

Are you writing the wrong book?

Learn how to outline your
business book for sales and
engagement



**Most non-fiction
business writers
waste time,
money and
opportunities by
writing the
wrong book for
the wrong
audience...**

Debbie Jenkins

I help you capture thoughts, organise ideas, write more...

Are you writing the wrong book?

Most people writing a non-fiction business book are writing the wrong book for the wrong audience. They are wasting their precious time and frequently money (if they're using a 'done for them' writing service) on a book that no one will read and won't get them their desired outcome.

How can I say that? I'm Debbie Jenkins and I've **ghostwritten, published, coached and rescued hundreds of books for hundreds of business people**, and by far the biggest problems I've seen are that the entrepreneur or business owner wants to write (or has written) a book that:

- Has no audience, or a vague audience ("anyone who wants to read my book")
- Won't help the writer get more business ("I'll make money selling books")
- Is muddled, confused, lost in space ("I'll just tell them what I know")
- Won't help the reader get what they need either! ("They need to hire me")

So, what should you do?

Modeling success

Expert business owners and entrepreneurs have been told that they need a book to help them raise their profile, get more business, elevate themselves in crowded market places and position themselves as thought leaders.

The tendency, and trap, is to emulate an author you admire, model their style and the way their book is built. Whilst this isn't a completely bad idea (modeling success is of course a smart move) there are some problems.



Are you writing a bad book?

There are plenty of ways to write a business book. Fundamentally, you have to decide who you are writing for, the benefits they'll get from reading your book and how the book will help you and your business. If you get this wrong, or don't even consider the questions, you'll write a bad book that no one will read, waste your time, your money and miss out on opportunities.

Let's consider the implications of writing a bad book...

You might have already written a book, or be in the muddy throes, thrashing out those last few chapters and when you've finished your draft you have a few options. If you know it's not great or you need help, you will probably:

- Pay someone plenty of cash to rescue it — I know, it's my bread and butter work.
- Pay someone to rewrite it — basically starting again. I know about that too, that's my jam.
- Procrastinate, go round in circles, ask your friends to read it and give feedback, add a few more charts, wait a year, get bored and go and do something else.
- Pay to publish anyway! Risk ruining your reputation, waste more money, fall out of love with your creation...

If you are writing, have written or are thinking of writing a business book, stop! Don't go any further until you have tested your book against this proven (by me!) model.

Answer two simple questions

1. What's in it for the reader?

2. What's in it for you?

That's it.

Too simple?

OK, let's complexify it up a bit...



Directions, Map or Landmark

We're going to look at a model for business book development, how to choose what type of business book to write, how to write the book and most importantly how that book can fit in with your business strategy, enhance your profile and provide you with a lucrative marketing tool.

This is a long document, take your time reading it, pause, bookmark it and come back later after you've thought a little. If you have questions send me an email - debs@debbiejenkins.com - I'll respond, I promise. If you don't like my model tell me why, if you do like my model tell all your friends who want to write a book!

And remember, this is just a model — it's not real. There are lots of different models. A model helps us make sense of complex situations, and to do that it reduces the situation to smaller, more manageable parts.

"Everything simple is false. Everything which is complex is unusable."

— Paul Valéry, French poet

This means there will be successful books that don't fit in my model. That's OK. It's just a model. A model simplifies complexity, you've been complexifying simplicity!

Helping people get from A to B

Imagine you want to get to the new restaurant in town, so you ask a friend to tell you how to get there. They send you a detailed list of turn by turn instructions to drive there from your home, a 20km journey. But you are at work, on your bike, 2 minutes away from the restaurant. How helpful are the directions? You really needed a landmark to help you – “head towards the train station and it’s on the left”.

Or perhaps you are new to the area and want some help finding your way around, getting to know the local environment, the best restaurants, where the good schools are. A manifesto on re-opening the canal system won’t be particularly helpful. Of course, later, when you have been there a few years you might be really interested, but right now?

Late at night you realise you’ve walked down a dark alley and are completely lost in the middle of a city, in what appears to be a not too salubrious area. A large scale, tourist map won’t get you out of danger fast. You need a detailed, turn by turn, ‘get me to the closest metro station as fast as possible’ solution.

There are different ways of giving information for different types of people, with different needs and at different starting points. There’s a recurring word here – different – one system does not fit all.

To give good help you need to know where the person is now, where they want to go, why they want go there, how they plan to get there and whether you’re going with them.



When you write a book in the style of someone famous, or following the rules of other business books, or you emulate the same book everyone else is emulating, you are not understanding the subtleties and differences.

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The Directions, Map or Landmark Model - DML

I first came across the idea of using directions, map or landmark from my brother, Joe. He came across it in a book: The Back of a Napkin, by Dan Roam.

Directions (how to...) books describe directions to a new place in detail (turn left at the church).

Map (what & where to...) books must describe the whole map, with all the contours and buildings (detailed terrain).

A landmark (why to...) book identifies a bright, shining destination, that we head towards (even if we might never get there).

