

Write a Million Dollar Book in 10 days

**A complete guide on writing, editing, publishing
and marketing a great book**

**by
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WRITE A BOOK
Create an IDENTITY
Create a PROPERTY
Create a LEGACY
for yourself

NEERAJ SINGHVI

Preface

I always wanted to do something for the writing fraternity. Writing is so ingrained within me that the love for it oozes out to help others in the same field. This book came into being from just a telephonic discussion with one of my friends. It was during the call that I discovered that there is a great need for certain vital information in the writer's community. Since I have already written books earlier; I wanted to share my knowledge and information gathered over several years with all my fellow writers and budding authors, who want to lay their foot on this ground, but cannot do so, due to factors which this book explains and makes it easy for them to write, edit, publish and market their books.

Unfortunately, everyone thinks they can write books, till they realize they have to live one first. You might have an amazing image of characters in your mind to put a fiction book together, but before you do it, ask yourself a fundamental question - How is your book going to contribute to society and humanity and how will it connect to the hearts of people? There are enough books out there that are obscure and irrelevant. Make your's special and reflection is a good start.

When I researched this with first-time writers and readers, I found out they wanted a lot of information on writing a book. The queries related to:

- I would like to know the tips to overcome distraction while writing
- I want to know how to finish the book
- I have written nothing before but would love to
- I want to know how to begin the book
- I want to know the steps for publishing the book
- I want to know how to sell my books
- How much should I write each day/week?
- How do I take care of grammar?
- How to design a book jacket?
- How to publish my book?
- How to do everything without spending money?
- How good or effective is marketing going to be?
- When, where, and how to start?
- How to promote the books digitally?
- How to do storytelling?

These statements spurred me into thinking about writing this book and it is a humble effort from my side in that direction, to satisfy the needs of every promising writer, so they too can become a part of the writer's fraternity and leave a mark on this world.

I started writing my first book in 2008, and within 3 months I completed it. I named it “***Temple of Destiny***” and which was published by Cedar Books of “Pustak Mahal” fame and is now selling worldwide in all major online sites and many offline markets. This book is a self-help book and answers questions on how to live a better life through the medium of a fictional story. I wrote my second book in collaboration with 5 more authors from around the world. They call it, “***Adventures into the Unknown***” and we finished this fiction adventure book in less than 25 days. It is about a thrilling adventure into the high seas. I wrote my third book in collaboration with 32 authors from my life transformation community and we wrote the book in just 3 days and published it in 10 days. We named the book, “***Transformusings***” and which is about the life transformation journey of all the 32 people who have written it and is also selling worldwide.

I have spent my past 25 years with the corporate world and am now a business owner, author, life transformation coach and marketing strategist. With all the knowledge that I have gathered in these years and the research that I have done; I know this book will be a game-changer for all the budding authors out there.

If you are looking at reading this book and starting to become a brilliant writer, then these could be the answers that the book will answer for you:

- Helping other people or fellow writers
- Establish yourself as an authority on the subject
- Start writing a book and want to generate interest in writing
- Why you care about this and want to get the word out to other people
- Want to switch careers and this will help you

If you are a first-time writer, I would like you to go from one chapter to the next without jumping topics. But if you are looking at specific topics like Editing, Publishing, or Marketing, then you can go directly to the page. For first time writers, I have started the book directly from Day 1 without going to other details because that is what the book is all about. I have not touched upon subjects like how to tell a story or write on a topic as every idea is personal and unique to oneself. This book is all about becoming an author.

What will you get in this book?

This book is a treasure chest for all the authors, just waiting to be opened.

If you are looking at becoming an author, you should know writing a book is the **fastest way to gain credibility** and establish yourself as an expert in life and business, you should know why **book-writing is a skill you can master** even if you have zero writing experience, you should know how to get inspired to express your creativity while **sharing your message with others**, you should know why the book-planning process is the most important step — getting all these elements into place beforehand will give you the ability to go **from idea to bookshelf within 20 days or fewer** and I plan to give you all that in this book.

Not just that. You also get so many more things from this book. You get my **personalised practices** for choosing a topic and a book title and finding out exactly who your reader is and have an eye-catching **book that sells**. You get to set yourself to **get motivated, increase productivity**, and unlock your mental powers to **finish the book**. You also get my signature method for outlining the content and chapters of your book to expedite your writing process. It is the creation of a systematic approach to book writing.

To top it all, I have included a **bonus template**, which is a super simple way to check whether you have done everything required to market your book. This template is the magic behind marketing your book. And there is a **SECOND BONUS** too.

In short, this book is a compilation of how to **write, edit, publish, and market** your book. **A complete guide on making your book super successful.**

As Toni Morrison puts it, “If there’s a book you want to read, but it hasn’t been written yet, then you must write it,” and it is this which has inspired me to write the book.

In the end, I would like to say, read a lot of books because as Stephen King puts it, “You cannot hope to sweep someone else away by the force of your writing until it has been done to you.” And William Carlos Williams puts writing as, “I think all writing is a disease. You can’t stop it.”

