


Write the Book You Need In One Day.

By Floris Koot



Start Right Here, Write Now!

Knowmadic
Free Lectures 

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Have a big question? Want to know how to get things done in a certain area*? Do you have problems with certain people and do you want to learn to deal with them? Want to start an advertising business or post a blog? Want to learn how to cook something different? Want to become an artist, philosopher or an attractive poet? Have a **BIG QUESTION** or **WISH** and can't find the book about it? Wonder what to do? Here's what. Write the book you'd wish existed on the topic yourself! And Write it in one day!

Why? Why write yourself? Because

A) You already know deep inside.

That's where the best 'Answers That Work For You' are.

B) Perhaps this way you can become the global expert on how to deal with this special problem?

C) You believe you are creative and smart enough. We do too.

D) Why pay for a whole book, and read a whole day for those two pages of wisdom you're looking for?

Especially when you can come up, in one day, with 10 pages of important insights yourself and support your career with it.

Here's the best book ever to really solve your problems and find that bit of inner wisdom you've been looking for!

The Answer is Right Here, Write Now!



Welcome to our Open Source Booklets. In these booklets we'd like to give you keys towards a professional life that brings synergy between who you are and what the world needs right now. Our booklets and school are all about ideas for action.

All our materials are free to read, distribute and share non commercially, as long as you identify us as the original creators. If you want to know more about the school, wish to support us, or our students, then visit www.knowmads.nl

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Considering our promise on the back cover:

***) Let's be honest, you can't become a judge without studying law or become a world famous cook, without a lot of cooking. But you can reveal your grasp on the essential principles of your topic and the wisdom you need to make it work, for you. Or you can write the little handbook to do your thing without forgetting important stuff ever again. Or write that confidence boosting handbook, that helps you phrase your vision much better towards the world.**

You know where to start: *Right here, Write now!*



Preface

This book will help you, not only to solve an issue at hand, but also prepare for next similar issues and or help others to do so. **Little do we realize that solving our own issues in an insightful way contains more gold than the solution itself.** Many business books and self help books were born after one critical insight in a crisis. So build upon your key insights and put them to work for you in the world to help others. **It can be the start of a whole career.**

To get from a question or an issue to an answer perhaps more than facts, we need wisdom. That is perhaps the most important trick of this book. In order to find a solution to our issues, this book will help you to try to unlock your inner wisdom. **“No problem can be solved with the same kind of thinking that created it.”**, Einstein once said. So we not only need you to start writing, we also will need you to make a shift to a different kind of thinking.

If you are angry at your boss a book with all the reasons to justify your hate will change nothing. A good question must have you look for different possibilities and angles. And a book will help you remember them. When things go wrong in relationships we often say: “I’ve tried everything, but nothing works.” Writing a book like this might help you to make a checklist to see if you really did try everything, or did just more of the same in a different way.

One of the most important things to get started is to have your issue, question, problem, goal or challenge clear. Do you really need a checklist for improving your relationship or would a technical handbook for your partner (A manual on how to deal with you) be a better idea, or could it be the question: “How to unleash my inner romantic” or the more definitive “Fifty ways to leave your lover.” In the end it’s all up to you.

The book is set up on three levels. The First is practical steps that will guide you through the day. The Second is practical advice on what strategy to follow and practical tips along the way. The Third is the help to make you shift to other and new solutions.

Here are globally the steps you’ll make during the day.

- The day and night before: preparing on practical and mental levels.
- Before breakfast: free writing about the core of the issue.
- During breakfast : thinking and or talking about the core of the issue.
- In the morning: mind mapping what comes with the problem and concepting the core.
- Lunch (with a creative friend): thinking about possibilities
- Afternoon: mapping possibilities and steps
- Dinner (with a realistic friend): discussing final choices
- Evening: finishing the book
- What you could do with the finished book.
- Extra's like Escaping Traps and ideas for visual people or those who hate planning.

Have a great day!

Days Before: Preparations for the day.

What you need to do and check in advance

- ☐ Plan that day. When is it? Keep it fully free from all other things. And plan very soon after some time for (re) editing.
- ☐ If you need to do important factual research, do it before.
- ☐ Have all necessary research results, documentation, sources, books and magazines at hand when the day starts. Know where to find important links on the internet.
- ☐ Have a computer at hand, set of coloured pens and paper, including some big papers for mind mapping.
- ☐ Clean out a big table to work at and around. You might even consider working at a holiday house with internet access.
- ☐ Have your fridge stored with all necessary stuff.
- ☐ Be prepared to not take any calls that distract you or be interrupted otherwise. Be sure to meet Mr. Writers-Block, Lady Unexpected Interruptions and the Children from Unforeseen Obstacles anyway. Do not fear, they are part of the process.
- ☐ Do have access to people you can call at any time and have an appointment for lunch and or dinner. Choose for lunch a creative to think about answers and possibilities to your questions and a critical friend for dinner to discuss your answers and how to sharpen your results into a strong message to yourself and perhaps others.
- ☐ Finally prepare the night before by putting pen and papers next to your bed and reading the next bit.

Know what's the question you want to answer.

What kind of book do you need? Think about the issue. What would you want or need to write a book about? What are you looking for? What kind of book do you (and perhaps many others) need? Here are three book concepts you may choose from. Each of them will be explained and have special tips in the book, with each its own code.

- **Solution Orientated: Discovering a solution or new idea.**

You are looking for an answer to a question or problem.

You have a question, a wish or longing and or a puzzle or problem to solve and do not know yet how to get there; take this outline. Often the result of a scientific research starts with such a question and then tells about all the proofs and investigations towards an answer. You can't do the researches in one day, but you might find all your arguments in your collected documentation.

Start from or come up with the question that the book will answer:

How can I find the partner I want? What's beyond democracy? How can I get to live on a castle in France? What company can I start with the new possibilities in New Media, and why is the world waiting for this one? Etc.

- **Vision Driven: Exploring a new paradigm or vision.**

You found a new these or way to look at things and you want to explore its possibilities or how to make it work.

When you need to challenge yourself and or others with a different approach or want to try out new ideas and make them real, then take this approach. Start with a challenging new concept or idea. Then explore the context (how are we caught in an old or wrong way of thinking?), thus building up argumentation for your new approach. And finish with, your, implications when we choose this version. Which new possibilities are now open to us? This is also used by writers who have an opinion

and then collect the prove for it around the world in researches, other books and through personal experiences.

Come up with the statement or paradigm the book will explore:

“Shy Dating” (Why you don’t need to be all glitter and glamour to score the girl you want). “Dialog” (The new way on how to get the whole population involved at state keeping). “Business Concepts for Castle Owners in France” (Ways to make money with a ruin and get it restored at the same time)

“Using is Owning!” (Why the new media needs a new kinds of ownership.)

- **Handbook: Writing a handbook that lists steps, exercises and or possibilities.**

You have learned something and want to store the wisdom for yourself and or others.

