

---

Wealthy Writer's Wisdom



# Lesson 1

## Why Write

---

- Introduction to Mark Victor Hansen and the Wealthy Writer's Wisdom Seminar
- Anyone and everyone can be a successful author and *everyone* has a story to tell
- Dozens of reasons why, and benefits of writing
- Book-writing and business-building strategies



## INTRODUCTION TO MARK VICTOR HANSEN AND THE WEALTHY WRITER'S WISDOM SEMINAR

Mark Victor Hansen is the co-creator of *Chicken Soup for the Soul* and a best-selling co-author of more than 303 books including *The Richest Kids in America*, *Cracking the Millionaire Code*, *The One Minute Millionaire*, *Cash in a Flash* and *How to Make the Rest of Your Life the Best of Your Life*, just to name a few. He's sold over 157,000,000 books so far!!! In fact, the Guinness Book of World Records lists him and Jack Canfield as having the most books on a best-sellers list at one time for their *Chicken Soup for the Soul* books!

In addition to being a best-selling author, Mark has mastered the critical combination of being a speaker and an entrepreneur as well who maximizes the positive impact he can make on the world.

One of the most important principles to understand when beginning this course is that **anyone and everyone can be a successful author and everyone has a story to tell**. Mark didn't start out as a writer by any means. He started writing after he lost his job, was broke and desperate for a means to survive.

After attending the National Speaker's Association seminar, Mark took life by the reins and partnered with the guy sitting next to him, Keith Degreen, to co-author his first book, *Stand Up, Speak Out And Win!* Mark started selling it at small sales offices and sold 20,000 copies the first year, essentially door-to-door, at more than 200 meetings and made \$200,000. He was thrilled to accomplish his goals of becoming a professional author and earning a stable income.

Mark has had a long and diverse career including many successes and a few lessons learned. He understands, better than most, the ups and downs of life. He started with nothing and worked his way to incredible success. He knows what it takes and he wants to help you by providing you with valuable insights for a better future.

### Wealthy Writer's Wisdom

The goal of the Wealthy Writer's Wisdom course is to teach you how to master these crucial areas as well and become a Wealthy, Wise, Writer!

As a writer, you will learn how to write, dictate and otherwise manifest information in the form of articles, books and other media. Finally, you will learn wisdom from Mark's thirty plus years of experience, plus gain valuable insights from other famous, successful authors and entrepreneurs. He will teach you the most important things he's learned and how to apply them to your life for ultimate success.



The goal of the Wealthy Writer's Wisdom course is to arm you with all the tools you need to:

- Write fiction, non-fiction, movies, plays, white papers, brown papers, articles, etc.
- Write out of your comfort zone
- Learn how to create a future that is worthy of you
- Gain wisdom as you continue to learn on an on-going basis
- Be a successful entrepreneur
- Make a valuable contribution to the world
- Grow Rich in your Niche
- And so much more!

## WHY WRITE?

The question of why write is one with infinite answers but you can start by examining a few of the benefits of authoring books:

### What does authoring a book give you?

- Pride
- Respect
- Appreciation of adoring readers
- Credibility (the best business card you can ever give—especially when it's signed!!!)
- Door opener (if you leave a book, people will likely want to continue working with you)
- Improve your life and lifestyle (you will learn how to maximize your life)

### There's a multiplicity of possibilities with Authoring.

Books can be authored by you, by you and a co-author, dictated, ghosted or a combination of all of these. Writing your book on your own is one of the greatest ways to go. If you co-author, you benefit by teaming up to decrease the workload and increase the expertise you can provide. Dictation is a great way to share your expertise and get your book published faster. Hiring a ghostwriter is great at times when you need to write something fast or you need more expertise in a given subject area.

### Books are needed on every subject.

Chris Anderson explains the continual demand for more books in his book *The Long Tail*. He explains that there can only be a very limited number of best-seller books per year and 195,000 books are published every year. But, now that we have infinite digital storage on the Internet, unlimited numbers of short books and articles can be online. This makes it possible for you to have success online where you might not be able to compete offline.

