

messages that inspire positive growth and change

the aware show

Lisa
Garr



THE AWARE LIFE TELESEMINAR

SAM HORN

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Lisa: Hello and welcome to The Aware Show Teleseminar Series. This is Lisa Garr and I really happy to be with you guys today. We're talking practical information, so get pens and paper out because you're going to take a lot of notes. This conversation is really for *everyone*, because if you have an expertise in something in your life, if you have an amazing life story, which is your own personal life story – if you have an experience that you really want to share with people – there's no better way to do that than to write a book about it. So many peoples' top number on their list of things they want to do is write a book. Writing a book makes you an instant authority on any expertise you have in your life. My mother-in-law happens to be a really good green shake/green juice mixer. **laughter** She's really, really good at combining different combinations and she throws them in her blender, and they're really, really good. She's 75... and you know, she's always wanted to write a book on that. What about if you have... oh, my gosh... some of the stories that are coming out some of the situations that are happening in the world right now. The people on the ground. The people that were in the Boston Marathon. People that live in various areas of Sandy Hook or Newtown, I mean, these are stories that are in you, that you can get out. It's your own cathartic process, as well. So, do you think that you have a book in you? Would you like to learn how to turn that book and that dream of writing a book into a reality? Today, joining me, is eleven-time MC of the **Maui Writers Conference**, which is an incredible conference. She's the author of ***Tongue Fu***, which is an amazing title, and six other books – Sam Horn – and she's literally helped thousands of people, for the past 20 years, get their books written, and to write them. There are such easy, clear and concise ways to do this that we're going to go through on today's call. So, welcome to the show, Sam! Thank you for being with me, I really appreciate it!

Sam: Thank you Lisa, and I really agree with you about, hopefully, people (unless they're driving) have paper and pen, or their laptop or their keyboard ready because in 17 years of Maui Writers Conference, all those best-selling authors, whether is **Frank McCourt** or **Mitch Albom** or **Dave Barry** or **Nicholas Sparks**, they all agreed on one thing: *Ink it when you think it*. So, be sure and take notes so you can use these ideas in the year ahead.

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Lisa: Well, you've made it... I mean, I have been wanting to write a book forever and I have 97 shows I do a week, so I don't have time to write a book, and we're going to address that in a second. One of the clearest things here, which I absolutely love, is... here's a personal story. You and I were sitting at a conference, back in January, and I was talking to you, and you said "I want to create something for your audience that is brand new and that is something that I haven't..." You know, this is like the reason... It was almost as if you said to me, "I'm going to finally do the thing I've been wanting to do and put it all into a package for people, and your show will be my impetus to be able to do that." Even though you've been doing the **Maui Writers Conference** forever, did you put this together just because we had that conversation?

Sam: Well, you know, Lisa, you're right. For more than 20 years now, I've had an opportunity to help, really, hundreds of people finish their book, get it out in the world. Some top name clients, we'll share their stories on our call today. However, I work one-on-one, usually, and it's usually a minimum of ten thousand dollars per weekend to work with me, because we really do crystallize one-of-a-kind topics that scale your income and your impact.

Lisa: Wow.

Sam: It's not just the book out in the world, it is a one-of-a-kind topic that you can trademark. It's an umbrella brand, so you get paid to speak and consult on it. I know that not a lot of people, not everyone, can afford that; and I believe so much in the power of what it means to get a quality book out in the world. There are so many success stories of the legacy messages that are out making a positive difference for others, that I wanted to put it in a format, so that people don't have to go it alone. They can access some of our best practice tips, and they can take responsibility *this year*, to get that book out of their head and into the world so it makes a positive difference for others, and a prosperous living for them.

Lisa: Well, I've interviewed you before, and I've seen you speak, on some of your brilliant, brilliant branding techniques... the eyebrow test – brilliant – and those things that **'POP!'** You have an incredible perspective on things. So, to have a brand new program coming out from you, who I respect so much, is really exciting for me. So, thank you for putting this together for us. We're going to get into what exactly it is, but this is just so cool that you did that. Thank you! **laughter**

Sam: Well, you're welcome, and you know, it takes 9 months to birth a baby, and it can take 9 months to birth a quality book. Especially if we've got a job, if we've got kids that we're raising, if we've got other obligations... maybe we're taking care of our parents. So, that's why, what we're doing, is we're putting this in a format that even if you've got other commitments and obligations, a busy life, even if you do not have a lot of money; I'm

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going to be talking your though this step-by-step process. So, by the end of 2013, you have something to show for this year – that you can have a book out in the world – a legacy project that not only are you proud of, but is positively influencing others. So, I'm ready to start with **Month One**, if you would like.

Lisa: OK, absolutely. Well, let's... if we could, start with why people are so blocked about writing a book in the first place. That's one of the main questions that are coming through. "I'm blocked. I don't know what to write about." ...or "I'm just blocked."

Sam: Well, I really hear that, in fact there's this great quote, "If we feel our life is like a see-saw, perhaps we're depending on other people for our ups and downs." *laughter*

Lisa: Ah!

Sam: What happens is, so many of us compare instead of create. We walk into a Barnes and Noble, we see all those books on our topic, and we think, "What can I possibly say that hasn't been said before?" You know, we go on Facebook, and there's yet another book on what we wanted to write; and we think it's already been said... or we think, "I don't have a Ph.D. or..." So, let me tell you the story of **Jana Wolff**, and why it's so important for us to stop comparing and start creating. That very first year of Maui Writer's Conference, Jana wanted to come to the conference; however, she asked if we could go to lunch first. She said, "Sam, who am I to write a book? I'm not perfect. It's like you're putting yourself up on a pedestal and saying, 'I know, and you don't.' It's almost arrogant. What *right* do I have to *write*?" I said, "Jana, what do you want to write about?" Well, she and her husband, Howard, had adopted a young child. He was bi-racial, and he was really challenging. She and Howard both loved him, however, it was tougher than she'd anticipated. She said, "Sam, I went to the bookstores. I went to a library to try and find topics on this, and all the books just made me feel worse. They made me feel like I was a bad mother, because they just talked about what a blessing it was, etc. I want to write the book – *I need* – I can't find. I said, "Jana, like, what's an example of what you want to write?" She said, "I want to write about the time Ari was 2, and I fixed spaghetti for dinner, and he leaned across the table, he grabbed a handful of spaghetti, and he *threw it* in my face." ...and my first thought was, *my son*, would *never* have done that.