If you want to have a handy overview of everything that needs to be taken into consideration in certain processes, or projects in order to get them done. If you feel your work will be full of bullet points and do's and don'ts. Then choose the Handbook approach.

Design is very important in the Handbook approach. You need to find what you need fats and easy. So take your time for this too. What font? How to design the pages.

Tips. Extra remarks. References. All give it something that makes it easy to spot.

Write a book that states the problem or goal, and include all the steps to be taken to get out of trouble or arrive at the goal, including all the considerations to be made along the way. There may practices and exercises to help you becoming a professional at it. And if it's about what formulas or recipes for, cooking or solving complex situations with a lots of angles, also choose the Handbook concept.

For example: “Field Guide for evading Nasty People.” Offer an overview of sucking, complaining, arguing, pestering, sabotaging types and how to evade or get rid of them. Provide pictures, identifiers and solutions on how to deal with each type of nasty person. It may be the start of a series: “Jack's Field Guides for dating”, or begging, job applications, etc.

So the course of a story is decided by the opening¹! Each opening is a door through which the reader starts on path, with an expected kind of destination.

That doesn't take away discoveries or unexpected twists along the way. But all in all the whole of the story is the answer to the question that the writer has raised; even if the answers says it was the wrong question, then this is what we need to learn! An answer must come! Whether it comes as surprise at the end or during the whole book as proof given for certain bold claims made in the first chapter doesn't matter.

If there is a discovery, we want it explained and evolved.

It there is a question, we want to be provided the answer.

If there is a riddle, we want it solved.

If there is a destiny, we want a map and the tools to get there.

☐ Got the checklist above collected and checked!? Good we're ready to go!

☐ Keep during the day with the times! Sometimes we only need the time we have if we are prepared to adjust to it. Plan your own lunch, dinner, breaks and end time in advance. Then progress through the day.

1 For example, the line: “Once there was a fat king looking for a princess.” promises a clear story. It's a love story. It's a fairy tale. There is a fat king, who has a wish. Will it be fulfilled? That is the question! And what is especially mentioned? He is fat. So this will be the biggest obstacle. We have yet to find out if his self image is the problem, or the princess(es) hates the belly. The end is still open, but it must head to either he gets her or not, by overcoming of whatever (fat or judgement) is in the way.

Read this the evening before:

Preparing for the night.

Tomorrow is going to be a full day. You'll need a clear head from 9:00 sharp. If you're a morning person feel free to make everything one hour, or so, earlier. You are going to write the book you need. In one day. Yes. It's possible. Because the wisdom you need to meet your challenges is already locked in your head. And tomorrow you are going to get it out. And on paper.

Anticipate that the answers you seek may not all be found in a straight line or within conventional thinking. To escape repetition of what everyone else or you yourself have been doing thus far, you need to be able to travel and look sideways. To do that we'll have to trick your mind, to get to the deeper and more essential understanding and to open you up for the unexpected possibilities.

To go beyond what you thought possible, you have to trust on dreams, games, tricks and funny questions. It may seem weird. It may feel dangerous or silly. But there is no other way. You will have to leave the roads you know so well to discover the new territory and find the essential insight(s) you are looking for.

The Americas could only be discovered when someone considered the implications of the, at that time dangerous and silly, idea that the world was round. And then, dangerous dangerous, set out in a boat to check out the new possibilities that rose from this insight.

Find pen and paper and put them right next to your bed, before going to sleep. Don't drink too much alcohol or go to sleep way too late. Be prepared to be sharp.

Read this bit to right before going to sleep

1. **When you are about to turn of the light:** consider your intention or question and plan to dream about it. Say to yourself: I will dream about the issue and remember my dreams. Then let go.
2. If anything comes during the night, thoughts you like play through your head, write them down. Don't think, or consider, just write it down as it comes. If nothing comes that's fine too. Being relaxed is more important than expecting magic to happen ;)
3. **Tomorrow morning**, when you feel you're coming awake: don't move your body! Stay in the position you were sleeping in and replay as much as you can from your dreams². When you got the movie in your daytime awareness then roll over and grab the pen and paper to note as much as you can.
4. Becoming fully awake: Whether or not you had a dream and wrote it down: this is the next step: Today is the day. Before you stand up fantasize first about the issue and then about the book. Can you see book in front of you? What does it look like? Is there a title? What bold statement is on the back? When fully visualized note it all down.

Be prepared to be at breakfast at 9:00

Sleep well.

² Often when you move first, all images of the dream are gone in a flash and forgotten. This bit of wisdom comes from lessons in learning to remember your dreams.

Morning session

Before breakfast

Exploring and collecting the basic materials

When everything worthwhile from the night is noted and planted, go shower and dress or whatever rituals you regularly have. Expect, but don't force pop up thoughts during shower or toilet visit. Then when allow yourself some free writing about the core of the issue. What lines come? What are you angry about? What fear needs to be confronted? Who in your life had similar experiences and issues as you now or offered wisdom about the issue?

If you are a more visual person, you also might dream up a vision of the book in a bookstore. See the ready product in front of you, pick it up, look at it and check what you like and would be a daring good idea. Or consciously imagine the best possible outcome for your idea. How would it look like? Than retrace the steps. What would get you there?

Remember this is conscious daydreaming. This was all warm up. If it works, it works, if not, get out of bed. And don't cling to these ideas, only when you had an epiphany.

After the free writing, no more than 15' minutes unless you're steaming away, rereading notes of the night or dreams. Note down or encircle all key thoughts and essentials. Map them. See the red lines and connections. Any quotes that should make the book? Instead of the morning paper or watching the news, go through what you've got so far. Read researched materials like articles, check some websites. Wander around playfully thinking, while walking the dog. Make short notes on separate papers of everything that seem interesting. One small paper per thought.

9:00 Breakfast

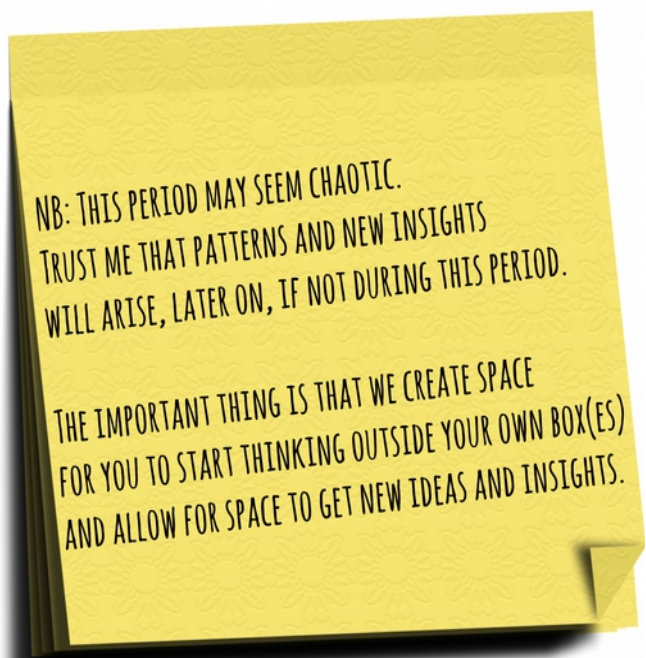
During breakfast : thinking and or talking about the core of the issue.

