

# Writing Your Chapter

*Peggy Lee Hanson – Award-Wining Author & Publisher*

**Many a writer gets stuck at the beginning of the creative process** because of not knowing where or how to start. The ideas come fast and furious but the hand to jot them down or the fingers on the keyboard to type them cannot happen fast enough. What also may stop you, the writer, is the daunting task of coming up with one thousand, two thousand, or three thousand or more words, as requested by your editor, which could also be you.

My first book writing coach taught me a lot. She suggested ways to make the process easy for her students. She also created a book template that was plug-n-play—meaning the content you wrote, as the author, could simply be placed using the “copy and paste” method or typed directly into the template. There was no playing with the margins or second-guessing where the material should go—only the designated spot in which to put the words.

Coming out of the corporate world as an instructional designer creating online courses, this way of teaching resonated with me. I could create something similar, to assist my authors as they wrote their content. The training received while learning how to create the best practices of course design could now be implemented inside the creation of a writing template—what is called, “chunking.” Chunking is turning vast amounts of content into bite-sized pieces of information that is easily, effectively, and efficiently digestible. You are now the recipient of that ingenious design.

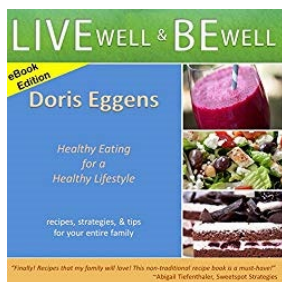
**Who am I and why should you listen to me, you wonder?** With over thirty years’ experience and as many books that which I’ve authored, co-authored, been quoted and acknowledged in, and have my photo on the front cover of, my knowledge about writing and becoming a published author has only grown to a depth even I could not have foreseen. Heck, the first book in which I was actually paid cold hard cash for my short poem, made it to the Red Carpet of both the Oscars and Golden Globes! Actors, such as Sally Field, were given that book! How exciting is this to have on your resume!?



When starting to write and self-publish my own books I shared the wins of successfully getting them on Amazon, especially uploaded to Kindle.

A friend asked, “Can you do that for me, too, put my book on Kindle? I’ll pay you for it.”

“Sure, I can do that.” You don’t have to ask me twice, especially if I can get money for my efforts!



Shortly thereafter, during a mastermind (where a small group gathers for insight and support) someone mentioned they wanted to have their “recipes and more” book published but had no idea where to begin. The moderator stepped in at the point and said, “There is a person in this group who can help you with that.” Took a year to get it all done. Now she is published on Amazon, both ebook and print versions.

And so began the publishing arm of my business.

# The Meat of a Chapter (The Formula)

**There are five (5) components to writing a solid chapter.** Yes, five. (Although this formula is geared for non-fiction writing, fiction writers could use this format as well, adjusting as necessary.) The formula given below is for a chapter containing between two thousand five hundred and three thousand (2,500-3,000) words.

1. Message
2. Quote
3. Back Story
4. Main Event
5. Wrap-Up

**The message** is for your use only. It is within this section you will determine the concept of the chapter, what you want the reader to overall know and learn. In one or two sentences, describe the message you wish to impart. Keep this at the top of your writing for easy reference.

**Introduce each chapter with a favorite quote** or one that fits the message. Try to be unique, finding a quote that is less-often used yet still packs a punch. [ThinkExist.com](http://ThinkExist.com) is a fantastic resource, as you can search either by author or keyword. Caution: ensure proper citation is used. In other words, make sure permissions to cite the quote have been obtained.

**Begin the chapter content with the back story.** This section is the intro leading into the crux of the main pain point(s). When creating the content for the back story, bring to mind what grabs your interest when reading someone's story, and imitate that style. Recommended total word count here is 500-700.

**Next is the main event, the body** of your chapter. Be sure to document the pain you've endured, the lessons learned, the process or steps you took to gain strength, to overcome, to thrive, to heal. Create a list of 5-7 points, or topics, you wish the reader to know about. Each point will have between 250 and 300 words. Recommended total word count in this section is 1,750-2,000.

**Finally, the wrap-up.** This last section is your conclusion which brings the reader full circle. List your triumphs, where you are now. Include, perhaps, a call to action for the reader, so they, too, can survive and thrive after what is happening in their life. Recommended total word count in this section is 750-800.

The word counts listed above are suggested to help break down the elements of your content creation so that you don't stress out during the writing process. And apparently, this process works well, as many of my authors, along with my first book writing coach, share its praises.

The beauty of implementing this formula of chapter writing over and again can quickly garner an entire book! I give my authors thirty (30) days to complete their chapter while writing for my anthology series. However, once inside the process of the template (where they actually write the content), they are pleasantly surprised the chapter was completed in less than a week's time! That is, the first draft, upon which the editing process begins.

# Need More Support?

By downloading this document, you are already on my mailing list. However, you can unsubscribe at any time. If you like what you see, you need not do anything else. Every so often expect to receive an email from me which may contain my musings for the day, information to motivate, or programs that are being offered, either by myself or a colleague, of which may benefit you professionally or personally.

To ensure you receive these notifications, please add the following two addresses to your email contacts list:

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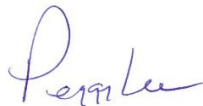
If you have questions about your writing, a book idea, or how you can make money off either, let's connect. Set up your appointment at <https://BookWithPeggyLee.com>.

While it may be true you're good with where you are now, yet sometimes need to focus, go to <https://bit.ly/free20minutesofwriting> to receive a video guiding you through any task to meet your goals.

For inquiries on the [Courage Under Siege anthology series](#), or any other questions, please send an email to [peggylee@peggyleehanson.com](mailto:peggylee@peggyleehanson.com). I'll gladly accept your comments and feedback on this writing formula at that address as well.

From the bottom of my heart, I thank you for taking the time to access the information within this document and put it to good use with your writing or whatever task it is you hope to complete. I thoroughly enjoy assisting my writing community in their endeavors.

Have a most wonderful rest of your day. Please contact me if I can help in any way toward your writing success.



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