



Ray Edward Show, Episode 283

Should I Write A Book?

Ray Edwards: *Ray Edwards Show Episode 283: Should I Write A Book?* Not everybody should and here are five reasons why you should not.

[music]

Announcer: *The Ray Edwards Show.* Live your destiny by design. Start, run, and grow your own internet-based business and create the life of your dreams. You can do it. This is the *Ray Edwards Show*.

Female Speaker: Let's change the world and watch your business grow, welcome to the *Ray Edwards Show*. *The Ray Edwards Show*.

Ray: Well, I kind of started the show on a negative note.

Sean Edwards: Yes, it got kind of heavy in here.

Ray: You should not write a book.

Sean: Don't write a book. Don't do it.

Ray: There are so many people saying that everybody has a book inside them. You should write a book. There are statistics out there that say 80 plus-- depending on who you listen to. 80% to 95% of people believe they have a book in them, that they intend to write or they want to write someday, and fewer than 20% of people actually do write a book.

One statistic I don't hear quoted very often is of the people who start a book, fewer than 5% actually ever finish writing the book. I know nothing about that. Well, not much. Behind Sean are some notes of the book I'm currently working on. I'm using the Pat Flynn method of outlining the book which he and I discussed while we're at BlackBerry Farm and it's pretty awesome.

I know Mark Mason says there's mind mapping software that do the same thing and I love mind mapping software, but that's just a method that's working really well for me.

So, back to the subject at hand. So many people say you should write a book and a lot of people look at this as the way to save their business. They think, "Oh, if I just write a book, then I'll have the visibility. I'll have the exposure, the credibility, the authority that will give my business the boost that it needs." If you're in this camp, you probably have FOMO.

File name: REP283.mp3



Sean: Fear of missing out?

Ray: Well done, fear of missing out because you feel like everybody's got a book. I need to have a book. If I don't have a book, I'm not like everybody else. Well, that in itself is something worth thinking about. Maybe you don't want to be like everybody

else. I'm not against books. I love books. My office is filled with books. I hesitate to think about how much of our budget goes toward books.

But if you're going to invest in anything, I think knowledge that you can put to use is a great thing to invest in. It improves your rational faculties and your understanding of the real world and how to operate in it. So, either by example, that be that example good or terrible.

Books are a great thing. I love books. I'm totally in favor of you writing a book, if that's what you're supposed to do, but if you're worried that you're missing a big opportunity and you think that you're missing out on not having a book, and you think that writing a book will save your business-- [pause] maybe not. Maybe not.

If you think just having a book will get you interviews, speaking gigs, sell more of your products, sell more of your services, sell more of your programs automatically, that's not how it works. We've got a couple of students who we'll leave nameless. Well, they're not nameless, but we're not going to tell you what their names are. They've written really good books and virtually, no one has read those books.

It's not because the books are bad or the content's not good, it's because it still all comes back to the marketing. So, I know this guy, I'm going to make up a name for him, I'm going to call him Guy Wilson Indugu the third.

Sean: I'm pretty sure he's contacted me about millions of dollars.

Ray: Well, he's a Nigerian prince. I mean, let's be honest. I'll just tell you the deal.

Sean: In fact, I may have sold him my iPhone 6.

Ray: Is that the guy who bought your iPhone? Well, he didn't buy your iPhone 6.

Sean: Yes, he didn't buy my iPhone 6.

Ray: But he got your iPhone 6?

Sean: He got my iPhone 6.

Ray: Indugu. So, this person felt like he had to write a book and he rushed to get his book out. He did something that I recommend to people. He dictated the book, which is a good thing to do, but he missed a lot of steps and his book was terrible. He's a



good friend of mine. His book was horrible. It was an embarrassment. It hurt his reputation, it hurt his business.

I myself have published books that I wish I hadn't published. I'm just going to leave it at that. I'll tell you once the toothpaste is out of the tube, you can't put it back in again. Your books live on in Amazon.