Relax, look out of the window, note when ideas pop up, then relax again, unless you get in a flow, then follow the energy. Dare to be bold. Dare to shock and provoke. Dare to be really honest to yourself. Accept doubts and fears (nobody might read this ever or it might be the honesty that creates the breakthrough, as it has done for many famous artists).

Dare to dream. Dare to dream big. You want to go beyond yourself!

When there's no ideas, just enjoy breakfast or go through your documentation.

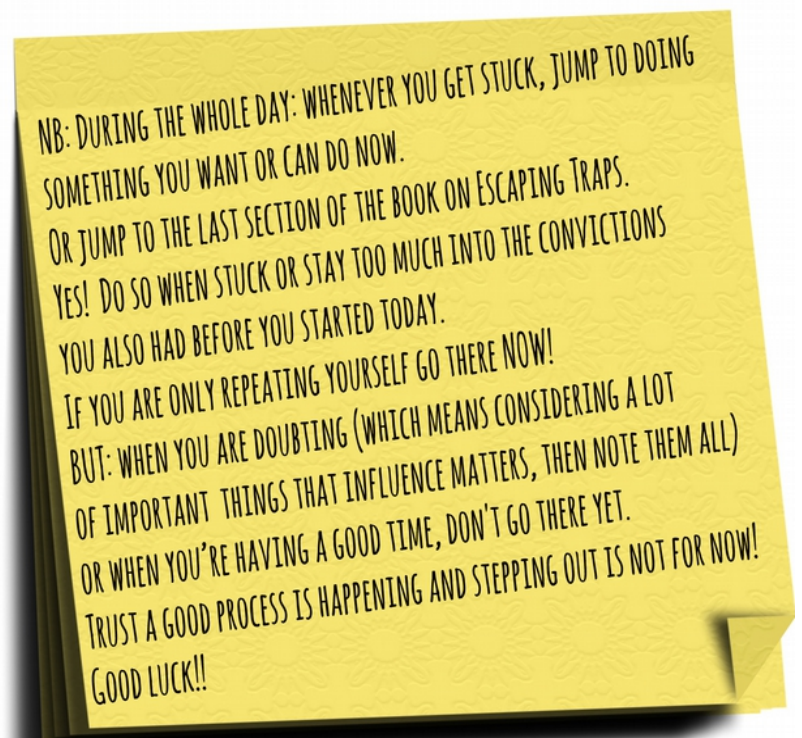
NB: Only talk when a partner is present and you feel talking helps to order your thoughts and he or she's up for it. But when someone is there, you might skip a bit ahead in the morning program and explain to the other, what the book will be about and what it tries to solve.



9:30 Morning

9:30 In the morning first hour: mind mapping what comes with the problem

- **Solution Orientated:** Writing towards a solution or vision: Question, problem, context, research, solution. Define the problem. Rave against the problem. Make post its of as many arguments why this is wrong as possible.
- **Vision Driven:** Write down your core idea, list as many arguments as you can make (or find in your documentation) pro, add contra's to pro's and or separate as you see fit. Cluster them into a few piles if there are too many. Then consider all the possibilities how your life, a specified environment or relationship or even the world can be changed through it. Perhaps wonder what it could mean on a psychological, economical, cultural or historic level if that helps or applies here. Skip when not needed! Make piles for this too.
- **Handbook:** Make a mindmap of everything you know (or found in your duocumentation) and can include on working with this subject. If you don't know what a mind map is, look for an example on google or just note down all important aspects of the issue and cluster them in a logical way. Like all why's, what's and how's.



10:30 In the morning second phase: deepening the overview

- **Solution Orientated:** Then find for each of them reasons why this is so, and why people would keep on doing this. Find psychological, economical, cultural, historic reasons why this is so. That see if there are similarities in your reasons why.
- **Vision Driven:** Then make a few piles what is needed to make it work. Also on several levels. How to convince? Who needs to be convinced? What materials, different rules are needed? Etc.
- **Handbook:** Recluster the mind map with a smarter choice of separation for the different main branches. Add what is needed and start adding pictures and small expansions with each bigger word.

11:00 In the morning third phase: a new level

- **Solution Orientated:** The question to why we don't want to change it: How could one tackle those reasons? What is wrong in that reasoning and how to expose it? What would be a appealing alternative? What makes it extra appealing or simple to reach or do?
- **Vision Driven:** How would these ideas be feasible? What is the simplest thing that could have the biggest impact towards this? What concept would make people run to join this idea? How could it be, or what if it was a product, method or service?
- **Handbook:** Now turn it all into the chapters or even pages of your book. What goes were? What is still missing? Consider yourself teaching this stuff to beginners. What might they do wrong or forget? Add those things as well. What basic simple rules must people doing this keep in mind?

11:30 Things to find until lunch.

11:30 – 12:15 You need a book concept. It needs to hold a promise that sticks in your (and other peoples) mind. It consists of back cover, title and tagline.

So how to come up with a great concept?

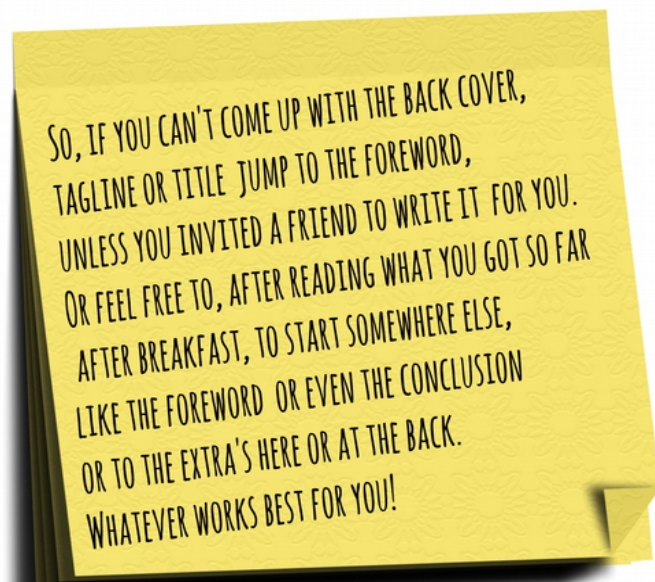
Start with the title or with the back cover. Yes, that's right, because the back cover is a promise to yourself and the reader. What do you promise to make happen through this book³? What wisdom will I find in it?

Than put that promise in a few words as possible. That is your tagline.

