

10 Ways to be an Author of Change from the Moment Inspiration Hits

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1. **Have a mission.** Know why you feel compelled to write this book. Define your purpose. Combine your passion with a purpose. Get inspired, and inspire others. Passion + Purpose = Inspiration
2. **Know the benefits of your message.** People will get on board and join your cause if they understand the benefit to themselves, to others or to the world. Figure out the value your message adds. Write this into your book (and your promotion).
3. **Know your market.** To provide solutions, answers, prescriptions, and transformation for your readers, you must know who they are. Profile an ideal reader and research your target market. Get to know the people for whom you are writing so your book meets their needs.
4. **Communicate your cause.** Broadcast your cause. Let people know why you are doing what you are doing. Share your purpose and your passion. When you feel inspired, your inspiration becomes contagious. Use all the social networks—Twitter, Facebook, Google Plus, Pinterest, LinkedIn (or choose 2 you can really commit to). Talk about it everywhere. Use every modality, including traditional media, press releases, ezine articles. Think outside the box.
5. **Create online community.** Develop a place where people who want to share your message or cause can do so. Start a forum or a membership site. Build more followers and fans with a Facebook page, LinkedIn group, Google Plus hangout, Twitter Chat, etc.
6. **Build community offline.** Promote your idea everywhere. Start MeetUps. Create mastermind groups. Go to conferences. Join organizations.
7. **Connect with like-minded online "influencers" and friends.** Get other people with more reach than yours to join your cause and to promote it. Guest blog. Appear on podcasts, radio shows and television shows. Ask those you know to help you promote. Develop joint ventures, challenges, contests, telesummits, etc.
8. **Provide transformation.** Writing for change, or taking on the role of author of change or change agent, means helping readers transform themselves or their situations. Consider how your book will do this—with steps, strategies, or tools.
9. **Be authentic.** If you are passionate, on purpose, and inspired, your readers will notice. Don't try to be someone else. Be yourself, and you will find people adopting your cause more quickly and easily.
10. **See yourself as more than just an author.** See yourself as a change agent—an author of change.

Then write a book that:

- contains your passion
- contains your purpose
- contains your message
- showcases your authentic voice
- offers a unique angle on the subject
- answers questions or provides solutions
- fills a need in the market
- touches people emotionally
- adds value to lives and to the world
- is based on concrete data
- offers convincing arguments
- features your authority or extraordinary story.

How to Turn Your Life Lessons into Stories Worth Telling

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To inspire change in readers, you must discern if your life experiences provide the basis for inspiring stories. Here are 4 tips to do this:

1. **Do a market analysis:** Analyze if a market exists for the story. Does anyone want to hear it? Does it add value to a large group of people's lives? Does it solve a problem or answer a question many people have? If so, you probably have a story worth telling.
2. **Complete a competitive evaluation:** Is your story unique? Is it an extraordinary story about an ordinary person? If so, it is probably worth telling.
3. **Gauge your story spiritually:** Look at your life experiences from a deeper, more personal and spiritual angle or level. Decide if they have meaning to others. Do they have a broad or universal message? Will they teach others something or move them to take action or to change in some significant manner? If so, they are worth telling.
4. **Get an emotional feel:** Will anyone else relate emotionally to your story? Can you make them say, "Me, too! I've felt that way!" Or can you take them on your journey in such a way that even if they haven't had the same experiences they share your emotions and feel inspired to make the same types of changes or take the same types of actions? If so, your story is worth telling.

Impact: What Authors of Change Really Want to Achieve

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The goal for each book you begin should be to create impact. That's how your words transform readers' lives. To author change in this manner, however, you must know three things:

1. **Why You Write:** Each project you begin (and finish) should share your purpose. Most authors of change want to help their readers, inspire them, give the hope, provide answers or solutions, or in some way help them make positive and meaningful changes in their lives, communities, organizations, or the world. You might feel you have a calling, a soul purpose, or a desire to create a movement or advance a cause. This is why you write.
2. **What Your Readers Want:** If what your readers want and what you have to offer in are the same, you can impact their lives in a meaningful and positive manner. Know your target market and the people who exist in it, and then write a book that offers them benefit.
3. **How to Transform Your Readers' Lives:** Provide readers with information, facts, tips, tools, steps, ways, answers, solutions, or secrets that relieve their pain and suffering on whatever level they experience it and in whatever situation they feel is most pressing. Transform their emotional triggers and pain points and you will have impact.



Author of Change Transformational Programs

www.authorofchange.com

A 3-month home-study course to help you make a positive and meaningful difference with your words.