Directions Books

Directions books (how to...) are good for people who sell structured training, video courses, other books in a series – “ie do this and then do the next thing in the list”.

If you have a team of people who take action, do the work and take the hassle off the client, this is the book you could write.

How to books are great for readers who are desperate for a solution, right now!



Map Books

Map books (what & where to...) are great for people who have multiple products to sell too, but they allow the customer to decide — like, buy my coaching, or buy my book or buy my in-house training course.

Map books are for curious readers who will happily get stuck in and solve their own problems with a little help from you or your team.



Landmark Books

Landmark books (why to...) are for writers who want to lead, who are looking for followers and who are able to describe a bright shining opportunity – like mavens (making connections), prolific writers (who can monetise their writing), prolific video makers (who can monetise video), keynote speakers (get paid for speaking), government or big business advisors, also those looking to create follower-leaders (offer mentorship, coaching, train the trainer, which lead back to the manifesto).

Your reader needs to be inspired by you and the issue.

They are looking to follow an inspirational leader.



What's the best type?

No one type is better than the other in absolute terms — they each have their role and place and time.

I've found that expert author business books fall into about 30% Directions, 60% Map and 10% Landmark.

So the vast majority of small expert business owners will end up writing a map type book — and that's where they get lost — in detailing the terrain!

But first, let's look at each type, see who they work for (reader and writer), and what you need to make it work.

Directions



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DIRECTIONS — HOW TO

Directions books have plenty of lists, facts, instructions. People reading this book don't want to go off and find out information, they want to be told what to do, the order, what next, what they need for the journey. It's all about order and getting there. They're not looking for detours. Imagine the reader of a directions type book looking down, following instructions, they just don't see the rest of the landscape/terrain, they are on their way to a destination.

If they get lost they might abandon the trip and you'll lose them forever. Or they need to go backwards some steps, wasting time and resources. Directions books need to help the reader get from A to B easily, quickly, without getting lost!

Your reader is desperate for a solution — get her there fast, efficiently — and don't lose her!

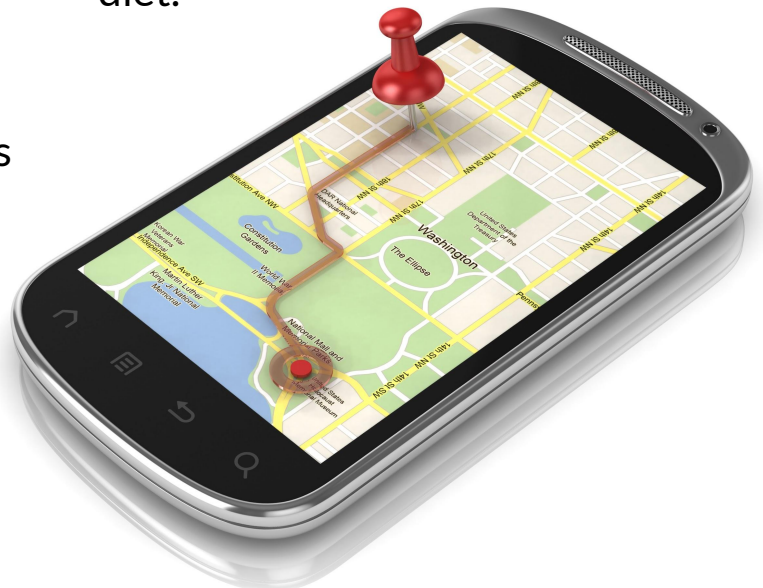
Any case studies need to show progression in the form of 'I did this, then that, then that and now I'm here...' Cases need to be specific, clear, unambiguous.

What business books are in the Directions category?

Types of direction books include cookery books (how to make great paella), how to run a pet store, how to travel the world as a writer, how to run facebook ads, how to set up a website.

My cookery books are directions books — you have to do the things in the right order, step by step — there is only one right way (or at least the Spanish women I interviewed for the books say so, and who am I to argue?)

For these books to work everyone must start from the same place — so you must choose the target carefully. A cordon bleu cookery book won't be great for an 18 year old needing to cook for themselves for the first time when they leave for university. A cake baking book isn't right for a 50 year old man on the Paleo diet.



The difference that makes the difference

You can't give good directions if you don't have a common starting point. Imagine you want to take your friends on a picnic, they are coming from all over the city – some from the north, some from the south, you can't give each person the same directions, unless you get them all to the same starting point.

Books in this space will be competing to take the reader from where they are now to a DIFFERENT place than you want them to go. For example, diet books – Atkins, Paleo, Low Carbs – they are all competing to take your reader from being unhappy with their diet, but each leads to a different place.

Want a website and don't have any coding skills? Buy my 'how to set up a Wordpress website for dummies' book. No, buy my 'how to get started with your website on WIX, without coding skills' book. How to set up your business mailing list on Infusionsoft – or on Salesforce – or on Mailchimp – same starting point (problem), different destination (solution).

