



The Difference: 10 Steps To Writing A Book That Matters

Angela E Lauria

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You Were Born to Make a Difference If you want to write a best-selling book that makes a difference in people's lives, you need to write the *RIGHT* book. Once your book has been written at least half of your opportunities to help people are gone — too late or impossible to implement. To make the biggest impact possible with your book in terms of revenue and lives touched, you need to learn the DIFFERENCE Process, 10 steps to writing a book that matters. This book is for people who are serious about making a difference in the world. In it, author Angela Lauria, The Author Incubator, teaches you:

- The truth about why you have been procrastinating in getting your book done (Note: It's probably not what you think and it's actually good news!)
- How to develop an audience that pays \$20 or less for your book, but then spends \$20,000 or more to go deeper with you.
- The reason most books fail... to sell and fail to change people's lives and how you can avoid wasting your time on that kind of book.
- The difference between people who are ready to write but just scared and those who have no business writing a book.
- How to guarantee you will have all the time you need to write your book without ever stressing about it again.
- And much, much more.

***** **The DIFFERENCE Process D -**

Define your Audience. **I** - Identify your Voice. **F** - Frame your Outcome. **F** - Focus Your Author Mojo. **E** - Envision Your Success. **R** - Release Your Blocks. **E** - Establish your Author Feeling State. **N** - Nurture your Manuscript. **C** - Create your Masterpiece. **E** - Expand your Reach.

***** Sample: How many \$20k clients would you need to have the business you want? 5 a year? 10? Did you know that when you write a book that makes a difference, you create opportunities to help people far beyond a single book sale? Most authors don't. Most first-time authors are focused on two things: sharing the information they have (or telling the story they want to tell), and making money from their book sales. Wrong. Wrong. Wrong. Neither of these objectives will get you money or a book that makes a difference. Writing a book that matters is not for the weak-willed or self-indulgent. Writing a book that matters is about stepping into your own power and standing up to serve. There are other types of books you can write. You can write a book for self-expression or as a creative outlet, and I am not judging either of those decisions. The commitment I have made for my life is to serve authors who truly want to help people who are in pain, and who are willing to get out of their own way to do it. If you can make that commitment to your reader – to serve them first above all else – then I can teach you how to write a book that will sell, and that will attract readers who want to go deeper with you

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