There is a huge power in tag lines. They hold the promise, trigger curiosity, announce the purpose, the paradigm shift or key to unlock the new potential that you and others are looking for. Here are some world famous book concepts that do just that:

"From Good to Great" (what makes companies way above average great),
"The Tipping Point" (about how and when shift happens), "the Way of Nowhere" (8 questions to boost your potential), "It's Not How Good You Are, It's How Good You Want To Be" (a colourful mishmash of personal insights and tips about marketing and advertising)

All of these have a great title, both clarifying and an intriguing subtitle (didn't use them here, just described the content as short as possible), inviting back cover story and a clear set up of the whole book.



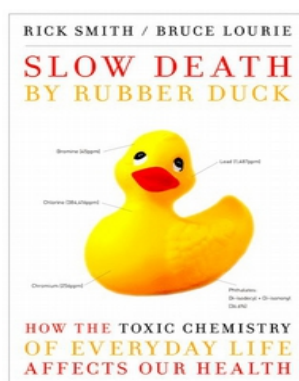
3 I wrote the backcover to this book, before I wrote it. It helps me to stay on track and don't expand too much about other things.

Each concept has its own build up or steps towards result. Consider a first quick draft on the basis of the questions with each formula, or use them to write your back page.

- **Solution Orientated:** Writing towards a solution or vision: Start with the Question, frame the problem, describe the context, do the research, give arguments, reveal the solution, based on all the previous steps.
So what's the issue? Why is that important? What needs to be done about it? How?
- **Vision Driven:** Writing from a new paradigm: Offer a challenge, describe the context, give arguments for this challenge, proof its value, work for the new paradigm, show implications from this choice, a show how to put it in the world.
So what's the vision? Why is that important? What will that lead to? How can we get there?
- **Handbook:** Describe the problem, show steps, offer considerations, offer practices, offer exercises, name preparations and materials needed. Add some extra tools.
So what's the promise? Why is that important? What are all the things you can do about it? How do they work and what do you need for them?

Find the title and subtitle of the book. Your choice above will also influence the title and subtitle. Find here some examples that might fit your approach to your concept:

- **Solution Orientated:** Call to the issue or question. Examples:



This concept wants to be a wake up call foremost. It will show proof and reasons why this needs to change. Only at the end it might offer solutions, both for consumers and the industry. This concept clearly builds heavily on research, which you can't do in a day. But building up a solid argumentation is very possible.



This title says it all and needs no tagline. Getting targets has been leading to destructive behaviour of banks, schools and even hospitals. And getting targets is clearly forgetting the most important stake: our whole planet. This book may show you how targets are disease and this book is the beginning of the cure. Now that's a promise and a concept!

- **Vision Driven:** New paradigm to solve a problem. Here's a new kind of thinking that may offer new possibilities that the old way doesn't offer.



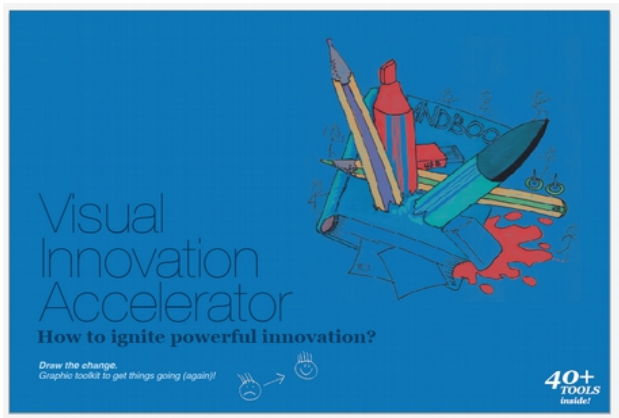
This title really tilts conventional thinking. But how can you instead of solving problems really use them? That riddle makes the attraction for such a book.

Ever wondered how you can make money with your weaknesses? You can. Laziness is the mother of all inventions. It was not the guy who liked to carry stones who invented the wheel. And it was the worst glue, that led to the idea of the post it.

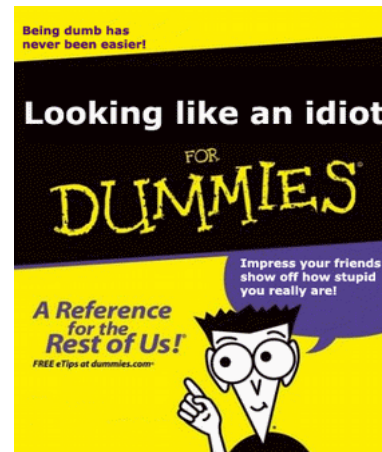
Thus a problem can in a different context be the solution or possibility. So challenge yourself to a your new paradigm, and then discover how to make it true, and where to find examples. Who knows, you might have been doing it, already, during your whole life.

- **Handbook:** Basic handbook. Even the title of this book is an example of this approach: “How to write the book you need in one day?” This book gives the answer. What will your book be an answer to? Here are two more examples:

A book can also be mostly drawings⁴. Those 40+ tools will be as much drawings as words. It has a very clear big objective (powerful innovation) and a very clear boundary (graphic tools to get things going) of how it is going to approach that. So if you can't write, then draw the change :)



This series of handbooks has become so world famous it even has got it's own satire on it. The basic concept is both clear and smart. See how the cover not only makes a promise, but also advertises the advantages?



12:15 The last jump to lunch.

12:15 – 13:00 Write the Foreword or Preface.

This off course might also be written by the 1st visiting friend. But in this case perhaps the best is that you write it as your own best friend or as a famous person you'd love to have write your preface. In the preface you build on the promise of the back page. Deepen the why this book is needed. What kind of thinking and looking at the world the writer will offer, that will help to understand the book. Write it in such a way, that people feel that this is important. That they have everything they need to understand what they are reading. Write it as a motivational speech to yourself. When you have written this part, you must feel: Yes, that's why I invest a day in this. Yes, this is going to make a difference in at the least one life! My life. And it will offer something to build upon.

If need be, later rewrite this bit, if the structure of the book changes very much or your outcome is very different from what you yourself expected. Make it match. The same might be needed for title, tagline and back cover. But if you started clear and strong they will be still matching at the end. And you'll have a product in your hand that delivers the promise made on the outside of the book.

⁴ Book created by ModelMinds, with my drawing on the cover :) Two of the other book covers I use as an example are personal concepts. Now that you know; they are easy to spot. But what did you think, when you didn't know? Did they appeal? Well, that's what your concept should do: appeal or tickle your mind in a good way.

How stories end (extra)

Here's an extra checklist to more possible ways you might want to write, including novels and non fiction. The key thinking is the same. When you can understand what the story works towards to, you can help it develop.

Is it someone with a need, wish or in a predicament, then we want him or her to find a happy ending⁵; unless it's about an evil monster, then we want it to go down.

If there is an ominous event predicted⁶ like rising danger, we want it to (almost) strike and see how we or people deal with it or prevent it (just in time). In nonfiction we prefer tips on how to avoid it all together or help on how to meet it when the time comes.

