

Daniel Hall Presents



Episode 116

Overcoming the Barriers to Writing Your Book with Dan Janal

Welcome to this episode of the Real Fast Results podcast! Dan Janal is today's special guest. If you have a brand, or you would like to build a brand with a book, then you are definitely in the right spot. Dan has actually written more than a dozen books, and his latest book is called, [Write Your Book in a Flash: The Paint by Number System to Write the Book of Your Dreams – Fast!](#)

Dan is also one of the founding fathers of internet marketing because he wrote one of the very first books of the field. That was way back in 1993. So, he has been in the game a long time, and he has built quite a reputation as an expert in the field, as noted by the *Los Angeles Times*. Dan is also a publicity as well as a marketing expert, and he has helped many people build their platform. He also holds a master's degree in journalism, is an award-winning newspaper reporter and business newspaper editor, and he helps a number of thought leaders and business executives write their books, and of course, build a bigger platform and increase their sales. Please welcome Dan to the show...

Big Promise: How to Overcome the Barriers to Writing Your Book

Thanks for having me here. I promise you that the next few minutes will be very, very valuable for you. My big promise to you is that you will overcome the barriers to writing your book. **You know, everyone wants to write a book, but somehow they talk themselves out of it.** During the next few minutes, we are going to go over some of the most frequently asked questions.

If you are a bricklayer, you show up for work every day. No one says, “Oh, I don’t feel inspired to dig my ditch today,” or “I don’t feel inspired to lay bricks today.” Or, “I’m waiting for some inspiration to come so that I can dig a ditch.” They just show up and work. Somehow, for writers, it’s like, “I’m looking at a blank page. I have writer’s block.” Well, you know, the secretary is filing a ton of insurance forms a day. She doesn’t get “filer’s block,” but somehow we get blocks. So, in the next few minutes we are going to overcome some of those blocks, and I’ll show you how you can write your book fast, fast, fast, fast, fast.

Who Should Write a Book?

Anyone who wants more business should write a book. Now, I have a different idea about books than most people do. People think, “Oh, I’m going to write a book, and it’s going to be a bestseller. I’ll sell thousands of books and make millions of dollars.” That’s not how it works, folks. **Your book, essentially, is your big business card.** It’s your introduction to people. It’s your credibility statement. It’s the way you stand out.

It’s like a lawyer I know. How many lawyers are there in town? Lots of lawyers. Well, this lawyer stands out because he can give his prospects a book. That says, “I wrote the book on his subject,” and then immediately, he jumps to the forefront of every other lawyer in town. It works the same way for doctors, plastic surgeons, accountants, real estate agents, financial planners, and on, and on, and on.

It’s the way to stand out, because let’s face it, if you are a financial planner, you all have the same designations. If you are an attorney, you all went to great schools. If you are a marketer, you all worked with wonderful clients. So, how do you stand out? It just might be because you’re the guy, or the gal, who wrote the book. That’s why you need a book. The book is your big business card that positions you as an expert. You get to tell your story so that people get to know, like, and trust you, so that they want to do business with you. That’s why you need a book.

How Does This Help People Select You?

It definitely helps in that regard. You can tell your case history, and you can share how you work. They can self-select you or decide not to self-select you. That’s important because there’s nothing worse than having a bad client. You know, you want a good fit. You go to Nordstrom’s, you put on a pair of shoes, and if they fit, you walk out and you’re happy. If they don’t fit, they aren’t going to feel any better in two weeks. It’s the same way with clients. You want clients who have the right fit.

If they read your book, and they know how you work, and they know what your philosophy is, and they buy into it, then you’re going to have a great relationship. If they look at your book, and they say, “Well, I don’t dig that. I’d do something else,” then you part as friends. Maybe they will refer you to someone else who likes your philosophy. But, more often than not, the

book will help you get into that emotional sphere that gets them to really trust you, and that's what it's all about. It's trust.

Well, if it gets someone to pick up the phone and call you, you'll have a conversation. You'll have engagement. **One of the cool things about the book is that it really acts as a silent salesman.** Some people say, "Well, I hope they buy my book." No, you want to send the book to them. We are getting a little bit off track here, but that's great because I love going in different directions. This is a marketing question.

