

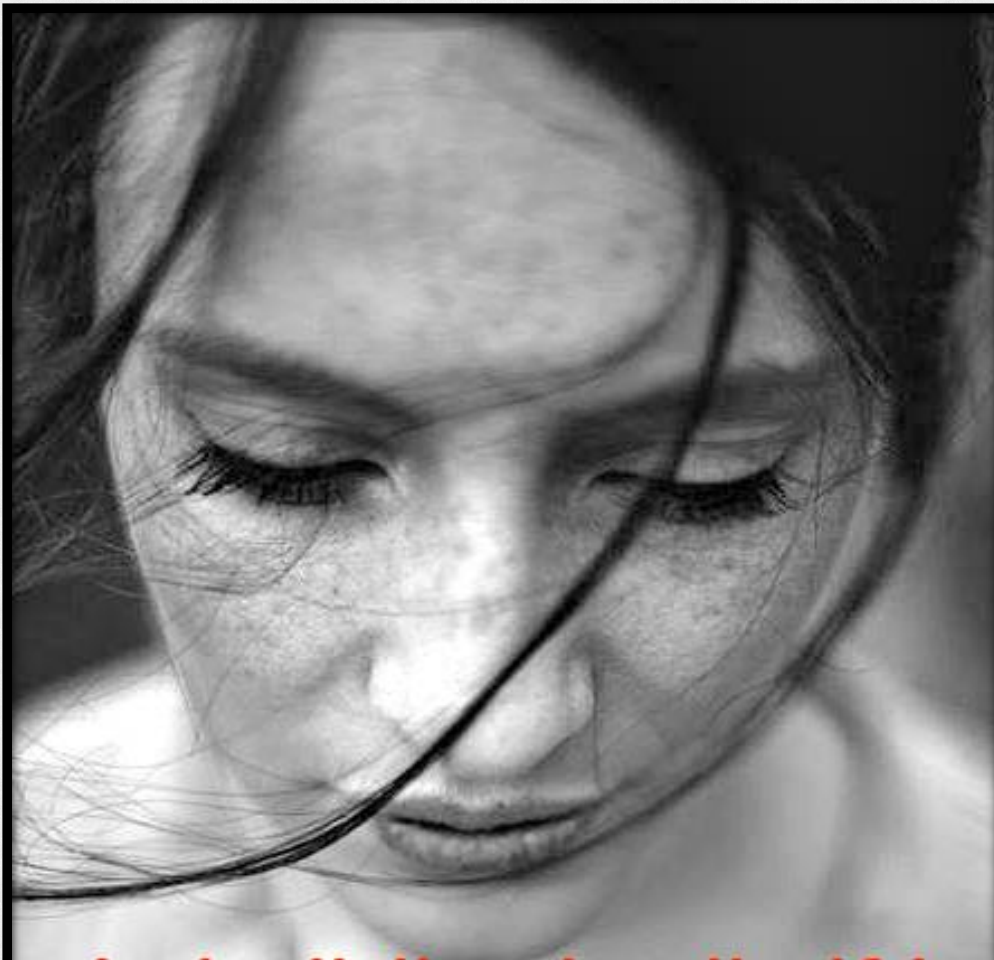


Write Your Story

BECOME AN AUTHOR

“I believe one writes because one has to create a world in which one can live.”

— Anaïs Nin



I shall *live* badly if I
do not write,
and I shall *write*
badly if I do not live.

—Francoise Sagan

Important Note:

We trust you'll find this PDF inspirational. But more than that, we hope you find it instructional too. It's Truth...and Truth requires a response. We designed this PDF to be used with the upcoming FREE webinar. Please secure your spot now. Spots are limited. Kary will use the webinar to help you "fill in the blanks" and prepare you for success.



