the past that could effect what happens in the future?

- **Outline your story**

Make roman numerals or whatever, and write a few sentences or paragraphs on what is going to happen in that chapter.

- **Start writing**

## 6. How to Write an Autobiography or Memoir

- Understand your reasons for writing an autobiography
- **Read** some autobiographies
- Think about your audience
- Develop your theme
- Organize your autobiography
- Jog your **memory**
- Keep it personal, your readers want to know **YOU**

## 7. How to Write Poetry

- Read and listen to poetry
- Find a spark
- Think about what you want to achieve with your poem
- Decide which poetry style suits your subject
- Try to fit into a particular scene you want to write about.
- Listen to your poem



## 7. How to Write Poetry (Continued)

- Write down your thoughts as they come to you
- Choose the right words
- Use concrete imagery and vivid descriptions
- Use poetic devices to enhance your poem's beauty and meaning
- Save your most powerful message or insight for the end of your poem
- Edit your poem
- Get opinions

Now Let's Start Writing  
***YOUR* Book!**

# Day 1 Mastermind 15 Chapters on the Major Topics — (mind-mapping software is helpful for this)

- Parents
- Childhood
- Brothers and sisters
- School
- College
- Marriage
- Divorce
- Death



# Mind Mapping Software

<http://www.thinkbuzan.com>

<http://www.spicynodes.org>

<http://www.thebrain.com>

# Mind Mapping Example



# Cut It Down to 10 Major Topics

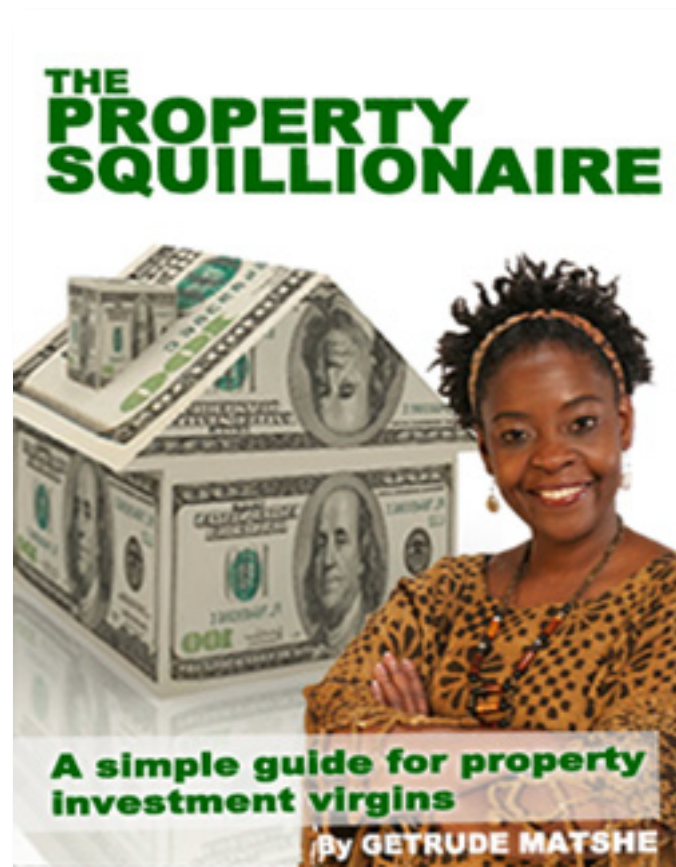
Put them into Sequence  
Exercise



# Take one chapter and for each topic Add 18 ingredients

## • Parents

- Mothers parents
- Their origin
- Fathers parents
- Their origins
- Their characters
- Their families
- The extended family
- Etc.