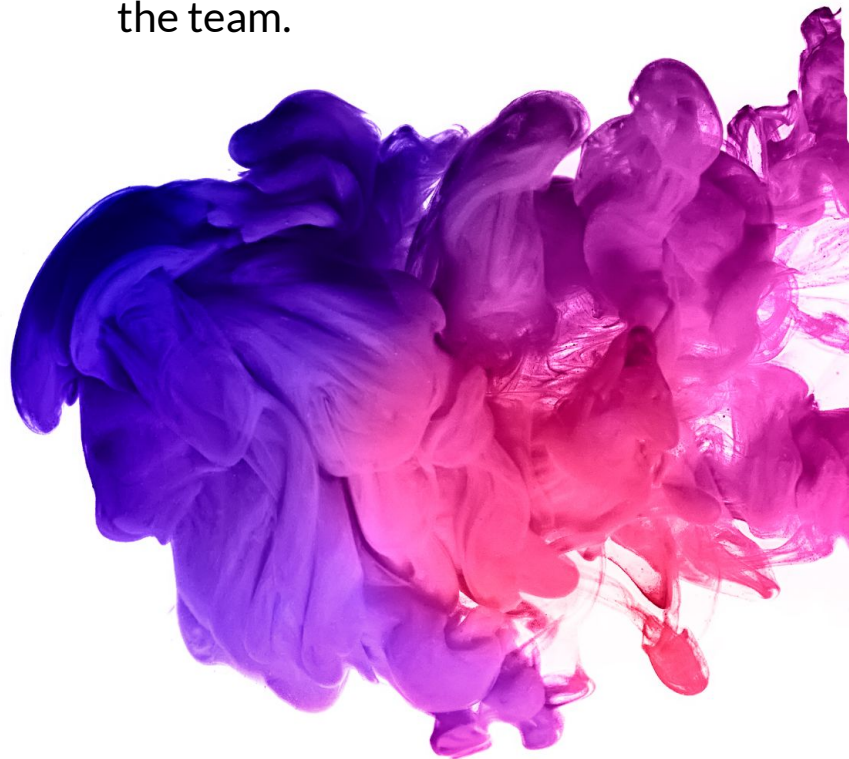
**Same starting points,
different directions,
different destination.**

Why Directions-type books don't get read...

They can be turgid, boring, repetitive — these are the biggest problems with a directions book. You need to consider different ways of presenting the useful lists of directions. Think about: screenshots, bullets, breakouts, checklists, images. Any method to break the monotony.

How can you tie this in to your business?

Step by step instructional videos, courses, books, more how to products, done for you, toolkits, product progression (beginner to advanced), DIY with help from the team or done for you by the team.



Map



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MAP — WHAT & WHERE TO

With a map type book you need to diagram everything, set out all the nooks and crannies, show the whole terrain — landmarks, corners, traffic lights, McDonalds (even though you hate fast food), you need to be complete and all encompassing within a specific scope, size, scale and span.



MAP — Scope

What purpose will the map provide? Is it a cycling map? A pub crawl? Lost treasure? Motorway service stations?

This helps you work out your “who for” — a cycling map is for cyclists.

No! They have to have a need to move — cyclists want to cycle, they could use a road map and work it out themselves, but they’d be much happier with a map just for them.

So, your book needs to be for:

The map isn’t for everyone!

The biggest problem I find (and my bugbear) is that plenty of business people say something like: my book is for everyone who wants to be a coach? My book is for everyone in business. My book is for startups. My book is for Executives.

- Coaches who want to grow their practice from X to XX (where they are now to where they want to be in the future).
- Big companies who want to improve their entrepreneurial spirit (current place, new place).
- Managers who want to become CEOs (current role, new role).