For example: A book on abnormal hair loss wouldn't generally make a bestseller. But, online,



there are 2,000,000 people with alopecia who might be searching for more information and the Internet makes that available for the first time.

**The beauty of books is that they can be created inexpensively, with something as simple as a pen and paper (or computer or typewriter!).**

Wayne Dyer uses a little pad of paper. Oprah Winfrey writes in her diary each day and those thoughts often become books. You can carry paper with you anywhere you go! You MUST have a pen and paper with you at all times to capture your greatest ideas!!! This includes your nightstand, purse, car, wallet, bathroom, everywhere! As Harvey Mackay says: “The weakest ink is better than the best memory!”

**Books can have you as the main reporter or journalist.**

We’ll be covering Interviewing at length in a future Lesson.

**Your books can be your elevator to infinitely more success.**

**Books are a sacred creation.**

Books are a sacred communication between you and your reader; a bond that has so much impact you may not believe the results. I had a beautiful experience that illustrates this point. I was at Book Expo America, signing books with my co-author Jack Canfield, when a man approached us with tears in his eyes. He said that our book, *Chicken Soup for the Soul*, had saved his country. His country was barely surviving a gruesome civil war and he was responsible for training military personnel. He said something to the effect of: “You guys kept my country alive. Every night I had to prepare people to go defend our country where they would be maimed and killed and every night I read them a story from *Chicken Soup for the Soul* to give them the courage to go on.” Remember, you may never know how much of an impact your book might have on others’ lives.

**Book creation helps you grow, develop and manifest your inner being so you manifest your outer potential.**

Books are an ‘inside-out’ process. All of us face the same blank page. Do your deep breathing and meditation. Get in touch with the Infinite. Make sure you have your energy expanded and enveloping you so that when you write, you’re writing with your heart and soul so it is a sacred communication between you and your reader.

**Books make the world work.**

Many books have changed the world. Just a few of my favorites include *The Theory of Relativity* by Albert Einstein, *The Population Treatise* by Malthus and *A Wealth of the Nation* by Adam Smith.



Dale Carnegie put it eloquently when he said “Authors are the wealth of the nation.” I would add: “Authors are the wealth of the WORLD.”

More importantly, Mr. Carnegie said: “No man or woman gets wealthy without enriching the lives of all other men and women.” It means a lot to me that the richest man and one of the most innovative of his time valued authors so much. I hope you feel equally proud of your role as an author improving the world.

**Books do things that nothing else can do!**

Every dictator tries to burn the books because that’s one of the ways to limit freedom. Books open up freedom because they open peoples’ minds, their thinking, the economy and the possibilities that exist.

**Books serve greatly with love.**

Let your love pour out on your reader.

**Books are fun to create.**

Once you begin writing books, they become your mistress, they become your love of loves, your magnificent obsession, the last thing you think about each night and the first thing each morning. Writing will make your mind grow and expand and make you electrically alive. When you write, you increase your levels of energy and wisdom, constantly compounding and making you more.

**Books are like exercise.**

Writing is sometimes hard work but, after you’re done, you smile and shine. You feel invigorated and you’re excited to share it.

**Books can change your world and your readers’ world and your life in profound, exciting and differentiated ways.**

**Books will allow you to leave a lasting legacy.**

Remember, you want to write not just for now, but for millennia to come. Just like any great work of art, your book should stand throughout the ages. John Demartini put it plainly when he said “You ought to write for the next thousand years.”

**Books can be self-published.**

Your books can be distributed through publishing houses or on your own. You are no longer at the mercy of anyone else to become a great, published author.



**The beautiful thing about books, especially with the Internet, is that they travel around the world and will get you invited to do the same!**

And, as your fame grows, your price goes up! Bill Clinton has made \$9,000,000 in speaking engagements alone and \$12,000,000 on his book *Give* (which I recommend that you read).