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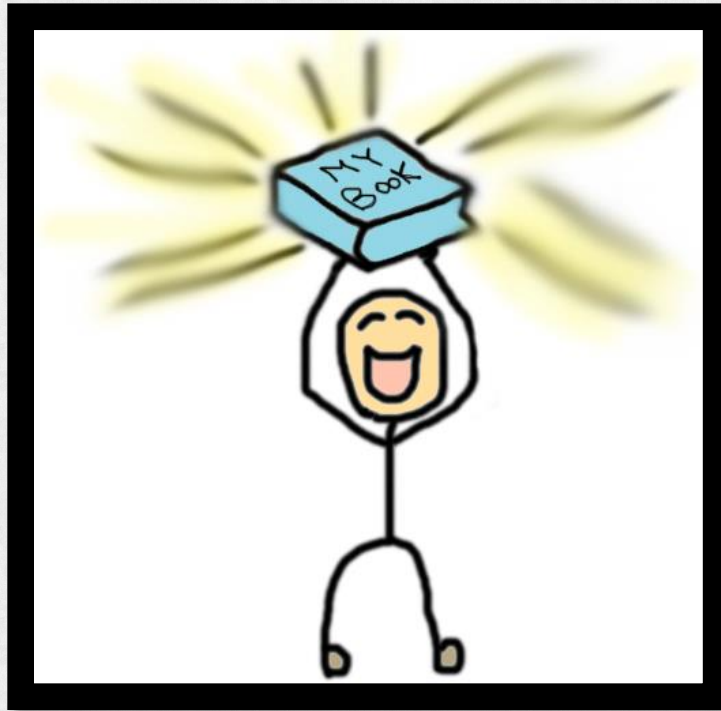
AND now let's look at **How to Become an Author...**

***Sometimes stories cry
out to be told in such
loud voices that you
write them just to shut
them up.***

—Stephen King



82% of people dream of writing a book



People want to become an author for many different reasons. Some include:

- Creating _____
- Making a _____
- Addressing a _____
- Communicating a _____
- Exposing _____
- Solving a _____
- Gaining _____

But ___% of these same people die with their story still inside them.



The majority fails to publish a book for one simple reason.

They lack _____

Overcoming this obstacle is possible through our proven 6-step process for becoming an author.

Before we dive into the model, it's important to realize that not all books are created equal.

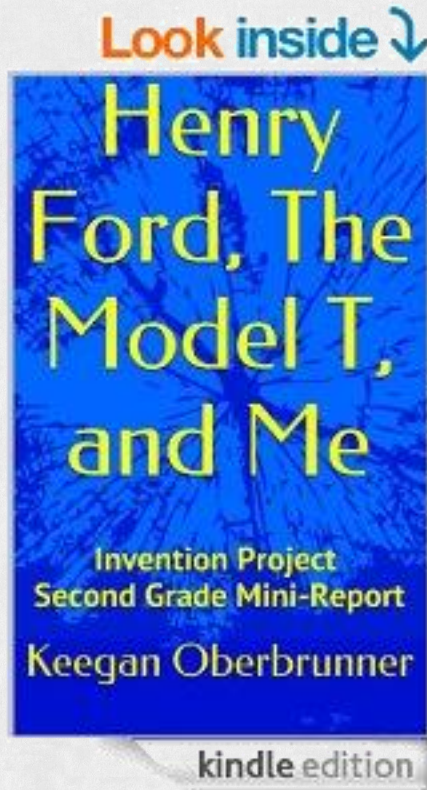
(All houses aren't created equal either.)



In some ways today it's easier than ever to publish a "book." But just because it's easier doesn't mean it's better.

2 common "strategies" people utilize today are:

- Publish _____
- Become _____



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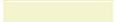

Trucks: Picture Book (Educational Chi...
by Planet Collection
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The 360 Savings Account

Book Description
 Publication Date: **April 15, 2014**
 I chose this invention for my second grade mini-report for two reasons. Number one, I like cars. Number two, I like Michigan. Therefore, studying Henry Ford, the inventor of the Model T was the perfect choice.