Lisa: Oh...

Sam: ...and the shame that I felt, that that thought had even occurred to me... and I said, "Jana, the question to ask is *not*, "Do I have a lot of money? Do I have a lot of time? Do I have a Ph.D.? Am I perfect? Do you know what the question to ask is? Would someone reading my book benefit?" Because if someone reading your book will benefit,

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not only do you have the *right to write*, you have a *responsibility to write*. You know, books in our head help no one. So, if you go on **amazon.com** right now, you'll see this wonderful book by Jana Wolff called, ***Secret Thoughts Of An Adoptive Mother***.

Lisa: Oh!

Sam: Jana says that not a day goes by where she doesn't get an email from somebody saying, "I thought I was the only one."

Lisa: Wow... *Wow!* That is a powerful story. Absolutely! There are so many things out there, just conversations that you have with friends and it's not *out there* enough. Yeah, I can... I mean, between yesterday and today, I thought of so many different books **laughter** that are in me, other than the book that I wanted to write about my story, but what about the "too busy, not enough time, don't have time to actually sit down and make my butt like a magnet to this chair, and get it done!" **laughter**

Sam: You know, we're going to talk, in our program, in our 9 month coaching program, about procrastination. We're going to talk about carving out a *third place*. We're going to talk about **John Grisham**... got up at 4:30 in the morning, and wrote for 2 hours, from 5 to 7, before he went to work as a lawyer. **Jacquelyn Mitchard**, who is the first **Oprah Winner**, for ***The Deep End of the Ocean***, was raising five kids as a single mother when her husband died, and she wrote at the kitchen table, in between about the four hours that her kids went off to school. You know, we're going to talk about, no matter what you've got going on, you can carve out 15 minutes here, 15 minutes there. I'm going to be telling a story about **Terry Jones**, who is the founder of Travelocity, the chair of Kayak, he's on a lot of boards. Terry is a client. He doesn't have a lot of time, but we're going to talk about the **70-10-10-10** format that allows you to write, you know, 15 minutes on a plane ride... 15 minutes while you're waiting to pick up your kids from soccer practice... 15 minutes while you're waiting in a doctor's office because your kid has a cold... 15 minutes here, while you steal a cup of coffee for yourself on the way home from dropping your kids off at school. 15 minutes, here and there, with this process, can help you have a book finished *by the end of this year*.

Lisa: It's amazing. Chunking it down like that makes it so much more possible. It takes out that daunting task. By the way, I wanted to direct people, so you know, to the website, which is theawareshow.com/horn. As Sam is coaching us and teaching us and as you're taking notes... take a look at the website because this is an incredible offer. I didn't mention earlier, that Sam did exclusively make this for us. She has taught it around the world for 20 years; but we get to have it in a downloadable form, I mean... I just... do you know how lucky we are? **laughter**

Sam: **laughter**

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Lisa: This is cool, OK. So, this is all you need in order to be able to write your book. This is it, and this is incredible that you're offering this to us. So, let's go through...

Month One. **laughter**

Sam: OK, well, **Month One**, once again, is **Are We Suffering From The 'Who Am I' Syndrome?** ...and, **I Want To Write A Book, But...** "...but I'm too busy, but I don't have any money, but I don't have a degree, but there are a lot of books on this topic..." So, in our month of live coaching, we're going to be going, not only through very pragmatic ways you can transcend those fears and doubts... lots of success stories of real, live people just like you, who transcended their doubts and have a book out in the world to show. And now let's move on to **Month Two**, which is, **What Can We Write About?** Well, I have a step-by-step program where you can transform your **EEE**. That's your **Experience**, your **Expertise**, and your **Epiphanies** into a one-of-a-kind topic that's unique to you, and that will be a **Strategic ROI (Strategic Return on Investment)**. Lisa, as you and I have talked, I do not believe in "cut and paste" books. I do not believe, if you're going to write a book on parenting, or stress management, or leadership, or sales, or success... that you're supposed to read everybody else's book, and then just *report* what you've read. That's derivative, and that is *not* what we do. I'm going to give you real, live ways you can put together a quiz, you can start interviewing everyone you meet, so that you start including original, real-life examples and insights, come from you. Now, let me give you a quick example, OK?

Lisa: OK.

Sam: I had a client, now we're talking about **Month Two**, which is how we transform *our* experience, expertise and epiphanies, into a one-of-a-kind topic.

Lisa: OK.

Sam: I have a client named Nina, who was selected by the **World Economic Forum** as one of the top young global leaders. Now, if you're thinking, "Sam, I'm not selected by the **World Economic Forum!**"

Lisa: **laughter**

Sam: This is just one of the examples showing that no matter who you are, you do have a one-of-a-kind topic in you.

Lisa: OK.

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Sam: So, Nina came to work with me, and she's been so busy, she didn't even have time to fill out the questionnaire, that normally clients have to fill out, in order to start *narrowing in* on what it is, that's unique to them. So, all I did was interview her. I said, "OK, just tell me, where did you start working?" She started talking about how she would work somewhere for a year, and she would max out the opportunity, and move on. Then, would work somewhere for a year, and then she would feel like she had learned everything she could, and she would move on. After about 15 minutes, I looked at Nina, and I said, "Nina, you're really **restless**, aren't you?" And her eyes lit up. Because **restless**, is exactly who she is, in fact, she laughed out loud, she said, "Sam, everyone always tells me that I'm always improving. I'm always looking for the next new thing. Sometimes, people say, "Do you ever stop to smell the roses? ... and I say, I take the roses with me and smell them along the way!" **laughter**

Lisa: Yes, I know! Some people call it *overachieving*.

Sam: **laughter**

Lisa: But I think, I like her roses idea. Uh-huh. **laughter**

Sam: We're always strategic, Lisa, so here now, is how this was strategic for Nina. Nina was speaking for **TED^X Discover** later that week, and she had not submitted her topic. Within one hour of meeting, we submitted her topic of "**Restless**" to **TED^X Discover**.

Lisa: Wow, huh.

