

How to Write a Book Faster than the Speed of Light

With these simple rules, you can write a book – or anything else – that people will want to read.

By Max T. Russell

It's way easier than you probably think to write a book. And if that's true, you can imagine how much easier it is to write a good pamphlet or another information piece for your organization. You don't need great writing skills. You just need to have lived some life and paid attention to your organization and community.

Here's how I wrote five books in one year alone:

Pick your topic. It's the big idea you'll write about. There are lots of big ideas. Pick one.

Think about how you've experienced that big idea in your life. Which experiences serve as tiny or large stories relating to that idea? The experience doesn't have to be fancy or profound. It can be a conversation, an observation, a dare, an accident, or a dream.

Now, limiting your thinking to that one story, decide what the main point of it is.

Start writing. Forget the book. Just write this one piece of it. Write as much as you want, as much as you can. Keep it moving. You can edit later. Don't edit now.

Draw one or two conclusions from your story. Stay practical and don't get too political or philosophical. Don't try very hard to be funny. Convey a hopeful message.

Choose another event in your life and repeat the process until you've written all the book chapters you need, or all the sections you need for a pamphlet, blog, web page, etc. You can also write on events from other people's lives.

Many people lock up when they try to write. They become philosophical and formal. Then they start writing in unnatural language. They sound clunky on paper, but they talk just fine. They need to write like they talk, but they automatically shift into a "literary" form of talking when trying to write. For example:

"We should not be surprised to find a higher-than-average number of cases in recent days."

Better: "It's normal to have more cases than usual at a time like this."



“You don't need great writing skills. You just need to have lived some life.”

“The data we've collected will inform our agenda throughout the riverway project.”

Better: “The survey will keep the riverway project on track.”

“More than a few cancer survivors have expressed a felt need for wheelchair access to the new dining area.”

Better: “Eleven cancer survivors said they'd like wheelchair access to the new dining area.”

Talk to your constituents in normal lingo and they'll be willing to read more or all of what you put in front of them.

Tell one story at a time, state the point somewhere along the way, and then tell another story. It's so easy to read that kind of content, but it takes practice to write it. When you get the hang of it, you can write a pamphlet or anything else of any length in record time. **S**



Max T. Russell (maxt@maxtrussell.com) is owner of Max and Max Communications. He improves marketing messages for alternative medicine, lawyers, nonprofits, and business intelligence.