Product Details
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 5.0 out of 5 stars

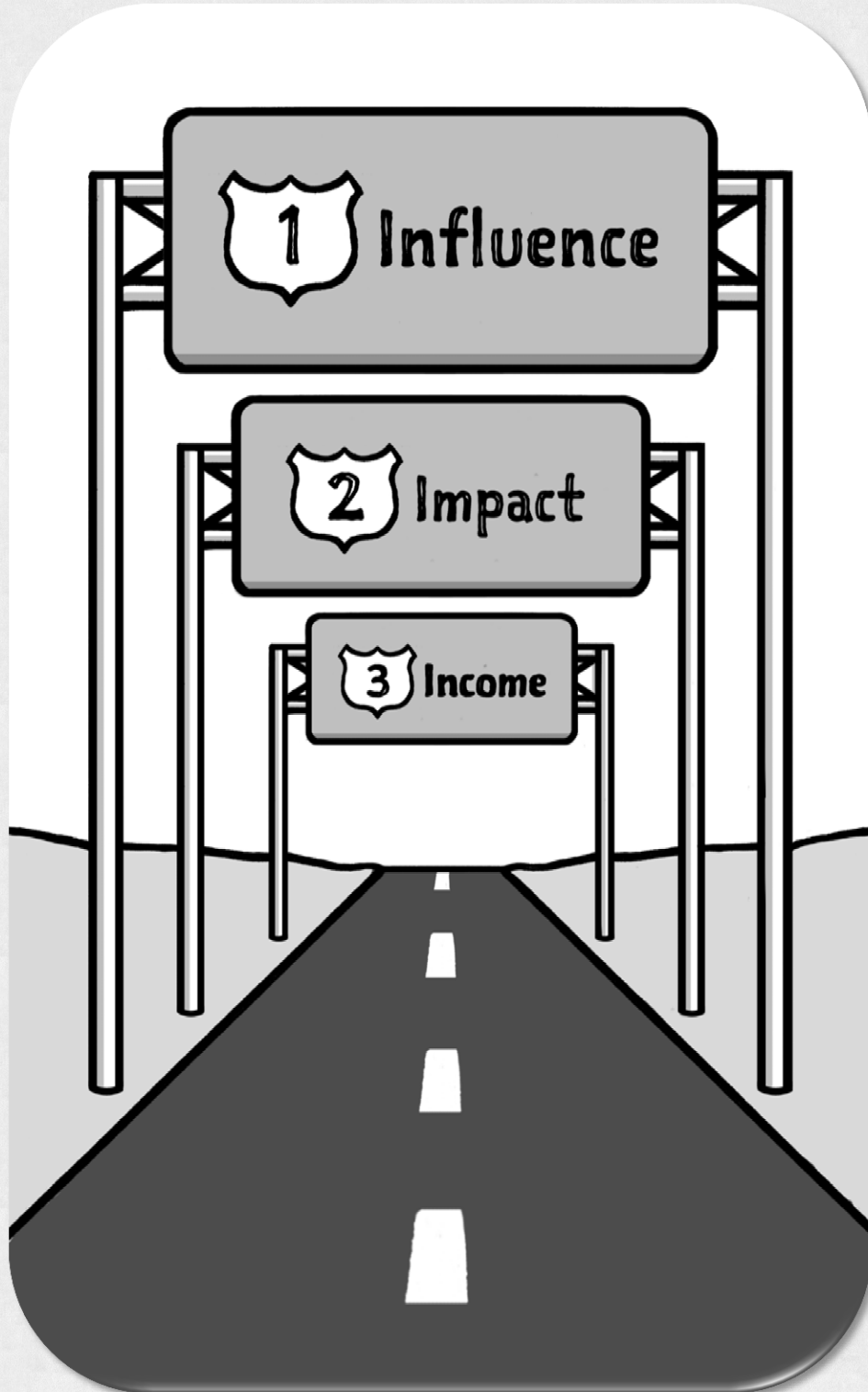
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If your dream is simply to publish an e-book then go to this link _____ and I'll show you how to do it step-by-step absolutely free.