So, we're going to get into the five reasons why you should not write a book. We'll also give you a more positive angle as well, but today we're going to focus on why you should not write a book.

[music]

Announcer: Does Anyone want to live a life that is long and prosperous? Spiritual foundations.

Ray: Spiritual Foundations. So, I have a quote for you from the Bible.

Sean: The Bible.

Ray: The B-I-B-L-E. That's the book for you and me. I think we did this routine last week.

Sean: I think you're right.

Ray: It comes from the book of James 3:1. Now, the book of James is an interesting book in the Bible because it's written by most people agreed the brother-- well, the half-brother of Jesus. James could come off feeling harsh. He just said things how he thought they were and it's Scripture, so it's how they were.

He says, "My brethren--" I believe he included sisters, too. "Let not many of you become teachers knowing that we shall receive a stricter judgment." That's another way of saying with great power comes great responsibility.

So, if you are a teacher or an author, you will be judged more harshly. You'll be analyzed more critically. If that kind of stuff bothers you, then writing a book is not for you, becoming a teacher is not for you. It doesn't mean you should not do that.

If you're called to share your wisdom, your knowledge, your experience, your expertise to teach, to write, to tell stories that convey truth, then, by all means, do it. Just be prepared. You need to grow some rhinoceros skin because people will take a poke at you often. As somebody who's written a lot of non-vanilla content, Sean, has anybody ever taken a swipe at you? Did they ever say things that are not nice?

Sean: Yes. Usually, the ones that broadcast themselves as being the most tolerant and open minded sometimes launch the most judgmental and harsh cruise missiles that you'll find.

File name: REP283.mp3



Ray: I'm so tolerant and I believe we should accept everybody as they are, except for you. You conservative, right wing, nut job, who wants to ruin the world and tear the world down. You bigoted and you hate people and I can't stand you. You don't even deserve to exist. Be more tolerant.

Sean: You definitely weren't pointing a little cognitive dissonance. [laughs]

Ray: Are you a Republican? Because if you just take out a few of those keywords, I'm just not sure which one you are. Exactly.

Announcer: Now, simple hacks that make life cheaper, easier, and, faster. Ray's tip of the week.

Ray: Tip of the week. This is something that I have observed in people who are focused on productivity. They grossly underestimate how long it will take to do things because people who focus on productivity tends to be people who want to get more done than the average person. They're more focused on, "I have a lot of things I want to get done. I want to be more productive", and they almost, without fail, over schedule themselves. Ask me how I know.

Sean: Yes, how do you know this?

Ray: Because we teach what we most need to learn; the skill. There are great productivity courses that I recommend you take. You study. I mean, I love David Allen's *Getting Things Done* system. I'm a big fan of Michael Hyatt's Free to Focus system. I think it is tops. I've been through it twice and I'm actually going through it a third time because this obviously is one of the things I most need to learn.

But one of the things that I have found most useful, even if you don't take anybody's productivity course is just start getting a more accurate idea of how long it takes you to do stuff. This is one way that I use Nozbe, N-O-Z-B-E. I'm being inclusive. Not everybody in the world says "Z".

Sean: No. No, they don't.

Ray: Not everybody in the world is so z-centric.

Sean: Yes, well, but by saying zed, you just said how much you hate America.

Ray: And puppies?

Sean: And puppies, and the Constitution, and women's rights. Okay, I got them all in there.

Ray: And economic freedom?

Sean: Yes.

File name: REP283.mp3



Ray: And smaller government?

Sean: I'm just picking up the flag of--

Ray: Yes, I got you. So, how do you use Nozbe to get better at estimating how long it'll take you to do stuff? Well, in Nozbe, you can-- you can do this in other time

management and task management systems, as well. I think you can do this in Todoist. You can estimate how long it will take you to do a certain task.

So, I try to put every task that I put in Nozbe. I try to put in my estimate on how long it's going to take me, and then I track how long it actually takes me. I've learned that it takes me about three times as long to do everything as I think it does.

