



MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



A Proven Process for Writing Your First Book

Writing a book can be a daunting endeavor. But authoring and publishing your first (or next) book can be extremely rewarding and beneficial. Here are just a few of the many reasons why you should write a book:

- A book gives you credibility as an expert in your field.
- Your book provides you with an additional source of income.
- Use your book as a give-away or bonus during a promotion.
- Writing a book lets you share your knowledge and experience with the world.
- A book opens doors of opportunity.

Despite those benefits, some reading this may confess they wouldn't even know where to begin. Let me dispel any fears or mystery around writing a book with a proven process. As an entrepreneur you probably already write a blog, a newsletter, or an occasional article.

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Hardship – The Path to Growth & Success → pg 14

How to Generate More Ideas than You'll Know What to Do With! → pg 21

How to Self-Publish → pg 27 Your Book

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Think of a book as a collection of blogs or articles that revolve around a common theme presented in a logical order.

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Perhaps you've never thought of it that way before, but with a collection of your blogs and other articles, you may be closer to writing a book than you think! But even without that head start, you can begin writing your book today by following this simple process.

A Proven Process You Can Follow

- 1. Select a topic you're passionate about.** This is so important! Writing a book is tough enough without having to write on a topic you don't care much about. So, choose a subject that you have a lot of passion for. This will make writing so much easier and more fun. As you write, let your enthusiasm for that topic ooze out of you onto every page.
- 2. Decide on a "Big Idea."** What's the big idea or premise of your book? Why are you passionate about it? How has it impacted your life? Create a title that aptly represents your big idea. Formulate a brief opening statement that explains the importance of your big idea and why you're writing this book.

(**Hint:** if you get stuck here, have someone ask you why this big idea (issue) is so important to you. After you explain it to them, write down what you said.)
- 3. Focus on a specific audience.** Before you begin writing your book, decide who you want or expect your audience to be. Then, as you write, keep this audience and their needs ever before you. If it helps, you may even want to focus on an individual you know who represents your greater audience and write as though you were writing to that individual.
- 4. Mindmap your book's topic.** It doesn't matter whether you use an app, or pen and paper. The purpose of mindmapping is to brainstorm your big idea. At this stage it's important that you don't concern yourself with critiquing your ideas or trying to put them in logical order. A mindmap is not a list, so don't follow a linear format. Simply do a mind-dump on a single sheet of paper (or computer screen).

To do this, I like to ask myself questions about my topic: Who will benefit by this? Why is this so important? What are its various components and characteristics? What do you want to convince your readers of? What are some examples, stories, or illustrations you can use to support your big idea? What else do they need to know about this? What else am I forgetting? Write it all down.

- 5. Form an outline from your mindmap.** With your mind-dump all on one sheet, this usually reveals a natural progression that you can follow for writing about your topic. Chances are, your main points from your mindmap represent your chapters. Number your key topics in the logical order that you wish to present them, and this will yield your outline.
- 6. Begin "free-writing."** Following the outline you've created, begin writing. You've got your key themes (chapters) to present now, so just start explaining them. In this free-writing phase, you simply want to get your thoughts down without concern for fine editing yet.

Use words and terms your audience will understand. Lean toward writing shorter sentences and paragraphs. This will make your book easier to read. Add interesting, attention-catching stories, anecdotes, or examples. Keep it flowing. A book has no required length, so say what you want to say as succinctly and interestingly as possible.

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- 7. Rewrite your book.** By "rewrite" I don't mean that you rewrite your whole book again. But as you edit it, you will want to rewrite some of it. Go through your manuscript at least twice from beginning to end even if you're an accomplished writer. Watch for grammatical, punctuation and syntax errors. Beware of merely trusting the auto-correct function on your word processor. Instead, use a good resource like *The Elements of Style* by Strunk and White, or the *Chicago Manual of Style*. These tools can help you with clean, proper writing.

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There's no great mystery around writing a book. Following this process, you can write a book that will serve those who read it, augment your business, and that you can be proud of. Just imagine holding the first copy of your book with your name on it! You can make it happen! (Watch for a coming article on how to self-publish your book.)