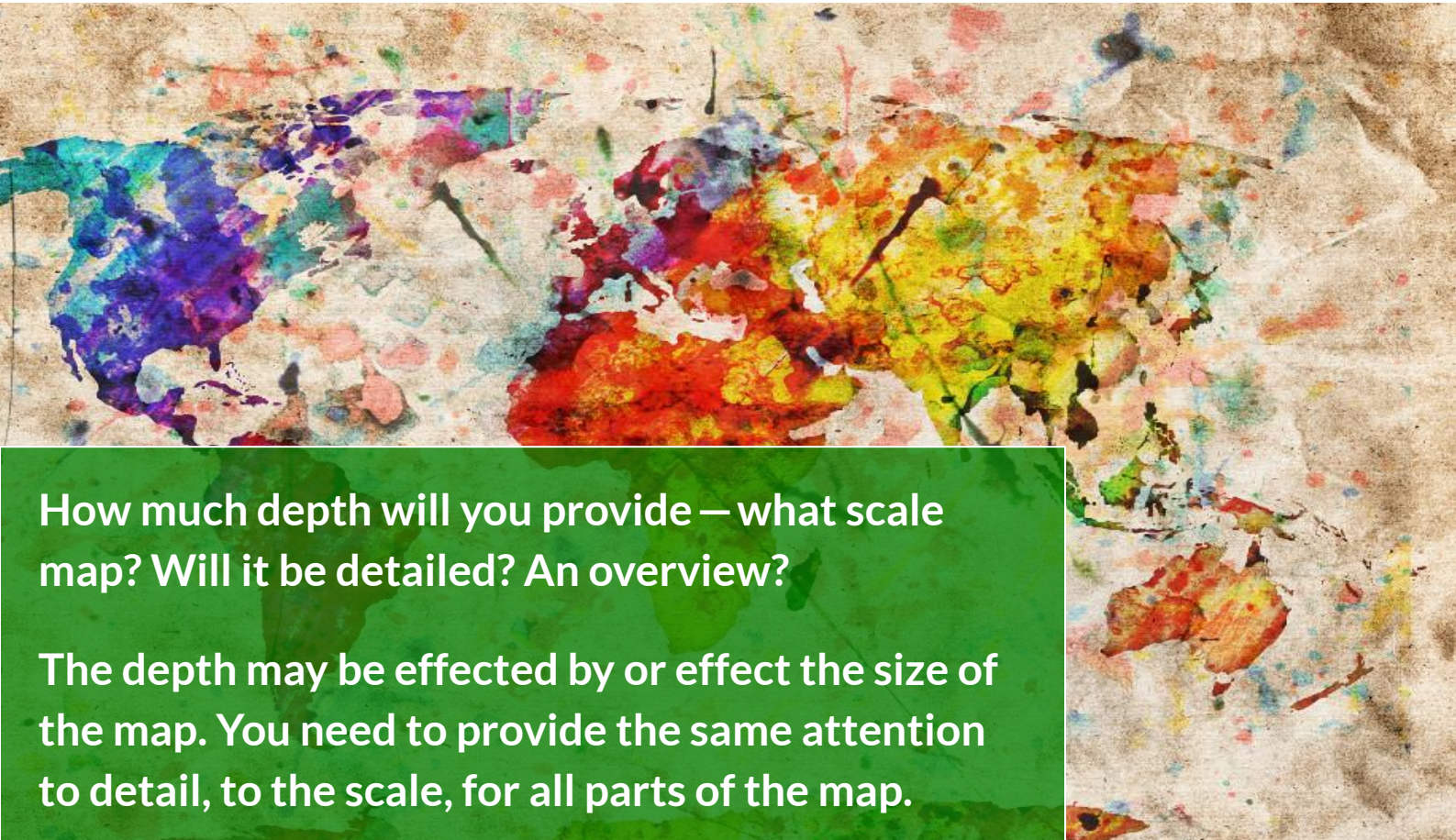
MAP - Size

Where are the edges of the map? Is it the whole of the USA? The World? The Algorrobo mountain (that's where I live if you want to send chocolate or Campari)?

If you're writing a business startup book for getting VC the rules are different in the UK than the States. You need to decide the size of the map, and where your map ends.



MAP - Scale



How much depth will you provide — what scale map? Will it be detailed? An overview?

The depth may be effected by or effect the size of the map. You need to provide the same attention to detail, to the scale, for all parts of the map.

If your book is for starting up a small business in the UK, and you cover everything in detail, except the legislation — that would be a bad map.

That fuzzy bit in the middle is where you'll lose (literally) your reader.

MAP - Span

What time period — how often will it need updating? Mountains are harder to move than McDonalds.

The biggest problem with maps is that they go out of date. The biggest benefit of map type books is they go out of date. You will need to re-visit your book in a few years, do a revised edition, update everything and SELL IT AGAIN! If it was a great map book, people will buy the revised edition too. Of course that means you have to do the work.

Each of these questions impacts the others — a detailed, but small map is doable.

A detailed, in depth, map of the world, all the shops, every traffic light is a little more of a challenge — unless you're Google of course. But even they haven't written the *book* about that!

Lots of competition

My Going Native in Murcia book came in this category. I wrote about every town, village, golf course, shopping centre, beach and bar! Restricted to the area of Murcia and for holiday makers. It's now in its fourth edition — because the territory changed.

Map books can go out of date really quickly, and they can be hard work keeping on top of — but — you have a ready made audience, your readers (clients) need to know what's changed, what's new, what's been torn down. I also wrote a map book for the same region, covering the same scale for people wanting to buy property here. Their movement would be different — they still needed to MOVE — but for different reasons.

In this category — map — there will be lots of competitors, lots of 'me too' books — after all you're all describing the same territory. Your trick is how you differentiate yourself from the crowd. How do you encourage readers (clients) to purchase your map book? What's different? What's special?

Your readers are curious about the landscape, the terrain, the options. They want less instruction, more information & exploration...

Map books don't need everyone to start from the same place, if the terrain (scope, scale, size & span) is well set out then you can parachute the right reader into any location on the map and they will be able to find their own path.

What business books are in the Map category?

Book writing books fall here — you are in place A and you want to be in B — where do you go? What routes could you take? What will you find on the journey?

Also, setting up in business, developing coaching skills, becoming an entrepreneurial type company, creating agile teams, how to be happy, self help...

