

# DAY 4



## How To Avoid Overwhelming Your Reader With Awesome Content?



Your book is not designed to solve all your readers' problems. It's there to serve as an introduction to the awesome results that are possible when they invest in working with you.

IVAN MEAKINS



### Find the balance

Too much information will sabotage your strategy.



### The devil is in the detail

If you give away too much of your magic in your book your readers will become weighed down in heavy detail.



### How to reverse engineer the process to create your intended outcome

You would like your reader (ideal client) to do three things: **CONSUME, ENAGAGE and BUY YOUR PRODUCT**



### Be helpful, but don't fuss

If your target audience wants to know how to build enough wealth so they don't have to worry about retirement, focus on one or two things that can help them with that.