Facebook Post

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Twitter Tweet

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Want to write a book? Follow this process and get started today. [blog post]

Enhanced Twitter Post: Think of a book as a collection of blogs or articles that revolve around a common theme presented in a logical order. [blog post]



LinkedIn Update

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There are many benefits to writing your own book. A book gives you credibility, opens doors, and provides additional income. With this process, you can begin today. Read the rest of the blog post...

Enhanced LinkedIn Post: The idea of writing a book may seem daunting. Some wouldn't even know where to begin. This simple process takes the mystery out of authoring a book and shows you how. Read more in this week's blog post...



A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: A Proven Process for Writing Your First Book.

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Attitude: Your Secret Weapon for Success

Attitude is one of those topics whose importance we all acknowledge. We've all heard and have probably quoted trite sayings about maintaining a positive attitude. But as with many truths, we tend to take attitude for granted. Perhaps some are even thinking now, "Yes, I know all about attitude, so let's move on to something else."

Recently, I was personally impacted by a quote from Viktor Frankl, a survivor of Auschwitz, one of the Nazi death camps. Here was a man who had had everything take from him: his family, his freedom, his home, and all his possessions. Yet, here is what he observed:

Everything can be taken from a man but one thing: the last of human freedoms – to choose one's attitude in any given set of circumstances, to choose one's own way.

It's a given that we all experience trials, disappointments, deprivations, setbacks, and suffering of various kinds. But few of us experience those to the extent that Viktor Frankl did. Yet he elevates attitude over all other freedoms as that which empowers us to "choose our own way," despite our circumstances.

Based on Frankl's premise, let's define attitude as: **The freedom to choose our direction and trajectory regardless of our circumstances.** In view of that definition, consider the following six results.

Our Attitude Determines:

- 1. How we view our situation.** This is so vital, because we either see ourselves as victims of our circumstances – powerless to change them. Or, we view our circumstances as something temporary that we have power to influence.
- 2. How we treat others.** When we have a sour, woe-is-me attitude, we treat others the way we feel. We're insensitive toward their needs because our own needs take precedence. We are totally self-focused. We shut others out. We're curt with them. We anger easily. We're very hard to live with.
- 3. How others see us.** Following from the previous point, our attitude determines largely what others think of us. If our attitude stinks, we repel others and they take measures to stay out of our way. Nobody wants to follow a moping narcissist! But if we maintain a winsome attitude, we attract others to ourselves and they feel blessed by our presence.
- 4. How happy we'll be.** Circumstances are fickle. Those who allow circumstances to dictate their happiness are also fickle, blown about by the winds of change. But those who choose to be happy no matter what, rise above their circumstances and achieve a much richer version of happiness.
- 5. How we plan and conduct our lives and business.** If we think we can, we plan, prepare and follow through with actions that will move us closer to our goals. If we think we can't, then we probably won't even try.
- 6. How successful we'll be.** We typically get what we expect. Our attitude tends to create a self-fulfilling prophecy. Successful film producer, Samuel Goldwyn, said, "The harder I work, the luckier I get." With a successful mindset, we work hard. And as we work hard, new opportunities serendipitously present themselves that we otherwise wouldn't experience.

How to Cultivate a Positive Attitude

Maintaining a healthy, positive attitude doesn't come naturally or easy. It takes discipline and hard work. But it's well worth it and with practice a positive attitude can become habitual. Here are three powerful attitudes to focus on that make a huge difference:

- ▶ **Thankfulness** — Choose to live with a grateful heart. Thank others always and cultivate thankfulness in all you do. A thankful person is a joyful person. A thankful person is a humble person. Thankfulness is a natural attractant. When you are thankful, others want to spend time with you.
- ▶ **Hope** — Live with the expectancy that things will improve, change, or that new pleasures and victories await you. A hopeful attitude is perhaps the most difficult to cultivate in the face of cruel circumstances. But there is always something to be hopeful for and to look forward to. Cultivate hope by investing in hopeful activities and setting incremental, attainable goals.
- ▶ **Believe the best of others** — Relationships are the joy of life. People are what really matter. When we believe the best of others, we treat them with respect, and we gain their respect. Believing the best of others allows us to live a more carefree life and may help change those who don't have our best in mind.