Sam: Now, you look at the agenda, and it's like, here's the speakers, here's their topic, wah-wah-wah. Speaker: wah-wah-wah. Speaker: wah-wah-wah. Nina: "**Restless**". **BOOM!!!** Aren't you interested? Aren't your eyebrows up? Don't you want to know more? ...and now, we always prove our premise, for a book, by using a bottom-line example, that is going to appeal to our target audience. For example, we used as an example of what it means to be restless... have you ever eaten **Nestlé's** chocolate, by any chance?

Lisa: Uh-huh.

Sam: OK, well, **Nestlé's** has been selected by Fortune magazine as one of *the* top 15 companies in the world every year for 15 years. Guess what they did last year? They teamed with **Girl Scout cookies** to form a new candy bar, a **Girl Scout** cookie-candy bar, which shows that even if you're at the top of your craft, you can still be restless; still be looking for a competitive edge, still be looking for a way to break out something new. Nina just spoke at **TEDMED** yesterday on her topic of "**Restless**". She already picked

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up another international speaking engagement. The press interviewed her, because she came up with a one-of-a-kind topic, that was quintessentially Nina, that was meaningful and relevant for her target audience, and she has scaled her income and impact simply by thinking about who she is – what’s unique to her – combine all that experience and expertise into a topic that positions *her* as a go-to expert.

Lisa: So interesting. This morning I was with three other women. One was a mother of a 5-month old, I’m the mother of a 10-year old, and the other one was a mother of a teenager. Between the three of us, we shared our different perspectives on child raising. It was so interesting, because the challenges that the 5-month old was having got settled by the challenges that I was having, and then mine got settled by the teenager’s mom, and it was such a neat thing. So, it doesn’t even necessarily have to be your lifelong dream to write this type of book. It could be these simple little things. I could even compile a wonderful book on perspectives of parenthood with the other moms and make something that’s not out there at all. In different ways it would be, but there are so many different ways to apply this conversation to your life. There’s a woman on the call here, I love... **laughter** I like her email is: “Mexico but want to move to Canada.” **laughter**

Sam: **laughter**

Lisa: She says she’s been a successful healer and a business owner for 40 years, but all of her income sources have dried up, and so she is wondering what to do next. How does she take the healing and all that she’s doing, and market this into her next step. You can look at the clues around your life, and you could turn it into a book and completely change your direction and income level, with something as simple as writing a book.

Sam: Lisa, I’m so glad you said that. I hope everyone writes down this next sentence, which is four words long. OK? Well, five words long, OK. *Your life is your lab.*

Lisa: Cool!

Sam: *Your life is your lab.* So, how the healer is, like... what popped out of what she said, is that all of her income sources have just dried up, right?

Lisa: Right.

Sam: Now, you ask yourself... now, that’s an intriguing challenge... **Maslow's Hierarchy of Needs** said that, when we have a problem, when we have a challenge, when we’re frustrated by something, look around; and if other people are finding that

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challenging or frustrating or of a concern, *that is worth writing about*. So, maybe start talking with other people about, “What have you done when your income sources have dried up?” “What have you done when what you’ve learned your living at, doesn’t seem to be earning you a living anymore?” And start collecting best practice techniques and tips on that. Crowdfund it, and then collect it. If nothing else, you’ve got a really good article. Who knows? Maybe that could be up on **HousePost**, or **Inc.com**, or **Forbes**; because you can become an expert at something if you collect and curate best practiced tips about it. So, for our healer, what she’s going through right now, instead of just going through it alone, she can start reaching out to other people: “Have *you* been in this situation?” “How did *you* turn it around?” “What did *you* learn?” “What advice do *you* have?” Start collecting the best ideas and insights, put it together, once again, as “The Ten Best Ways...” “The Ten Best Steps to Take When Your Income Dries Up.” Bingo! You could Tweet that, you could Facebook that. Do you see how you leverage what’s happening in your life.

Lisa: Oh, my God. Wow. You are so talented when it comes to that, to individual coaching. I’ve seen you for an entire four days, sit down with ten people a day, and just *pour* information into them. You have a *gift* when it comes to that, which I think is super cool because, in this offer, you get nine months of live coaching calls with Sam Horn, which is so invaluable, because of her expertise – we’re going to keep getting it throughout the call – but she can actually coach you through the process, step-by-step, and these are live calls and so in addition to listening to the course, then you get to actually speak with Sam, too, which is super super cool. OK. Now, let’s get into **Month Three**.

Sam: Good. OK, **Month Three** is based on something **George Washington Carver** said. He said, *“When you can do a common thing in an uncommon way; you will command the attention of the world.”* And now here is where, quite frankly, I’m different from a lot of other book coaches out there. They just sometimes want to get a book out in the world and they really don’t care about the quality. In fact, unfortunately, some even say, “It doesn’t matter what you put past page 8, because not many people get past page 8, anyway. I do not agree with that. I believe we have a responsibility to produce a quality book that will add value for every single person who reads it. Now, here is how we do that, because I have systems on how you can craft proprietary techniques that actually impact people, change the way they behave, etc. I’ll give you a quick example.

Lisa: OK.

Sam: The very first time I gave a program on conflict, it was called, ***Dealing with Difficult People without Becoming One Yourself***. Now, that’s a pretty good title for a book. Except, if you **Google** ‘difficult people’, which is the keyword, the SEO (Search

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Engine Optimization), word in it; you're going to come up with thousands of therapists, coaches and speakers. So you see, I would have been one of many. Well, we don't want to be one of many, we want to be one-of-a-kind. So, I was very fortunate, because at that first session, at our first break, there was a gentleman in the front row. He didn't even get up to get a cup of coffee or go get some fresh air. He just sat there, gazing off into space. I said, "What are you thinking about?" He said, "Sam, I'm a real estate broker. I took this course because I thought you were going to teach us some zingers to fire back at people and put them in their place. That's not what this is about, is it?" I agreed, and he said, "I'm a student of martial arts. I've studied Karate, Taekwondo, Judo. What you're talking about is kind of like a *verbal* form of Kung Fu, isn't it? Eureka! I said, "You're right! It's kind of a **"Tongue Fu."** Now, let's find out why this is so important. The best way to corner a niche, is to create a niche; and the best way to create a niche, is to *coin your own title*.

Lisa: Ah!

