

— FOR BUSINESS BOOK AUTHORS —

Ghostwriting Mind Map

a step-by-step guide to turning a great idea into a great book

by **Jack Price**, Ghostwriter

pricewrite.com



WELCOME!

Becoming a business book author brings influence, opportunities, and growth.

But not having your own business book puts you at a competitive disadvantage. You feel a twinge of envy every time a competitor with his own book is chosen to deliver the keynote address at an important conference.

Well, you have experience, ideas, and a unique approach. Your wisdom cries out to be condensed into a business book. *So what's hold you back?*

The most common villain is *lack of time*. It takes time to organize ideas, assemble a draft, and polish the manuscript. And that's if you're already an expert writer. More often, business authors lose their way in the details of the writing process.

I completely understand. It took me years of solitary work to develop my writing chops and more years to hone my craft. But during those years, I developed my own comprehensive writing process, condensed in this mind map.

So if you're considering hiring me as a ghostwriter, follow these steps:

1. Decide whether now is the right time
2. Schedule a Book Development phone call
3. Help me develop a plan that makes sense for both of us

If you decide to hire me, I promise it will always be your book, your ideas, and your *voice*. You'll have the final say, and I'll stick with you until we get it right.

So when you're ready, visit pricewrite.com and schedule a phone call. I'll answer all your questions. If we find that we're compatible and decide to work together, we'll collaborate to create a book you can be proud of.

As you'll discover, a business book is the world's greatest calling card. Few things raise your credibility as quickly as being a published author — but only if you commit to getting it done.

If you don't, you'll have to work twice as hard to become known outside your immediate circle of influence. And you'll always regret missing the opportunity to add the word Author after your name.