Attitude is the freedom to choose your direction and trajectory regardless of your circumstances. When you forfeit that freedom, you're helplessly tossed about by the whims of uncertain circumstances. Stephen Covey urges:

*Sow a thought, reap an action;
Sow an action, reap a habit;
Sow a habit, reap a character;
Sow a character, reap a destiny.*



Facebook Post

Attitude: Your Secret Weapon for Success

Your attitude may be the single greatest determining factor for success. How do you cultivate a positive, healthy attitude? Read the rest of the article...

Enhanced Facebook Post: Attitude is the freedom to choose your direction and trajectory regardless of your circumstances. When we forfeit that freedom, we're helplessly tossed about by the whims of uncertain circumstances. Read the rest of the article...



Twitter Tweet

Attitude: Your Secret Weapon for Success

Our attitude determines what others think of us. [blog post]

Enhanced Twitter Post: Attitude is the freedom to choose your direction and trajectory regardless of your circumstances. [blog post]

LinkedIn Update

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Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Attitude: Your Secret Weapon for Success.

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- 6. How successful we'll be.** We typically get what we expect. Our attitude tends to create a self-fulfilling prophecy. Successful film producer, Samuel Goldwyn, said, "The harder I work, the luckier I get." With a successful mindset, we work hard. And as we work hard, new opportunities serendipitously present themselves that we otherwise wouldn't experience.

How to Cultivate a Positive Attitude

Maintaining a healthy, positive attitude doesn't come naturally or easy. It takes discipline and hard work. But it's well worth it and with practice a positive attitude can become habitual. Here are three powerful attitudes to focus on that make a huge difference:

- ▶ **Thankfulness** – Choose to live with a grateful heart. Thank others always and cultivate thankfulness in all you do. A thankful person is a joyful person. A thankful person is a humble person. Thankfulness is a natural attractant. When you are thankful, others want to spend time with you.
- ▶ **Hope** – Live with the expectancy that things will improve, change, or that new pleasures and victories await you. A hopeful attitude is perhaps the most difficult to cultivate in the face of cruel circumstances. But there is always something to be hopeful for and to look forward to. Cultivate hope by investing in hopeful activities and setting incremental, attainable goals.
- ▶ **Believe the best of others** – Relationships are the joy of life. People are what really matter. When we believe the best of others, we treat them with respect, and we gain their respect. Believing the best of others allows us to live a more carefree life and may help change those who don't have our best in mind.

Attitude is the freedom to choose your direction and trajectory regardless of your circumstances. When you forfeit that freedom, you're helplessly tossed about by the whims of uncertain circumstances. Stephen Covey urges:

*Sow a thought, reap an action;
Sow an action, reap a habit;
Sow a habit, reap a character;
Sow a character, reap a destiny.*

C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Hardship – The Path to Growth & Success

Hardships, trials, difficulties, setbacks—who wants them, right? We tend to view hardships as anomalies—something out-of-the-ordinary. Most of us seek to avoid them at all cost. And when they do present themselves, we try to extract ourselves from them as quickly as possible. When hit with hardships, we long for things to “get back to normal.”

But without hardships, there is no effort; no stretching or striving; no need for creative thought or new solutions. Without hardships we get flabby, complacent, lazy and bored.

Types of Hardship

Hardships come in many forms:

- ❖ Financial
- ❖ Health
- ❖ Natural disasters
- ❖ Accidents
- ❖ Broken relationships
- ❖ Business slowdowns or failures
- ❖ Difficulties in our daily routines
- ❖ Past trauma

Some of our hardships are short-lived like dealing with a toothache and taking care of it at the dentist. Others like a chronic health issue, long-term loss of income, or a past trauma may take years or even a life-time of grappling with.

But here's what we know:

- ❖ Hardships are unavoidable
- ❖ Hardships are common to all people
- ❖ Hardships vary in type and intensity
- ❖ Growth and success require overcoming hardships

Don't Waste Your Hardships!

Many people waste their hardships. What do I mean by that? Take the example of an athlete preparing for a triathlon. While we might only view the triathlon as the “hardship,” the athlete preparing for one willingly endures “hardships” every day in training. The hardships come in the form of sacrificing other less difficult engagements in order to train for the event. They endure hardship in their daily workouts and in the foods they deny themselves. These are self-imposed hardships.

