



Easiest Ways *Resources*

= Claudia Gere =

3 Easiest Ways to Write Your Book Resources

Easiest Way #1: Interviews

Here are the four tips that will help you get a better interview, for more information, more in-depth information, and different information.

Five Important Interview Tips

Tip 1 Research. Do your research...learn as much as you can about the person before the interview, even hobbies so you can ask questions like how does your interest in whitewater kayaking influence your willingness to take risks in your business? Are there other people close to the individual you can interview beforehand for stories and different perspectives, insider information? Use social media to get some personal insights.

Tip 2 Challenge. For a reporter the purpose of an interview is to get a story, not to make friends. You can stir up some controversy and still be nice. You will get a different perspective when you challenge the person you interview.

Tip 3 Motivation. Ask for motivation. Why do you do, believe that? What made you change your strategy. Why do you think what you do is important?

Tip 4 Tell Me More. After the person you are interviewing finishes answering a question. Say something to the effect: "Tell me more." Or "Can you tell me more about that?" When you say that with excitement and enthusiasm, the person will expand on their first statement. Say it again and you will hear more. You can repeat the statement/question until you feel you've dug as deep as you want or the person says, "I think that is all I can say about that."

Tip 5 Edit Your Interviews. People like to look smart. So rather using the reporters [sic] to show where words have been left out, insert the words. Rather than pointing out their errors correct their grammar. Take out the ahs and ums. Take out words or sentences that are unnecessarily repetitive. You don't need to point out the places they misspeak. Just don't change the meaning or their voice.

Interview Topics

Road to Success

Lessons Learned

How You Got Started

Your path to Leadership

Tips to the Newcomer

What Every Seasoned Pro Should Know

If You Only Knew Then What You Know Now

Rewarding Experiences

Your Stories



Turn Interviews into Case Studies

Remove the questions, then follow this formula to turn your interviews into case studies. You can create an entire book based on case studies or include them as proof points of how what you offer your customers works.

Describe Business/Industry:

Ask questions get a general description of the business size, sector, location(s), products/services. Also ask about the competitive landscape and challenges in the industry.

Customer Problem/Challenges/Situation:

Ask about when he or she first realized something was going wrong. What were the first symptoms? How did he or she react to these problems? What were the visible consequences of these problems? What were the hidden or underlying consequences?

Solution:

Describe the solution and results of the solution.

Implementation:

Recount the steps, challenges, successes and failures of implementing the solution.

Success:

What does success look like? Describe the before and after.

Benefits/Lessons Learned:

Reiterate the benefits of the solution and/or the lessons learned.

Use Interviews as Proof Points to Add Content to Your Book

When you don't have enough content to fill a book, you can include interviews (or interviews turned into case studies) to add content, but more important, proof points for your services.

Easiest Way #2 Speaking Your Book

Record the talks you give: training sessions, procedures, your signature stories and lessons learned.

Transcribe a talk or two and see how many words per hour you speak. Craft some half-hour to hour presentations on a sequence of topics related to your area of expertise. They could be podcasts. Carefully thought out podcasts could easily lead to the core content for a draft of you book.



I use a separate recorder rather than my phone so I can continue recording for many hours at a time. I also use a separate lavalier mic so the recorder picks up my voice and eliminates background noise. Here are the resources:

I use an Olympus Digital Voice Recorder. Here is a model that stores 65 hours of recording and with 2 AAA batteries gives you up to 110 hours of recording.

For the lavalier mic, any quality single point stereo mic will do. Here are a couple of suggestions, though I haven't ordered one recently, so read the latest reviews. You'll need one with a 3.5mm connector to plug in. Olympus ME-15 Mini Tie-Clip Microphone (Best Buy or Amazon)

Here is a list of some transcription services. You can try them out to see which would be best for you.

Otter.ai

This is a free (with upgrade options) online transcription. You can upload a voice recording or video and receive a transcription using their voice recognition software.

Rev.com

They offer one transcription service at 99% accuracy that costs \$1.25 per minute of audio or video. The second at 80% accuracy, costs \$0.25 per minute of audio and uses automated transcription. They also offer Rev.ai, which costs .035 per minute and uses a speech to text algorithm.

Google Docs

There is another way to take advantage of Google's voice recognition software. You can open a document on Google Drive and enter Ctrl-Shift-S to turn on "Voice Typing." Or select the option from the "Tools" menu. The following screen shots show how to use it. This works best when you want to dictate your book or tell a story. It's free and some people have great success with its accuracy.

Easiest Way #3 Tips

Tips booklet formula originated with Paulette Ensign: <http://www.tipsbooklets.com>

Tips Booklet Formula:

Number each tip.

Deliver tip as a declarative sentence.

Add one to three sentences of explanation.

Add an example, if appropriate.



Self-Publishing Resources

ISBN: <https://www.myidentifiers.com/>

Copyright Registration: <https://www.copyright.gov/registration/>

Free Barcode generator: <https://bookow.com/resources.php>

POD Publishers:

For ebook and paperback <https://kdp.amazon.com/>

for hardcover and/or color interior

<http://www.ingramspark.com/plan-your-book/print>

For minibuk (tips booklets) MiniBuk (3.5 by 5 inches). These formats work for tips booklets, inspirational quotes, and other books that have short snippets of information:

<https://www.minibuk.com/>

Other Resources

Fiverr.com

Book cover design, ebook formatting, and a place to find transcription services (try a small sample first to be sure person has command of American English and grammar.

Upwork.com

Place to find freelance services, check references, ask for samples of work.

Editorial Freelancers Association

<http://www.the-efa.org/res/rates.php> An excellent resource of information and services.

Lists of Blog Topics

If you're stuck thinking about podcast topics, tip topics, chapter titles, and chapter content, look for blog post ideas that fit your topic and genre. You can find websites like the ones below by searching with Google: "100 blog post ideas."

<http://chrisbrogan.com/100-blog-topics/>

<http://www.lostgenygirl.com/100-lifestyle-blog-post-ideas/>

<http://www.digitalmarketer.com/blog-post-ideas/>

<https://coschedule.com/blog/headline-ideas/>

Schedule a Free 15-Minute Consultation with Claudia Gere: tiny.cc/BookGere-15min