Sam: Because when you coin your own word – I was able to trademark **Tongue Fu!**[®] – now, I have certified coaches around the world in **Tongue Fu!**[®]. **Tongue Fu!**[®], seventeen years after I wrote it, I just found out, is Number 3 in Korea this week.

Lisa: **laughter** Wow.

Sam: And furthermore, you know... one of the things we'll be talking about in **Month Three**, is how you can coin your own word, so that maybe you can trademark it. How you can come up with proprietary techniques. We'll be talking about juxtaposing, like **Words to Lose and Words to Use**, in **Tongue Fu!**[®]. I went to Kaiser three years after I trained the employees at Kaiser in Hawaii. They still had the **Words to Lose and Words to Use** pasted to their reception desk!

Lisa: Wow!

Sam: You can make magnets that you can merchandise, if you have juxtaposed rows of what doesn't and what does work, so that people put *your* techniques up on *their* refrigerator, up on *their* office bulletin boards, that keep *you* in-sight, in-mind, instead of out-of-sight, out-of-mind.

Lisa: What are some other examples? I mean, that is... you're such a wordsmith, when it comes to this. You're really, really clever. I love **Tongue Fu!**[®], you've done so many of these, or helped people come up with them, that we can remember in our mind. I think I remember you giving some examples.

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Sam: Mm-hmm.

Lisa: Am I putting you on the spot here? Sorry. **laughter**

Sam: Oh, no... hey, I have tons of examples. **laughter**

Lisa: Right, right. You do.

Sam: So, you know, and now I want to show how this works. So people, if they're thinking, "Sam, I'm not creative." ...or, "I'm not good at this." Hey! *Teenagers* are good at this! Here's an example. I'm lucky enough to have two sons, Tom and Andrew Horn. When they were at Virginia Tech, they came home for the holidays. We were having dinner, getting caught up; and Andrew says, out of the blue, "Hey, Mom! I ran into Ryan last night, it was really interesting. I had been thinking about him, and wondering what he was up to. There he was, out of the blue! I said, "Oh Andrew, that's wasn't' out of the blue. **laughter** That's called **serendipity**. Some people call them *happy accidents*, but I don't think they accidents. I think you're supposed to collaborate with Ryan on something. Well, Andrew was really intrigued, and he came up to me later that night, and he said, "Mom, I really love that concept of **serendestiny**."

Lisa: Oooh!

Sam: **laughter**

Lisa: Cool! Very cool! Yep! **laughter**

Sam: So, guess what my new book is?

Lisa: Oh, my gosh; you really... and you utilize it, too... "**Serendestiny**" That's cool!

Sam: And, everyone on the call, keep your antenna up. If it makes you laugh out loud, if it's a **malapropism**, or what we call a *malapropism*, if somebody says something and you've never quite heard it said that way. I will show you in **Month Three, How To Visually Depict**, and **How To Name and Number Your Techniques**, because if you don't name them, you don't own them; and if you don't them, you can monetize and merchandize them. So, **Month Three** is all about how to come up with *intriguing content*, to get people's eyebrows up; and *proprietary content*, so that it's visual, so that you can market it, monetize it, and merchandize it in a way that makes it a perpetual profit center and that keeps you in-sight; in-mind.

Lisa: I love it! This is so empowering. This is so great! It's demystifying that daunting task of writing your own book.

Sam: **laughter**

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Lisa: Yes, and think about the authority that makes. I mean, this is something that will last the rest of your life. It's your book. That's just cool. **laughter** OK. I need another word for *cool* today. OK, keep going, what is **Month Four**? **laughter**

Sam: Now, we're going to talk about... **Month Four** is based on something Andy Rooney said. Andy Rooney said, "*Remember, you're more interested in what you have to say than anyone else is.*"

Lisa: OK.

Sam: Unfortunately, people these days are suffering from "**InfoBesity**."

Lisa: Right.

Sam: People do not want more information. So, in **Month Four**, I reach out to people. I say, "Please do not be *in your head*, writing a book, because if you are, it's 'blah-blah-blah', it's going to sound like *everything else* that was written about motivation, or *everything else* that was written about success, or *everything else* that was written about the stories we tell ourselves, or whatever." So, this particular month, not only am I going to be talking you through my communication manifesto, **The Disruptive Way to Turn InfoBesity into Intrigue**. When you sign up for the program you immediately get a downloadable **70-10-10-10** e-system that talks you through this way that really revolutionizes the way you communicate. So, shall I give you a quick example of it?

Lisa: Yeah, what is that? What is **70-10-10-10**?

Sam: In order to explain it, I want people to be thinking about a blog they're writing. I want people to be thinking about a chapter they're writing. I want people to be thinking about a presentation they're giving. So, essentially, here are just a couple of components. We're going to show you that one of the quickest ways to get attention for your work is to start using current quotes. Please, as much as we respect **Martin Luther King**, "I have a dream," people have seen it before; and as soon as we use a quote that people have seen before, whether it's **Mary Ann Williamson** or **Martin Luther King**, as soon as we use material people have seen before, they dismiss it as platitudes and clichés. So, our goal is to use a quote that they haven't seen before. Maybe, for example, like **Carrie Underwood** said, "If you stick to what you know, you'll sell yourself short." Well, I think if you stick to *who* you know, you'll sell yourself short. So, you're going to take a current quote, now you are going to hook and hinge it into your topic. I'm going to tell you right now exactly how you do this. If you're going to write about something, and once again, I don't care if it's about making money, I don't care if it's about freedom, I don't care if it's

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about dating, I don't care if it's about dealing with an illness. Just put in **Google**, "What is a quote about 'blank'?" Up will come **Quote Gardens**, **ThinkExist**, all these different quote sites, with dozens of different quotes on that specific topic. Now, here's your criteria. When you're looking through those quotes, if it doesn't get your eyebrows up, it's not good enough. It's got to pop! You know, it can't just make sense, it has to like... "Pow! I never thought of it that way." It has to make you laugh or something, because if you start your chapter with something to get people's eyebrows up, and then you hook and hinge it into your topic, you have just turned your book into a page-turner. Because, see, when people finish a chapter, they will look at the next chapter; and if it starts off with wah-wah-wah... if it starts off, "In this chapter, we're going to talk about how you can take..." They put the book down and who knows if they ever come back. However, if they finish a chapter, and they look at the next chapter, and it's a quote from **Judy Tenuta**, that says, "My parents always told me I would never amount to anything because I procrastinated so much. I told them, '*Just you wait.*'" **laughter**

Lisa: Oh, my God. I said at the beginning at this show, even if you never thought you wanted to write a book, *this will make you want to write a book.* **laughter**

Sam: **laughter**

Lisa: Because it's so interesting and so easy. OK. So, that's how to get readers at *Hello*. OK.