We impose hardships on ourselves in any area of life in which we seek to excel or master. This shouldn't surprise us. In order to reach aggressive goals, we must stretch ourselves or subject ourselves to rigorous hardships. And to a large extent, the only difference between self-imposed hardships and unexpected hardships is our control over them. But control is largely a matter of perception.

The more complex our lives become the more factors enter into the equation. Even self-imposed hardships can bring unexpected or unforeseen results. For this reason, I contend that there's not much difference between hardships we deliberately subject ourselves to and those that take us by surprise. The big question is: How will we respond to the hardship? When we respond wrongly to hardships, we waste them by not extracting the benefits inherent in them.

Get the Most from Your Hardships

Hardships offer us significant benefits in our growth and success. But those benefits are not automatic. We can derail those benefits with a wrong response to our hardships. Here are some tips for getting the most from a hardship:

- 1. Practice joy.** Don't confuse joy with happiness. No one is happy about having to endure a hardship. Happiness is dependent on our circumstances. Joy is a transcendent choice unaffected by circumstances. The typical human response to hardship is complaint. We must fight that tendency.

Whining, complaining, and self-pity are the signs of victimhood. And as long as a person remains a victim, they cannot be victorious. Victims are slaves to their predicament. Enduring hardship is a necessary ingredient for building strong character. And a joyful outlook is a desirable trait of strong character.

- 2. Ask: What can I learn from this hardship?** Hardships are opportunities in disguise. One of the issues we often have with hardship is the sense of loss of control. By asking this and other questions, we assume control over our reaction to the hardship. We cannot always dictate the outcome of a hardship, but to a large extent we can control our response to it. And assuming control of our response to hardship removes us from a victim-mentality.

- 3. Ask: How can I leverage this hardship?** By its very definition, success results from victory over hardship. Success that comes easy is downgraded to "luck" or "fortune." True success always comes at a price and with great effort.

Nobody lauds the spoiled child who inherits a fortune from Mommy and Daddy and then lives a sequestered life void of trouble. But what we do find inspiring is the person who rises above their dire circumstances and rises to success against all odds. That's the story we want to portray on the other side of our hardships. You have a story. Now, how can you leverage it?

- 4. Meet with a coach, mentor, or confidant.** We are unnecessarily hard on ourselves sometimes. There is no merit in enduring a hardship alone. Seek help, advice, and encouragement from others. Avoid naysayers, doomsayers, and those who take pleasure in simply commiserating with you.

Due to their intensity, some hardships require a period of retreat, refreshment or rebuilding, but don't remain there. Also, if you have experienced a past trauma, seek healing from a professional counselor. You cannot heal from a trauma by denying, suppressing, or ignoring it.

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Facebook Post

Hardship – The Path to Growth & Success

If your immediate response to hardships is to extract yourself from them and avoid any pain, you might be missing out on supreme benefits for personal growth and success. Read the rest of the article...

Enhanced Facebook Post: Without hardship, there is no effort; no stretching or striving; no need for creative thought or new solutions. Without hardships we get flabby, complacent, lazy and bored. Without hardships, there is no success. Read the rest of the article...

Twitter Tweet

Hardship – The Path to Growth & Success

Without hardship, there is no success. [blog post]

Enhanced Twitter Post: Hardships are opportunities in disguise. [blog post]

LinkedIn Update

Hardship – The Path to Growth & Success

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Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Hardship – The Path to Growth & Success.

B. Content (revise to fit your speaking style): [Hardship – The Path to Growth & Success](#)

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- C. Your Standard Close:** Until next time this is....



Email Blast (or auto responder)

Subject: Hardship – The Path to Growth & Success

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): Hardship – The Path to Growth & Success

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C. Your close

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Blog Post

How to Generate More Ideas than You’ll Know What to Do With!

We find a gripping portrayal of creative ideation in the movie *Apollo 13*. When the space module suddenly experiences a serious malfunction, the ground crew must creatively solve a life-and-death problem by providing the space crew with a makeshift CO₂ filter. The space crew is running out of oxygen and the clock is ticking!

