

# The Non-Writer's Guide to Writing a Wellness Book...

*In as few as 3 months!*

Guide 2

**Write a wellness book even if you:**

- Are totally confused about book writing
- Are not a great writer
- Don't have much time

# Becoming an author is one of the most rewarding and gratifying accomplishments in life

Writing your health and wellness book may be one of the most rewarding and gratifying accomplishments in your life.

Imagine holding your published book in your hands. You feel great pride in your achievement, and rightly so!

You've put your knowledge and expertise into a permanent form that can help people around the world, for years to come.

Nothing else gives you that aura of authority. You can tell people your professional title, but when you say you're a published author, you are elevated to a higher level.

Are you in the right place?

Yes, you are if you're intrigued by the idea of writing your health and wellness book in the next six months.

*“I don't think we can express enough the benefits of being a recognized authority.”*

## **Russell Faust, MD, PhD**

Associate Professor, Dept. of Pediatrics, Wayne State School of Medicine  
Assistant Professor, Oral Biology, Ohio State University College of Dentistry  
Carls Foundation Endowed Chair of Otolaryngology Emeritus, Children's Hospital of Michigan  
Director, Board of Directors, <http://ABIHM.org/>



## Hi, I'm Lynda Goldman

I hope you enjoyed my first guide. If you haven't read it, please stop and read it first. You can get it here:

### **[Guide 1: Gain Natural Authority by Writing a Wellness Book](#)**

A little about why you should pay attention to these guides...

I've been writing and publishing books for 30 years, and I've written 40 books by now for 3 major publishers. I've also ghostwritten health books for clients, and built multiple businesses from my books, including training, speaking, coaching and consulting.

Now my passion is helping you, as a health and wellness professional, bring your message to the world.

This is the second guide in a special series I'm producing for our community.

The big idea is that writing a wellness book is the single most important thing you can do to establish your authority in your field.

It will attract media attention and help you grow your practice so you can help more people.

Be sure to read Guide 1 first because each guide builds on the previous one to empower you to write your wellness book.

# How to write a book if you're not a great writer: **Option 1**

Right now you're probably thinking I'm a bit crazy to say that.

The thing is, writing a book is a process that you can learn. If you're a health professional, you've no doubt been taught many procedures.

As with any other process, it helps to break it down into steps, and have some guidance along the way.

In Guide 2 I want to talk about how you CAN write a book, even if you don't consider yourself a great writer, don't have a lot of time, or are completely confused about how to write a book.

## **How to write a book if you're not a great writer**

First, let's separate the terms "author" from "writer."

*An author is a subject matter expert.  
A writer puts words on paper.*

You can be both, but you don't have to be. In fact, many well-known health and wellness books were not written by the name that appears on the cover.

Many health experts hire ghostwriters to take their knowledge and shape it into a coherent body of work. Others team up with a co-author who actually writes the book. So the author is the subject matter expert, but not the writer.

Don't believe me? Check the book cover of any high profile wellness author. Chances are you'll see (in much smaller type) the name of a co-author. It may say "with" the name of the writer.

Another sneaky way to verify this is the acknowledgements page. You'll often see the author thank someone for "organizing" their book. That's a code word for "writing it."

You can be the subject matter expert, and get someone to help put your words into print.

## How to write a book if you're not a great writer: **Option 2**

Hiring a ghostwriter is a viable option, but it can be pricy. Did you know that professional ghostwriters can charge from \$30,000 to \$100,000 to write a complete book for you?

Yes, there are cheaper ghostwriters out there, but trust me, you won't want to put your name on a book written by a cut-rate ghost.

Another way, which can be much more satisfying, is to learn the step-by-step process for writing the book yourself. This gives you the freedom to put your own words onto paper, and may be far more enjoyable than you think.

And if you discover that you actually enjoy writing, you can substantially improve your writing skills fairly easily and quickly.

*The key to being successful is to work with a great editor.*

Every writer needs an editor, even the well-known professional writers who have written multiple books. If you work with a publisher, you will have an editor helping you shape your book and editing the language.

There are many excellent freelance editors who can help you write a winning book.

Editors are experts at using language to get your message across, so you don't have to agonize over choosing the right words, or about grammar.

You can also learn some basic editing techniques quite easily, so it lightens your editors' job and your book will be finished more quickly.

# Writing your book if you're short on time

You probably think that writing your book will take heroic amounts of time. You'll have to seal yourself off from the world for months as you hammer away at your manuscript.

That's one way to do it, but writing doesn't have to be a lonely journey.

*There's a much easier way to do it: Record your book.*

The good news is that once you've outlined your book, it only takes a few hours of your time to record parts of your book. Once the recording is done, you have it transcribed and then send it to your editor, who basically creates your book for you.

To be successful with this method, you need two things: a solid outline for your content, and a good editor.

You'll want to work in close collaboration with your editor, to make sure you are creating the book you want.

But this removes the time pressure if you're busy running your practice, and simply can't spend time at your computer, or if you don't enjoy writing.

This is also a wonderful method to write your book if English is not your first language.

# “Who am I to be an author?”

If you've read this far, you're intrigued by the idea of becoming an author.

But you may have a lingering self-doubt that's nagging at you: “Who am I to be an author?”

In case this has crossed your mind, we need to dispel this idea right away.

*If you are a health and wellness provider,  
you are the perfect person to become an author.*

Why? Because you help people transition from their state of pain or unhappiness to a state of better wellbeing, and what's more valuable than that?

You've studied in your discipline for years, and developed expertise from working with your clients. You have a wealth of knowledge that you should share with the world.