If we are introduced to compelling characters, we want to see them meet, fall in love and or clash. Dramatic stuff must ensue before we allow the story to reach a 'sweet' ending.

The revelation. Soon after the beginning something is revealed, more like a conspiracy or prophecy or a mystery, like 'Are there really are aliens out there?' An exploration or scientific journey follows working towards a stunning conclusion or proving the stunning revelation from at the start. We follow the arguments towards a final statement, and what this might entail for the future. The revelation may finally solve big riddles (like who killed Kennedy) and open new doors for the readers (Being shy can be stunningly attractive if played right). It also may become finally a warning for our times on any major issue like ecology, finance or whatever.

Think: Detective, thriller, fantasy, science fiction, scientific adventure of discovery.

The confrontation. The story works towards a confrontation. Two or more sides clash or, like in romance, finally kiss. The story builds up towards this event, both by occurrences, development of character and characters preparing towards their goal and or the final clash, after which a kind of resolve happens. It's the ultimate hero of the journey in quest to save the kingdom and get the princess, or basically any story about getting the girl, or boy, at the end.

Think: Western, war, action movie, Romantic Comedy (Romcom), fairy tale

The linear story. Someone or something is born (a man, idea, need or wish) and some people follow the road from beginning to the end. They find love, get kids, live and die. They travel from a to b and then look back.

History and some lessons learned, but mostly the real treasure lies in the journey.

Think: Travel lit, biography, documentary, historic novel and especially for stories in which in each chapter the hero fails in a different way, until the last of course when he does a great deed that adds up towards getting the princess.

The unfolding. With the revelation you know what it about immediately, while the unfolding feels like a mystery riddle with layers. The story sinks deeper all the time. New levels of meaning, new additions to the argumentation are made. In the end we find out the secret, that there was a conspiracy and who was behind it. And if it's about real trouble in our world: it mostly ends with...now it's in (y)our hands or...

Think: Historic rise and falls, psychological lit, scientific exploration, anthropologic discovery, but also science fiction, conspiracy, spy or historic thriller, where all kinds of revelations can be stapled upon another.

The explanation. The work starts with a provocative thought, or question that we all would love the answer to. Now the work explains how you can get it to work.

Think: Management lit, (historical) origins (of current trends or situations) revealed, flash back novels, grand design explanation, religious or philosophical theses, spiritual viewpoints, political standpoints,

And how they almost all begin:

The power of Cliché

Start with Cliché. Use the Cliché that fits your genre. That may include a shocking opening or bold statement or even a riddle. But don't break all the rules at ones and leave yourself, and possible future readers in the complete dark. It means that we get what this is, or where it might lead. Cliché is very important. It helps us to understand the context, message and content way better. It helps us to give direction to expectations. Only when people are in, you may start to deviate from cliché.

For example: Would you love to see a Western that opens with a black handicapped lesbian nun in the lead? Or would you rather see the story of a black female slave who escapes, and who gets handicapped on the run, disguises as a nun and who then falls in love with the woman who helps her to restore her health?

5 Whether that happy end comes or tragedy strikes, or we end up with an open ending is up to the writer.

6 In a horror you don't have to warn too much. The fact that it is a horror story is enough signal that something terrible will strike. Of course you must build up some tension, like a romantic love between a beautiful blond and juicy boy going getting stuck, with some doomed others, in the wrong location, where they will (almost) die in a very nasty way just a bit further on.

13:00 Lunch Session

Lunch (with a creative friend): thinking about possibilities
or Lunch (with a critical friend): getting the proposition clear

During lunch you have a dialogue with someone who thinks with you. Either a creative person, who helps you out of the box and comes up or helps you to find many new possibilities and answers. Or when you are not ready for that a critical thinker, who'll help you reflect where your thinking is too limited. He must do this with compassion. This is not about shooting you down, this is about helping you to see the path or all the beautiful places in the distance that you want to visit. Note, scribble, draw anything to remember important bits of the conversation. Not only listen to your friend, also listen to what you yourself are saying that you really believe in or want to stand for. Let your friend note great quotes that fit the book.

- **Solution Orientated:** At the end of lunch the challenge and everything involved is clear. The whole challenge is on the table and your friend pushes you to send him the answers. He may even try to meddle too much by giving you all his own answers. Feel free to use or discard at will.
- **Vision Driven:** At the end of lunch you sold your idea to your friend. He believes in it too. Perhaps not for himself, but he trusts your commitment to this. You have a clear idea, what reasons or steps convinced him and yourself to get there. He has seen what might come out of this for the future.
- **Handbook:** At the end of lunch your mind map has been expanded quite a bit. Your friend may have told you who else might be waiting for this work. And he believes in your approach to the topic.

14:00 Afternoon Session

Read the whole chapter of the afternoon, before you go into it.

14:15 Towards Tea.

Mapping structure, hierarchy and possibilities, .

Now is the time to spread everything you have in notes, ideas (write them down on separate notes or post its) on a table or the floor. Cluster things that go together on little piles. When you have piles (are they chapters or paragraphs?) order them in a hierarchy. What is more important and what supports other piles?

Now either go to tea time, or pick up the most appealing piles and rewrite them into paragraphs, max 3 per pile, preferably less, until tea time.

15:00 Tea Time.

Puzzling the book together.

- **Solution Orientated:** Order of hierarchy of writing towards a solution or vision: Question or thesis comes first. Then the substantial proofs or reasoning that support the idea. Then the outcome and then the implications. Here often more liberty is taken and new big questions raised.

- **Vision Driven:** Order of hierarchy of writing from a new paradigm: first the new paradigm is described and quickly shown why it is more valid than the old or conventional paradigm. Then what will or might happen if we live from the new idea. Then what might be the outcome of that. And often bits of proof of where it is already happening like this. The last might be advice on how to make it the accepted paradigm.
- **Handbook:** Order of hierarchy of a Handbook: First the problem or challenge must be clear. Then very quickly over to a manual on how to solve it, including toolbox, needed materials, schedules and everything else that is needed. A good handbook has a very clear design to quick find what you need at any given moment.

Before and or after tea: The writing.

Writing is conscious work.

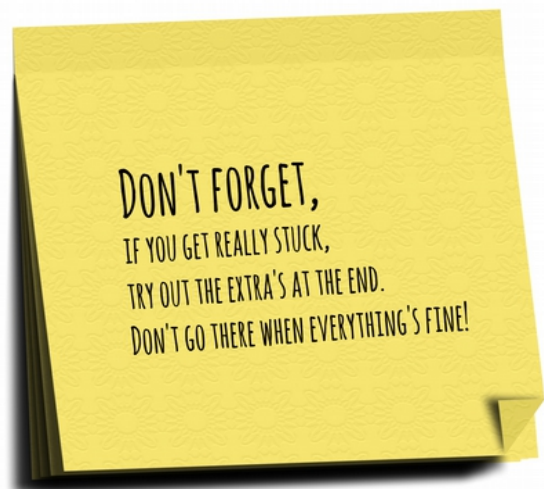
This is a book for yourself. You may stick to the hard essences and skip all small stuff. The writing does not have to be perfect. You might even use in some cases only paragraph titles, or offer only some great quotes. As long as you see how it all falls together. In the end, your book of today might more feel like the receipt for a keynote or a magazine article⁷ than a book. And that's okay. Spelling is only important now if bad spelling bothers you. Changing it towards something that's for others is really a next step.