The ground-crew dumps boxes of random parts on a worktable. And the leader tells his team, “We’ve got to find a way to make this (a square scrubber) fit into the hole for this (a round, cylindrical filter) using nothing but that (a pile of odds and ends available in the space module).” The ground crew comes up with a creative solution and saves the lives of the space module crew members.

Beyond the drama of that intense situation, I find that scene so fascinating because this team was able to come up with a creative, life-saving solution under pressure with limited time and scant resources. We don’t often think of creativity and idea generation within such cramped confines.

Many view creativity and imagination like luck, or a series of fortunate but unexpected events. Is creativity purely serendipitous or can we exercise it, grow it, and plan for it? Read on and you be the judge.

10 Principles of Ideation

- 1. The greatest enlightenment often occurs at the darkest hour.** When all seems hopeless; when you’re at the end of yourself and things look bleak, that’s when the shining ray of an idea breaks through the darkness and lights up your way.

In the midst of pain and suffering—whatever its source—our first human reaction is to flee from it. We want it gone. We pray for deliverance. But trials, pain and suffering have a way of revealing what we otherwise could not see. So, leverage these troubles to release your creativity in ways you’ve never known.

- 2. A great idea often begins like a lowly worm.** But when we allow it to cocoon and incubate, it emerges as a beautiful butterfly capable of soaring to great heights. Don’t underestimate the potential of any idea. Pursue it, let it morph and flourish.

- 3. Ideation is often like the travail of childbirth.** We might like to think that great ideas simply appear as in a vision without struggle or effort. But the best ideas usually come after hard labor, so keep at it! Discipline yourself to generate numerous ideas and create.

4. **Not every idea has a future.** Some ideas are like the morning fog that dissipates as the sun arises with its warmth and light. Let them go and let other more workable ideas take their place.
5. **Worry and anxiety are imagination's worst enemy.** Alan Loy McGinnis observed, "Worry is the misuse of the imagination." When you let worry and anxiety occupy your mind, it saps your imaginative strength and robs you of what you might create.
6. **Playing unlocks the shackles of the mind.** Too often, we are all bound up in the confines of being too "adult" and too "grown-up." This is an artificial prison from which you must free yourself. Give yourself permission to play with an idea as a child would, freeing you to new discoveries.
7. **Don't stop playing with an idea until you've looked at it every which way.** In tandem with the previous principle, look at an idea like a Rubik's Cube, turning it every which way trying new solutions, combinations, and applications.
8. **Cultivate an appetite for childlike curiosity.** Greet each day and situation as though it was your first. Open your eyes and ears to all the wonder around you. Ask great questions. Turn over every rock. Learn something new every day. Bask in the thrill of discovery.
9. **Believe that there is a unique solution and that you can create it.** "Belief is the thermostat that regulates what we accomplish in life. A person is a product of his own thoughts. Believe BIG! Adjust your thermostat forward. Launch your success offensive with honest, sincere belief that you can succeed. Believe big and grow big." – David J. Schwartz, in *The Magic of Thinking Big*.
10. **Imagination is a divine gift.** The Bible claims that God created us in His image. If this is true, then we bear the image of the most creative Being in the Universe! Think of that!

How to Generate Countless Ideas

Are you looking for ideas for new products, blogs, videos, podcasts, newsletters, copywriting, or writing books? Here is a simple process for creating ideas:

- ❖ Take a blank sheet of paper and turn it landscape. Ignore the lines on lined paper.
- ❖ In the center of the page, write "Book ideas" (or whatever it is you want to brainstorm) and circle it.
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- ❖ When you hit a wall, climb over it, go under it, around it, or through it!
- ❖ When it feels like you've exhausted all possibilities, walk away from the page and go about your day. Let those ideas incubate. As more ideas come to you during the day, add them to your page.

When you follow through with that exercise, you'll come up with more ideas than you know what to do with. Your mind will be brimming with thoughts about which ones to tackle first and how to do so. But I'll leave that topic for another time.

 Facebook Post

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 Twitter Tweet

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 LinkedIn Update

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 Video Script

- A. **Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: How to Generate More Ideas than You'll Know What to Do With!
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Subject: How to Generate More Ideas than You'll Know What to Do With!