Jack Price

Ghostwriter

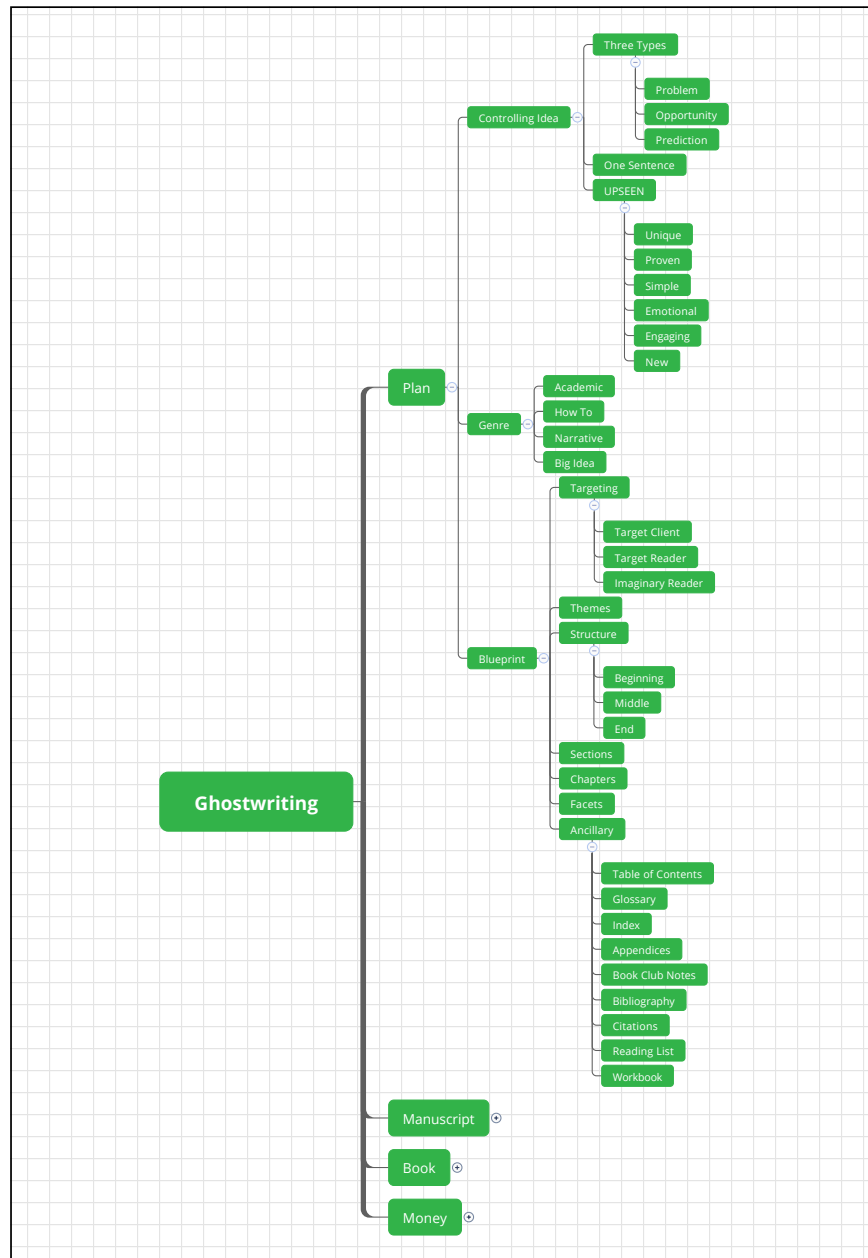
TABLE OF CONTENTS

| | |
|-------------------------------------|-------------------------------------|
| WELCOME! | 2 |
| ABOUT THE MIND MAP | ERROR! BOOKMARK NOT DEFINED. |
| HOW THE MIND MAP IS ORGANIZED | ERROR! BOOKMARK NOT DEFINED. |
| HOW TO USE THE MIND MAP | ERROR! BOOKMARK NOT DEFINED. |
| HOW TO HANDLE THE COMPLEXITY | ERROR! BOOKMARK NOT DEFINED. |
| MIND MAPS | 5 |
| MIND MAP #1: PLAN | 5 |
| MIND MAP #2: MANUSCRIPT | 6 |
| MIND MAP #3 BOOK | 7 |
| MIND MAP #4: MONEY..... | 8 |
| MIND MAP KEYS | 9 |
| MIND MAP #1: PLAN | 9 |
| <i>Controlling Idea</i> | 9 |
| <i>One Sentence</i> | 9 |
| <i>UPSEEN</i> | 10 |
| <i>Genre</i> | 11 |
| <i>Blueprint</i> | 11 |
| <i>Targeting</i> | 11 |
| <i>Themes</i> | 12 |
| <i>Structure</i> | 12 |
| <i>Sections</i> | 12 |
| <i>Chapters</i> | 12 |
| <i>Facets</i> | 12 |
| <i>Ancillary</i> | 12 |
| MIND MAP #2: MANUSCRIPT | 14 |
| <i>First Draft</i> | 14 |
| <i>Line Editing</i> | 14 |
| <i>Proofreading</i> | 15 |
| MIND MAP #3: BOOK | 17 |
| <i>Design</i> | 17 |
| <i>Traditional Publishing</i> | 17 |
| <i>Self-Publishing</i> | 18 |
| <i>Printing</i> | 19 |
| MIND MAP #4: MONEY..... | 20 |
| <i>Book Sales</i> | 20 |
| <i>Access</i> | 20 |
| <i>Credibility</i> | 21 |

| | |
|--|-----------|
| FREQUENTLY ASKED QUESTIONS (FAQ)..... | 22 |
| ABOUT JACK PRICE..... | 23 |
| GETTING HELP | 23 |
| NEXT STEPS | 23 |
| ACKNOWLEDGMENT..... | 23 |
| COPYRIGHT NOTICE | 23 |