This category is busy, it's where most business people end up writing their book.

Tie in to your business: speaker, sell products, 1to1 consultancy, training courses, workshops, mentorship, coaching.



How Map-type books can go wrong...

Neil Gaiman retells the parable in reference to storytelling in *Fragile Things*:

“One describes a tale best by telling the tale. You see? The way one describes a story, to oneself or the world, is by telling the story. It is a balancing act and it is a dream. The more accurate the map, the more it resembles the territory. The most accurate map possible would be the territory, and thus would be perfectly accurate and perfectly useless. The tale is the map that is the territory.”

When you get bogged down in the detail you are not creating a map you are creating the territory. The art of writing a map book is getting the scope, size, scale and span just right.

If you're stuck in the middle of writing your map book, go back to your basic map skills.

Landmark



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Landmark — WHY TO

If you write a Landmark book you may meet haters. You are leading people to your chosen destination, other people will want to subvert the direction, and lead them astray.

Nassim Taleb — his landmark (I think) is THINK — all his books ask us to learn to think better, to question our thinking. He's not the only person writing for this landmark, but he is especially vocal.

This type of books needs stories, personal stories, inspirational and motivational stories. It needs the stories to get movement in a direction without a map or directions. The reader needs to be able to picture the destination, you use stories to create a picture.

Are you getting the point?
Stories — case stories, life stories, anecdotes...

Not even on the same map

Readers will come from all directions, all lifestyles, every skillset and career. Landmark books don't need everyone to start at the same spot, they don't even need everyone to be on the same map, as long as you can see the shining star you can enjoy the book and benefit from it.

Readers are inspired to follow you to attempt to reach the landmark — even though you may never get there...

Types of book? Philosophy, religion (should be here but they frequently end up in directions!), manifestos, calls to action, better world, hope.

Biographies come in this category — they are the ultimate story, with a landmark. Think about Richard Branson's autobiography. Or biographies of Steve Jobs...

Tie in to your business: licenses (franchises, train the trainer), more books, keynote speeches, government or industry consultancy, advocacy.

Why your landmark book leaves you alone on the mountain...



Finding yourself alone at the top of the mountain you might wonder where it all went wrong... Unless your landmark, bright shining star, is where people really want to go, they won't follow you.

How sure are you that there's an audience of vegan, flat-earthers, who want to build a caterpillar-tracked tank to get to the other side of the disc? And are you really the charismatic story-teller who can lead them there?

It's hard to be inspiring... I know!



Two simple questions:

1. For whom are you writing the book?

2. What purpose does the book serve for you?

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The Reader

Knowledge

How knowledgeable (about the subject) is your reader?

For your reader you must identify, in advance of writing:

- Who you are writing for (novice, expert, psychographics, etc). The usual (and frequently overlooked) questions that help you clearly identify your reader (and potential client).
- Where they are right now.
- Their current level of knowledge on the subject.
- What do they need from the book?
- What's their pain and what's your promise.
- Where are they now?
- Where do they want to go?

Confidence Level

How confident are they to take action alone?

- How autonomous (on this subject) are your readers?
- Do they want someone to do it for them?
- Their level of autonomy (on this subject), do they take action or do they need hand-holding and guidance?

The Writer

For yourself (the business owner who is writing a book to enhance their reputation and create more business) you need to specify:

- Your writing skills (detail, big picture, inspirational, doesn't matter you'll be hiring a ghostwriter).
- Your business destination.
- The goal for your book.
- What do you want from the book?
- What are you selling?

**What are you prepared
to give up to get your
book written?**



**If you are writing a business book
then your book has a job to do.
You aren't writing it for fun.**

**You need to work out what job
your book has.**

**Is it to create leads: incoming
contacts generator? Is it to
convince people that you are an
expert in your field? Set you up as
a thought leader: are you looking
for followers? To sell a product?
Create an opportunity? Build a
movement? Leave a legacy?**

**Who will buy your product? Who
can grant the opportunities you
seek? Who will join your
movement?**

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Who and what are you selling?

Are you selling you?

If your business is You, then you are always selling you. Writers, consultants, coaches, advisors, trainers — the client is buying you, you are selling you.

Are you selling the team, product or business solution?

If your business has a solution that is independent of you, like software, a training team, accountancy services, then you are selling the business solution.

If you are selling you and you don't have any products you might want to consider creating products to sell too — I don't know, like a book! Oh, you are, well done!

Are you mostly selling products? Or services?

You may have services *and* products, that's great and bodes well for a long-term successful business, but if you could only sell one 'thing' from the book, what would it be?



The DML model in action

Kitchen Taps Books

*"All models are wrong,
but some are useful."*
George Box - Statistician

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How do you decide?

Now we'll get into some details about selecting the right type of book by taking a look at some sample book outlines to demonstrate the differences.

First, how do you decide what type of book to write?