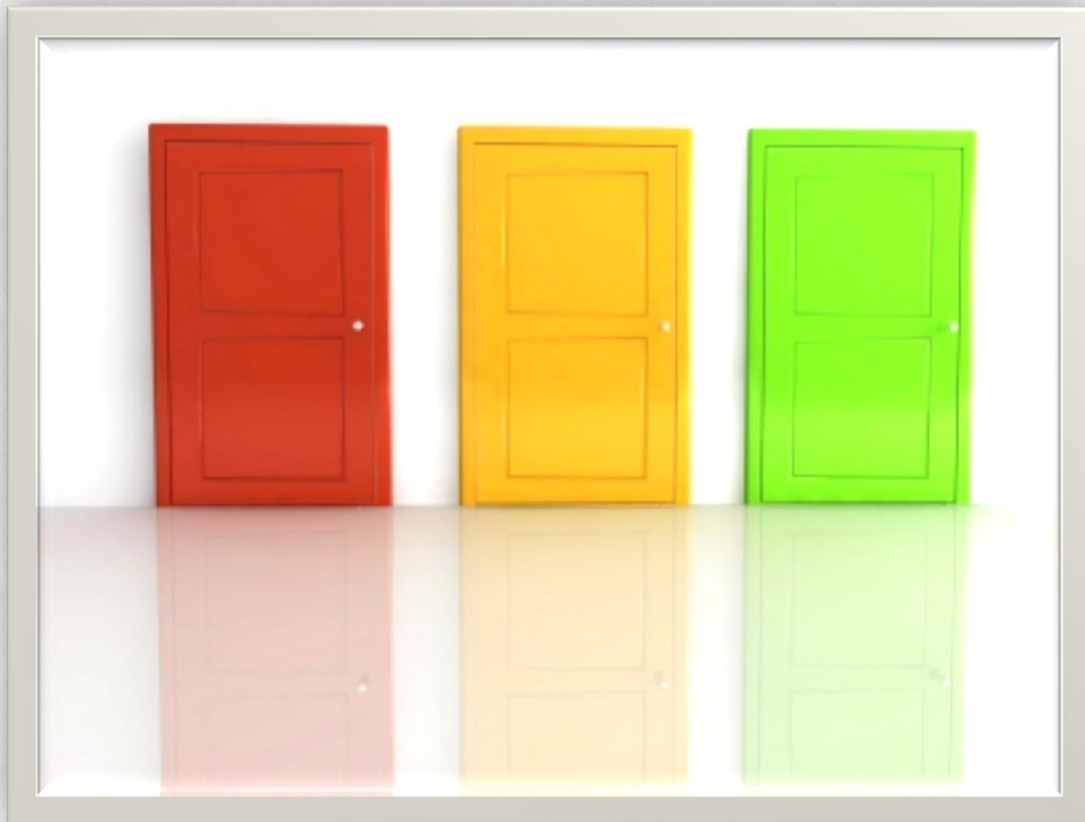
There's nothing wrong with this strategy, but for most aspiring authors, their dream isn't just simply to upload an e-book. Rather, their dream is to write, publish, and market a book that helps them increase their influence, impact, and income. This process is challenging, but very possible.



Up until recently there were 2 main ways to try to do this. Both had strengths and weaknesses:

COMPONENTS	1. TRADITIONAL Publishing	2. SELF Publishing
Author Rights	_____ owns Intellectual Property	_____ owns Intellectual Property
Time to Market	_____ months	_____ months
Royalties and Advance	Royalties = _____ on net Advance = _____	Royalties = about _____ net on physical book. _____ on e-book
Design, print, edit	_____ covers the costs and controls the process	_____ assume all costs associated with design, printing, and editing.
Bookstore Distribution	_____ bookstore distribution both online/off via Ingram	Varied. Some do full bookstore distribution both online/off via Ingram
Coaching and Education	None	Limited
Publishing Fee	None	
Author Book Discount	_____ off	
Author Purchase Requirement	Major houses often require _____ or more	0
Time Commitment	_____ to write, publish, and market	12 months to write, publish, and market
Marketing Support	Minimal	_____
Speaking Gigs	_____	_____
Book Foreword	On your own	On your own
Writing Career Potential	One book until proven	One book only
Follow-up Products and Services	On your own	On your own
Entrance Process	Proposal written. _____ required. Pub board passed. Contract drafted.	Anyone can pay to play. A physical book requires about \$_____ to give it the life it needs to thrive.

