



**Super
Simple
Steps**

to feel better fast

**7 Super Simple Steps
to Write an Excellent
Simple Steps Book**

Wendi Frieson

7 Super Simple Steps to Write an Excellent Simple Steps Book

If you have ever sat down in a moment of inspiration and said "hey, i should write a book about that" or you thought "I have so many great ideas, I sure wish I could get to the top of the NY times best seller list" or maybe you crawled out of bed and looked in the mirror and exclaimed "damn, I need to make some money fast"... YOU are in the right place!

Today, you can start using our Super Simple format to create an ebook. This will give you the techniques you need, in 7 super simple steps of course, to make your title compelling, to add voice clips to your sales page, and to make people want more of what you have!

*Learn how to put your info into steps.
Figure out what style to write in, so people will enjoy reading and understand your concept.
Get the secrets to creativity and the fast way to end writers block.
Get straight answers on how to market your new book, and how to get printed copies Super Cheap.*

*Ready?
Get going! Get this book so you can write your book today and start making money!*



Hello Authors!

I am Wendi Friesen and I am so very excited about the 7 Super Simple Steps project.

Why?

Because everyone has a book in them. And some people have dozens. Your life experiences, breakthroughs, techniques and creative ideas are what people want and need.

Writing a book can be hard, hard, hard. It is hard to know where to start, It is hard to learn how to make an outline. It is hard to get into creative flow mode to funnel your ideas.

But, you probably already know that.

Today, I promise you it will be different.

If you could start your book, from any of your 1000s of ideas, in a quick and simple format would you do it?

If you knew that all the formatting, graphics, and marketing would instantly be taken care of for you, would you feel free to create?

If you realized that the sales would be handled, around the world, to assure that your e-book is selling like hotcakes*, would you breathe a sigh of relief as you open your mail and look at your checks each month?

*not sure why hotcakes are always thought of as great sellers.

Get ready, there is nothing stopping you now.

I will show you how to put your brain into Super Simple mode.

I will give you creative tips to expand your thinking.

I will also give you links to listen to actual hypnosis sessions in MP3 format that will expand your ability to write and think outside the box.

First, stop trying. Do not put any more effort into your writing.

It has to feel fun, it has to be easy, you should feel the flow of your ideas bursting onto the page, or the voice recorder* as your book takes on a life of it's own.

Let's get started!



Worried about writer's block?

Do you think you don't have a creative bone in your body?

You are in good company. Lots of people feel stumped when they try to be a writer. Writers block is a major problem for so many people, even for professional writers. I have personally received emails from writers whose life depends on putting ideas on paper.

Artists, musicians, performers, speakers... everyone sometimes hits a creative wall. If you realize that this happens to all creative people at some point, then you can also realize that if it happens to you it does NOT mean you are not a budding writer!

It is really hard to know how to get out of this mode, and I am going to tell you why.

The more effort you put into being creative, the further away you get from the way the brain produces creative thoughts. Creative thoughts flow with a life of their own, just like dreams. If you ever tried to have a dream you would quickly discover that it won't work.

Go ahead, try right now.
Have a dream. Force it. Put lots of effort into it.

Not working? Hmmmm... need a new approach.

Dreaming is a highly creative process. Think of one of your whacky dreams right now. One of those that just won't go away, even after days or weeks. You know you have them!

Pretty dang creative process. And you have that ability in your brain right now. You don't have to invent it, or learn it, or go to a class to get it.

You simply allow it to happen.

So, what is the first thing you do before you dream? (we will include daydreaming here)

You relax. In fact you often relax so deeply that you go to sleep. Sleeping is a very good way to induce dreaming.