Sean: Yes, well, I felt the same for a long time that any project-- I learned this working on my motorcycle, but it applies to anything. Any project is going to require three times as much money, three to five times as many trips to the hardware store as you intend, and about three to five times as long as you anticipate.

Ray: That's good advice. So, just get better at calculating the time it takes to do things and start putting that into your calendar. When you decide to take a new course, or read a new book, or work on a new project, I think it's good to put in the time estimate and figure out when are you going to do that.

So, if I decide I'm going to take up the dulcimer and I'm going to build my own hammered dulcimer. Well, how long is that going to take me? Let's just say the average dulcimer kit estimates eight hours assembly time. Okay, so 24 hours. Just to make it safe because I'm somewhat inept with tools, let's make it 36 hours for me to repair the damage I do to the thing while I'm building it, and then I got to figure out when am I going to do that? When is that going to fit in my schedule?

As you begin to make these estimates, you're going to come smack up against a reality you're not going to enjoy, probably, which is if I do this, I have to not do something else.

Now, the reason that's so uncomfortable is because we're not used to doing it. We normally engage in some evasion where we pretend we don't know it's going to take up time to do that and we pretend that we don't know we're going to have to give something up. So, we fantasize that we're going to be able to do everything, and then we're disappointed when it doesn't work out that way.

Get better at calculating the time it takes to do things. If you're in the construction business, your customers will thank you very much.

Sean: Yes, they will.



Announcer: Now, our feature presentation.

Ray: Okay. Our feature presentation and I'm going to give you the five reasons to not write a book, but I'm not going to start there. I'm going to start with the five reasons that you should write a book. I think it's fair to begin there because the truth is I titled this episode the way I did to make it purposely a little inflammatory, a little

sensationalist because I believe most people can benefit from writing a book if you schedule the time to do it.

So, here are five good reasons to write a book. Number one; a good book can build you reputation, your authority, and your credibility. Now, it's true we have a saying if somebody is the expert on a subject, what do we say? We say--

Sean: They wrote the book on it.

Ray: They wrote the book on that. We tend to believe that if somebody wrote a book, they must know more than the average person. That's not really a safe assumption to make.

Sean: No.

Ray: But if they did complete and write a book, there is a good chance they know more than most people. At least there's a good chance they have more discipline than most people.

Sean: Well, the motivation for them writing was strong enough for them to go through the process of actually writing the book. So, there's something you said about that, but that doesn't necessarily ensure knowledge.

Ray: That is true, point well made. Number two reason that is a good reason to write a book; a good book can be a legacy that lives on after you are gone. This is one of the most amazing things about books. When you are reading a book, you are actually thinking the author's thoughts along with them. They're thinking their thoughts through your brain.

Dig on that for a while. When I pick up *Atlas Shrugged*, that's *Atlas Shrugged* right there, that's *The Fountainhead*, that's the Bible. It's totally non-contradictory. When I read those books, the author of each book is thinking their thoughts through the mechanism of my brain.

So, when you read the *Autobiography of Benjamin Franklin*, you can know Benjamin Franklin's thoughts from the source. That's amazing. That's an amazing legacy. I think that's a really good reason to write a book even if you're not going to publish it widely, even if you're writing it just for your family. I mean, Shawn, you and I have talked about this how we wish that our grandparents or great-grandparents had



written some kind of book or document, or journal, or something so we could know them, but in most cases, nothing.

Sean: Nothing.

Ray: Except maybe a lot of greeting cards. Number three good reason to write a book; a book forces you to test, clarify, and strengthen your thinking.

Sean: Usually, that happens when you get pissed off at the book.

Ray: That's why the whiteboard behind you. I actually just came after I got upset with the book, but I had a real breakthrough. If you do the smart thing, you'll get somebody involved in the reading and editing process who disagrees with you and who can disagree with you intelligently.