Sam: And see, *anyone* can do this. You don't have to finish high school. You don't have to have fourteen free hours a day. You can go online, you can find a quote that makes you laugh out loud. You can find a quote by **Paulo Coelho**, who says, "One day you're going to wake up and there's not going to be any time left to the things you've always wanted to do." Doesn't that make you want to write? **laughter** Doesn't it?

Lisa: Yeah, totally, totally. Yes. OK, once, again, I'm going to give you the website, which is theawareshow.com/horn. OK, so that's great. So, that's how to at people at *Hello*. That's how to make it a page-turner, how to make an incredible opening paragraph that draws you into the story. OK.

Sam: Right. OK, and now remember, current quotes, you've got to get your eyebrows up, and the hook and hinge. You take a *key word* of the quote and you *link it to the topic of that chapter*. So, maybe that chapter is about people who wait. Maybe that chapter is about people who put things off. Maybe that chapter is about people who are not living, so you see how that quote can be dovetailed directly into what you want to say, in a way that gives it a fresh approach.

Lisa: That's a good way to write an email, too. OK. Go ahead.

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Sam: Great. So, let's talk about **Month Five**, OK? In **Month Five**, we're going to be talking about **How To Create A Quiz** and **Host A Booking Editing Party**. So, you have a variety of real, live examples. To me, this is what makes a book *sing and zing*. You don't make a point, and then tell a story. You give an example, which makes your point. For example, OK? **laughter**

Lisa: OK.

Sam: So, by the way, did your ears prick up when I said, "For example?"

Lisa: Yes!

Sam: Exactly.

Lisa: Yes, yes... I'm taking active notes here. So, I'm like, "For example..." OK. Go. I know this is going to be a note. **laughter**

Sam: And see, Lisa, this is for everyone out there. Those two words are some of the most important words in your communication. It's what **Turns InfoBesity into Intrigue**. Because if... "Blah-blah, blah-blah, blah-blah. **For example**," ...and people think, "OK, *now* it's going to get interesting." So, here's an example. **Fawn Germer** has been nominated for a **Pulitzer** three times. She was writing a book called **Hard Won Wisdom**, where she interviewed everyone from **Sally Ride**, the astronaut, to **Helen Thomas**. Now, she was speaking so much, she really didn't have time to get feedback or editing on her book. So, I suggested, "Fawn, you get to have the best of all worlds. Invite about 10 to 15 friends that, you know, you're always have lunch with someday, and it never happens; and on a Saturday, have a book editing party at your house. Here's what you do. Make sure your chapters are ten pages or less, and print out the different chapters. Now, have a poster board with ground rules for this book editing party. Let people know you really want their honest feedback, because you'd rather know it now, then after the book comes out. In their ten pages, they're going to have 20 minutes to please note what's right, what's working, what got their eyebrows up so that you get that encouragement, and what could be better? How could that story pop more, make it come more alive? What's something I'm not thinking of or addressing, a caveat, an objection? So that we have one round and everyone has one chapter to edit. OK? The round is over, everyone gets up and has refreshments for 15 minutes. Boom! Sit back down, everyone has a different chapter. You have three rounds, and at the end of three rounds, you go around the group, and each person has 3 minutes to share: "Here's what I liked about the book..." "Here's why I would recommend it..." "Here's how I think the book can be stronger." Now, what happens in a book editing party? Not only do you get a much

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needed infusion of encouragement, not only do you get a variety of voices editing your book. If everyone agrees on something, even if you don't agree with it, it has value; because that's how people are responding to your book. You may want to change it or adapt it. Most importantly, now you have fifteen word-of-mouth ambassadors who are talking up your book and telling people about it, going to be recommending it, etc. In one afternoon, you can take your book to another level while connecting with friends who now become your book ambassadors.

Lisa: Wow, what a great idea. It stimulates conversations and other ideas and different perspectives. That is a fun idea! That's a great idea!

Sam: Now, let's give you another idea, OK?

Lisa: Oh, my God. You're so amazing! You so full of amazing ideas. OK, yes! I'll shut up. **laughter**

Sam: Well, Lisa... and I hope people understand, you know, **Lily Tomlin** said, "Remember we're all in this *alone*." **laughter** I don't want people to be in this alone. You know, I love books. I grew up in a small town, believe it or not I used to ride my horse to the library. I'd bring home books in a backpack. I probably read just about every book in that small town library.

Lisa: Wow!

Sam: I make my living writing books. Helping other people's books is one of my missions. It is part of my serendestiny. So, my goal is to share real, live tips that get you off your butt and get that book out in the world. So, here's one more tip about **Month Five**, OK?

Lisa: OK.

Sam: OK, next one. Let's talk about a quiz. People say, "Well, Sam, if I'm not going to read other people's books, and I'm not going to go to other people's seminars and just steal all their ideas and so forth, how am I going to come up with content?" Well, here's how you do it. I will teach you in **Month Five**, how to put together a "W" quiz. It's a 'Who? What? Why? Where? When?' quiz. I'll always remember, I had two clients, **Eleanor and Woody Rupp**, and they were teachers who wanted to write about all the things their students had told them over the years that they wished their parents knew. They had a perfect name for their book. You know what the name of it was? **Long Days, Short Years**. **laughter**

Lisa: That is great, you completely understand that as a parent.