Today, aspiring authors aren't forced to choose between these two restrictive models. Instead, they now have another option. This 3rd choice draws from the best of both models and advances the author's career and goals first and foremost. It puts them in the driver seat (unlike traditional publishing), but not in a vehicle where they're all by themselves (like self-publishing).



COMPONENTS	3. _____
Author Rights	Author owns Intellectual Property
Time to Market	2-12 months
Royalties and Advance	Royalties = about _____ on net physical book. _____ on e-book
Design, print, edit	_____ 4 Version of your book. (Audio, E-book, Hardcover, Softcover)
Bookstore Distribution	Full bookstore distribution both online/off via Ingram
Coaching and Education	18 months coaching calls, video training, small groups, and free live conference
Publishing Fee	None
Author Book Discount	At print cost
Author Purchase Requirement	0
Time Commitment	12 months to write, publish and market
Marketing Support	18 months coaching calls, video training, small groups, free live conference
Speaking Gigs	Featured speaker at _____
Book Foreword	Option to have _____ write it
Writing Career Potential	Lifetime access to modules and community. Equip authors for writing careers.
Follow-up Products and Services	Coaching calls and video training on how to create book related products and services for your business.
Entrance Process	_____

This 3rd option is built around a 6-steps framework that actually works:

1. W _____ — M _____

First: Choose your _____ —26 or 52 weeks.



Second: _____ your mini-missions.



NOTES:

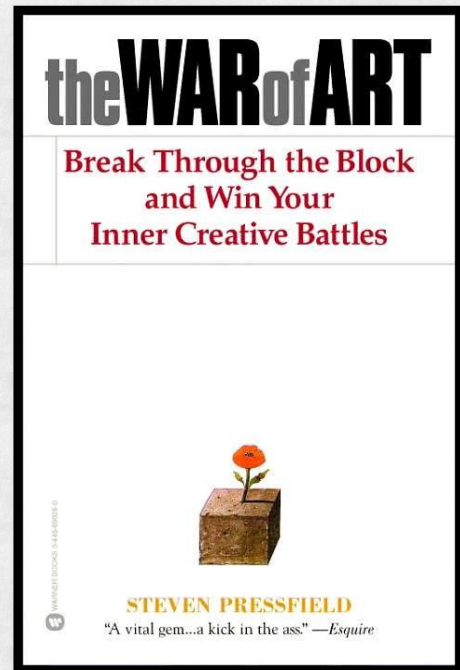
2. W _____ — M _____

There are two common _____.

One = "I _____."

Two = "I _____."

RESISTANCE is a universal force that has one sole mission: to keep things as they are. RESISTANCE does not have a personal vendetta against anyone, rather it is simply trying to accomplish its only mission. It is the force that will stop an individual from taking action to create their dream through any means necessary, whether it be reasoning, inspiring fear, emphasizing other chores that require attention, distractions, perfectionism and much more.