Because you pointed this out to me, Shawn, you said this book that you're writing is controversial enough that you want somebody to argue the strong arguments ahead of time so you can answer them in the text. I mean I would hate to be it like a book signing or giving a speech somewhere, somebody stand up and raise a question and me go--

Sean: "I don't know. Oh, I'd never thought of that."

Ray: "Well, I'm done. See you all. You can turn those books back in at the desk when you leave." You don't want that to happen. So, writing the book will force you to test, clarify, and strengthen your thinking.

The number four good reason to write a book is a book can get you interviews, speaking engagements, and sales; sales of your products, sales of your consulting, your coaching. I mean even if you're not promoting super actively. You've gotten calls just out of the blue?

Sean: Yes.

Ray: Been interviewed on radio shows?

Sean: Yes, a couple different podcast. One of them was very much like a radio show. I got syndicated on a radio station in Arizona.

Ray: That's definitely something that can happen. If you're looking to do keynote speaking, you almost have to have a book. They'll ask you what's your book and if you don't have a book, you immediately go to the bottom of the stack underneath the people who do have books, even if you're a great speaker.

The number five reason you should write a book; my friend, the founder of Morgan James Publishing, David Hancock, says that your book should be the hub of your business. What he means by that, I believe, is you probably won't make a fortune

File name: REP283.mp3



selling a book, but you can make a fortune explaining your book, teaching your book in detail.

My favorite example of this is Tony Robbins has a book called *Awaken The Giant Within*. You can get it on Amazon for 12 or 13 bucks or less. It has a ton of great information in it which comprises most of what you'll learn at one of his expensive \$10,000 retreats, but what you get at the retreat that you don't get from the book is

immersion in an environment and up close and personal with Tony, if being with him in a room of 3,000 people is up close and personal. It's more up close and personal than the large-scale event he does which has 10 or 15,000 people.

So, people will pay more for that experience of you teaching, lecturing, doing workshops, coaching, etcetera. Those are five good reasons to write a book. Any other reasons you can think of, Shawn?

Sean: I think that's pretty good.

Ray: It just occurred to me the most obvious reason I did not put on the list.

Sean: What?

Ray: To express your important idea.

Sean: Well, yes. I guess that's assumed.

Ray: It was assumed by me.

Sean: Right.

Ray: Okay. So, now--

Sean: It is assumed that you have something worth writing about.

Ray: Which based on many of the books I receive in the mail is not always a safe assumption.

Sean: Right.

Ray: Okay. If you sent me a book in the mail, please don't ask if that's you.

Five reasons you should not write a book. Now, this was the title of the episode and some of these I've already touched on, but I want to underline them because I have friends who teach people how to write books. We have a program where we taught people how to write a book rapidly, and we saw some really great books generated out of that program.



But I think that it's easy for people to get caught up in the idea that, "Hey, I've got to write a book. I absolutely must write a book because I saw this webinar that convinced me that I must write a book and I must pay them the money so they can help me write the book."

Sean: I'm letting someone else determine my value is for me.

Ray: Don't do that. Now, I'm not saying don't do those programs. There are great programs to teach you how to write books. If that's a value that you hold, that you've decided, you have good reasons for writing a book, and it's the right thing for you to do, and it's the next step for you to do, then there are people that I have promoted and I recommend that will help you do that and I still believe in them.

Don't misunderstand anything about what we're saying. I'm just saying that you need to ask these questions of yourself and ask, "Do I really need to do this?" So, the reason number one not to write a book; a bad book can ruin your reputation and you can't take it back.

I mean, the worst thing that could happen is you write a bad book and sell thousands of copies. My friend Indugu did just that and it was rough for him. I mean, this was years ago. He still takes flak about-- he'll meet somebody at a conference or something, and he'll get the, "Hey, remember when you wrote that book? That was awful man. You recovered all right." That's not the conversation you want to have.

I already covered reason number two not to write a book is a bad book never goes away. Copies will always exist, always exist, even if you only sold a few of them.

Sean: I mean, Hitler can't escape *Mein Kampf*.