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Sam: That's exactly right, and so see here's once again, now... Woody and Eleanor, they're not saying "We're the end-all expert. We know everything and we're going to put it together in a book." They're saying, "You know, over the years, we've had hundreds of kids tell us these heartfelt things. So, we're going to collect them. We going to curate them in a book and it is our offering to the world." They had an opportunity to go on a cruise, and they were going to turn it down because they were on deadline, so they didn't have time. I said, "Wait a minute! This is a perfect opportunity to crowdsource your book! You're going to have like 600 captive audience interviews on that ship." So, see, we put together the quiz and on their walks around the ship deck and over dinner, they would ask people, "What's the single best thing you did when you were raising your kids? What's something you would do differently if you had a chance, over?" "What's a piece of advice you would give to a parent with young kids?" Not only were they the hit of the ship, do you see how all of those real life interviews gave their book a demographic diversity? ...because there were people from all over the world; there were people from all different income levels and walks of life. There were people who had very dysfunctional families, people that had very happy families. So, you see, in **Month Five**, we're going to be talking about you can create a quiz, so you can start crowdsourcing your book, so it has page after page of real life examples that makes your information come alive.

Lisa: Oh, my gosh... that's brilliant! There are so many tips here. Go into the website which is theawareshow.com/horn, and this is the way that you can see the entire offering that Sam Horn is talking about. Each one of these 5 minutes that she's explaining on a month, is a whole hour and a half conversation on tips within these concepts. Tips of steps on how to do things, examples that she's talking about; all of these different innovative ways that Sam has of speaking that are really super brilliant. Again, the website for this is theawareshow.com/horn. We actually can do a little bit of live coaching, I'm throwing that out to you, Sam, because I know you're so good at it. Maybe we could take a few live calls at the end of your explanation of the nine month process, OK?

Sam: Sounds good to me.

Lisa: OK, you're so awesome, thanks. OK, so, **Month Six**.

Sam: OK, **Month Six** is to select the publishing options that are purposeful and profitable and right for you. Yogi Berra said, "If you don't know where you're going, you'll end up somewhere else." When I work with clients and on these coaching calls, our first month we're going to be asking, "Where do you want your life and career to be a year from now?" The goal is to write a book to help make that happen. We want to have a

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strategic goal. Do you want your book to get you keynotes? Do you want your book to get you consulting? Do you want it to position you as a go-to expert that gets national or international media attention? Do you want this book to address an elephant in the room topic that nobody else seems to be talking about? Do you want your book to inspire people so if they feel like they're going it alone, they know they're not alone. What do you want your book to accomplish for your readers and for you, and then we write a book to help make that happen. Let me give you two quick examples about how the publishing industry has changed and evolved in the last 20 years. You've mentioned I helped start and I was the MC for 17 years of the **Maui Writers Conference**. We gave authors and unprecedented opportunity to jump the chain of command. You could sit right across the table from **Bob Loomis**, who is the Senior VP of **Random House**. His clients are **Maya Angelou** and **Woody Allen**.

Lisa: Wow.

Sam: I mean, you could pitch your screenplay to **Ron Howard**. So, nothing like this had ever happened. Where you could just meet, face to face, with decision makers who had the power to give you a deal. Well, back then, I had clients and colleagues coming who were getting six figure deals for their book. Especially the **ATM Triangle, Author-Title-Marketing Triangle**. If you had **A)** a big author platform; **T)** a really one-of-a-kind title and topic; and **M)** marketing – you were willing to market it – you could get a deal. Well, as you know, the publishing industry has really changed. Let me give you a dramatic example of how the publishing industry has changed. I had mentioned that **Terry Jones**, founder of Travelocity, chair of Kayak is a client. Guess what Terry decided to do with his book on innovation? He self-published it through **CreateSpace**, which is the branch of **amazon.com**. Now, someone like Terry, absolutely has a platform – an international reputation and track record – he could have gotten a deal if he wanted to. However, what was Terry's strategic purpose? Terry is an entrepreneur. He wanted autonomy. He wanted control over the project. He wanted to be nimble. So, he decided to go with **CreateSpace** because he could get the book out sooner. He could control everything from the cover to the content. He can update the book whenever he wants to, because he knew, if he wrote a book on innovation, and it took 18 months for the book to come out, the book was already going to be outdated! **laughter**

Lisa: Oh, my Gosh! Now, that's a good point! Plus the cost that goes into publishing the books, and plus we're such an e-book friendly world these days. Now, does **CreateSpace** create an actual physical book, or does it create an e-book?

Sam: It has both. **CreateSpace** can do both for you. So, in this month, we're going to be talking about all the different publishing options, because sometimes it is actually advantageous for you to self-publish. You know, for example, Terry can customize a

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book for a speaking audience. You can make up to 80 changes for \$500.00, and now, by the way, that was a few months ago, so it may have changed now; but, then, you could make 80 changes for \$500.00. So, see, if he's speaking for a client, and they want a welcome page from their CEO, or if he wants to customize some of his examples so it's relevant to that industry, he can do that, with his e-book. So, do you see how it gives him all kinds of options?

Lisa: Fascinating.

Sam: Now, I'm going to give you another quick example, OK?

Lisa: Yes. That's very, very trendy by the way. That's important, and it enables you to get that, you know the problem that people have, of I have so many different ideas I don't know how to get them all into one book? You can make separate specialty books on each one of the niches. That's an interesting idea. OK.

Sam: OK, and Lisa, let's run with what you just said, because see, you brought up another reason why there's no one best way to do it. I mean, it used to be that the publishing industry, the major New York publishers, had the keys to the kingdom. If you did not get a deal... self-publishing was vanity publishing... people would kind of stick up their noses. It was considered *Vanity Press*. These days, sometimes it is absolutely to your advantage to e-publish or self-publish. We'll be talking all about that in **Month Six**. Another quick example before we move on to **Month Seven**. I have another client who has a boutique agency in Chicago that's about storytelling and corporate narrative; and now, I said, "Unfortunately, a lot of people have hung up their shingle in this space. So, to try and get a book deal about storytelling right now? I mean you work with four-star admirals and generals and it would be tough to prove to them that this topic is going to have the gravitas and the respect, and not just be another book on 'telling stories.'" So, I worked with him, to come up with something within his work. We came up with a one word title for his book, because if you walk into an airport bookstore, you look under business books, a lot of breakout books these days are one word titles. You know, "Drive", "Blink", "Linchpin", "Tribes", **POP!** ...fascinate, you know, nudge! **laughter**

Lisa: **laughter**

Sam: Because, see you can own one word in the audience's mind, in the public's mind. Right? So, we came up with a one word title for him. We worked together over a weekend. We put together his pitch. Within 12 hours, he got interest from a major publisher. Now he's got a very nice deal with them; and now, see, it's in *his* best interest...