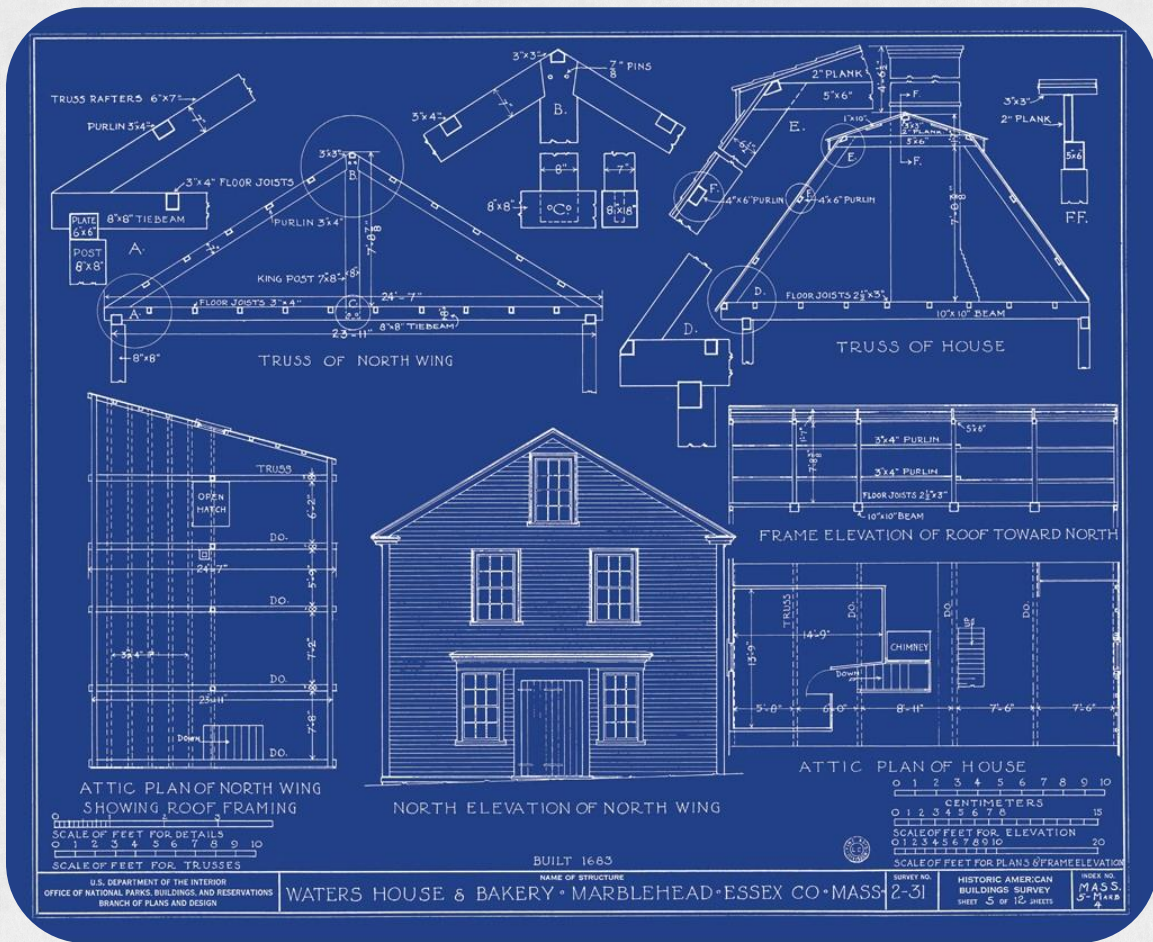
“Creative work is not a selfish act or a bid for attention on the part of the actor. It’s a gift to the world and every being in it. Don’t cheat us of your contribution. Give us what you’ve got.”

*“Are you paralyzed with fear? That’s a good sign. Fear is good. Like self-doubt, fear is an indicator. Fear tells us what we have to do. Remember one rule of thumb: the more scared we are of a work or calling, the more sure we can be that we have to do it.” —Steven Pressfield, *The War of Art**

NOTES:

3. W _____ —M _____

Writing a book without a _____ is like building a house without a blueprint.



NOTES:

4. W _____ —M _____

Every dream needs a team. Your book requires a crew. Discover who you need and how to recruit them. The types of authors who increase their influence, impact, and income understand their role in the writing relationship. Readers are clients and authors are servants. If you want to monetize your message you must understand your client's internal pain and external potential. Discover how to create pathways to serve your clients through additional products and services.

I write most of my books with my _____ in mind.



5. W_____—M_____

When it's finally time to start your book nothing screams FEAR louder than staring at a blank screen. Avoid the drama by unlocking your creative genius before you need it. Discover how to write with the end in mind you can overcome the biggest hurdle—starting.

