

A World Trip, Creating A New Book And A Chance To Reflect!

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Creating A New Book

Just look at the scene there.
Pretty ain't it!

And I still haven't even seen half of the world yet!

I haven't written a blog post for a while either because I have just been super busy running from airport to airport. I know - 1st world problems hey!

Well some of it was quite busy as I was working on a book - and some of it was pure holiday bliss and travelling to far out places.

But I wanted to catch up with you and share a little of what I have done and learned from the whole process, as I believe personally that there is always something to learn even from each day.

Why does it matter so much to me?

I like to understand people and the world in which we live. Plus it gives me stories to add to my books. So, it helps me in more ways than one, but also in a way which is beyond these things. It helps me to have a greater and deeper appreciation for life. In seeing the world and being lucky enough to travel that much I have been blessed.

And I love to share what I have done and to also see how this can help my life, business and others to make progress in life.

After travelling to Dublin, New York, Vancouver, Hawaii, Japan, Hong Kong and Dubai I met many wonderful and colorful people, ate many wonderful meals, saw many wonderful things and - I also had a few flights in-between.

But I didn't waste time on those flights. I saw it as time to be open and start looking at what I could write about.

I decided to write a book on my journey and it was to be about focus.

That word which we all know and love, but which can determine which direction we take in life.

So the book was not about travelling specifically - but about how I focus and write but also how focus changed my entire life.

I wanted to see if I could complete a book by the time I got back which I could also be proud of - and frankly I am. I'm proud because, it really meant something for me to create a book that could change lives and it already is, but moreover - it was from the heart and the best things are aren't they.

That's why Small businesses are in my heart because they are run by REAL people who care about what they do and why they do it.

So, what did I do? I simply took notes on my iPhone and then I created a word document and start Creating A New Book as I travelled.

I also designed a quick book cover on my phone to get an idea of what I wanted to share.

I wanted the skeleton of the book to be ready for when I was home. This was my 18th book on mindset and business growth and today I have 26. Not bad huh! I must say that, whilst I got stuck in with my writing though on that plane I also reflected on where I was just a few years ago.

I was lost, broke, stressed, depressed, anxious and frankly not far from suicidal.

If you have heard this story before then I'm sorry, but I had to just illustrate the difference in where I had gotten.

I won't go into that now any further, but luckily I was able stay breathing and re-program my mind to expect the best.

As cheesy as that may sound to you it is true. Only when I learned to harness my own power instead of letting it defeat me I could start to make the changes which were necessary. Looking back now I am really glad I was that low, as it gave me a massive kick up my ass. So, I woke the hell up and started to motivating myself - I HAD TO! And I believe we can ALL learn from ALL past experiences if we choose to.

Not only that but we can USE IT! We all have something unique to offer which I did.

There was no-one else to help me other than me so, I started reading a book every two days, I started training as a coach, learned about blogging, marketing and built a brand - and I began Creating A New Book called 'Love, Passion and Purpose'. which was my first release.

I didn't outsource anything back then as I didn't have any money - but as I progressed I started to realize that I probably needed some help.

Whilst I knew some stuff and I could REALLY do something worthy with it, I also saw that I had to FOCUS on what I was good at and not get sidetracked every 5 minutes.

I got to work on writing other books based on what I learned about mindset, life, stress, business, ideas and so on and started to steadily attract a few clients to me - so

this was amazing. And eventually I started to build my brand. As I did so I also outsourced and grew it further.

But apart from this - I wanted to start Creating A New Book that could be all about the power of focus as it was the key thing I always needed back then right at the beginning.

[I have written a few books since then CLICK HERE TO SEE IF YOU WISH TO!](#)

My hope was that it could help anyone, no matter what they needed or what situation they were in and - if they didn't want to work with a coach or mentor 'at least' my book might offer some support.

So, as I reflected whilst on the plane looking out of the window at my own journey, I was really feeling so thankful that I had pursued my dreams and that I had not given up. That would have been pretty was easy I thought, but it took will power, determination, perseverance, and self belief to get where I wanted to be. And I never stopped writing, as you can see.

Here are a few of my latest books:

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Now, I have a little story now about 3 drinking buddies I was with from about 12 years ago

I was out having a few beers with some old buddies, and as we all laughed, joked and got stories from each other we started to talk about what we were all doing in life. One friend said to me "how on earth did you get where you are now?" And everyone suddenly looked at me as though there was a spot light on me and the rest of the room went into darkness. I am sure they all thought that any achievement I had demonstrated 'must have been' pure luck and near to impossible as I was once a jobless weed smoker.