Yes, YOU, should be an author. You need to share your gift of knowledge and leave your footprint in the world.

# Writing your book can be faster than you think!

So let's return to that image of holding your published book in your hands, and the pride and accomplishment you will feel as people finally recognize your expertise!

One year down the road, your practice has evolved and you've been transformed by becoming an author. You've also touched the lives of people in your practice, and around the world.

Now if this is exciting to you (and I hope it is!), I have good news for you.

Writing your book can be faster than you imagined.

*In 3 months or fewer you could be holding your book in your hands!*

It's possible to write a short book of about 60-80 pages in 3 months or fewer, and have it published digitally and in print. (You can always expand it to a larger edition later.)

You can write and publish a book of 100-150 pages, and have it up on Amazon, with print copies to sell, within 6 months - perhaps much sooner.



# Start benefitting from your book right away

You can even start benefitting before your book comes out.

As soon as you have the title of your book, you can let people know you are “the forthcoming author of (your book title)”.

You could be invited to speak at conferences or online podcasts, or quoted in articles, and start getting new clients immediately.

*As the forthcoming author of your book,  
you can start attracting the media right away.*

So your first step is to commit, to make the decision that you’ll write your book within the next six months.

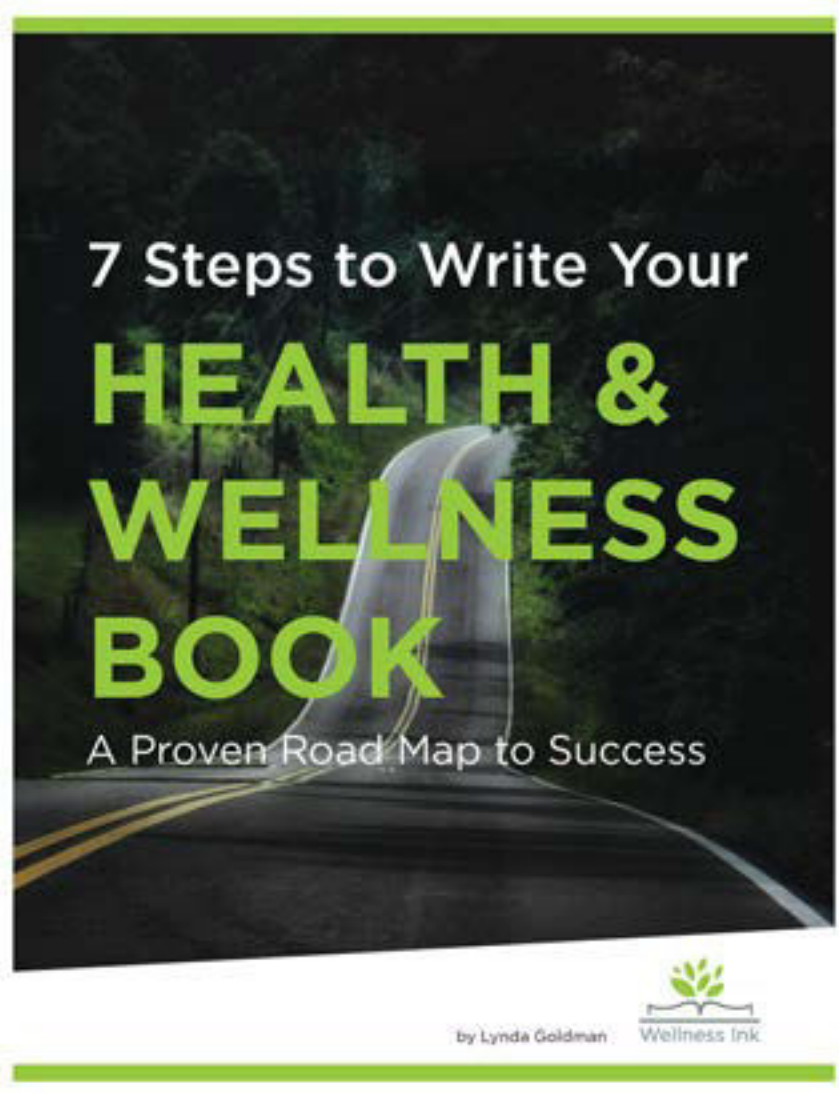
In Guide 3, which you’ll be getting very soon, I’ll explain how to start your book off the right way, so you create multiple streams of income down the road.

In fact, I’ve discovered 33 ways to use your book to increase your business, and I keep finding more.

So watch for my next email in a few days. And if you have a moment, I’d really love to know more about your book idea.

## 3 Special Ways to Get Started

Click the image below to download my free road map to your book!



# Free consultation - \$250 Value

I'm also happy to offer a **FREE 45-minute consultation** on your wellness book.

During the session, I'll help you:

1. Create a clear vision of your book and how it will benefit your practice.
2. Determine what you need to do to write and publish your book.
3. Discover what's stopping you now.
4. Create an action plan for your next steps in writing your book.

This is a \$250.00 value I'm willing to give you if you are serious about writing your book within the next 6 months.

But first I need to know a little more about your book idea.

## 4 questions to help me help you:

1. What kind of wellness book do you want to write?
2. What is your biggest stumbling block in writing and publishing your book?
3. What would it mean to your business or practice, and to you personally, to get your book out into the world?
4. What would the cost be to your business or practice if you DON'T write and publish your book?

To take advantage of this opportunity, just answer these 4 questions and email: [Lynda@WellnessInk.com](mailto:Lynda@WellnessInk.com)

Use the subject line: **Write my Wellness Book**

I will reply as soon as possible to schedule your call. I look forward to speaking with you!