

**TWELVE WEEK BOOK
SECOND CHAPTER NON-FICTION BOOK GENERATOR**

**How do you write an excellent second chapter?** This tutorial and template will help you create an interesting and compelling second chapter. The purpose of this chapter is to empathize with the reader’s frustration over their problem and amplify their pain as a motivation to continue reading. Why would we amplify pain? Because pain is a motivator, and most people never make a change unless they are sick and tired of being sick and tired.

Your book is selling a solution, a big idea, a skill, or an action. A weight-loss book might be selling a diet, a book on anxiety might be selling mindfulness, a book on leadership might be selling collaboration. It is important to note that most people do not read most of the books they buy. A lot of books sit on desks, floors, and bookshelves and never get read. You must sell your ideas to the reader to get them to continue reading. A proven method for this is amplifying the pain point.

In sales, the pain of an unreliable car can be amplified by a salesperson to help sell a new car. The pain of structural damage and the high cost of repairs might be a selling point for a roofer. You might not be comfortable realizing that you must sell your idea, especially in a motivational or inspirational book, but that is precisely what is necessary. Your reader came to your book with a problem, and you have a solution. They were curious enough to read the title and description and make it through the first chapter, but now it is time to sell your idea. One way of doing this is to rub salt in the wound and identify the sharks in the water.

The sharks in the water are the things that will hold them back from implanting the solutions found in your book. Usually, the sharks are internal. In other words, the problem holding most readers back from success will be their own failures, lack of follow-through, or mental familiarity traps.

In copywriting (sales), the formula is P.A.S., an acronym for **P**roblem, **A**gitate, offers a **S**olution. Chapter two will point out where the reader is now and why they have failed to move forward. The chances are that the solutions in your book are not revolutionary or unique. The reader probably knows some variation of your technique, methods, or ideas. But, they have not implemented them yet. It is your responsibility to highlight this so that they feel enough pain to go forward.

Why would they go forward if you are amplifying pain? In the previous chapter, you made promises. In this chapter, you are telling them that they cannot have the promises if they stay stuck. Your second chapter is going to end with a solution. That should give them the motivation to read the third chapter and the rest of the book.

A good example of this is the bestselling book *Becoming Supernatural* by Joe Dispenza. In his second chapter, he opens by saying that to experience and manifest a more mystical life – the thesis of his book – you are going to have to make changes. He then amplifies the feeling of being stuck many people have by saying, “If you don’t get beyond who you think you are and the way you’ve been conditioned to believe the way the world works, it is not possible to create a new life or a new destiny.” He then describes how our human biology traps us from progress by making our past the future. Sounds ominous, doesn’t it? The reader feels the pain of this lifelong frustration and longs for a solution. Dispenza offers this in the last paragraph of chapter two. He writes, “To change our state of being, we have to change how we think and how we feel.” He does not tell us how to do this. That is what the rest of the book does. But what he does in this book is amplify pain, so people recognize the need for the solution he offers.

**Think of a brief story related to your big idea that ends in failure.** If you are sharing about yourself, what held you back for so long? If you are sharing a client or customer story, what did they fail to overcome? Perhaps there is a well-known story, like that of Robin Williams, who, despite all the resources, ended with continued despair. The story could be about the struggle, how difficulty is compounded, or even tragedy because of a lack of resolution.

Write a brief story illustrating the difficulty in acting on your book’s thesis. Give an example of you, or someone else, that has been held back or failed to make a change and the result. Start in the action of the story and write three brief paragraphs.

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**Introduce the idea that knowledge of a solution is not enough or the idea that even when we know the answers, something is holding us back.**

Present the concept that the shark in the water demands we go beyond the obvious to find a solution.

Napoleon Hill wrote it in his book like this, “Knowledge has no value except that which can be gained from its application toward some worthy end.”

Wayne Dyer, in his book *The Power of Awakening,* says in chapter two, “The awakening process can seem complicated and difficult because we can’t see the perfect intelligence that’s behind all form.”