Some people will say, "I wrote the book. Now, how do I get it into my prospect's hands?" Well, you give it to them. You go to marketing events, and you actually give it to them. You don't have to sell it to them. You don't have to wait for them to find it at Barnes & Nobles or find you on Amazon. Be proactive. Give them your book at a marketing event. Mail it to them.

Like, look online and find out the top 5 people, or the top 10 people, that you want to work with. Find their mailing addresses, their physical mailing addresses, and send them the book. FedEx them the book. Courier them the book. You will be the only one who is doing that, and you will stand out. So, it's not a question of being found. It's a question of being proactive and getting your book into their hands. Again, this is so that they get to know, like, and trust you.

Benefits from Writing a Book

The good thing about a book is that no one ever throws away a book. The book sits on their bookshelf. You may wonder, "Gee, if they don't read my book, is this a wasted opportunity?" **No, because your book stands as a silent salesperson, on their bookshelf, forever!** So, they may need your services in six months, or even a year, but when they do, they are going to say, "Gee, I think I read a book about that. I remember meeting a guy or gal at a networking event. I think they wrote a book..." Your book, of course, has titles that are their keywords, like, "How to Retire Successfully," or, "How to Raise Happier, Healthier Kids," or, "How to Have a Wonderful Marriage".

They see your book, and then they say, "Now I'm going to call this person, and hire them." Well, they read the book, and that's great. If they do, that's wonderful. But, the book is there, and you're going to be the one that they think about when they actually need your service. Let's face it. They may not need your service today. At the seminar, it may not be the right time, but in 6 months it might be the right time. Then, they are going to think, "How am I going to find that person?"

You know, we do this with lawn services all the time. "I guess it's spring, so we need a lawn service. Who am I going to use? I used that guy last year, and I don't know if he's in service anymore. I don't really remember his name. I'll look in the Yellow Pages, or I'll look online, and I'll find someone that happens to be there." You want to be there at the right time, when they are ready to buy. When your book is on their bookshelf, you are there when they are ready to buy.

The Paint-by-Numbers System to Writing a Book

Remember when you were a kid, and you had a paint by numbers kit? You used to take finger paints, like when you were in kindergarten, and your mother would take your painting and put it on the refrigerator. She'd say, "Oh, isn't that nice," and maybe, "My son the artist," or, "My daughter the artist. Aren't they clever? This is great!" But, then you advance to 3rd grade, and she got you this paint by numbers kit. You could see this barn, and the clouds, and the cows. You couldn't free-form draw them, but they were pre-drawn.

You knew the cow was 4, and 4 was brown. So, you picked up brown, and you filled in, and you made a cow. There was a little white spot there, so you got #3, and that was the white. You filled in the white spot, so you had a brown cow with white spots. And, there was the sky. You had light blue, and you had dark blue, and that was #17. Number #16 was light blue. There was some grass, and there was light and dark grass, and those were #20 and #21. You just took your pencils and your crayons, and before you knew it, you actually had a real picture.

You might not have finished it in one day, but you went back the next day and thought, "What can I fill in? I think I'll do the clouds today because I think I'm in "cloud" mood," or, "Maybe I'll do the cows today," or "Maybe I'll do the sheep." Well, it's the same thing with a book. You start with an outline. Your outline is your document that basically tells the world your premise. So, you have your cows, and your farm, and your grass, and your seeds, and your sheep, and your ducks, and your ponds, and your clouds, and those are your chapters.

So, Chapter #1 says, "Here's what I'm going to tell you," or, "Here's a roadmap of what we are going to discuss." "Here's our thesis." The last chapter tells them what you told them and tells them how they can work with you. This is your "call to action" chapter. This is your chapter on how we can take the next step together. In between are the eight chapters that prove your points, and these points are all proven by case studies and other things that you can fill in.

I've created a mnemonic to help you fill it in because people just think that they are out of ideas. **So, I call these mnemonic descriptors.** It stands for such things as diagrams, case studies, quizzes, quotes, examples, your signature story, cartoons, line drawings, quotes from experts, statistics, graphs, charts, and other wonderful things that can help you fill in the blanks.