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Lisa: Oh, right!

Sam: ...because the cache associated with a major publisher for him is going to raise his keynote fee, it's going to put him on the map as an international consultant. He has plenty of work to keep him busy, so it's not important if the book takes a year or 18 months to come out because he's not depending on it, primarily, for income.

Lisa: Oh, my gosh.

Sam: So, do you see how, for him, it was more strategic to go with a publisher.

Lisa: I mean, this is so fascinating. If you could take anything that you're interested in, and just by writing a book, it increases your credibility, in that particular topic. Of course, the way that Sam's teaching us to do it, because this is how to write a book that is interesting, that is informational, that actually provides value for people. Just by doing it, I can totally see how this would increase your income, it would add to your credibility. In the past, I've heard that, a book is just like a giant-sized business card, and once you have one, it's your calling card into your industry. I've always thought of it as, "OK, well, why don't I just do the cover and then... I don't know what I would put in it..." **laughter**

Sam: Lisa, let's come back to something you said. I 100% agree with it. Hopefully, one of the places I've put a stake in the ground, is being in *integrity*. That means, we have a responsibility to write a quality book; that we have an obligation to our readers, if we're going to take their valuable time and mind and money. To deliver something to them that has the power to be an insight that could change their life or that could help them be happier or healthier, or move forward in a way that's more meaningful. The good news is, is that, if you look at any of my books, whether it's ***Tongue Fu***, whether it's ***Take the Bully by the Horns***, whether it's ***ConZentrate***, which Steven Covey said was thought provoking and motivating, and the best book he'd ever seen on mind mastery; if you look at ***POP!*** ...all of those books model what we're talking about. It's why ***Tongue Fu*** was rated Number 3 in Korea 17 years after I wrote it, is because I did the heavy lifting; and I offered real life insights and examples and actions that people could actually put into place and use, which means they become book ambassadors. Not only do you end up scaling your income and your impact, you have a legacy message, where you know you're contributing. You know you're making a difference for people and it is enormously satisfying. When it all wraps up, Lisa, to look back on our life and our books will endure and live past us and get in the hands and the hearts and heads of people we never had the chance to meet, but hopefully will make their life a little bit better.

Lisa: Absolutely. One of the members of our family has a grandmother that came across on a ship as one of the original immigrants into this country. Her story is so phenomenal, of what she went through with her seven sisters. She's had this book, or

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not book, but idea/concept, sitting on the shelf with all the compilations of the journals from this process of coming to this country, and her sisters, and what happened to everyone. Movies are made out of these types of stories, but it needs to not sit on a shelf. **laughter** It needs to get out there. It's one of those things where everyone has this type of experience. I mean, look at a family tree. Start interviewing family members. There are so many great stories out there, my goodness! Alright, keep going, I'm sorry... and I also want to get live callers with questions for Sam Horn, an incredibly valuable resource. OK.

Sam: OK. Well, how about we'll give a tip and an example from **Month Seven**, and then **Month Eight** and then **Month Nine**, and then open it up for calls. Sound good?

Lisa: Thank you, yes!

Sam: OK, so, **Month Seven** is how we can create a **Strategic Writing Tribe** and **Board of Expert Advisors** to take your work viral. I'll give you two quick examples of this. You know, you were talking about our lives as our lab and how we can leverage what's going on in our life in a way that serves other people. Well, **Ellen Menard** is a client who had worked in the medical field for years. Ellen was diagnosed with a brain tumor and found herself on the receiving end of the healthcare industry. She found out what it was like to be on the receiving end of the bureaucracy and sometimes care that wasn't what she wanted it to be and medical mistakes, and so forth. Now, she decided to write a book, and we called it **The Not So Patient Advocate**. **laughter**

Lisa: **laughter** Wow.

Sam: Yes, because, you know, here's someone who was an expert, now she has the experience, and she gets the epiphanies. What it's like to have a doctor say they're going to show up at a certain time and then to not show up for hours and you know you're going to be receiving news, and you're in limbo. Ellen said that writing this book gave her a purpose for her life, that going through those very painful treatments, going through the month of rehab and so forth, following her surgery, that waking up every morning gave her something to look forward to – gave her a way to feel productive – gave her a way to feel that she wasn't just going through that experience on her own. That hopefully by extracting the insights and sharing them with others that she could save them some trial, terror and learning. **Annie Lemott** said, "Writers get to live life twice." It means that everything we go through, we experience it, then we step back and think... now, how can I share this in a blog, in a book, in a presentation, so others don't have to be so alone with it. Ellen's book has made a difference for a lot of people and

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she even got a really lovely mention in the New York Times. So, good luck for **Ellen Menard**, and her book, ***The Not So Patient Advocate***. *laughter*

Lisa: *laughter* Yeah, it's incredible how we all have a story, in us, somewhere. If it's your life experience, if it's your family's past experience. Whatever you're doing, it can be turned into an incredible accomplishment in your life. That is empowering! *laughter*

Sam: OK, so, let's talk about **Month Eight**. It's ***Innovative Marketing***, with strategic endorsements, social media outreach and book launch; and now... Hey, I'm going to quote *myself* on this one, ready Lisa? *laughter*

Lisa: Yep! *laughter*

Sam: "**Recency equals Relevancy**." So, *recency = relevancy*.

Lisa: *Recency = relevancy*... I'm writing this down...

Sam: What I have come to understand is that this is a deal *maker* or a deal *breaker*...

Lisa: OK.

Sam: ...when it comes to a book. Please, when your book comes out, don't just hire a publicist who is going to put together your press release and send it out, because that's going to... well, it's not going to get filed in a circular file, because a lot of people don't even open up press releases and throw them away. They just delete 'em. So, press releases are pretty much a waste of time. No, how you want to scale the marketing for your work, is through strategic endorsements that give you access into your target industries, and by linking your topic to today's headlines. I'll give you a perfect example. I have a colleague named **Denise Brosseau**. Denise helped found **Springboard**, which has helped women entrepreneurs give out 5 1/2 *billion* in funding. That's **Robin Chase's Zipcar**, **Gail Goodman of Constant Contact**.