The easiest way is to work out what problem or need for movement your target reader actually has (remember a book is to move a reader from where they are to where they need to be). You do have a target reader don't you? Ask yourself:

Q: Does your reader have an immediate, clear and urgent challenge and need equipping with the right steps?

If yes: Help them get fixed fast with a Directions-type book.

Q: Are they stuck in a situation and need education to move?

If yes: Write them a Map-type book to show them their options.

Q: Or, are they on a journey and need enlightenment?

If yes: Lead them with a Landmark-type book.

When you know what type of book you are writing you can work on the book title and subtitle and the outline.

Kitchen Taps

Let's use our non-fiction [Kitchen Taps book that we looked at in: I'm writing a book. So what?](#)

The Directions-type Outline: Install Your Kitchen Taps in 15 Minutes

Chapter 1: Go to DIY store

Chapter 2: Select your tap - metal or plastic?

Chapter 3: Install in your kitchen sink - bish, bash, bosh!

Chapter 4: Enjoy your kitchen tap

The Map-type Outline: What taps to buy and where to get the best deal

Chapter 1: A brief history of taps

Chapter 2: Types of taps

Chapter 3: Funny tap stories

Chapter 4: What happens if you don't have a tap

Chapter 5: Why everyone needs taps

Chapter 6: Taps, the facts and figures!

More Kitchen Taps

The Landmark-type Outline: With the right kitchen tap you can save the world!

Chapter 1: The under-appreciated water-saving device we use daily

Chapter 2: The story of the kitchen tap that could

Chapter 3: Why it's vitally important to share your kitchen tap message



Obviously, I'm being a little bit silly.
Let's look at a better example:
A writing a book book.



The DML model in action

Writing a Business Book

“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes about solutions.”

Albert Einstein

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A writing a book book

The Directions-type Outline: How to write a business book in a month

Chapter 1: Buy computer

Chapter 2: Install book writing software

Chapter 3: Write book outline

Chapter 4: Write chapter 1

Chapter 5: Write chapter 2

...

Chapter 10: Edit

Chapter 11: Review

Chapter 11: Tada!

Directions? Map? Landmark?

The Map-type Outline: The ins and outs of writing a non-fiction book for small business owners

Chapter 1: Writing: how, why, who, when

Chapter 2: Editing: how, why, who, when

Chapter 3: Reviewing: how, why, who, when

Chapter 4: Publishing: how, why, who, when

Chapter 5: Cover design: how, why, who, when

Chapter 6: Marketing: how, why, who, when

The Landmark-type Outline: Think | Write | Lead - Thought leaders write books

Chapter 1: The story of an obscure welder who wrote a book and changed history

Chapter 2: The story of a business owner who didn't write a book and went bankrupt

Chapter 3: You must share your work, the world deserves to read it

etc...

Time to Stop Being Silly?

Oops, I'm still being really quite silly.

I have plenty more silly examples to share, but I'll stop for now. I'm sure you can see how selecting the right type of book - Directions, Map, Landmark - will impact how you write your book.

You need to decide this before you write the outline, because the outline is your blueprint for writing the right book for the right reader. Get this wrong and you can get lost in the wilderness with your book, and you might never get finished.

Remember: this is only a model. I find it useful, I hope you do too.

Let's look in detail at writing a book outline using the DML model in the next pages.



The DML model in action

Detailed Example

“I have never tried that before so I think
I should definitely be able to do it.”

Pippi Longstocking - Astrid Lindgren

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Can You Do It Yourself?

Our goal at the #DisasterFarm is to become self-sufficient and reduce our negative impact on the environment. We grow our own plants, attempt to reduce waste, farm animals, eat local produce. My other half makes his own knives, choppers and axes. We are collectively quite capable.

And in case of a zombie apocalypse* we have a zombie apocalypse room (where we store extra loo paper!) So, I think we're prepared for most situations! Of course right now I have a mini mental breakdown if the internet disappears for 10 minutes, but I'm working on it.

I read a lot of books, quite a few on becoming self-sufficient, so let's push a sustainability idea through the DML model and create three different book outlines.

* Don't come round unannounced, my other half really does make his own axes! If the zombie apocalypse happens we have plenty of toilet paper for everyone! But ring first!

Sustainability with a Directions-type book

Q: Does your reader have an immediate, clear and urgent challenge, and need equipping with the right steps?

If yes: Help them get fixed fast with a Directions-type book.

To write a Directions-type book you must know where they are.

It's all about HOW TO get something done. You are instructing them, telling them the steps, being logical. By the end of the book they'll be equipped. You need to provide details, explanations, the one way, order. They don't need detours, they need facts, lists, actions. Keep it logical, every chapter should have a similar structure, keep signposting them so they know they're making progress.

Tell them how far they've come, give them positive feedback, reviews and % completed. Make it clear that this is the only and best path to the solution they want so they can confidently take action.

Become Self-Sufficient in 180 Days in Murcia, Spain

Chapter 1: Select the right space

Step 1: Find out where south is by...

Step 2: Calculate how many hours of sunshine by...

