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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Bring Out the Natural Writer in You**

**By Judy Cullins**

**Bring Out the Natural Writer in You by Judy Cullins**

Bring Out the Natural Writer in You  
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Think you can't write a book that will sell? You aren't a natural writer? In fact, you don't really like to write?

Putting a book together can be daunting. But no, you don't need to hire a ghostwriter. You don't need to do research.

Your readers simply want answers to their challenges and questions. Do that and you will write an easy-to-read, well organized, and compelling book with 1/2 the normal edits.

Save time, frustration and still get your book out within a month or so when you use my "Fast-Forward Writing Techniques."

Fast-Forward Writing Steps

1. Write down your working title.

This gives you momentum in the writing process and keeps you on track with focus so you don't write two books in one. In your title, include your audience if possible and what main benefit they will receive too.

2. Write down your book's thesis. (what is the number one question your book will answer?)

Know that each chapter and information in them must support this. In a book "Write your eBook or Other Short Book Fast," chapters like "The Essential 9 Hot-Selling Points for your Book" and "Yes, Your Book Has Significance" support its title.

## Bring Out the Natural Writer in You

### 3. Make a list of all questions and topics your book will cover.

In a book about beating procrastination, the author including questions like these: Where are you now with procrastination? Why do you procrastinate? What are the consequences of your procrastination? Where do you want to be (goals)? Topics also include 15 procrastination solutions with examples in workbook style.

### 4. Categorize the above list.

Add questions that pertain to that chapter, and rename your files with a working chapter title. Now you are ready to write on a topic when you feel like it. You don't have to write chapter one first.

### 5. Pose one question at a time to be your chapter's middle.

The middle of your chapter is the meat. You may pose a question, then answer it with stories, tips, how-to's, inspiration in other forms. It may have pictures, author's note, sidebar with pertinent information. Add your own ideas.

Make the question a heading. From your inner knowledge and experience answer it with your natural voice. Later you can add a just right hook for the first line beneath the heading so your reader wants to keep reading. Pose the other questions next and answer them when it's the right time. This style gives you flexibility and motivation because you only write what you can and want to.

### 6. Write your chapter opening.

The opening consists of a hook, which can be a pertinent quote, 2–3 questions on where your audience is now with this situation, and your chapter thesis that includes a benefit or so why your audience will read this chapter.

Example: In a book on business stress, the author's chapter named "Why are you stressed?" she poses 1, 2 or 3 questions about where your audience is now before they read this chapter. Are you so stressed at work you hate to even go? At the day's end are you too tired to even see friends? Are you so unfocused that you dart from one thing to another and wonder why?

In this chapter see how knowing where you are is just the starting point. You will discover in your picture of where you want to be the exact things you can finally take action on. One picture includes a smiling face at the end of the day, greeting the family with a hug and positive talk. A feeling you want can be one of satisfaction, peaceful, loving or tranquility.

### 7. Write your chapter ending.

If you write non-fiction or self-help, your chapter needs a summary, action steps to ponder ideas and then a final one or two sentence finishing statement, to lead your reader from this chapter to the next. Your job is always to get your reader to want to keep reading. Make sure you name a benefit or two that the next chapter offers.

## Bring Out the Natural Writer in You

Here's to getting your natural words down, so you can feel you can write. Even if they are not the right words, they give you something to build on. It's easier to hook new ideas onto thoughts already expressed.

Just relax and get your thoughts onto the paper and your book will get finished in less time and less struggle. Now your manifested book dream will bring you what you want—to be well known for your topic, to attract new customers, and to get your unique, useful message out to the world.

Judy Cullins, 20-year book and Internet Marketing Coach, Author of 10 eBooks including "Write your eBook Fast," and "How to Market your Business on the Internet," she offers free help through her 2 monthly ezines, The Book Coach Says...and Business Tip of the Month at <http://www.bookcoaching.com/opt-in.shtml> and over 170 free articles. Email her at <mailto:Judy@bookcoaching.com>.

### **What Publications Should Look for in a Technology Writer**

**By David Geer**

#### **What Publications Should Look for in a Technology Writer by David Geer**

What to look for in a technology writer.

A good technology writer has a good portfolio. The writer you want will have samples that parallel the content you're looking for. A good portfolio sample can be found at <http://www.GeerCom.com/samples.html>.

A good technology writer is a good investigator. A professional technology writer takes time to get to know you, your publication, and your goals. What do you really want to get out of this project? A great writer will ask because a disciplined professional needs to know.

A good technology writer is a team player. Professional writing requires top-notch communications skills on all levels, not just in the text of your articles and features. The writer you want should be able to carry on a dialogue with you and your team to discover your needs, and to make sure that they are met.

A good technology writer is prepared to work with you and your team until you're satisfied. Consultations, revisions and changes should be built into the fee. These are part of the process and should be foreseen by the writer.

Finally, a good technology writer instills confidence. After providing the necessary requirements and information, you should feel comfortable letting the writer drive where the story is concerned. You should be able to rely on their responsiveness to your queries. You should be assured that they will deliver all that you expect and more.

About the Author David Geer is chief technology writer, technical journalist and owner of Geer

Bring Out the Natural Writer in You

Communications, which helps print and electronic publications meet their content needs. E-mail him at [David@GeerCom.com](mailto:David@GeerCom.com), call him at 440-964-9832, or check out the Geer Communications Website at [www.GeerCom.com](http://www.GeerCom.com).



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