

Title:

What You Can Learn From Dr. Phil About Writing Non-Fiction Books

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1078

Summary:

Even if your career doesn't involve being a full-time writer, being the author of a book can b

Keywords:

Article Body:

Even if your career doesn't involve being a full-time writer, being the author of a book can b

It's Not About You

Okay, it's easy to forget that writing a non-fiction book is not about you. After all, most li

What Aspect of Your Expertise Do People Want Most?

What do people come to you for? Are you a mortgage broker, but you find most people come to yo

That's a trap many new writers fall into. They write with a sense of duty, thinking "people re

Write a Punchy Title

Once you've figured out what people want, you have to make it crystal clear that you're going

Think Steps, Keys and Strategies

Note Dr. Phil's use of "keys" and "steps" and "plans". Even if you're working with a complex s

Tell Stories

This idea goes all the way back to the Bible and beyond: we learn best from stories. It helps

And that's it. Following these guidelines should help you create a book that not only showcase

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