I said to them all collectively; "What have I done? Just the same as you!"

They all looked super puzzled and confused frowning at each other.

I said "I focused on one area and here I am! I am the result of what I have been focusing on!"

So, I said "you chose a path and I chose one."

I focused on a path where as the majority of them had stayed doing what they ere doing over 10 years ago, but they never really changed anything.

I am not criticizing them in any way by the way; I am simply illustrating the fact of the matter.

Then one 'old pal' smiled and said, "fair enough, but don't you ever get bored of motivating people?, I would!"

I said, "what you mean, helping others who work hard to change their lives, and do what they are passionate about so they can love Monday mornings doing what they love? I can't say it's boring no!"

I went on to say:

"I am an energetic type as you guys know, I get excited by ideas, and I explore them. And I am passionate and enthusiastic about life! Is that such a bad thing?"

And so I asked them all; "are you happy doing what you are doing?"

All three swiftly said "NOPE!",

"12 years ago", I said to them "I made a choice to move out of certain circles and zones that were negative, and this is because if I was constantly around things and people that brought me down do you think I would have created a successful consulting and writing business?"

Of course not, So I said to them "just be careful who you spend time with!"

And they all looked at each other in an almost dare I say it 'village idiot' kind of way! I kid you not, sorry guys!

The trouble today is people rarely ever ask the good questions

They rarely create plans

They rarely have a vision

They rarely focus on that vision

And, well, they just give up too easily.

TRUTH!

And by the way I know how easy it is to give up. I had given up many times on a variety of things growing up through a fear of inadequacy, inferiority, and inability. But, I took my head and used it.

In my humble opinion though; when you have something IN YOU that you SO wish to share or demonstrate, I believe that you need to share it.

Don't you?

Now whether this is in creating a new book, changing jobs, starting a business, getting out of that lousy relationship or anything else, 'you' have the power to do something about it TODAY.

Creating A New Book

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Working in Bristol UK in my home town, I have turned to helping more local people in lives and businesses rather than global clients - as it matters to me the most to help my community, and I am passionate about seeing these good people change their lives.

I grew up here and I have seen huge change take place in the City, but what I am seeing more and more and hearing more and more now is those who HATE their job or business and still carry on with it.

It seems to be a HUGE problem these days. Have you noticed?

I am not saying that smugly either - and I know that we all have bills to pay, sure we do, but I am saying simply that, I suppose I didn't really appreciate the sheer amount of people who struggled to enjoy their days and what they did.

This bothers me and it makes me want to support those who are prepared to take action and be accountable for their actions.

So, now for the rant! There are no excuses today why we cannot follow our passions and do something with them in order to grow something we can enjoy doing. So my point is that - **IF YOU** want something badly enough then you had better **ACT** upon it - and if it is about you writing a book of your own which you wish to get out there **BUT** you have no idea where to begin then begin here. Now!

Get down your ideas NOWWWWWWWWWWWWWWWWWWWWWWWWWW!

Sorry was that a bit aggressive? It was more passionate than anything - but I'm sure you get the point?

What I have done in a few years is living proof that **YOU TOO** can achieve the kinds of things that you

might see as far off dreams now.

But it takes that magic word > FOCUS! Coupled with non stop action.

So, let's say that you want to start today Creating A New Book, sounds kind of fun huh?

But maybe too much like hard work? Well, it is a little work I can tell you, but you may be surprised to know that 'if' you can follow a few simple principles you can also create a successful book.

Now, this wouldn't be a useful post if I didn't offer some value would it. No!

So, here are some things you can do in 1 hour every day, whether that is now or later - to help you get started:

1. LOOK AT OTHERS ON AMAZON and GOOGLE AND OTHER SITES WHO ARE SELLING A LOT OF BOOKS IN AN AREA YOU WISH TO BECOME INVOLVED WITH AND ARE BEST SELLERS. WHAT IS THEIR BOOK COVER LIKE, WHY DO YOU THINK PEOPLE ARE BUYING IT? GET IDEAS DOWN AND BUY THE BOOK IF NEED BE.
2. THIS LEADS TO ENSURING YOU UNDERSTAND YOUR AREA OF FOCUS. WHAT ANSWER COULD YOU BE PROVIDING? WHAT IS YOUR MAIN AREA OF EXPERTISE? WHY WILL PEOPLE BUY YOUR BOOK? WHAT COULD MAKE IT MORE APPEALING THAN OTHERS?
3. LOOK AT YOUR PASSIONS, INTERESTS, TALENTS, SKILLS, LIFE EXPERIENCES and WHAT OTHERS SAY YOU ARE GOOD AT. ALSO, PAY ATTENTION TO WHERE OTHERS COMPLAIN AND WHAT COULD BE MISING TODAY. THEN SEE HOW THIS MAY TRANSLATE INTO A BOOK.
4. GET SOME IDEAS DOWN ON A WORD DOCUMENT AND START TO DEFINE YOUR CORE MESSAGE. THEN MAKE IT FLOW FROM ONE CHAPTER TO THE NEXT. GET THE INTRO AND CONCLUSION WRITTEN AND ALL TITLES IN BETWEEN. AGAIN - MAKE SURE THE BOOK FLOWS SO THAT IT TAKES THE READER NEATLY ON TO THE NEXT PART.
5. CREATE A SIMPLE BOOK COVER OR OUTSOURCE ONE. GET IDEAS FROM GREAT