Keep in mind that you will write a book in the next 10 days, after you finish reading this book and that will be your sole aim, above every other matter. My best of wishes to every reader of this book to become an author of repute.

I would like to thank my friend, Venkat Rama Subramaniam, without whom this book would not

have been possible as the seed of the book stemmed from the discussion, I had with him. I would also like to thank my family for their wholehearted support in this project. Special thanks to my daughter, Nikita, for designing the book cover and to my wife, Ekta, for staying next to me during this endeavour.

- Neeraj Singhvi
Author, Life Transformation Coach, Marketing Strategist

Note: I am in no way connected with the websites and tools which I have referred to in this book. These are just for reference and to help you in your effort to write and market a great book.

Day 1

PLANNING

1. Think Before You Write

“You don’t start out writing good stuff. You start out writing crap and thinking it’s good stuff, and then gradually you get better at it. That’s why I say one of the most valuable traits is persistence.” ~ Octavia E. Butler

Congratulations! on your new journey. Now that you are all set for writing your first book and this is your first day, we will jump right into the topic. Do some thinking! Think about a topic, think about your fans, think about why you want to write the book, and what you want to write about. Let ideas flow into your mind and keep jotting them down. At first every idea, every note will look promising to you, but when you delve deeper into it, you find that these are just fads and you either should not be writing on it or you don’t want to write on it. After every bright idea, you will want to discard it. So, keep taking down notes in a diary. At one point, after discarding a lot of ideas, you will hit the jackpot which you never thought existed, but which resonates from within you.

When we think before we write, we know the direction in which we are proceeding. When we know the direction, the path can be ascertained easily. When the path is known, we can understand the roadblocks and when the roadblocks are exposed, we can find the solutions

and ride over them easily. However, thinking about the whole is essential, as every step needs to be predetermined before kick-starting the journey smoothly.

Selecting your genre is the first step towards writing your book. Once you know the genre you want to write on, then you should select the topic within that genre. Genre is important as it makes the readers understand what you are writing on and it makes it easy for them to decide whether they want to read the book. Apart from writing, a genre also helps in the book's marketing. Not just that, but the rules of writing also change with each genre and so does the audience.

Let's understand some genres which you can look into for starting your book:

Fantasy	Adventure	Romance	Contemporary	Dystopian
Mystery	Horror	Thriller	Paranormal	Historical fiction
Science Fiction	Memoir	Cooking	Art	Self-help
Development	Motivational	Health	History	Travel
Guide	Relationships	Humour	Children	Westerns

These are some major ones, but the list goes over 40 of them with various sub-genres. When you have selected the genre, you want to write on, then you can think about the topic.

Understanding the right topic or idea is the core of writing a book. Without a central topic, you cannot start writing a book as the entire book will have to revolve around this very basic idea. As we move along the book, you will understand how important it is for the central topic to be very juicy, full of information, and knowledge, so it appeals to the masses quickly.

If you have lots of ideas, then you need to decide which one to write first on. So, here are 3 questions that can help you decide:

- a) Which one can I write the fastest?
- b) Which am I most likely to finish?
- c) Which one is going to make me happy?

Not just your ideas, but based upon your ideas you may like to research the topics you are looking at writing. You may look up books, magazines, roadside signs, shopping malls, cafes, schools, colleges, offices, the internet, or wherever you can find plausible information on the topic at hand. The internet is right now the easiest way to understand what the public likes at the moment. Keep taking down notes from everywhere as this information will be vital when you are writing your book.

For some, writing a book is just a way to show that they have written a book in their lives, while for others it would be a much larger picture - a

picture which they have been seeing for a very long time, but unable to take the courage to jump. This book will empower everyone reading it to take the next big step of writing a book that they can call their own.

Have you seen a frame hang in your home or any of your office walls? The frame depicts an area within which the picture in the frame speaks its story. Without building the right frame, your book will not speak to the audience. The frame requires that a writer focuses on the principal characters, the setting, the major events, and the conclusion in a story. We must set enough information in the frame to bring out the basic information required in the book. Just like in primary grades, the teacher will want to work with students as a class or in smaller groups and develop the story frame with student's inputs; similarly, you too will have to put the research inputs that you gain from unique sources into your frame. You may simplify the frame or make it more complex by reducing or increasing the number of key events in the story.

The frame is an excellent device to use in a story for comprehending one and to apply this concept to an appropriate selection. For example, take the case of Cinderella by Charles Perrault. Cinderella is a character in the story where she stays with her stepsisters and does all household chores like a servant. The second character is the fairy godmother who does the magic and helps

Cinderella go to the ball. The third character is the Prince who goes in search of Cinderella to put the glass slipper on her feet. The problem is solved when the glass slipper finally fits Cinderella perfectly. The story has an ending with the Prince and Cinderella getting married.

Now if the initial frame had a picture of Cinderella, her sisters, her carriage, the ballroom, the prince, and the marriage, would it not complete the entire story. You just need to elaborate later on. Similarly, you must also think and put in place a frame before you start upon your story or topic.

The first day should only be dedicated solely to searching for ideas on which you would finalise writing your book. By the day's end, you should be sure, you have a topic in hand which you can use to pen down chapter after chapter and make it more appealing to the audience at large.