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): How to Generate More Ideas than You'll Know What to Do With!

We find a gripping portrayal of creative ideation in the movie *Apollo 13*. When the space module suddenly experiences a serious malfunction, the ground crew must creatively solve a life-and-death problem by providing the space crew with a makeshift CO₂ filter. The space crew is running out of oxygen and the clock is ticking!

The ground-crew dumps boxes of random parts on a worktable. And the leader tells his team, "We've got to find a way to make this (a square scrubber) fit into the hole for this (a round, cylindrical filter) using nothing but that (a pile of odds and ends available in the space module)." The ground crew comes up with a creative solution and saves the lives of the space module crew members.

Beyond the drama of that intense situation, I find that scene so fascinating because this team was able to come up with a creative, life-saving solution under pressure with limited time and scant resources. We don't often think of creativity and idea generation within such cramped confines.

Many view creativity and imagination like luck, or a series of fortunate but unexpected events. Is creativity purely serendipitous or can we exercise it, grow it, and plan for it? Read on and you be the judge.

10 Principles of Ideation

- 1. The greatest enlightenment often occurs at the darkest hour.** When all seems hopeless; when you're at the end of yourself and things look bleak, that's when the shining ray of an idea breaks through the darkness and lights up your way.

In the midst of pain and suffering—whatever its source—our first human reaction is to flee from it. We want it gone. We pray for deliverance. But trials, pain and suffering have a way of revealing what we otherwise could not see. So, leverage these troubles to release your creativity in ways you've never known.

- 2. A great idea often begins like a lowly worm.** But when we allow it to cocoon and incubate, it emerges as a beautiful butterfly capable of soaring to great heights. Don't underestimate the potential of any idea. Pursue it, let it morph and flourish.
- 3. Ideation is often like the travail of childbirth.** We might like to think that great ideas simply appear as in a vision without struggle or effort. But the best ideas usually come after hard labor, so keep at it! Discipline yourself to generate numerous ideas and create.
- 4. Not every idea has a future.** Some ideas are like the morning fog that dissipates as the sun arises with its warmth and light. Let them go and let other more workable ideas take their place.
- 5. Worry and anxiety are imagination's worst enemy.** Alan Loy McGinnis observed, "Worry is the misuse of the imagination." When you let worry and anxiety occupy your mind, it saps your imaginative strength and robs you of what you might create.
- 6. Playing unlocks the shackles of the mind.** Too often, we are all bound up in the confines of being too "adult" and too "grown-up." This is an artificial prison from which you must free yourself. Give yourself permission to play with an idea as a child would, freeing you to new discoveries.
- 7. Don't stop playing with an idea until you've looked at it every which way.** In tandem with the previous principle, look at an idea like a Rubik's Cube, turning it every which way trying new solutions, combinations, and applications.
- 8. Cultivate an appetite for childlike curiosity.** Greet each day and situation as though it was your first. Open your eyes and ears to all the wonder around you. Ask great questions. Turn over every rock. Learn something new every day. Bask in the thrill of discovery.
- 9. Believe that there is a unique solution and that you can create it.** "Belief is the thermostat that regulates what we accomplish in life. A person is a product of his own thoughts. Believe BIG! Adjust your thermostat forward. Launch your success offensive with honest, sincere belief that you can succeed. Believe big and grow big." – David J. Schwartz, in *The Magic of Thinking Big*.
- 10. Imagination is a divine gift.** The Bible claims that God created us in His image. If this is true, then we bear the image of the most creative Being in the Universe! Think of that!

How to Generate Countless Ideas

Are you looking for ideas for new products, blogs, videos, podcasts, newsletters, copywriting, or writing books? Here is a simple process for creating ideas:

- ❖ Take a blank sheet of paper and turn it landscape. Ignore the lines on lined paper.
- ❖ In the center of the page, write "Book ideas" (or whatever it is you want to brainstorm) and circle it.
- ❖ Then, like satellites in orbit around that topic, begin brainstorming as many ideas as possible.
- ❖ Postpone evaluation and critique of ideas. Just jot them all down haphazardly on the page.
- ❖ If you get stuck, want to speed up, or increase your ideas, engage the help of others.
- ❖ When you hit a wall, climb over it, go under it, around it, or through it!
- ❖ When it feels like you've exhausted all possibilities, walk away from the page and go about your day. Let those ideas incubate. As more ideas come to you during the day, add them to your page.