If you go through this chapter by chapter, you'll say, "I need a case study here," and, "I need an example here," and, "I need a quote from someone who is an expert here," "I need some statistics to prove my point, so let me go online, or go to Google, and find something and plug it in, with permission of course. If you do that, you'll really be painting your book by numbers, and every day you go there and say... Well, I want to disprove a myth. You don't have to write the book from beginning to end. You can write it any way you want to.

If you want to write Chapter #3 today, or if you want to write just the statistics for Chapter 3 today and just call it a day, you can do that. I'm giving you permission. So, if your endorphins

are high, and if your biorhythms are high, and if you're in sync, write your butt off. But, if you feel like working only 5 or 10 minutes a day, you can still write your book and get just a little bit done, fill in the sheep here, and fill in the cows there.

At the end of a couple of months, and I do really mean a couple of months, two or three months, depending on how dedicated you are, you can write your 20,000-word book, which is what a big business card book should be. You don't have to be the world's leading expert on something, and you don't have to write an encyclopedia. People want to be able to pick up your book and not feel like, "Oh my gosh! It weighs so much. There are so many pages! I can't possibly get through this. I'll look at it later."

No. You want the big business card book that is about 150- 200 pages, 20,000-25,000 words. They can pick it up, literally, when they get on a plane in Los Angeles, and they're done with it by the time they land in New York, and they say, "This is a book that I enjoy. This is a person that I want to work with." That's your goal.

How Do I Make Sure That My Book Isn't Just Like Everyone Else's?

If you are a financial planner, you're going to write a different book than a lawyer or a relationship coach. That's why this system works for everyone. The main point of this, again, is to get people to know, like, and trust you. So, you are filling the book with your examples and your case studies. You're making your clients the heroes, but you also come across as the trusted guide who can lead people to the promised land.

And, there's a spot for that, so you don't say, "I'm the biggest. I'm the best. I'm great!" and puff your chest out. No. You make your clients the heroes. You are the person who has the plan and the strategy that can help them get there. If you can help them, then you can help the person that's reading the book now. So it builds your credibility. Shakespeare had a great quote. He said, "The hand that bears the rose retains the scent." It's so true. If you make other people look good, then you look good.

People come up to me, and they say, "Well, I don't have a big platform yet, so I really can't market the book." That's not true. Everyone that has a large list, started out with no list. I like to quote Brian Tracy, who is brilliant. Everyone who is rich, one day was poor. Everyone that was born, didn't have a big list. You know, when they were a baby, they did not have any list at all. So, everyone online who you see that has huge lists, they started out with nothing.

Frankly, I've been in this industry a long time, and I wrote a blog piece the other day that basically said, "Look at the next generation of networking, when you're networking. It's like, "There are people 20 years younger than I am. Oh my God! They are just getting into this business, and they are more successful than I am." It's like, "Whoa!" because they have these

huge, huge, huge, huge lists. They started with nothing. They started after me, and now they are bigger than I am, and that's cool. So, it's incumbent upon me to meet lots of young people.

I want to build my list, and I want to grow my list more. So, what do I do? Of course, I write the book. I have a big list as well, but I need more followers. We always need more followers. So, I offer people a free chapter from my book, and it's a chapter on how to overcome the limiting beliefs that stop you from writing your book. If you go to WriteYourBookInAFlash.com, you'll see a popup that says, "Download this free chapter here," and that will lead to lots more people getting an introduction. People get to know, like, and trust me from getting that chapter. That chapter is also very instructive. We'll go through a couple of steps here as well.

People will say that they don't have the ability to write their book. "I don't have the time to write the book," or, "I don't know if I'm smart enough to write a book." Well, there are 20 other excuses as well, and I debunk all of them in this one little chapter. So, if those are questions that have been holding you back, or some other question that I didn't talk about, read that chapter for free, and you will find out that you, yes you, can write a book. You really, really can.

Final Tips

I tell people to start with 10 chapters because it's a nice, easy number. We are in a based-10 society. People can divide by 10. Like, if it's 20,000 words, that's 2,000 words per chapter. I might have 22 chapters because I want to talk about this or that. So, you can grow from that template. I don't want to lock people in and say, "You can only have 10," but it's a good place to start. If I say, "You have to have 25 chapters," you'd say, "Twenty-Five! That's daunting. I'm not going to do this." But, anyone can do 10.