MIND MAPS

MIND MAP #1: PLAN



See MIND MAP #1 KEY on page 9

MIND MAP #2: MANUSCRIPT



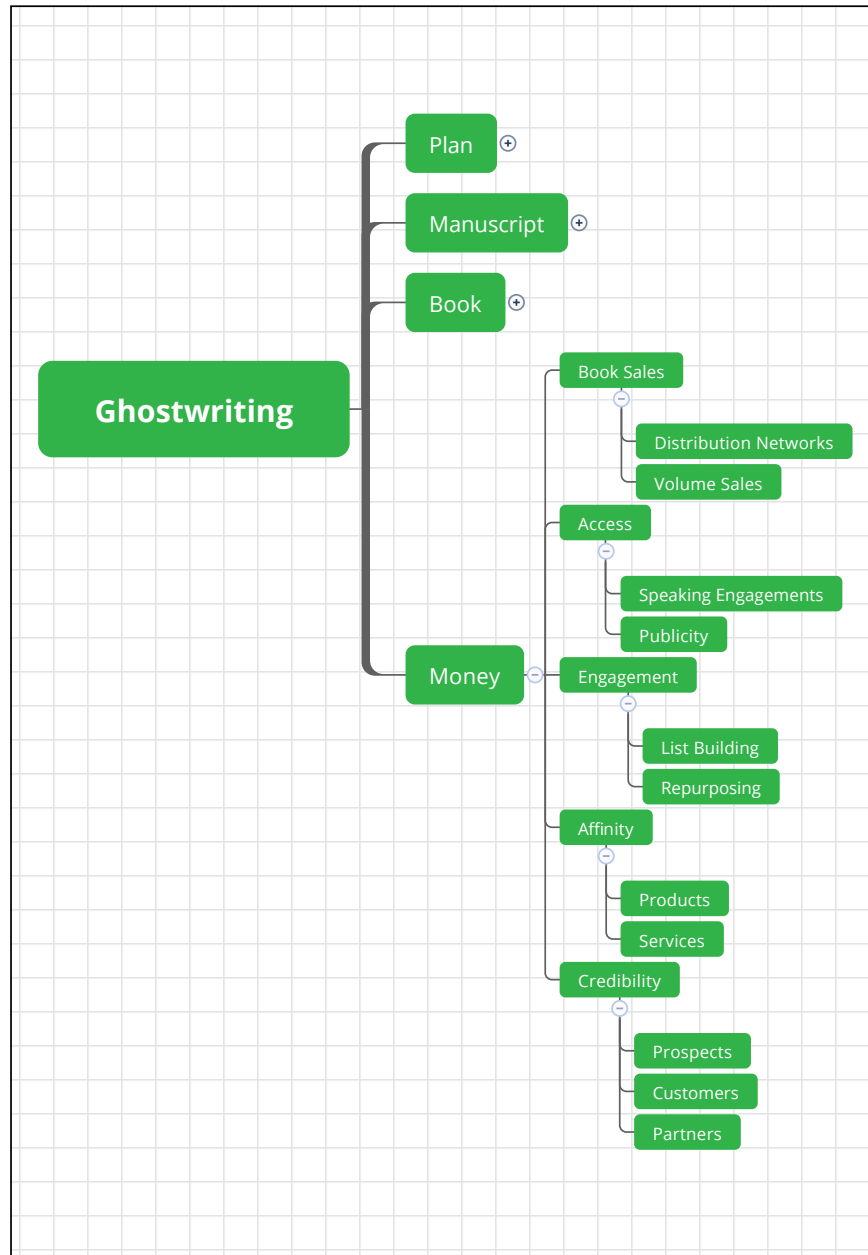
See MIND MAP #2 KEY on page 14

MIND MAP #3 BOOK



See MIND MAP #3 KEY on page 17

MIND MAP #4: MONEY



See MIND MAP #4 KEY on page 20

MIND MAP KEYS

MIND MAP #1: PLAN

“Ponder the path of thy feet.” —Proverbs 4:26

Controlling Idea

Your business book will no doubt be packed with ideas, so many that the reader may have a tough time assimilating everything. One “best practice” is to identify a single Controlling Idea and relate every sub-idea to the controlling idea.

Consider these three main types:

Problem

Your Controlling Idea may be a problem that is plaguing your target reader. Your book will reveal your solution — your special way of dealing with the problem

Opportunity

Or maybe your Controlling Idea is a new and exciting opportunity that you are the first to spot — an opportunity that is highly desirable to your target readers.

Prediction

You may see a significant change coming, one with life-changing implications for your target reader. Your Controlling Idea is both the prediction and your insights on how to deal with the coming change.

One Sentence

Early in your book, you’ll need to explicitly state your controlling idea in a single sentence that will be easy for the reader to remember.

Recognizable

How do you nail your Controlling Idea? Brainstorm ideas until you discover one that will make target readers excited about reading.

Tingle

The one-sentence controlling idea needs to resonate deep inside the reader — and you. Think of Archimedes jumping from his bathtub shouting Eureka!

UPSEEN

How do you know when your one sentence is right? Use the UPSEEN formula to rate your Controlling Idea on these criteria:

Unique

On a scale of 1-5 (5 is absolutely unique) how different is the Problem, Opportunity or Prediction you're writing about?