**Books will help you and others to conquer your fears, problems, situations and circumstances.** There are countless ways to help yourself and others and you can write to any one of millions of topics.

**Books tend to be inclusive and not exclusive, which means that they make everyone better off and no one worse off.** By and large, books do a good work for many, many people.

**Books are a business that leads to the creation of an empire.**

One example of broadening your book into an empire would be through a world-wide training company. Dale Carnegie's company did just that and still teaches his book's principles today, grossing over \$50M per year, even though he died in 1955. I strongly recommend you read his book *How to Win Friends and Influence People* by Dale Carnegie.

**Books will have you meeting and greeting the most exciting, insightful, leading-edge, wise people in the world.**

As one song lyric sings: "If you do your work well, you'll stand in the energy of kings and queens."

## HOW DOES SOMEONE BECOME AN AUTHOR?

**You have to have a big enough WHY, then the HOW will become automatic!** If you know *why* you want to become an author, it will start to pour out of you. Nora Roberts is the perfect example of this principle—She was reading a book and decided she could write better than that book, so she did, regardless of her lack of education or modest circumstances. Now, she's sold over 280,000,000 books!

Many great writers get their start in very inauspicious ways and become auspicious over time, just like Nora Roberts. And, of course, the author of the *Harry Potter* series, J.K. Rowling, whose incredible story of being a homeless, desperate mother following a devastating divorce is now well-known. J.K. Rowling is now more famous and wealthy than the Queen of England!



## INSIDER TIPS

Once you figure out how to do something, figure out how to duplicate it! Make your titles ‘series-able.’ George Lucas brilliantly advises writers to “Never do anything that you can’t sequel and do over and over and over again.” (The same principle applies to prequels.)

Once you know what you want to do, write your notes, your outline, the pictures, make sketches, plans, etc. Make as many notes as you can to capture the idea that you want your book to portray. J.K. Rowling’s biography video shows her opening her safe and pulling out stacks and stacks of notes and plans for the future. Take a lesson from this history-making author.

Ernest Hemmingway said “Write drunk and edit sober.” My interpretation on his sage advice is: Write intoxicated with the excitement of the project and then edit later with the sober eye of a great editor. We always let the words flow and edit later!

## RE-CAP LESSON 1: WHY WRITE

Books are going to impact lives profitably and permanently, starting with your own, and they are a path from one heart to another. Books are a way to your fortune and your future will connect you with the rest of the world. Books are wonderful in the way they stimulate your thinking and the thinking of your readers. I wish for you to become a wealthy writer and use your thinking, feelings and awareness to create more best-selling books than you can even imagine.

***Remember, the mind is like a parachute: It only works when it’s open!*** The Wealthy Writer’s Wisdom seminar will teach you how. Now let’s get started!!!

So, to re-cap this Lesson, we have learned the following on Why We Write:

- Dozens of reasons why and benefits from writing your books
- Anyone and everyone can be a successful author and ***everyone*** has a story to tell
- Your books will have a profound influence on you and the shaping of the world
- Book-writing and business-building strategies

The tips and techniques contained in this Lesson will give you the inspiration and motivation you’ll need to write your world-changing, best-selling books!



**BENEFITS**

Brainstorm 5 realistic benefits that writing your best-selling book will bring to your life.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

Write the top 5 things you'd like to write about to make the world a better place.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**VALUES**

Write your 5 core values.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**IMPACT**

Write your ideal impact on the world.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





How do you think a book could create this impact?

---

---

---

---

---

---

**CREDO**

With all the previous answers in mind, write your credo that aligns with these goals, values and the impact you would like to have on the world. What is your mission? Your vision?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**KEY RESOURCES AND RECOMMENDED READINGS**

*How to Win Friends and Influence People* by Dale Carnegie

*Peak to Peak Experience* by Bob Schuller

*Give* by Bill Clinton