When you follow through with that exercise, you'll come up with more ideas than you know what to do with. Your mind will be brimming with thoughts about which ones to tackle first and how to do so. But I'll leave that topic for another time.

C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Blog Post

How to Self-Publish Your Book

In a previous blog, I gave you a proven process for writing your first book. Once you've written your book and have had it professionally edited, now what?

The good news is that publishing a book has never been easier. But you might be wondering why you would want to self-publish. Why not go with a well-known, recognized publisher?

The publishing industry has radically changed since the introduction of the internet and other technological advances. These developments have forced traditional publishers to change the way they function. These changes offer authors new possibilities.

Three Kinds of Publishers

In general, there are three publishing options available to us today:

- ❖ Traditional publishing
- ❖ Indie publishing
- ❖ Self-publishing

Traditional Publishing

At one time, traditional publishers like Random House, Baker Books, and Harper dominated the publishing industry. There's still a certain air of prestige associated with being "picked up" by a traditional publisher. But it has become increasingly difficult to obtain a contract with a traditional publisher. Even published authors are finding this to be the case. The traditional publishing process can take *years*.

Also, when you sign on with a traditional publisher, they now own your work. They may choose to change your title, ask you to add or subtract content, and they may edit your book in ways that frustrate you. Your royalties will be relatively small, and the publisher will make heavy demands on your time to promote your book. Is all that worth the perceived prestige of having a traditional publisher? Only you can decide.

Indie Publishing

Over the past couple decades numerous indie publishers have sprung up. Many of the traditional publishers have launched their own indie publishing arms to meet the demand for other publishing options and increase profits. Some examples of indie publishers include: Xulon Press, Westbow Press, Mill City Press, Dog Ear Publishing, etc.

While indie publishing may be an option for some, know that it can be quite expensive to publish this way, costing thousands of dollars. They may also require that you purchase thousands of your books as part of your contract.

While your royalties may be greater than with a traditional publisher, indie publishers keep a healthy portion. They also charge you more for purchasing your own books than the self-publishing option. If you choose an indie publisher, check their track record. Some are great at making their sales pitch, but lousy in their follow-through and the quality of the printed book.

Self-Publishing

Self-publishing can be as basic as offering a pdf on your website, or more elaborate creating a beautiful, quality, soft-cover book you can be proud of. Some examples of self-publishing companies include: Outskirts Press, Mindstir Media, and Kindle Direct Publishing (KDP, a division of Amazon).

Generally, the advantages of self-publishing are:

- ❖ **Low publishing cost**
- ❖ **A menu of services to choose from**
- ❖ **Lots of flexibility in terms of the look and feel of your book**
- ❖ **High royalties**
- ❖ **Print-on-demand services**
- ❖ **You retain ownership of your work**

How to Self-Publish

Since the available options for self-publishing are many, I've chosen to focus on KDP, Amazon's inhouse self-publishing arm. I also have extensive experience publishing with KDP and have recommended them to numerous other authors.

When you publish your book with KDP, you can publish both an eBook and a physical, soft-cover book. It costs you NOTHING to publish an eBook with KDP! Simply create an account, follow their instructions and upload your Word file. (They accept other formats as well.) Your eBook will automatically be available on Amazon. However, I would recommend hiring a graphic artist to create a cover image for your eBook.

In order to publish your book in a soft-cover format, you'll need a print-ready pdf of both the cover and interior content of your book. Unless you possess graphic skills and software, I recommend that you hire a graphic artist to design a cover (front and back) and to format the interior of your book. You can have this done for as little as a few hundred dollars,

and the finished product will look very professional.

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With KDP, you set the retail price on your book, and royalties are quite generous. Also, with KDP, you can purchase your books wholesale for resale. Currently, a 100-page book costs as little as \$2.15 to purchase wholesale. And because they print on-demand, you don't have to store thousands of books in your basement or garage. You can order one, ten or any number of copies.