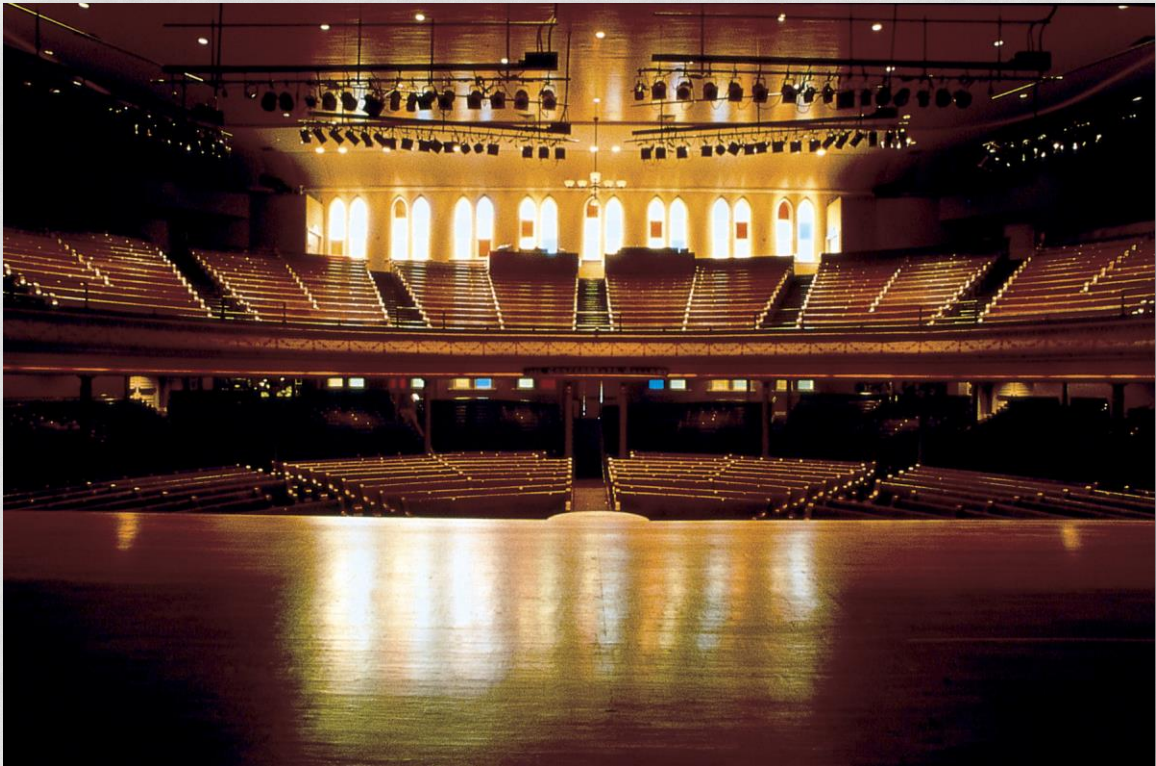
Some important considerations:

- Section Breaks
- Chapter One Editorial Review
- Ancillary Materials
- Foreword
- Back Cover Copy
- Front Cover
- Interior Design



6. H _____ —M _____

Selling is fun when you retrain your brain to realize it's serving. If your book brings hope or healing why wouldn't you want to share it with the world? Discover how to become your book's biggest fan without being "pitchy" or "cocky." Find out the big difference between arrogance and confidence. This is your moment because your playing small never served you or those around you.