SELLERS IN YOUR AREA OF EXPERTISE. YOU CAN HIRE SOMEONE FROM A FREELANCE COMPANY TO CREATE OUR COVER.

6. IMAGINE YOU ARE THE READER, WHAT WOULD YOU LOVE AND WHY? WITH THAT SAID - WHAT ARE YOU DOING TO MAKE THEM BUY?
7. FORMAT THE BOOK USING THE WORD DOC. PLAY AROUND WITH TITLES AND TWEAK AS YOU WRITE. AND ENSURE THE BOOK IS FUN AND COLOURFUL TO READ. ADD STORIES, QUOTES AND ANYTHING ELSE WHICH IS RELEVANT TO MAKING THE BOOK GREAT.
8. WHAT IS THE CORE SOLUTION - BE SURE TO RUN THAT THROUGH THE BOOK AND KEEP IT IN MIND ALWAYS.
9. ADD HUMOUR IF NECESSARY AND BRING YOUR OWN BRAND OF YOU. USE YOUR UNIQUE ANGLE TO THE BOOK AND MAKE IT COME ALIVE. USE EXPERT EXAMPLES AND ANYTHING ELSE YOU CAN TIE INTO IT TO SHOW THAT YOU HAVE READ BOOKS AND ENDORSE OTHER EXPERTS IN THE CORE SUBJECT AREA.
10. PUBLISH IT ON AMAZON OR ON ANOTHER SITE ONCE YOU HAVE SPENT A FEW WEEKS GETTING IT RIGHT. IF YOU FEEL IT IS RIGHT AFTER A WEEK THEN GO FOR IT ONCE IT HAS BEEN SPELL CHECKED BY THREE PEOPLE. YOU CAN ALSO EDIT IT FULLY.
11. ALWAYS BECOME THE READER WHEN YOU WRITE. FEEL WHAT THEY WOULD FEEL WHEN THEY READ YOUR WORDS AND LET YOUR HEART AND SOUL TAKE OVER WITH FEELING AS YOU NEED IT.
12. HIRE PROFESSIONAL PR COMPANIES OR AGENTS TO HELP YOU LAUNCH YOUR BOOK. ENSURE YOUR BOOK IS PROMOTED ALL OVER THE SOCIAL MEDIA SITES AND ANYWHERE ELSE NECESSARY. IF YOU WISH CREATE PAID ADS IN FACEBOOK, INSTAGRAM AND OTHER SITES TO EXPOSE IT MORE. BUT TEST YOUR RESULTS ALWAYS.
13. CREATE A SALES PAGE TO CAPTURE E-MAILS, THIS WAY YOU ARE BUILDING A LIST ALSO AND INVESTING IN YOUR FUTURE
14. GET FRIENDS TO READ THE BOOK AND THEM TO REVIEW IT WHERE YOU CAN, AND ASK FOR TESTIMONIALS WHERE RELEVANT
15. HAVE FUN WITH THIS PROJECT AS THERE IS NOTHING TO FEAR, JUST TAKE DAILY ACTION AND YOU WILL DEVELOP AS YOU MOVE.
16. CREATING A NEW BOOK COULD TAKE YOU TIME, BUT THERE IS NO RUSH IN HAVING IT AS A SIDE PROJECT. IT IS BETTER TO GET IT RIGHT THAN RUSH IT BUT WITH THAT SAID - ENSURE THE TIMING IS ALSO RIGHT.
17. START CREATING A NEW BOOK THAT REALLY HELPS OTHERS IN SOME WAY AND 'KNOW YOUR SUBJECT MATTER' INSIDE OUT.
18. CREATE THE BUZZ AROUND IT AND KEEP SHARING IT - SO IT STICKS IN PEOPLE'S MINDS AND HEARTS.
19. HIRE AN EXPERT TO HELP YOU WRITE IT IF NECESSARY AS THIS COULD BE THE DIFFERENCE BETWEEN SUCCESS AND FAILURE.