Proven

On the same 1-5 scale, how good is the data that supports your Controlling Idea?

Simple

Did you nail your one sentence? Try it out on a few friends to find out if they understand the sentence. Rate its simplicity from 1-5.

Emotional

What emotion does your sentence arouse? Rate the strength of the emotional content 1-5.

Engaging

How strongly will your sentence make target readers want to keep reading? Rate 1-5.

New

Are you tackling a new problem or an old one? How new is your solution or opportunity? Are you the first — or just the latest? 1-5

You don't need a perfect score of 30. But a low score in one criterion means you need to compensate with a strong score in another.

Genre

Longtime book editor Shawn Coyne identified four popular nonfiction genres:

Academic

The focus is on presenting your main thesis with rigorous standards of proof.

(Side Note: that does NOT mean the writing has to be boring)

How To

In this popular genre, the content is prescriptive. Adult learners want steps they can take today to reach a desirable outcome.

Narrative

The nonfiction author uses the structures and techniques of fiction writers to tell a business or leadership story.

Big Idea

This engaging genre incorporates elements of all three of the other genres to view a single idea from several perspectives.

Identify a handful of books in your chosen genre and study them to discover the conventions and obligatory sections that make them work.

Blueprint

Create a flexible document to guide you from initial idea to finished manuscript.

Now, the blueprint can change as the project develops, so let go of perfectionism and make every decision with the best information you have at the time.

Targeting

A book written for everyone will appeal to no one. The more you niche down (while still casting a wide enough net) the more your book will appeal.

Target Client

Most business books are written to attract new business from new customers. Define the characteristics of customers you want.

Target Reader

Your ideal customer is not necessarily your ideal reader. Your strategy should be to write to ideal readers while ideal customers watch.

Imaginary Reader

Reduce your broad target to a specific person who loves your work and your ideas. Then write to that person.

Themes

Come up with themes that complement your Controlling Idea.

Structure

The internal structure of your book will vary based on genre. But at a bare minimum, come up with a plan for each of these three major landmarks.

Beginning

The beginning sets the stage and gives the reader a compelling reason to read the entire book.

Middle

Think of this large section as the place where the reader is transformed.

End

A powerful ending gives dedicated readers an opportunity to witness the dramatic results made possible by your ideas.

Sections

You may or may not need to group your chapters into larger units. The earlier in this process you group your ideas, the more cohesive your book will be.

Chapters

Each chapter needs to stand alone as a complete message, while also contributing a specific piece to the whole.

Facets

In some genres, such as Big Idea, it makes sense to view one central idea from various facets, like turning a gem to catch the rays of light and reveal its color.

Ancillary

To make your book more useful, relevant, and recommendable, consider adding these sections before and after the body of the book.

Table of Contents

Give the reader a birds-eye view of the big picture.

Glossary

Provide the meaning of technical and scientific terms.

Index

Give readers an easy way to re-use the book for reference.

Appendices

Include extra material that adds value to your book.

Book Club Notes

Spread your ideas (and book sales) through groups of avid readers.

Bibliography

Add credibility by demonstrating depth of research.

Citations

Avoid plagiarism by giving due credit.

Reading List

Encourage readers to dive deeper into your topic.

Workbook

Include a downloadable resource to drive readers to your website.

MIND MAP #2: MANUSCRIPT

"Easy reading is damn hard writing." — Nathaniel Hawthorne

Most writers don't start writing with Page One and continue in a straight line to The End. They write several drafts to assemble the material according to the blueprint and then shape the book into a finished product.

First Draft

The goal is to get everything out of your head and onto paper or into your computer.

Idea Factory

Before you start writing, brainstorm the points you will later flesh-out in writing the book.

Story Collections

Develop an inventory of stories you can use to illustrate your points.

Interviews

Pose questions and get answers from experts, colleagues, and your own experience.

Point of View

Explore your feelings about the issues and articulate them as only you can.

People

A book of facts is a tough read, so include flesh-and-blood people in your book.

Line Editing

The goal of line editing is to make reading your book a joy not a chore. Pay attention to these basics:

Sentence Structure

The rules of sentence structure aren't arbitrary; their purpose is to guide the writer to clarity of expression.