Paragraphs often have a structure of themselves. The first line points out a new topic. Then the paragraph expands on that. It may list some ideas, or describe a bit more in detail. The end has an conclusion that binds it together and or prepares a jump to the next paragraph. Thus each paragraph is almost a separate story.

The psychology of your personal way of writing.

Writing is either a struggle on sentences and the phrasing or a fluid practice were everything just flows out of your hand. If it's a struggle for you check the extra's at the end, if something speaks to you now that might help. Or write less and focus on clear short sentences. Like you write for a webpage. Online people read faster. They often just scan text. And they drop out faster. Beng, beng, beng, come the points. Yes, clear!? You write so you get clarity! Not for beauty.

If it flows, let it come. Long sentences that just seem to happen, while you think ahead of what you are currently typing is okay too, for you are in heat and want to splash the pages with your burning ideas, and that is beautiful; reread later, when you have a break or really are getting lost. But for now keep on firing those ideas, and considerations to the page, for within them lies a stunning idea, that, if all is well has you getting exited, for you have to tell something new, for now for yourself, but later, oh, boy, is the world going to know about this :)

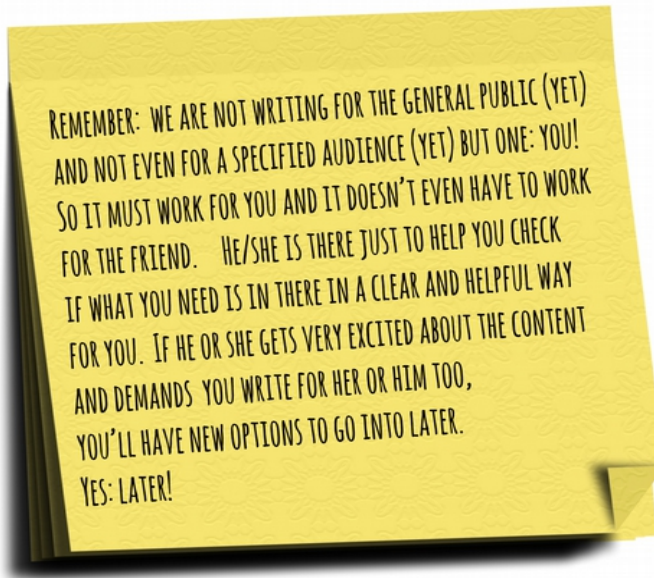


⁷ Magazine articles often have these juicy paragraph titles. Feel free to do it too. For it helps to keep oversight and brings more fun in it.

18:30 Dinner Session

Discussing final choices.

You cook⁸ or you order in and you eat with a **critical friend**. You tell him or her the outline of your book and or even read to him or her what you've got so far.



Let the friend take notes, write down questions or even outrage at what passes by, but let him stay silent while you read or tell. Only when the friend is very puzzled and threatens to give up, can he or she ask clarification about what puzzles her so, and then note down your answer. Do not get into any discussion about the content..yet.

Then after have him launch all questions, point out gaps and illogical jumps, and shoot at unproven convictions⁹.

When you had your critical friend for lunch and now have the **creative friend** over, then work in a different way. Read or tell everything but the solution or outcome. What is the core question?

What is the promise? What is at stake?

What is creating obstacles that prevent a

good outcome? When all this is clear then seek in dialogue with your friend for new answers. Don't be the one that shoots ideas down immediately. Taste, explore, check from all angles, feel if you are the obstacle or blocking the road yourself. Be honest. Only then make choices. You'll have to choose what to write down or throw away and which will be your final conclusion or at the least the road to it.

Solution Orientated: Writing towards a solution or vision: Yes, you feel this is the vision that excites you and your visitor. You both feel some new idea has been born in the room.

Vision Driven: Writing from a new paradigm: Yes, this is how this idea may impact you or your world or indeed the whole world. This is how to put it in the world and make it work for or towards others. This is how it may effect everything within the scope of the topic.

Handbook: During dinner you almost bore your guest! Yes, almost. For in clear steps you explain how to get it done, whatever the topic is. And the list works. The critical friend may have some additions or see some things you have forgotten or your creative friend might add extra possibilities and places where to apply this.

8 While cooking, keep a notebook at hand for notes that come up. Perhaps talk while cooking as if you are on a talk show with this subject. Once again listen to yourself for great quotes and ideas. Perhaps even invent a second critical voice questioning your reasoning.

9 Note, real proof may not be the most important in a book for yourself. The question is are you convincing enough for yourself with this to make it work for you? It's like Chinese and Western science. Western science seeks the truth with factual proof. Chinese science is more interested in the question: does it work (for you).

At the end you should feel the conclusion is both creative (thank you creative friend) and solid (thank you critical friend). Here is a outcome that is worth writing down. Or at the least it is almost there. You have one evening to go. And deeply thank your friends, you may owe them one.

They also might feel honoured to help and meaningful in doing so. Yes, for the both of you!

20:00 Evening Session

Finishing the book.

20:00 – 22:00 Include results of dinner within the book.

Just after dinner try to include all the ideas or criticisms that made sense during the talk with your friend. Write until you feel it is finished, unless off course a stunning outcome or conclusion is still evading you. Haha. If so, turn to the extra's and see what topic addresses you. If not, don't go there, just finish the book, read all the way through it and feel if this is it. Adjust what feels wrong, expand on ideas or arguments that feel to rough. Only then go to the extra's, if there is still time and see what might offer a nice topping on it all.

Going beyond or outside your own box.

This bit doesn't go for handbook writers. For the others, if by now you haven't reached a interesting new idea, and didn't skip to the extra's at the end, than this might be the time. And you're late with it too. Or had a brilliant smooth day ;-)

22:00 – 22:30 Design and Front Cover.

When it all feels done and well, design a front cover. Even when you haven't got photoshop, finding a nice, royalty free cc-ed picture online or in your personal library can help make the book appeal to your senses and store the memory deeper in your brain. Over the picture put a title, the tagline, your name, perhaps a small logo of your company or even imaginary publisher. And you have a look.

Then add a small bio, in case you might ever consider letting others read or even see this. Who is this expert that we can trust having found the answer to the challenge on the back cover? And put it all into a fitting¹⁰ font. Preferably use no more than two fonts, one for titles and one for text. But hey, you're the boss, so feel free to break all the rules ;)

22:30 Party!!