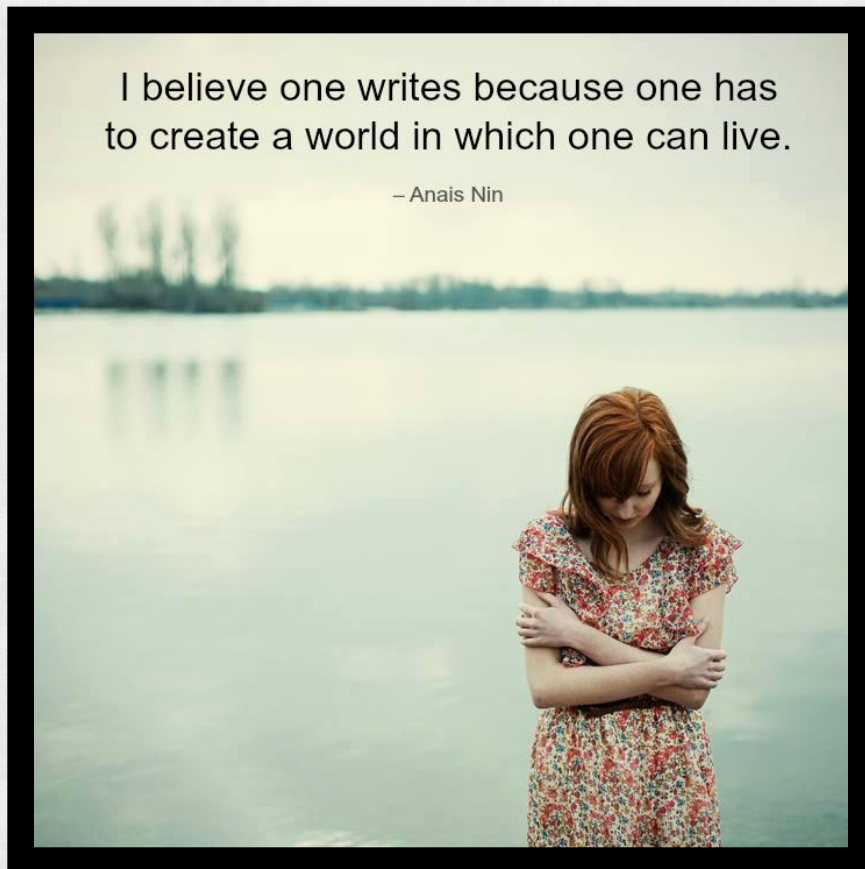


If you want to be heard you need to be _____. You need a
_____. There are 3 ways to get one.

ONE:

TWO:

THREE:





Instructor: Kary Oberbrunner

[Kary Oberbrunner](#) left his day job to pursue his dream job—Igniting Souls. Through his writing, speaking, and coaching, he helps individuals and organizations clarify who they are, why they are here, and where they should invest their time and energy. As a young man, he suffered from severe stuttering, depression, and self-injury.

Today a transformed man, Kary invests his time helping others become souls on fire. He is the founder of Redeem the Day, which serves the business community, and Igniting Souls, which serves the non-profit community. The [author of several books](#), Kary and his wife Kelly are blessed with 3 amazing children and live in Columbus, OH.

Presenter: John Lee Dumas



Since 2012, I've interviewed 1,000+ of the world's most successful entrepreneurs for my Award-Winning "Entrepreneur on Fire" Podcast.

The knowledge bombs routinely dropped via this "Who's-Who" of today's savviest entrepreneurs have resonated worldwide, reaching an estimated 12 million listeners in 145 countries during 2015 alone.

Guest have included:

- ✎ Jack Canfield
- ✎ Barbara Corcoran
- ✎ Tim Ferris
- ✎ Pat Flynn
- ✎ Seth Godin
- ✎ Guy Kawasaki
- ✎ Gary Vaynerchuk
- ✎ And many, many others!

We want to reach professionals, business owners and entrepreneurs (aspiring and otherwise!) with the world's best interviews, insights and actionable advice – delivered straight from the trenches via successful entrepreneurs out there doing it.

The focus of “Entrepreneur on Fire” is simple – I want to glean and share game-changing, life-altering insights from the most inspiring, entertaining and insightful entrepreneurs I can find.

Having interviewed more than 1,000 of the world's most successful entrepreneurs, there is one thing that stands out above everything else: The most successful people on this planet – in business AND life – are those who set and accomplish goals!