Paragraph Structure

A paragraph is one idea, not a stack. Vary paragraph length to avoid monotony.

Transitions

In the first draft, write in chunks and then organize the chunks into a narrative. In line editing, tie the chunks together with transitions.

Beginnings

Every new section, chapter, or subsection is a chance to recapture the reader's attention or lose it. Don't waste the opportunity.

Endings

In every section, chapter, or subsection, don't just quit when you run out of words. Finish your idea.

Boldness

Don't use modifiers to pull your punches, expressions like "a bit" or "kind of" or "almost." Expunge weasel words!

Positivity

There's plenty in life that beats us down. Instead, be the voice that uplifts your readers.

Quotable

Winston Churchill had to earn his living writing books. In that profession, he learned to reduce his thoughts to memorable sound bites.

Sweater Knit

Stitch paragraphs together as if knitting a sweater with every thought linked to what precedes and follows. (Hat tip to writer Carol Tice)

Music

Read your text out loud to find expressions and rhythms that sound awkward. Let your ear guide your style.

Proofreading

Don't try to proofread your own writing. Your eye will skim over mistakes that leap to the eye of a proofreader.

Grammar

You can break any grammatical rule, as long as you understand the rule and break it with the intention of clarifying.

Usage

Choose words and expressions that are commonly understood and used by real people in everyday speech and writing.

Syntax

Control how you string words together: “Whose woods these are I think I know” (Robert Frost) versus “I think I know who owns these woods.” (example by Merriam-Webster)

Diction

Choose words for effect: “For Whom The Bell Tolls” (John Donne) versus For Whom The Bell Rings. (example by Merriam-Webster)

Spelling

When in doubt, grab your Merriam-Webster or other great dictionary.

Extraneous

Repeated words are invisible to the the person who types them.

MIND MAP #3: BOOK

When I am dead, I hope it may be said: His sins were scarlet, but his books were read.” —Hilaire Belloc

Design

Bad design kills a reader’s interest like a bad haircut kills your chances of a second date.

Title

Ideally, your title tells the entire story. You can choose a traditional short title or a “title block” with header, title, and subtitle.

Cover Imagery

Choose a cover design that is consistent with others in your genre, so target readers will know at a glance what kind of book you’ve written.

Cover Copy

How do readers decide whether to buy and read your book? They first read the copy and blurbs from your front cover, front flap, back flap and back cover.

Typography

Today’s readers expect good design. Professional typography is standard in traditional publishing and absolutely critical in self-publishing.

Traditional Publishing

Although this step is near the end, consider your options from the beginning. There are advantages and disadvantages to traditional and self-publishing. In traditional publishing, your business book is selected by a “Big 5” publisher.

Advantages

The publisher shoulders the entire publishing investment (\$100,000+) covering everything from printing costs to your advance payment.

The publisher has access to a worldwide distribution network to place your book in bookstores and other distribution channels.

The publisher has a structured process covering every aspect of publishing.

Disadvantages

The decision to publish is driven solely by the publisher’s forecast of the number of copies the book will sell.

You give up a healthy chunk of the revenue for the life of the book.

Traditional publishers are deluged with manuscripts, placing you in head-to-head competition with established, big-name authors.

The publisher requires a book proposal and sample chapters, so they can help shape your book. This means you may have to write a book the publisher thinks will sell rather than the book you want to write.

Publishing a single book is a risky venture, so publishers want assurance that your successful first book will be followed another of equal quality.

Publishers will require you to be represented by an agent who will pre-screen your idea, match your book to the right publisher, and shepherd you through the publishing process.

Self-Publishing

This option no longer implies a stigma. Many authors who could go the traditional route choose to self-publish.

Advantages

You retain full ownership and control of your intellectual property, so you can write the book you want to write.

The purpose of your book is to support your business, so even a modest level of sales can make a huge impact on your business.

You reap full profits from book sales rather than fractional royalties.

You don't have to wait until you are chosen by publisher. You can publish anytime you wish.

Disadvantages

You shoulder the cost of all aspects of publication, including manuscript editing, book design, printing costs, and sales-and-marketing expenses.

You will need to manage the entire process, including manuscript editing, book design, pre-production, printing, and distribution.