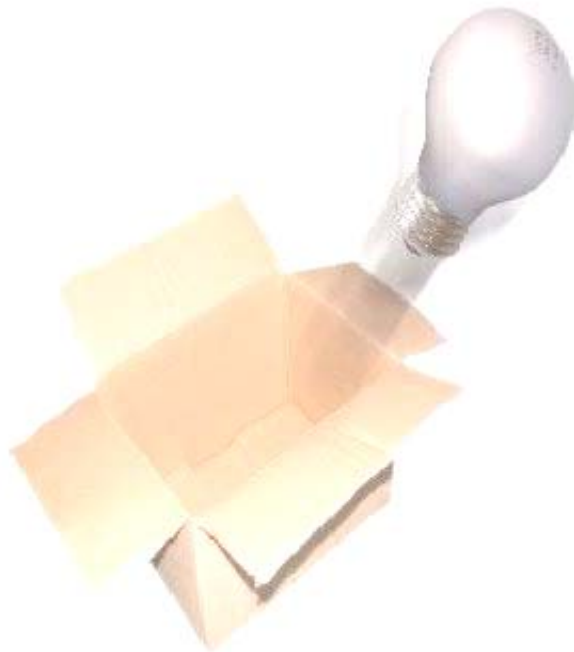
When you learn to access your creative state and induce a daydream you can write an amazingly creative book.

For instance, right now as I type this I will be honest with you. I have no idea what I will be writing and no idea what my 7 steps will be. I have a flurry of wild

ideas flying around in my head but no sense of organization or how these ideas will become a book.

However, I do know how to get into a creative mode. Even if I feel stuck. One of the main things I do is to simply type what I am feeling and experiencing in my mind. I sort of pretend that I am in a movie, watching myself (you can do this even if you don't visualize well) and as I follow my thoughts into a visual stream I type about it as fast as I can. Phew. I wish I could type faster!

Wait until we talk about the voice recorder and how you will use it in your creative flow state. You are going to love this!



I love being in a state of flow. Nothing is more satisfying than feeling you can freely express your ideas and generate more and more.
Well, ok, there might be some things more satisfying. But you can only drag out that trapeze so many times before it gets old.

Hey, I just had a great idea for an e-book.

7 things that are better than sex. Ha ha... maybe you want to steal that title right now and start writing. I wonder if you can come up with 7. They still have to be Super Simple, of course.

You are probably wondering how you would go about thinking of 7 things that fall into that topic, or any topic you are writing about. I guarantee you it will not come from effort, it will come from flow.

Once you start typing on the Super Simple Formatting pages, your mind will simply start the chain of ideas that become your 7 steps.

Most people who write- know this- you just have to get started. When your brain is engaged in a topic, your dendrites send impulses zapping all around trying to find similar content in your memories.

Your brain is like a super computer, always searching for matching keywords. Emotions, feelings, images, sounds, and even smells are activated that have something in common with your topic.

When you engage this process, your brain will start to explode with endless ideas. You won't be able to stop it. I guarantee it.



1 Relax. Nothing good ever comes from being tense.

2 Put on some nice music. Classical music or acoustic or something that you really enjoy. It is said that arrhythmic (music without a specific beat) music stimulates creativity. I prefer beats.

3 Put yourself in a new environment. If your current location of your computer is anchored in frustrating memories, pressures, disappointments or failures... you are not going to be in such a creative state, are you?

4 Stop trying to be perfect! Nothing good has ever come from perfectionism. Just do it, as rough and tumble as it might be. Have fun now, edit later.

5 Get a voice recorder. Invest in a speech recognition program. It is a bit of work but it might help you bang out your books at record speed.

6 Go back and RE READ your ramblings and inject humor and sidebars. When you re-read it, and you have amusing thoughts, put them in with reckless abandon.

7 Use a creative technique that puts you back into flow mode every time. Image streaming, boardroom, borrowed genius, hearing voices, or anything that floats your boat.



Step 1: Relax. Nothing good ever comes from being tense.

Did you know that your state of mind is often controlled by triggers in your environment? If you have ever sat at your computer and felt frustrated or angry or pressured... it is possible that you have anchored these feelings to the very act of sitting at your computer.

You can change this of course. You need a mini ritual to clear out your old anchors.