Ray: No.

Sean: I don't know if he ever really wanted to, but--

Ray: He probably can't escape a lot of things. Reason number three not to write a book; you will never be happy with it. I don't care how good it is, unless you're Ayn Rand.

Sean: Yes, I want to know.

Ray: If she ever had the self-doubt?

Sean: Not the self-doubt, it's not the self-doubt.

Ray: The dissatisfaction with the final product? The "I can make this better."

 **RAY EDWARDS**

Sean: Yes, it's always when you go back and you read it again. You go, "Oh, I could have done that better."

Ray: If there's one person who did not have that feeling--

Sean: It would be her.

Ray: I think it would be her.

Sean: I think it would be her, but I would like to see how that sausage was made.

Ray: The number four reason you should not write a book; it's hard, it's hard to do, it's hard to write a good book. It can be easy to write a bad book, but especially if you have ideas that are important.

Sean: All of my books started out as bad books.

Ray: All of my books started out as bad books. Some people would say they ended up as bad books. Those people would be wrong, although every book I've written, I look back now, it's hard for me to open the pages.

Sean: I know, I've learned. I got to not do that.

Ray: So, one of the reasons that this book that I'm working on-- what you see behind Sean on the whiteboard is my post-it note outline of permission to prosper. One of the reasons this has been the most difficult book I've ever written is because it's so important to me. I don't want to screw it up.

So, I've got to take my own counsel and fire my inner editor, which I did. I hired an outer editor, so now I can let-- I've outsourced my anxiety about writing my book. It's now your job to worry about that, Rob.

Number five, the number five reason to not write a book; authors rarely make any money from-- well, I wrote writing a book. Authors never make any money for writing a book.

Sean: No, you never make money writing a book.

Ray: But even if you publish it, most authors don't make any money. Stephen King was the first person I ever saw express that thought. He said, "You may not know nor care that I was paid nothing to write the book you're holding in your hands."

Sean: That \$10 mass market paperback that you buy like at the grocery store, how much does an author get from each one of those, like a quarter?

Ray: Yes, it's ridiculous. The average income for a published author is less than \$5,000 a year from their books. Now, from their actual jobs, they make more money.

File name: REP283.mp3



Sean: That's how you build your dream home right there.

Ray: Now, there are so many things you can do to turn that story into a success story, but the point I'm making is most people believe that if they just write the book, they have the field of dreams fantasy. If you build it, he will come. That's what the movie actually said, by the way. It didn't say, "They will come." Think about that. But most want to be authors, they have this fantasy of, "If you write it, they will buy it." No.

There's a reason why major publishers not used to be the dream. The dream of the 1890s, when you're in the publishing business was that you would write a book, editor would discover it, think you were a genius, publish it, promote it, and sell millions of copies and you would become rich and you could be a weird recluse.

That dream is over because publishing houses are no longer looking for unknown geniuses, they're looking for people who already have a platform. You go to them, they'll ask you, "What's your platform?" What they mean is not what do you believe in, what are the tenets of your belief system. They're asking how many people follow you on Twitter, on Facebook, how many people subscribed to your email list, how many people listen to your podcast because if you don't have a mass enough audience for us to be able to sell this book to, we are not going to publish it.

My point in saying the fifth reason you should not write a book is that authors rarely make any money from publishing a book is you got to have a plan and be willing to do the work to make the book work. So, those are the five reasons why you should not write a book. Sean, would you mind recapping.

Ray: Yes. Number one; a bad book can ruin your reputation. Number two; a book never goes away, copies will always exist. Number three; you will never be happy with it. Number four; it's hard to do, and number five; authors rarely make money from their books.

Ray: Now, just in case I've depressed you, if you have inside of you something that's rebelling right now and saying, "I don't care. I'm going to write my book." Then you should write a book.

Announcer: Your mama told you not to talk back, but Ray encourages it. It's time for questions from the listener line.

Ray: All right, let's answer some listener questions.

