

Jennifer Louden

CREATE OUT LOUD

5 Ways To Start Your Non-Fiction Book Today





Why The Heck Do You Want To Write A Book?

- What do you want to get out of writing this book? Not other people, not the planet, not your clients, but for YOU. Forget lofty, be greedy.
- You need to be clear there is a payoff for YOU because writing a book is damn hard.



List What You Know About Your Subject That You Think Everybody Else Already Knows

- Yepster writer friend, you want to start with the super-duper obvious, the stuff that you utterly dismiss as boring with a capital B.



List What You Get So Frustrated, Even Furious, That Other People Don't Know Or Believe Or Understand About Your Subject

- This list should include things you pound the table about, rant about, and would pay for a giant billboard in Times Square to talk about.



Read Your Lists Out Loud While Asking Yourself:

- Would writing a book about _____ fulfill my why (question 1)?
- If I died while I was writing this book, would I be happy with how I was using my time?
- Dear reader, the reason this book will matter to you is... Who is this book for and why will they love it? This also helps you be sure that a book is the best form for your reader. If the person you want to reach doesn't read, then don't write a book, start a podcast or write short articles or even tweets!
- What is fresh here that I can't wait to write about? This helps you delete old ideas and should ideas that will drain you dry and that you will never finish.



Write Three Chunks But Don't Start At The Beginning

- Write the end. Write a case study that proves your point. Write a personal story that shows how you learned a crucial piece of what you know. Write out of order. Do not concern yourself with clever language or even transitions.
- Avoid writing the beginning like you avoid your drunk uncle Bob at the holidays. You'll get bogged down and quit because you don't know what your point is yet. Write three interesting chunks and then read those out loud and ask yourself, "What's this really about?" It'll save so much time!

About Jen

Jennifer Louden is a personal growth pioneer who helped launch the concept of self-care with her first bestseller, *The Woman's Comfort Book*, published in 1992. Since then, she's written eight additional books on well-being and creative living, including *The Woman's Retreat Book* and *The Life Organizer*, with close to a million copies of her books sold in nine languages.



Jennifer has spoken around the U.S., Canada, and Europe, and has written a national magazine column for a Martha Stewart magazine. She's been profiled or quoted in dozens of major magazines; two of Brené Brown's books, *Daring Greatly* and *Dare to Lead*; and appeared on hundreds of TV, radio shows and podcasts—even on Oprah.

Her latest book is *Why Bother? Discover the Desire for What's Next* has more than 500 5-star reviews on Amazon.

Jennifer has been teaching workshops and retreats since 1992 and creating online learning experiences since 1999. She became a creativity and writing coach in 2001 and now works with writers and creators on crystallizing their signature idea and getting their work launched.

She hosts the popular podcast *Create out Loud* from her home in Boulder County, Colorado where she lives with her husband Bob and their two dogs, Stuart and Willa. She's a mom of two fully launched adults and a passionate climate activist.

What's Next?

If you loved this book and it served you in some way, I would be honored if you'd share it with the creative women in your life.

TWEET: I just read @jenlouden's "How to Follow Through on Your Creative Project" & I'm feeling less stuck and more hopeful already:
<https://jenniferlouden.com/your-creative-desire>



FB POST: Do you ever wonder why you're not able to complete your creative projects? Get @jenlouden's "Create out Loud: Get Unstuck and into Flow" and not only will you discover the triggers that are keeping you stuck, you'll get strategies for clearing the sucky stuckness out right away:
<https://jenniferlouden.com/your-creative-desire>



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