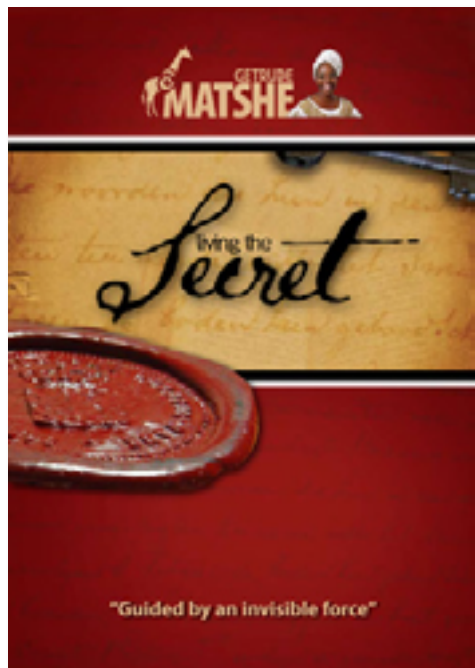
# Cut Down the 18 Ingredients to 15 and Put Them in their Logical Sequence

- Exercise





# Turn each into a significant statement – emotionalise each ingredient/word



- Exercise

# Turn each significant statement into a question and come up with 3 answers

- (5 minutes on each ingredient)
- e.g. you have got to believe in yourself to win sales –
- Question: Why do you have to believe in yourself to win sales?
- Answer:
  - To get others to believe in you
  - To get referrals
  - To be convincing and authentic

# Day 2 & 3 (16 hours)

## Speak **Life** *into your book*

- Record yourself answering the questions using digital software Google the tools below
- Use Pamela for Skype
- <http://www.pamela.biz/>
- Audacity
- Buy a digital Dictaphone
- A cellphone
- Dragon Naturally speaking software
- Other free digital recording software



# Speak **Life** *into your book*

By now you have exhausted all your ideas and brain dumped them with the mastermind session you are ready to get it typed.

Once you have recorded yourself send the MP3 files to an audio typist to transcribe and you will wake-up in the morning with typed pages in your mail box

If you can speak you can write a book  
At this stage all you are doing is dumping the thoughts  
In your head and putting it down on paper

Remember the following tips:

## ***People remember stories...***

- If there is a lesson you want to teach tell it by sharing a story
- Don't preach.....show don't tell
- Ask other people around you to ask questions that you can answer
- You want to ensure you deliver appropriate content that can help people



# Day 4 (8 hours)

## Proofread, Then Edit

- Personally proof read and edit your own work
- Then get a freelance Editor
- Never edit your final draft
- Ask the editor to give you two versions of the book, one with tracked changes and one without
- Read the untracked version first then go back to the tracked version and see if the essence of your teachings or story have not been distorted by the edit
- Go back to the tracked version and accept changes if you are happy and reject changes that you don't like.

# Day 5 (8 hours)

## Format Book and Print

- Format the book for print according to your printer
- Amazon self publishing option -
- Upload the cover and interior of the book
- A barcode and ISBN number will be allocated
- Submit book for review
- Order a proof
- Approve proof
- Book goes live on Amazon

# ***Congratulations!***

- **If you have got to this point the book is finished**
- **Get ready for the hard part and remember anyone can write a book, the challenge comes with the selling**

# ***Sell, Sell, Sell***

## ***Create on-going campaigns***

- Author announcements
- Interviews on TV
- Interviews on Radio
- E-zines
- Friends of the library
- Schools and colleges
- Social networking groups like Rotary, Lions, Probus....



# Create on-going campaigns

- Magazines, newspapers – headlines



- Create a platform – your list of buyers/readers i.e. keep email addresses and testimonials from your readers
- Pre-sell the book to raise funds for printing in bulk

# Thank-You for buying This E-book

- I am available to coach you step by step through my virtual coaching program called the Visioneering tool box.
- I can take you through the process step by step my skype id is gettynz first 30 minutes are free
- I can help you to:
  - Transcribe your book from the MP3 files
  - Edit it
  - Print
  - Create an E-book
  - Get it on Amazon and Kindle

# The Visioneering™ Toolbox



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*Wellington Mayor  
Kerry Prendergast*

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# Other E-books and writing courses you can buy

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- How to write an instruction manual
- How to publish your book on Amazon
- How to publish your book on Kindle

# Contact Details...

- Email: [getrude.m@medicalrecruiters.co.nz](mailto:getrude.m@medicalrecruiters.co.nz)  
hone: +644-586 0445
- Address: P O Box 22279, Khandallah,
- Wellington, New Zealand, 5010
- Websites:-
  - [www.GetrudeInspires.com](http://www.GetrudeInspires.com)
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