

Top 10 tips for writing a best-selling business book

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1. Make it good

If you're going to write a business book, make it good. Really good. Having a bad business book with your name on it, is worse than having no business book at all. People will judge you by your book so don't put out anything that is less than your best work.

2. Link the book to a business goal

Your business book needs to have a purpose; to sell more products, get you speaking engagements, drive people to a website, promote a coaching programme. If you don't have a product to sell, don't waste time writing a book.



3. Create a process

People want to learn something from a business book, so create a 'process' that summarises what you do and base the book around that process. Don't worry about 'giving away' your best content. That's what a book is for. Most people don't do what they know or read in a book. That's why they'll come to you.

4. Focus on a niche

It's tempting to write a book that appeals to the widest market possible, but the best books focus on a key target person, their pain point (or business problem) and provide a solution to that problem. Yes, many others will benefit from reading your book, but writing it for a key person will ensure those people become your customer.



5. Don't leave your best content for the end of the book

Most people don't finish business books, so put your best work at the start of the book. It's tempting to 'save' up your best content for the end but if you do, most will never get to see it.

6. Be funny

'Funny is money' as they say in the entertainment business, and whilst you may not be a comedian or joke teller, choosing humorous stories or events will keep the reader engaged.



7. Be vulnerable

Readers connect more readily with people they perceive to be similar to themselves. Whilst we all want to hear how great you are, including stories of failure, loss, fear and doubt will endear you to the reader and make them feel you are as human as they are.

8. Tell stories

We should avoid cliches 'like the plague' but most business books are filled with them: *Be resilient. Stay focussed. Don't give up. Fail forward.* Whilst we can't avoid aphorisms like these, we can make them come alive by telling great stories that demonstrate these values in action. All great stories follow The Hero's Journey. If you don't know this process, look it up and use it to tell your stories.



9. Create a time line

The best way to get started is to document your life on a spreadsheet. Start with the year you were born and jot down every major milestone from then on. It could be an award you won, a degree you completed, the birth of your children, your first sale, the day you sold the business etc. This provides you with a starting point for working out what stories you can, or should tell.

10. Hire a ghost-writer

If you know you want to write a book but don't like writing, can't find the time or struggle with motivation, hire a ghost-writer to help you. They'll take the effort out of it for you, help you navigate the publishing process and ensure you create a book that achieves its goal. Everyone has a book in them. Let a ghost-writer help you write yours.



The next steps

Book a 30-minute complimentary Discovery Call with Bernadette to find out how you can write a best-selling business book.

Take a listen to how I helped Gabby Leibovich ghost-write his best-selling book, 'Catch of the Decade'.