Step 3: Do this XXX

Summary & what next

Chapter 2: Prepare the land

Step 1: Buy the right tools

Step 2: The best way to dig the soil

Step 3: Managing barriers and pests...

Summary & what next

Chapter 3: Buy the right plants

Step 1: Where, when

Step 2:... Step 3:...

Summary & what next

Chapter 4: Select the right livestock

Step 1: Where, when, Step 2:... Step 3:...

Chapter 5: Manage water

Step 1: Where, when

Step 2:... Step 3:... etc...

You can only write a great Directions-type sustainability book if you know where they are - then you can provide detailed instruction for their climate, terrain, seasons, sunshine hours, livestock, rainfall...

Sustainability with a Map-type book

Q: Are they stuck in a situation and need education to move?

If yes: Write them a Map-type book to show them their options.

Map-type books are for curious people who may not have made a decision because they are still evaluating their options. You need to provide them with information, so they become educated and can decide for themselves. Of course, you need to be on the same map to help them. You need to have mapped the terrain, been there first, be the guide that shows them all their options. You can also tell them your preferences, but you must allow them to explore, with you as the expert guide.

Your goal is to answer the "what" and "where" questions they may have to satisfy their curiosity about the terrain you are mapping.

A Map-type book covers:

- Their purpose (scope) - for whom and their need to move
- The edges (size) - what you will cover and what you won't
- The depth (scale) - the same amount of detail for each chapter (not too detailed)
- The time period (span) - regulations may change...

The biggest problem is that all map type books are detailing the same terrain - you need to work out what makes your book different. And you must map the whole terrain!

Could you become self-sufficient? A simple guide for city-dwellers who want to reduce their negative ecological impact

Chapter 1: Plants and green things

What, where, how, when

Chapter 2: Animals and eaty things

What, where, how, when

Chapter 3: Wet stuff

What, where, how, when

Chapter 4: Planning permissions & planning ahead

What, where, how, when

Chapter 5: Recycle & upcycle

What, where, how, when

Chapter 6: Natural power - solar & wind

What, where, how, when

Chapter 7: Stockpiling

What, where, how, when

Chapter 8: Have you got what it takes?

**You can only write a great Map-type
sustainability book if you are on the
same map, and have thoroughly
mapped the terrain you are
describing..**

Sustainability with a Landmark-type book

Q: Are they on a journey and need enlightenment?

If yes: Lead them with a Landmark-type book.

Landmark-type books are for confident people who are ready to take action. You need to inspire and influence them to follow you. Your book needs help them become enlightened for the right path. Show them where you're going, lead them to your true north. The best way of leading people is by talking to their hearts (first) - you do that with stories. Build tension, passion, desire to move. Demonstrate why other landmarks are wrong, and who the villains are.

Show them why they should follow you, that you can be relied on to lead them to a better place.

The Zombie Apocalypse

Chapter 1: Floods, famines, pestilence

Jim had always wanted his own farm, but the floods in ...

Chapter 2: Population explosion

There are an additional 83 million people annually. When Jane was born in 1901...

Chapter 3: Resource depletion

The Mars rover trip was a disaster...

Chapter 4: Viruses are virus-y

When Bob sneezed on the train this morning...

Chapter 5: Governments can't be relied on

[I can't think what silly thing to say here - it's just true!]

Chapter 6: Big companies are b£*st*\$ds

The plague outbreak in 1347 was caused by commercial interests...

Chapter 7: Are you ready for the revolution?

To inspire and influence people to move towards your landmark they must also desire the same destination, that means you must describe the shining star, bright opportunity so that people must follow you. It stops being a want, and becomes a need to move.

DML **Summary**

It's all about
movement

Directions Summary

You are here...
...I'll get you there



Logic - Hands (or feet!)

The reader:
Confused

How you help them:
Instructions

What they become:
Equipped

The Book:

- Details
- Explanations
- How to do things
- One way
- Order
- Simplicity
- Lists
- Facts
- Instructions

No Detours

Don't lose the reader!

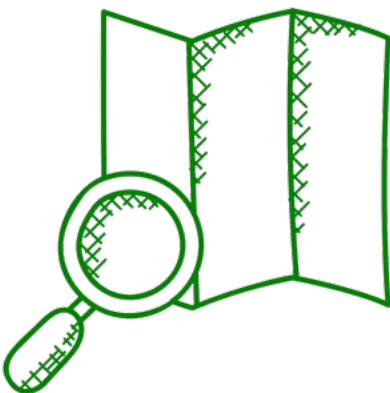
What you're selling:

- Done for you services
- Done with you services
- Step-by-step instructional videos
- Tools
- Toolkits
- Product progression (beginner to advanced)

Tell them what to do!

Map Summary

You are on
this map...



Grammar - Heads

The reader:
Curious

How you help them:
Information

What they become:
Educated

The Book:

- Scope - purpose
- Size - edges
- Scale - depth
- Span - time period
- Case stories

The reader decides the journey, they want to explore, you create the map.

Writers are all describing the same territory, be the difference that makes the difference.