First thing on your mini ritual list is to R-E-L-A-X.

Smile.

Roll your shoulders.

Shake your arms.

Do a little dance with your arms waving wildly in the air. (you think I am kidding about this on? I'm not)

Take three deep breaths, slowly.

Close your eyes.

Remember the best feeling you have ever had. If you can't do that, go to a beach in your mind. (or anywhere that you feel wonderful)

Induce visions, sounds, emotions and smells of your best feeling ever. Open your wonderful and creative senses.

Have a little mantra- I am relaxed, intuitive and creative. Make up your own and feel the relaxation flow through you.



Step 2: Put on some interesting music

Music is a big creativity boost. It can transport you and fill your mind with ideas. Some music might create the wrong environment, but in most cases music will make your brain go into a creative state.

If you really want to enhance your musical experience put on headphones with classical music. When you are using music without words, your brain is free to float into original thoughts and ideas.

And if you are lucky enough to be on vacation, sitting by the ocean with your laptop or on a big smooth rock by the river, or in a meadow surrounded by nature... let the music come from all around you. Hear the sounds of the waves or ripples in the river water, or perhaps the gentle breeze in the trees and the sounds of birds or nature around you. Let this be music for your soul.

Close your eyes, take in all the sounds, say to yourself "these sounds around me relax me deeply and open my creative spirit".



Step 3: Put yourself in a new environment.

If your current location of your computer is anchored in frustrating memories, pressures, disappointments or failures... you are not going to be in such a creative state, are you?

How can you change your current environment if you can't change locations?

Imagination is something you can use anywhere.

Take a one minute journey in your mind and feel a moment of light and easy travel to a new environment. Your state of mind will shift.

Change the things around you.

For instance, I really feel like I have some negative anchors at my desktop computer at home. I cleaned the entire desk, dusted everything so it is sparkly clean (this seems to help me feel fresh in the idea department). I hung a big world map on the wall in front of my computer. That made me daydream a lot. :) After setting this up, my son asked if he could take my computer upstairs since his is not working.

OK, plan B. I am sitting at my laptop facing the beautiful sunny day outside of the window.

I put fresh flowers on the table in front of me.

I just went to the fridge and grabbed a plate of fresh raspberries and blueberries on a plate.

Wow, I feel good. My environment is now filled with music, flowers and tasty berries.

I really feel good! And I added some very simple things!

I wonder what you will add to spice up your day as you write your book?



Step 4: Stop trying to be perfect!

Nothing good has ever come from perfectionism. Just do it, as rough and tumble as it might be. Have fun now, edit later.

This might be the ultimate mind f**k. People who are perfectionists are constantly fighting the ultimate self-sabotage. If you are plagued with perfectionism, you already know what a curse it can be.

The challenge- write this book from beginning to end in under 3 hours, no editing. You will simply produce (for once) something that is intentionally going to be the most imperfect and flawed piece of work ever created. When it is finished you will go back and be allowed one editing run through. You will allow yourself to read through each page spending a few minutes being amused by your imperfect, but highly entertaining, piece of work. You will make some quick edits and add a few ideas, while allowing the free flowing style to remain intact.

You will not reorganize sentence structure, nor dwell on every word.
You will NOT consult a thesaurus under any circumstances.
You will repeatedly enjoy closing your eyes and stating:
"I love being a free spirited writer and deeply enjoy the freedom of expressing myself with reckless abandon."

If you are a perfectionist reading this right now, it is time to B-R-E-A-T-H-E and relax. It's all going to be just fine.

Trust me.

* You are allowed to paste your text into a WORD file to check for spelling.

Step 5: Get voice recognition software to use with a voice recorder.

Invest in a speech recognition program. It is a bit of work but it might help you bang out your books at record speed. I know that some authors actually creates volumes of books of all kinds with voice recorders and voice recognition software.

I am typing this one. But I did get Mac Speech and I will set it up so I can speak my next few 7 Steps Books.