Well done! That was a rush and a work. Print or turn into PDF just to give it a finished feel. Post what you can about this, just telling the world where you've been all day. Turn the front cover into a separate picture and post it, see who likes it or would love to have it. It might be a jump to fame or all forgotten in a week :(That's up to you and to the response of the world of course. You may be able to choose your action, but you can never control the outcome :)

¹⁰ Not for nothing have Science Fiction movies a different lettering than Westerns. Fonts both make for easy reading and get the reader in the right mood. A wrong font might even make texts untrustworthy. For this also goes: "kill your darlings", which means, throw out beautiful bits, that don't support the message of the whole.

Extra's

Some helpful tips to get going in style..

The power of Cliché.

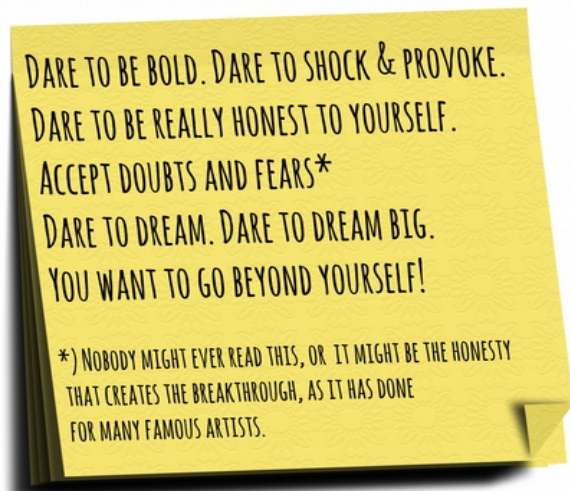
If for nothing else, start with Cliché. Cliché is very important. It helps us to understand the context, message and content way better. It helps us to give direction to expectations. And makes readers at home. You know where you are and don't have to be original. Only when people are in, you may start to deviate from cliché.

The Power of Boldness:

Anyone and everyone that can write, as in knows how to spell words, can do this. And while much that is written is not good, this writing is not about being good. It is about formulating your wisdom is such a way that it strengthens you!

Find a tone of voice that works for you.
Be a Poet. Be a Visionary. Be a Madman.
Be Storyteller. Be as *fragile* as you can be.
Be as **bold** as you can be.
Your judgements are for later, when you're done. And learn from it.

Or when you dare to share. And learn from that. This is not school. Bad marks don't count here. Just growing to the next level for yourself. And becoming of help for others. How? By telling your truth. At first to yourself, and then to others. If you want.
But for now, write, paint with words, dream in language, shout, rap, slam, knock, expose. Criticize the way things are! Explain what more is possible! Show how that is done! Right here, write now!



Argumentation, or how to build up a thesis.

A very simple and common build up of argumentation is the following.
Thesis, 1st argument, three supports for this argument, 2nd argument, three supports for this argument, 3rd argument, three supports for this argument, implications what this might mean, final conclusion.

Conceptual aspects within the writing.

Also important in the concept is the use and power of conceptual images:

- **Contrast** Blow up differences to make things clearer and more compelling. (the Honest Liar, War without Weapons)
- **Metaphor** What does it all most strikingly compare to? What can we learn from that image? (We are as Ants, We are as Dinosaurs, the Wolfs of Wall Street)

- **Key Concept** This can either be for the book approach (Flipping through different Realities), perhaps be the basis for a whole series (Guides for Dummies, Star Trek) or the content of one book (Write the book you need in one day!)
- **Story** See all examples above and give it a beginning, middle and ending. ("My search for the Yeti", with chapters like: why I went to look for it, my journey, what befell me and the result.)
- **Identification** What is it to the readers? How, or who can identify with this? (How shy people can get great dates) Why would I care? (John's (or your own name) tips for dealing with depression!)

Escaping Traps.

Your mind is devious.

Writers block means you may have doubts, damaging self convictions, a perfection virus, too many ideas and are not prepared to kill some. Too few and think you have nothing. Under this are some more ideas that might make the difference. Here first are a few unblockers:

- **Too many ideas:** come on, do the mind mapping for real. Not in your head, on paper. And make little drawings in it too. Then take one step at the time.
- **Too few ideas:** write much more precise and careful down 'what you do know'. The small turning point might be something very small we assume is normal, but shouldn't be.
- **No inspiration:** steal ideas from others. Wasn't this book just for you? Then copyrights and plagiarism are not the issue¹¹. So copy & paste what you like. Learn from it and adapt it to your own situation.
- **To easily distracted:** go somewhere sit else (even in your own house) and or kill all internet access. Go to a park or isolated place with just paper, pen or laptop.
- **Self doubt and lack of meaning:** You planned to do this and now you think it doesn't make sense? You are right. Life doesn't make sense too. Still it's there and we journey through it. The journey is the reason, not the outcome. So start travelling!
- **You start to doubt your content:** Well, that is a beautiful part for the book. That's honesty. Get it in! See where it leads you too. I know a woman that wrote all her yoga doubts in a blog. Then others wanted her as her yoga teacher, because they felt she understood their struggles. So she had success with her doubts without them being resolved, just aired in an honest way.
- **You really don't believe your ideas anymore and neither do your guest(s):** Perhaps they aren't good. Perhaps your ideas don't make sense yet. Perhaps you are wrong. I have often be. But daring to be wrong and then daring to admit it, is growing! Makes for a great chapter. All heroes have set backs. Hell, Edison once said after another failure: "At least I now know 999 ways it doesn't work." So look further in this chapter or consider this: can you think like Sherlock Holmes, when all reasonable answers don't make sense, what unreasonable answer would make the difference?

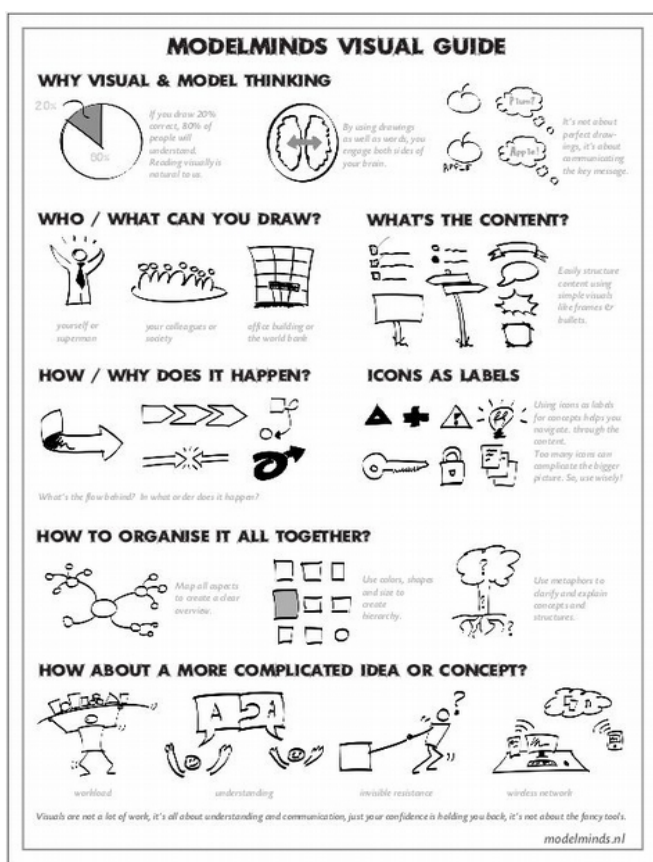
¹¹ Until you do want to share. Then write everything you copied down in your own words. Or take the best quote's and make referrals to the works you took from. That even gives more creditably.