Lisa: Ah!

Sam: So, she's got a book coming out in January called ***Are You Ready To Be A Thought Leader?*** Now, a one voice book, in my mind, is not enough. We want a demographic mix. Certainly, we want your experiences, expertise and epiphanies, but let's hear from other people so we have breadth and depth to our book. So, see, you strategically interview experts from the industries that you want to speak in, that you want to consult in, that you want media attention in. So, of course, **Denise** is interviewing **Robin Chase of Zipcar**. She's interviewing **Chip Conley of Joie de Vivre Hotels**.

Lisa: Uh-huh.

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Sam: She's interviewing experts from **Stanford**... and so, do you see how... *now*, not only does she have expert interviews *in the book*, which make it more rich, of course, they're more likely to give endorsements, right? Which means that if someone in academia sees that a well-known professor from Stanford has endorsed the book, well, they're a lot more likely to buy that book for their university, right? ...or to bring her in to speak to their **B-school**, or something. When someone sees that **Robin Chase** is interviewed in the book, and has endorsed the book, they're a lot more likely to bring her into an entrepreneurial community or the start-up community or VC world, right?

Lisa: Yes. That's what you do, is you get people in the book who are leaders in the book and then have them endorse it, and then give you even more credibility, basically. Is that kind of what you're saying?

Sam: That is *one* way...

Lisa: OK.

Sam: ...and so now, we always make it a *win-win*. This is not just about what we can get for ourselves. How can we make this a *win* for them? So, for example, **Denise**, is actually interviewing **Robin Chase**, at Stanford, coming up next week; because when they did the interview, she asked Robin, you know, "What is something you would like? What's a new adventure you're excited about? What's a new project?" And now, how can we give back to make sure that is a win for every single person who contributes to *our* book, so that they are *thrilled* with our relationship and are motivated to elevate us to "*rising tide raising all boats.*" Here's another quick example.

Lisa: Brilliant!

Sam: I have a client named **Jeff Ritter**. **Jeff Ritter** is one of the world's experts on **digital trust**. OK, now, are your eyebrows up? **laughter**

Lisa: What is **digital trust**? Yes! **laughter**

Sam: Well, see **digital trust**, though, unless you're a **Tekkie**, see, it's not *current*, is it? It's not recent, it may not even feel relevant for you. So, I told Jeffrey, "You have an international global opportunity to make yourself relevant by tying into the Olympics." So, see, in the two weeks of the Olympics, **Jeffrey Ritter** was all over Facebook, all over Twitter, blogging every single day, because essentially, the Olympics, is all about **digital trust**. I mean, you know, when **Michael Phelps** comes in, and it looks like the other guy touched the wall first, but the win is going to **Michael Phelps**, you'd better be able to

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trust the *digital* timing systems and so forth, that are telling you who won. You crossed the finish line, right? The times?

Lisa: Right, right.

Sam: So, see in two weeks, **Jeff Ritter** put himself on the map with a topic that, although, he was an expert in it, he was not getting large speaking opportunities at that point.

Lisa: Oh!

Sam: He was not getting media attention, at that point; because his topic was not top-of-mind for people. So, in **Month Eight**, what we talk about, is... **“What Is Your Topic?”** Instead of you sending out a press release, which is going to get trashed. No, you look around you, and what is top-of-mind for people. Is it the Olympics? Is it the Academy Awards? Is it the Presidential Inauguration? How can you hook and hinge into today’s headlines, so you’re piggybacking on the millions of people who are already paying attention to *that* topic; now they’re aware of *your* topic, and all of the sudden, you’re on their radar.

Lisa: Oh, my gosh. I get those types of things sent to *me* all the time, as a radio show... is... every single thing that’s going on out there, is being hooked back into somebody’s topic. They take the headlines that are going on and it makes it applicable to whatever it is that they’re talking about.

Sam: **Month Nine** and **Month Eight** is about how you can take responsibility, without a lot of money, for you to hook and hinge on today’s headlines. For you to have a book launch that gets a lot of national attention. For you to have strategic endorsements, so people are serving as ambassadors for your book, for free; instead of writing a five figure check for someone who may not get you much of anything at all.

Lisa: Right, right, you can do it yourself! Great question coming in from someone in Real Estate here, “Does a book need to be about a topic that I’m an expert in, or can it be just what I consider to be a good story?”

Sam: Here’s an answer to that. I think, one of the first things, is it a problem? Is there a problem you see in Real Estate that people’s houses are upside down? Is there a problem that people can’t afford to buy anymore? A good premise for a book is where something is wrong, or something is outdated, and people are suffering as a result; or they’re not getting their money’s worth, as a result. You don’t have to be an expert on it if you have access to people who are in the know. So, essentially, you’re like a journalist. You’re saying, “Well, I don’t know the answer to this, but I can find out, and I can offer

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those answers.” In one of our months, we’re going to be talking about how to make a story come alive. The quality of the writing is what makes a story come alive. We’re going to be giving you step-by-step techniques of reenacting the dialog in a story, which is why we can read novels for hours at a time and it’s not hard work.

Lisa: Right.

Sam: So, the answer is, if you’re in Real Estate, is there a problem? You don’t have to be the expert, as long as you can collect and curate expert advice, or actions; and if it’s a story, there’s a way of telling a story so that we’re on the edge of our seats and we can’t wait to find out what happens next.

Lisa: The listeners can find this entire course, once again, at theawareshow.com/horn, and I will tell you, Sam is brilliant when it comes to branding, when it comes to raising people’s eyebrows about what you do. Thank you so much, this is so professionally done, absolutely incredible information. I encourage people to get the program. Finish your book this year, once and for all. Do it! Thank you so much, Sam, you’re brilliant.

Sam: Well, you’re welcome, Lisa. I hope to have an opportunity to connect with you all again, and that you get your book finished, this year.

Lisa: Wow, thank you so much. That is beautiful. What would it mean for you, at the end of this year, to have something tangible to show for your life? That’s just a huge, wonderful thing to do. Create something that will last forever, and you can possibly influence other people as well, *with your book*. **laughter** Alright, thank you, Sam. Thank you so much to everyone listening, this has been a great, great call. I thank you so much for listening, and until next time, I invite you all to STAY AWARE.

— end of transcript —