NOTE: Whether you choose traditional or self-publishing, you will have to be involved in marketing your book. Publishers rarely publish a book unless the author has a sizable following of people who will want to buy the book.

Printing

If you choose self-publishing, you'll need to decide on a method of distribution that fits your budget.

Offset Printing

This printing method uses economy of scale to keep cost-per-copy low, but you'll need to print a large order with a big out-of-pocket expense.

Print On Demand

If you expect to sell fewer copies, you may be better off with this pay-as-you-go method.

Digital

Cheapest of all are digital methods, anything from a portable document file (PDF) to formats designed for electronic readers.

MIND MAP #4: MONEY

"No man but a blockhead ever wrote, except for money."—Samuel Johnson

Book Sales

A few books hit the market with a catchy idea at the right time. They make a big splash and earn serious money for the lucky author.

Distribution Networks

To earn the big bucks, you'll need a great idea, great timing, and distribution channels developed either by the publisher or by you.

Volume Sales

One way to beef up sales is to market to employers who can benefit by sharing your book with their employees.

Access

A far more common technique is to leverage the power of a book.

Speaking Engagements

You're more likely to break into the speaking circuit if you have a published book to your credit.

Publicity

There's nothing like a popular book for turning your business into a household name, at least within your market.

Engagement

A book can be an ongoing source of leads.

List Building

One popular technique is to offer your book as a lead magnet in return for permission-based follow up.

Repurposing

You can spin and expound endlessly on your book's themes and stories to produce content.

Affinity

Your book may naturally go together with things you can sell.

Products

Your book can explain the value of physical products you offer.

Services

Or your book can persuade those in your market to buy courses, training programs, or consulting services.

Credibility

The most common use of a published book is to convince your audience that you are the real deal.

Prospects

A book is a good tool for getting people to pay attention to your message.

Customers

People feel better when they buy from a person with a following in their community.

Partners

You'll find that people with money are always on the lookout for people with marketable ideas.

FREQUENTLY ASKED QUESTIONS (FAQ)

How long does it take to write a book?

After you come up with the right idea, it usually takes 10-12 months to write and edit your manuscript.

How long does it take to publish a book once it's written?

The time line for traditional publishing is up to the publisher — anything from a mad rush to endless delays. The self-publishing time line is entirely up to you.

Should I choose traditional publishing or self-publishing?

That decision depends on the marketability of your ideas, your desire to control the book, and your willingness to finance the project.

How much should I budget for self-publishing a book?

First, calculate the value of the book to your business. How much new business will it help you bring in? Will the book open doors to new markets? Can you grab a bigger share of your market? When you understand the value, you can make a budget decision that's right for you.

Should I do the work myself or hire professionals?

It's not an either/or question; you can do some of both. It all depends on your level of skill in each step of the process, the amount of time you can devote to the project, and how important the book is to you.

How much help do I need in the publishing world?

You can get as much help or as little as you please. The problem is that most first-time authors don't know what they don't know. They underestimate the complexity, and they underestimate the drain on their time and attention.

How can an editor/ghostwriter help?

My approach is to help you determine what you need and what you don't. Then you can make your own decisions about getting help or not. If you have the money, and your book is worth it, you'll be glad to have a professional on your side.

How much do you charge?

That depends on what you need. I'll be glad to discuss my services, time lines, and costs. To schedule a no-cost, no-obligation discovery call, visit my website at pricewrite.com

ABOUT JACK PRICE

I'm a fulltime professional writer with over a decade of experience and a strong track record in ghostwriting, editing, and writing marketing copy for busy executives, experts, and authors who want influence, opportunities, and growth.

I live in central Virginia and serve clients worldwide.

GETTING HELP

There's an entire cottage industry of professionals who can help you with various aspects of your business book project.

But as in every industry, there are also sharpies who make big promises, take your money, and produce little. So do your homework.

NEXT STEPS

I'd love to find out more about your book. When you're ready, visit pricewrite.com and schedule a time to talk about your book

Jack Price

Book Editor

Acknowledgment

Many thanks to my mentor, longtime ghostwriter Derek Lewis, whose brilliant book *The Business Book Bible* is indispensable for authors and editors.

Copyright Notice

Copyright © 2018 by Jack Price

This material is intended for your personal use only. You may not duplicate or share it in any form without my written consent.