Why aren't people writing the book? Number 1, I don't have the time. Well, let me tell you something. One of my coaches, Christian Michelsen said, "I have all the time in the world to do everything that is truly important to me." I take that to mean that if you start filing your nails right now, then that's what is truly important to you. If you start doing the *New York Times* crossword puzzle right now, that's what's truly important to you. If you want to play with your dog or your cat, that's what's truly important to you.

If procrastinating is more important to you than writing a book, that's what you're going to do because people default to that. So, you have to make a commitment. You have to say to yourself, "I've got to make a commitment that's so easy to do that if I don't do this, it's impossible to fail." So, you might say to yourself, "I'm going to write for 15 minutes a day." Fifteen minutes. I have a spreadsheet that says that I did it or I didn't do it, and I have the number of words that I write. This works for me, and it may work for you.

Every day, I write for 15 minutes, and I wrote my book in a very short period of time. Well, right next to that column on my spreadsheet, there's another column for playing the guitar. So, I want to get better at playing the guitar, and I feel like if I can't play for 15 minutes a day, then I really don't want to play the guitar. I haven't picked it up in 3 months, so it's like,

“Okay, get over this foolishness. You’re never going to be Eric Clapton, especially if you aren’t going to practice at least 15 stupid minutes a day.”

If you can make that commitment, then yes, you can write the book. If you can’t make that commitment, then you need to hire a ghost writer, or you need to hire a coach, or you need to hire someone who can do it for you. Frankly, there are people online who make so much money per hour, or per minute, that it’s not worth their time to write their book, but it’s worth their time to have a book. So, if you are making thousands of dollars selling financial plans, or real estate, or whatever, then hire a ghost writer to sit down and write the book so that it’s easier for you to get new clients, and you can do what you need to do.

That’s the #1 problem. The second problem is the “imposter syndrome”. You know, “I’m afraid of being found out as a fraud.” “There’s this guy at Harvard. He teaches at Harvard, and he knows a little more about real estate than I do.” Or, “There’s this guy that runs The Fed, and he knows more about investing than I do.” Well, that’s okay because the guy who runs The Fed isn’t taking on any new clients, and the guy who is teaching at Harvard, he’s teaching at Harvard, not doing what you are doing. So, you might as well do it. Don’t talk yourself out of it.

There’s an important exercise you that you can do here. That’s to write down your limiting belief, like, “I’m not smart enough.” Now, write 5 statements that show why you are smart enough, like, “I have 20 years of experience in this business,” or, “I have 5 years of experience in this business,” or, “I’ve helped a lot of people, and I’ve gotten a lot of testimonials from people, and people really thank me for helping them with this.” You write down those five things, and you say them to yourself. You’re knocking down that limiting belief, and if you do that with every limiting belief you have, no matter how many you have, if you work through this exercise, you will be unstoppable. And, you’ll want to write that book!

Another problem I hear people say is, “There are so many books on this topic, the world doesn’t need another one.” Wrong! Have you bought a diet book? Yes. Have you bought another diet book? Yes. Have you bought another diet book beyond that? Yes. Have you bought a book on investing? Of course, you have. And, another book? Yes. People buy lots and lots of books on the same subject because people, the authors, have different points of view and different strategies.

If you were to write a book, it would be different than every other book on the market because you’ve had different experiences, different success stories, and different failures that you can learn from, and you can teach other people about them. That’s why people are buying your book, so that they can solve a problem. If you can help people solve a problem, you should write your book.

Connecting with Dan

Go to my website, which has the same name as my book, WriteYourBookInAFlash.com. That’s another rule for you guys. When you’re naming your book, use words that you can’t possibly misspell. WriteYourBookInAFlash.com. There are no crazy numbers, no 4’s and no

2's. Nothing that's like, "Oh my gosh! I wish that I had known that before." Now you know. Pick an easy title and use keywords.

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to [iTunes](#), and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

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As always, go make results happen!