KDP is also fast. Typically, when you upload your print-ready cover and interior pdfs, your book can be published and available to the public in as little as 24 hours. When you order books, they arrive in about ten days or less. KDP also gives you the option to run promotions of your eBook or soft-cover book on Amazon.

Self-publishing is a great, inexpensive way to professionally publish your books and distribute them widely and easily through Amazon, your own website, and even brick-and-mortar stores.

Don't let that finished book grow old on your hard drive! In just weeks, you could be autographing copies of your book.



Facebook Post

How to Self-Publish Your Book

You've written your book and have had it edited. Now what? Self-publishing offers a great, inexpensive, professional way to publish your book. Read the rest of the article...

Enhanced Facebook Post: Why self-publish? Wouldn't it be better to publish with a traditional publisher? Maybe not... Read the rest of the article...



Twitter Tweet

How to Self-Publish Your Book

If you have a finished, edited book manuscript, you can publish it within the hour! [blog post]

Enhanced Twitter Post: Six reasons to self-publish your book. [blog post]



LinkedIn Update

How to Self-Publish Your Book

Publishing a book has never been easier. But you might be wondering why you would want to self-publish. Why not go with a well-known, recognized publisher? Read the rest of the blog post...

Enhanced LinkedIn Post: Let me take the mystery out of self-publishing. You can self-publish your book quickly, inexpensively, and professionally. Read more in this week's blog post...



A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: How to Self-Publish Your Book.

B. Content (revise to fit your speaking style): [How to Self-Publish Your Book](#)

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At one time, traditional publishers like Random House, Baker Books, and Harper dominated the publishing industry. There's still a certain air of prestige associated with being "picked up" by a traditional publisher. But it has become increasingly difficult to obtain a contract with a traditional publisher. Even published authors are finding this to be the case. The traditional publishing process can take *years*.

Also, when you sign on with a traditional publisher, they now own your work. They may choose to change your title, ask you to add or subtract content, and they may edit your book in ways that frustrate you. Your royalties will be relatively small, and the publisher will make heavy demands on your time to promote your book. Is all that worth the perceived prestige of having a traditional publisher? Only you can decide.

Indie Publishing

Over the past couple decades numerous indie publishers have sprung up. Many of the traditional publishers have launched their own indie publishing arms to meet the demand for other publishing options and increase profits. Some examples of indie publishers include: Xulon Press, Westbow Press, Mill City Press, Dog Ear Publishing, etc.

While indie publishing may be an option for some, know that it can be quite expensive to publish this way, costing thousands of dollars. They may also require that you purchase thousands of your books as part of your contract.

While your royalties may be greater than with a traditional publisher, indie publishers keep a healthy portion. They also charge you more for purchasing your own books than the self-publishing option. If you choose an indie publisher, check their track record. Some are great at making their sales pitch, but lousy in their follow-through and the quality of the printed book.

Self-Publishing

Self-publishing can be as basic as offering a pdf on your website, or more elaborate creating a beautiful, quality, soft-cover book you can be proud of. Some examples of self-publishing companies include: Outskirts Press, Mindstir Media, and Kindle Direct Publishing (KDP, a division of Amazon).

Generally, the advantages of self-publishing are:

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In order to publish your book in a soft-cover format, you'll need a print-ready pdf of both the cover and interior content of your book. Unless you possess graphic skills and software, I recommend that you hire a graphic artist to design a cover (front and back) and to format the interior of your book. You can have this done for as little as a few hundred dollars, and the finished product will look very professional.

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With KDP, you set the retail price on your book, and royalties are quite generous. Also, with KDP, you can purchase your books wholesale for resale. Currently, a 100-page book costs as little as \$2.15 to purchase wholesale. And because they print on-demand, you don't have to store thousands of books in your basement or garage. You can order one, ten or any number of copies.

KDP is also fast. Typically, when you upload your print-ready cover and interior pdfs, your book can be published and available to the public in as little as 24 hours. When you order books, they arrive in about ten days or less. KDP also gives you the option to run promotions of your eBook or soft-cover book on Amazon.

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C. Your Standard Close: Until next time this is....



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