Set up might take a few hours here and there, and you will still need to go back and edit the text. But in the long run you may find you are full of ideas that need to be saved when you are just about anywhere. The recorder you carry with you is small. It can stay in your pocket or become your keychain.

Anytime, anywhere, you can record your quick thought. Personally, I can't wait until I have this all set up. My brain never frikken stops, so this will help to funnel all the stuff that spews out.

You dont have to use a voice recorder, or get one. You can just use any mic while sitting at your computer. You can let it type your words as you speak.

Sometimes when I am chatting with a friend on an IM, or writing an email I will try to write it in a way that could be text for a future book. If you are someone who is an expert at something and you are constantly answering emails this will help get extra mileage out of your responses. I also feel that I am more interested in giving a good answer or explaining something better if I know I am creating content for a book while I respond.

Hey, there's another idea for a 7 steps book. How to use your IM and email to write an entire book. Go for it. Steal that idea.



Step 6: Editing- inject humor and sidebars and find additional tips and content.

When you first start writing your book DO NOT try to do research. This will take you out of the creative mode, and searching and dissecting the work of others will only take you off your own path.

When you have completed all the forms on this site, go back for an edit. This is the time to look up some interesting facts, find quotes, put in hot tips and be really funny. When you re-read your work, and an abundance of amusing thoughts pop into your head, inject them in with reckless abandon.

As a reader, it is so much easier to read books that are fun, light, and playful. Be playful, naughty, shocking, or whatever you think will keep the readers attention.

Remember- Go on the internet and find more fascinating content. Add statistics and quotes or tidbits about your topic. You can put them in the Side Bar box on each page. This sidebar will appear on each page, or on a facing page, with a graphic that shows it is pointing something out.

Steal, ummm... I mean -borrow- ideas from great minds. If you learned a great technique for learning how to compose music when you were in a workshop, use it!

You have two choices here:

1: Find great information. Then take your own ideas and mesh it with the information you are finding. Give it your perspective or twist and a fresh viewpoint. This is not stealing, it is research that results in you arriving at your own opinion or idea.

Everything you know is a combination of things you have learned somewhere in your life, and applied in your own personal way.

2: Use quotes and snippets of other people's work. If you do this you must give credit. this means you state the first and last name of the person who wrote it. If you are not going to do this, don't use the information. Here at 7SSS we frown upon plagiarism.

And by the way, there are services on the internet that allow us to search for similar wording so we know you are not plagiarizing.

Be inspired by others. But let's not steal. Play fair. Have a conscience and a heart. Just in case there is Karma, this could come back and kick your ass.

Step 7: Use a creative technique that puts you back into your flow mode any time you need a brain boost.

Image streaming, the boardroom, borrowed genius, hearing voices*, or just about any method that floats your boat.

You will need to find and implement these techniques for yourself. To get started you can go to www.winwenger.com and learn image streaming, borrowed genius, or a ton of other creativity ideas.

You can go here- <http://hypnosis.wendi.com> and search on Creativity and find several options. My favorites- creative genius, creative brilliance, parallel world, problem solver, live your dream, the boardroom of your life, a walk in the woods, temple of wisdom... to name a few. These are all CDs that I made that will take you to new creative heights.

*One very easy method is to simply close your eyes and breathe and let yourself imagine that someone else is going to write the book for you. Give your character a face, a name, and a unique voice. Imagine them sitting right there with you and ask them for their top 7 steps to do whatever it is that you are writing about.

Sit back and listen as this voice tells you what to write. You can stay in trance and open your eyes and start typing. Every time you need a new idea close your eyes and let your secret author do the work.

A woman who called in on my radio show said she writes comic strips about penguins. She told me that the penguins write her stories for her, she just listens. Crazy? Or just really creative?
You decide.



Remember:

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Just call the number, say your FULL NAME first e.g. "*Hi, this is Wendi Friesen and I have a book you are going to love...*", something like that.

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Have fun with it, I know you will!



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