The only reason I say, thinking is the core of the entire exercise, is that you do not want to half choose a reason to drop out of writing the book.

With the topic and information in hand, you must also be able to determine the outcome of the book. The book may be fiction, non-fiction, self-help, or any other, but the outcome of the book must be clear in your mind because that will propel you towards writing the upcoming chapters.

Always keep in mind that the outcome should be of value to the end-user. If it's fiction, make sure the outcome has an element of surprise. If it is a kind of self-help book, make sure that the outcome has a takeaway for the reader. He should be able to relate to it, as though the story or the book is somewhere associated with his own life. If for this reason, you must rethink an idea, do it.

Thinking is the first stage of planning. A plan is a set of rules placed on the floor for us to tread on it with ease. But without thinking, we cannot work out a plan evenly.

If you are ready to start your journey of book writing today, get set to think, write/throw/write/throw till you know what you will write for sure with an end in mind.

2. Why are you writing this book?

“Every secret of a writer’s soul, every experience of his life, every quality of his mind, is written large in his works.” ~ Virginia Woolf

When you are thinking about writing a book, it is pertinent to know **WHY** you are writing the book. **There must be a purpose.** The purpose can be a simple one like wanting to pen down your thoughts, for example, writing something on your student life and if students read this, they would benefit from them. You cannot sit down and start penning down words just for the heck of it. You can always do this random noting of your thoughts in your diary. But not for writing a book! A purpose or reason justifies your authority in writing the book on any topic. In your mind, you must be clear about the reason, as the reason will be enough to keep you motivated in completing your book.

The purpose is a self-igniting engine. It helps you start; throttles you forward and pushes you to move towards the end. For example, the purpose of this book is to **help upcoming fellow writers** get the hang of writing a book with ease, help them with the basics so well, that they do not seem lost or intimidated while writing one. Not just writing the purpose is also to equip the writers with the ability to market the book on

their own and find success. If this purpose was not in mind, then the reason for writing this book would be worthless and no one would derive value out of it.

Let the writer in you create your worth. If there is a purpose, readers will recognize it instantly and relate to it. If you know the purpose, it will directly reflect in your copy and will help reach larger audiences within the same niche or even outside. A book without a purpose will be like a needle in a haystack. It will get lost in the milieu, as you will not be able to explain to your audiences the worth of the book in their hands.

The reason, I am insisting so much on the first-day plan, is that once you can narrow down your choices, you should be able to decide on your topic and immediately start writing, as soon as you have finalised one.

Some reasons which people think before starting to write are:

- I think it would help other people.
- I want to establish myself as an authority on this subject and raise my visibility.
- I am starting a business around this topic and want to generate interest and clients.
- I care about this and want to get the word out to other people.

- I want to switch careers and this will help me.

There can be many others. It is upon you to think which one suits you best.

It is just reframing of your goal for writing a book. If your goal is to become a bestseller author, then you could just say, “I want my book to create an impact on lives and get some recognition for that”. This reinforces an achievable goal and makes you write a better book because you are looking at creating some value for people which will affect their lives.

Doing that might not sell enough copies to be a bestseller, but it will help those people, and they will thank you and recognize you for it.

So, during the first day itself, when you are trying to find out what you should write, along with it, also write the purpose behind every idea that comes to your mind. This will help you finalise on what you should write from among the various ideas that you generated during the day.

But hang on! We have some other stuff as well for the first-day plan before you can start writing your first paragraph/page or chapter.

3. Who will be your raving fans?

“If the book is true, it will find an audience that is meant to read it.” ~ Wally Lamb

As much as you want to write, you must be sure who is your target audience. Who are the people who would like to read your book? Are they the low hanging fruits like your family or friends, or the high hanging fruits whom you do not know but would still be interested in buying a book on a topic you are writing? Will the people who buy your book, become your raving fans? Will you be able to generate enough interest within them that they become your emissaries?

Do you know who are your fans? They are people who love you, follow you, and in times become your marketing arm to take your book forward by recommending it.

Where do these raving fans live? Do they live inside emails, on social media platforms, your social media pages or you will need to get them once you have written a book? The success of your book will depend a lot on who your fans are and how they can help you pitch your book on different platforms.

If you have seen the Buddhist monks, you will find some monks are committed to their lord and they

are the lord's emissaries in taking the message to the world. They have charted a path to distribute the lord's messages far and wide. That's marketing from the network which you have created and continue to create.

Similarly, if you write any book on any genre, you will need to determine who will be the people on whom you can bank upon for promoting the book. As I write this, I am also creating a subscriber base on my social media platforms and my podcast, **"Living a Better Life"** so I can take the message forward through them. They will be the first beneficiaries of the book.

Every fan can be worth a million and therefore, it is pertinent that we understand who they can be and how they can help you take your book forward. If you can decipher this during the first day itself, it will give you an immense boost to keep writing since you know it has already set the momentum for this great marketing team.

As much as fans can make you rise, they can also be the reason for your decline, and therefore, you must take proper care of your fans. If you have taken care of them, they will do everything to make your book a success.