There you go! That wasn't too painful was it?

So now you have some solid strategies to help you get started with your own book. All I did was to create a new book which I called 'The Power of 'true' focus'. And because it was what I had managed to create in my own life. I always and only write from my own experiences.

And I am pleased to say that it has already been a huge hit with those whom I have shared it with, so I decided to pop it on Amazon alongside my other books. This creates some revenue and it also positions me and brands as an expert me but more than that - IT HELPS PEOPLE.

And to me, that is way more important than just making a few \$\$\$.

WARNING: Do not use HYPE, FALSENESS AND EXAGGERATION as it feeds a high level of greedy money grabbers who will sell anything to anyone. This will only destroy your reputation. You only need one person to 'buy into it' and when it is full of SH they will soon leave you a bad review.**

Instead offer value, and deliver what you know. Share your knowledge and experience and think of something where you have first hand knowledge of something which can help others in a similar situation. People out there just need PROPER honest help. And they need to know what to do easily, quickly and simply - and if they need coaching or mentoring on top of that - then so be it.

But, I have just shown you how to focus more today on writing your own book and so you have to start moving on what YOU CAN DO NOW.

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Are you a technophobe? Don't worry if you are - I have been there and I got over it.

You may need to get help I don't know, but there are always ways to get the tech stuff done.

So, let's talk technology for a moment

Using technology is great and bad! When we use it JUST to get views, likes, opt ins, conversions etc. it is OK and a really great tool - but often, it is used today on nothing at all other than for shameless self promotion. And honestly it makes me feel quite sick. If I didn't need a blog I wouldn't use one. 'that's right I said it'.

I would rather just talk to people, build relationships and communicate (as that is my passion). So people abuse technology to give false information - and it really stinks.

Sure, I have to use my laptop to write this or use something similar to write with, and I HAVE TO be seen on Google etc. Sure, and I HAVE TO have a great brand, but all of this is BULL unless you give a shit about people.

When you really care and you supply true solutions to needs with an authentic approach - you can do anything and achieve anything.

This may come as a surprise to you now but - this post really is to simply share with you and SHOW YOU that you don't need to be super smart, super flashy, super rich or super famous on Social Media to build something for you. Cos I Am certainly not flashy! I drive a hybrid Yaris. (Great on fuel economy and low tax!)

So, all you need is your passion and you need to know how to express it. No matter where or how.

I believe that you and I need to stay focused, where we can offer that value and we need to sometimes switch off the news, stop hanging around with negative people and do what matters to us.

By the way I am not saying my old pals are negative at all, but - let's say that a meeting every 5-10 years

is enough these days. Capiche!

Let me ask you - have you ever noticed how someone can talk us 'into or out of something' pretty easily? Our family, our friends, branding guys and gals, sales people and so on, and all other kinds of people are either wanting to sell to us OR they think they know what's best for us, but they don't.

My suggestion would be F@@@ them. I'm sorry to say that but, no-one would ever steal my dreams or my passions.

They are mine and yours are yours; so, just do what you gotta do. Creating a book is an awesome way to start a new career, business or brand so it can compliment your current brand or help you to forge a new one.

That's it! GET CLEAR, GET FOCUSED AND GET ON WITH IT.

KINDA SIMPLE AINT IT!

Don't even listen to me if you don't want to, I don't care, what I care about is simply sharing what works for me and what has worked for my clients. I so humbly wrote this blog to help those who really want to see how to start a book as I LOVE to see others creating joy and happiness in their roles and businesses; and that comes for me from following my heart, through expressing my unique passions and sharing them in my own way.

This is not that complicated -
it simply means you doing what
you love in life whilst sharing

value in some way.

Hey, was I scared to DO SOMETHING DIFFERENT? Of course I was, and do you think it was pretty hard to step away from what was expected of me and my life? SURE, but, I wasn't prepared to live a life less than what I knew I could live. Are you? So I moved away from all that I had known and I got focused on what I didn't know.

I suggest you really think about what you want and why you want it - and get focused on that yourself. The question is: 'are already doing what you wish to be doing?'

As always, I wish you all the very best

Greg

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P.s if you need more focus in your life then this book may help you? I wrote this one whilst on Holiday and that was the old cover.

Creating A New Book

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