Don't get bogged down in detail.

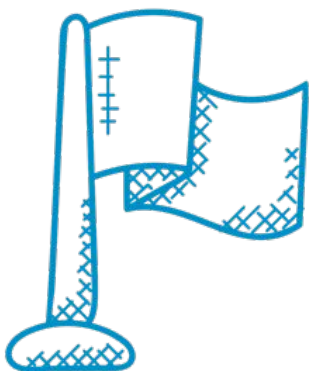
What you're selling:

- Speaker
- Products
- 1 to 1
- Consultancy
- Training courses
- Workshops
- Mentorship
- Coaching

Ask the reader questions.

Landmark Summary

This is where
we're going...
...come join me!



Rhetoric - Hearts

The reader:
Confident

How you help them:
Influence

What they become:
Enlightened

The Book:

- Stories
- Case stories
- Metaphor
- Create mind pictures with words
- Lexicon
- Motivation

Readers might not even be on the same map...

You will get haters - don't worry about it.

What you're selling:

- Licenses
- Franchises
- Train the trainer
- Books
- Keynotes
- Advocacy
- Government/industry consulting

Be inspiring in word & deed.

Check: Are you climbing
the right mountain?

Final Thoughts

You can see that one subject can be handled in (at least) three different ways. My DML model will give you the constraints to outline a book that is writable. If you need help working out what type of book to write give me a call (I'll answer it from my zombie-proof bunker).

Nassim hits the nail on the head in Fooled by Randomness:

A model might show you some risks, but not the risks of using it. Moreover, models are built on a finite set of parameters, while reality affords us infinite sources of risks.

These are just models for writing a book. They are not the book. They might not even be accurate models.

*“Draw me a map of what you see
then I will draw a map of what you never see
and guess me whose map will be bigger than whose?”*

—Kei Miller, from *The Cartographer Tries to Map a Way to Zion* (Manchester: Carcanet, 2014)



Debbie Jenkins has a 1st Class Degree in Electronics Engineering and has run her own businesses for more than 20 years. She was the co-owner of a marketing and publishing company where she commissioned, edited and published 80 books in the coaching, self-improvement and small business development fields.

Over the course of the last 20 years as a writing coach, she has helped over 200 books get captured, organised, written and published.

She authored or co-authored 10 books on marketing, including *The Gorillas Want Bananas* and *The Wealthy Author*. She writes articles on Spain at www.NativeSpain.com and is the author of the popular (now in its fourth edition) *Going Native in Murcia* guide book.

Debbie's analytical engineering background makes her great for her role as a book coach & mentor as she is able to probe and uncover all relevant information. Her experience in the publishing and book marketing fields ensures your writing project is kept on track.

Debbie is bilingual (English & Spanish) and lives in Spain with her cats, dogs, goats, ducks, chickens and horses.

Debbie Jenkins

I help you capture thoughts, organise ideas, write more...

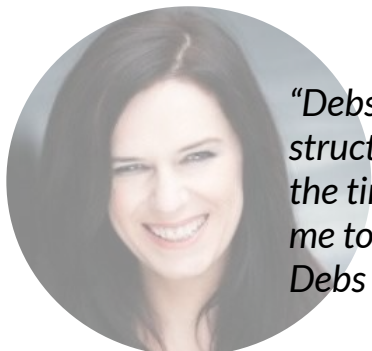
What other people think...



"I'd been writing a book for 5 years until I found Debs. Or I should say I'd been rewriting a book for 5 years until I met Debs. Debs really helped get the structure of the book right and more importantly knew what we wanted to achieve with it from a marketing perspective."

"She took the time to really understand my 'voice' and our business. We have run a very successful training company for the last 18 years so I initially didn't think we needed someone like Debs. However Debs knowledge of getting things published has been invaluable."

Simon Bowkett, author of Words That Sell Cars, Trainer, Coach, Speaker -
The best online training for the Motor Industry



"Debs listens well, is kind, generous and extremely witty. She helped me plan the structure of the book, checked my writing, and held me accountable for meeting the timescales I'd set. She also advised on my product ecosystem, and introduced me to suppliers. If you want to write a book or have been struggling to finish one Debs is the person I'd seek out."

Jane Frankland, author of InSecurity, CISO Advisor, Speaker & Champion
for Women in Cyber Security, Cyber Security Capital (CS^)



"I thoroughly enjoyed working with Debs as my book coach. She was professional, articulate and focussed, providing me with the necessary motivation and support throughout the book writing process. She was generous with her advice, experience and enthusiasm and was able to effectively adapt her approach to suit my individual needs and style. She displayed a natural ability in getting the best out of me and became a trusted advisor and a great person to work alongside. I hope to work with Debs again on my next book."

David Guile, Executive Leadership Coach, Award winning Author,
Executive Chairman & Non Exec Director



**If you want help working out
what type of book you should
write give me a call:
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**Would you like a free outline of
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Debbie Jenkins

I help you capture thoughts, organise ideas, write more...