Sean: James asks, "Thanks for sharing the sausage making process. What is the difference between a book and a long brochure?"

Ray: Well, I think it's pretty obvious to most people when you've written a long brochure because there's no real value in it, there's no real teaching, it's just selling



or pitching. Really, the way to tell if you've written a long brochure is if people read it and they're just ticked off at you. You [laughs] probably wrote a long brochure instead of a book.

Sean: All right, next question is from Christina. She says, "Do you have any input or thoughts on blogging your book during or after the writing process?"

Ray: I think this can be a good approach. A lot of people do it and do it with some success. I wonder about the wisdom of announcing if that's what you're doing,

because it puts I think an undue amount of pressure on you to perform and that in itself can be detrimental to the writing process.

I mean, there are some chapters of my new book that will come from blog posts. Certainly, there's people who've proven this method works really well. Seth Godin has written many of his books by compiling blog posts, as has Guy Kawasaki.

Sean: Well, *The Martian* was originally written that way.

Ray: Yes. *The Martian* was a series of blog posts. So, it's a good approach, it can work really well.

Sean: Joe asks, "Is a hard copy required or will an eBook suffice?"

Ray: Many people have built their own little publishing empire just publishing eBooks and nothing else. I'm kind of biased because I love physical books. Now, there's conveniences about eBooks that physical books can never match. Like with the Kindle, you can do your highlights on your notes and they're always available in the cloud, and that's something that you just can't do with a physical book. But my recommendation is you do both. But if economics is a problem in the beginning, then definitely the least expensive way to go is just publish an eBook. You're still going to have to market.

Sean: Yes, and I feel like a hardcopy is an important credibility builder. Here's the deal; anyone, especially someone who has published a lot for other people and for myself a lot of eBooks, maybe the mass population doesn't know this yet, but it's so easy to make an eBook that just because someone has an-- it means nothing to me now if someone has an eBook. It means nothing. It's the same thing as saying you have a website.

So, having a hard copy at least implies that you felt that your ideas were good enough that you went through the effort to get it physically published, either self-published or through a publishing house.

Ray: Let's be really clear. People know. People are savvy enough now that they look at the book and they know, "Did you publish it yourself? Did you publish it through



CreateSpace? Did it come from Simon & Schuster?" If it came from Simon & Schuster, they are going to give it more weight than self-published.

That doesn't mean self-publishing is bad, it just means you've got to know what you're after with the book. If you're after credibility, authority, and mass distribution, then you're probably looking at a physical book through a traditional book publisher.

Sean: Yes. Our next question comes from Samuel, he says, "From my perspective, having experience at what you feel motivated to write about seems primary before

writing it, and if I'm starting a new methodology in coaching, doesn't it make sense to practice what I preach first a while before I put it into a book?"

Ray: Yes, I think that's reasonable. Actually, doing it before you write about it.

Sean: Yes, I think that's reasonable.

[music]

Ray: Good idea.

Sean: For sure. Well, that's all the question we have. If you found the show helpful, please subscribe to the show using the Apple podcast app and leave a review on iTunes with your name and your website, at some point, hopefully, we'll mention it. You can get the transcript and show notes for this at rayedwards.com/283. You have a quote worth note?

Ray: Yes. This comes from George Orwell, a great author. He says, "Writing a book is a horrible, exhausting struggle, like a long bout of some painful illness. One would never undertake such a thing if one were not driven on by some demon whom one can neither resist nor understand." Yes.

Sean: Yes.

Ray: Well, until next week. May God bless you and may he do more for you than you can ask or even possibly imagine.

Announcer: Thank you for listening. This has been the *Ray Edwards Show*. Find the archives of this weekly show at rayedwards.com/podcast or on iTunes. Contact ray@rayedwards.com. This podcast copyright by Ray Edwards International Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom and remembering that true freedom is available to all through Jesus Christ.

[00:33:07] [END OF AUDIO]

File name: REP283.mp3