Even if they have the motivation, most people end up stuck. Write two paragraphs about the difficulty people have putting the solutions they already know into practice or two paragraphs about how most don’t know the solution.

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**Point out to your reader the obvious sharks in the water concerning the topic of your book.** People like bullet points. You could list five to seven things that keep people from realizing the thesis of your book despite their knowledge. They could be things that are obvious to any reader or something they never considered before. You could also create an acronym. Readers love acronyms.

Write out a paragraph and then bullet points or an acronym that describe the key aspects of what is holding your reader back. Help them see it plain as day. This section is going to be large. Organize it this way, after each bullet point or after each explanation of an acronym, write a short explanation of each. Or, you could list the bullet points or acronym then create a few summary paragraphs under them. A typical book will have 4-7 key bullet points. Although this form only has one block to fill in, this will be the largest. It will be multi-paragraph, and probably the largest block of writing in this chapter.

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**In the next paragraph, amplify the pain of these hindrances to the solution.** Think of the promises you wrote in chapter one, and come up with the opposite here. Help the reader see the solutions above and remind them of the severity of not implementing them. You gave them promises, now you are agitating them by pointing out that the opposite generally happens without action, plans, learnings, or applications of what you will be sharing in your book. This is the readers consequence of not doing what will be revealed in the book:

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**Now share another brief story.** This time, focus on someone who had the problem the book addresses and almost missed the chance to find the solution, but at the last moment learned a skill, truth, or in some other way, avoided the shark in the water. In this brief story show how easy it is to almost get eaten. This will be 1-5 paragraphs depending on what story you want to share.

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**Relate to the reader again.** Ask the reader if they have seen these blocks to overcoming the problem. Let them feel the difficulty. Write a paragraph addressing this.

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**It is essential to have some empathy in this chapter.** You can show the reader they are not alone. Share some statistics or survey results that show the blocks they have are common, and that is why they need to learn the solutions your book offers. Write a paragraph on the shared experience and universality of the problem that most people have.

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**In the next paragraph, assure the reader that they have the ability to solve the problem.** After all, you are writing a book with the solutions. Encourage them to have an open mind, to learn something new, and above all, let them know that it is within their reach, even if it is hard. Write this paragraph.

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**To expand this chapter, think of three to five questions a reader might have about the blocks, obstacles, sharks in the water, or their role in finding a solution.** You do not need to write long paragraphs answering these questions, just a few sentences.

For example, the reader might wonder, *Is it too late for me to find a solution because of my age?* If I were writing a book and this was a question I thought the reader might ask, I might write it this way, Many readers might be asking themselves, *Am I too old to benefit from this solution? Has the window of opportunity passed my way?* If you are asking this question, the answer is a resounding “NO!” I have worked with many people, old and young, and let me assure you, it is never too late to implement the solution.

This is just one example of how I might write this. There is space for three short paragraphs in this template, but you can always expand, asking questions and creating answers.

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**Reflection questions and answers:** This will also be multiple paragraphs. You will be asking the readers questions and answering them.

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**To expand even further, there are other options.** Write a case study in five to seven paragraphs. Or you could share another brief story. Alternatively, you may decide that you have said all you need to and then write a concluding paragraph. This is not a requirement, just an idea.

**Additional Content here:**

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**Your final paragraph is filled with hope.** Remember the promises you wrote about in chapter one? The promises are the rewards the reader will get to experience if they go through the book. Write a final paragraph that reiterates the rewards and promises. Tell them the benefits of these promises. Ask the reader if they are ready to overcome the sharks in the water.

Wayne Dyer did it this way in his final paragraph of chapter two of *The Power of Awakening*,

When you tap into this truly awakened part of yourself, you see the perfection behind everything that you’re doing. You never worry again about your form wearing out, or about dying, or about any of those things. You know that thought is an endless energy that goes on and on. Most of all, you know that that’s who you are – not an aging and ever-changing for, bit that which is eternal and changeless.

The example here is what we are after, a super positive, hope-filled message to the reader. Write your hope-filled final paragraph.

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