For people who hate planning.

Writing as you go.

It might be you are one of those people that can't stand structuring or following a clear cut plan. For you the afternoon is a bad idea. You may take the piles spread them around your computer and start writing, by just feeling your way forward. Throw away any pile you feel is done. To pull this off, a very clear start and understanding of your concept is essential. You are not writing by the map, but by compass. Keep writing towards where you are headed with an eye on the compass. A handbook might be nothing for you. That's boring lists. No, go think towards an stunning answer or start with a crazy new idea and how this might change everything concerning your promise.

But dare to kill off too much deviance or your 'darlings'¹² on the road. Consider not bringing in too much new characters, new ideas after 1/3 of the book. Build on what you've got.



Picture Courtesy of ModelMinds.nl

For very visual people.

Who said the book had to be all writing?

A series of links to movies that each build up your point or a series of cartoons might also help. Or draw a sketchy kind of comic about it. Make a mood board. Or a slide show. Or a children's picture book that explains adult stuff. Create only cover and book concept with a list of chapter titles and the one or two most important pages. Take an old book you want to do away with and glue a new cover on top of it and glue a few pages in the book, that make it look like there's a whole book. Anything goes. Hell, have a small library of non existing books that you just wish existed. I turned that idea into a blog¹³.

You also might do the design of the book, front cover and such (see last bit of the evening).

¹² Refers to famous movie editing saying: "Kill your Darlings" which means: Be prepared to throw away shots that you want in because they are so beautiful, but do not make the telling stronger.

¹³ <http://bookconcepts.blogspot.nl/>

To Challenge your Paradigms.

When stuck in your thinking or walking the same circle over and over, or you feel you just repeat what you always said, which didn't work, and really long for something new. Here's some ways to get out of the box and find something new:

Change format.

If you can't discover the solution, write from the solution as if you already have it. Imagine the best possible future and step back to see how to get there. Describe that road.

If you don't know how to make the new paradigm happen, change the format. Write from the wish to make it happen. Discover the answer as a solution.

If the handbook doesn't work, what other format might work? Turn your search into a exciting detective or a story of an expedition to the land of love, and describe all steps to love (or whatever your topic is) as part of an journey that only succeeds when you take the right steps. The similar business fairy tale "Who moved my Cheese?" made millions.

The Tarot Trick.

You're stuck. You need a few new ideas. Here's how. Cut out about 20 a diverse set of strong or telling pictures out of old magazines. Mix them blindly. Throw them blindly in the air. Pick up the three you find back in that order. Accept that the first will deepen your understanding of the question or problem from a new angle. Accept that the second will offer a new insight on how to find it, or what you must do. Accept that the third does give a new insight about the outcome or solution.

This is called lateral thinking. For instance while a picture of a frog may have nothing to traffic jams, the idea of frog opens new solutions: cars that jump over each other or off road over fences, a method for patience when stuck like frogs wait for flies, cars that glue their tongue to the car before them. This last one is now introduced in computers aboard cars that adjust speeds to align cars to each other, which makes for way less braking and pulling up and jamming.

The opposite is also true.

What!?! Yeah. Think about it and prove it in your book. Or really kill that option.

Metaphor.

Turn your search into a metaphor. What if it was turned into a block buster movie? What would it be about? What if it was spoken about in Cosmopolitan magazine or in a forum by UFO believers? What archetypes of people is the whole idea about? What kind of children's book figures? What does that say about the issue?

Mother

Call your mother or any older wiser person and ask her. I did ask my mother what would define a great manager. While she has never worked in an organization with managers in key roles, she offered me a list that would fit any handbook. Common wisdom. That is why I believe in this book. If I and my mother can do it, you can do too.

Slam Poem

Record you doing a slam poem about it. If you wonder what that is, listen what to it on Youtube. Basically you talk in a cadence or slow beat. You repeat what you say when stuck. You talk convincingly. You talk heart of the matter. Each time in a slightly different way or with a new thought added.

Don't think about or criticise what you're saying. Trust the recording¹⁴ will notice.

14 The answer to what you seek is in the poem. Forget this last line, until you have the recording!

If you only have four hours for the whole book.

Read the most important chapters of the book and the “For very Visual People” bit in the extra's.

1st hour title, tagline, back cover with challenge and promise.

2nd hour mind map and clustering of content. Selling it to friend or participants in workshop.

3rd hour writing it as an article with many short paragraphs that have titles.

4th hour presenting for last advice, then finishing and celebrating.

Make the visual outcome more important than the content, so you have a real feel about it.

If can't do it alone: make it a joint project!

Get a group together, separate tasks and phases and do it with the group in one day. Such projects have become a successful way to learn together, to build teams and shared knowledge. Hosting and facilitation then becomes key to the success of the event. You may consider to ask Floris to come and host such an approach :)

What you could do with the finished book.

Possible offspring of your book

- Post with pride what you achieved on facebook, or something, and party!
- Turn it into an article for others.
- Turn it into a talk for audiences.
- Send it to a journalist and ask for sharp criticism in order to make it better.
- Turn each chapter or idea into a blog post.
- Sell it as a book concept to an literary agency or publisher.
- Sharpen it into a concept and crowd fund time to write the real thing.
- Share with friends as a present.
- CC the work and put it online for free, so it may help you to expand your network, reach new people and perhaps discover if it really makes a point people have been waiting for.

Note: Writing a real book is really a very different ball game. It takes more time. Jumping to conclusions is not done. Easy answers without foundation don't count. Especially research is a long and painstaking process, unless you love that of course. The book you have in hand is just a helpful tool to build up your own ideas and vision; and be more original than most about it.

About the author: Floris Koot (floris@knowmads.nl)



Floris is a creative writer and new method designer in many fields (games, sports, education, performance art, theatre) Here he dares his skills to writing. Having read a thousand books, or more, he thinks he understands how they work, and how unleashing inner wisdom works. This is the proof. Or not. You decide. If you want to write a real book he does offer conceptual coaching, storyline advice and personal coaching when you get stuck. He is, however, not experienced in research or journalistic argumentation, so don't expect help with research or rethorics. For that there are many others more skilled. Don't forget to notify him when books are born because of this one. He'll love it!

Photo by Elad Haggay 2013