**Let me walk you through every step of the repeatable system I've used to write more than five dozen nonfiction books (including multiple *New York Times* bestsellers) — so you can finally write the best book you can imagine, one you'd be thrilled to share with the world.**

Maybe you've experienced something profound, solved a major problem, or gained insight that could change someone's life, just like it changed yours.

You have a message for people who desperately need it, so you want to write a nonfiction book.

BUT...

You're afraid.

- Afraid your writing won't be good enough.
- Afraid of pouring your heart out on the page—and having your book rejected.
- Afraid someone will say, "I expected more from you."
- Afraid no one will care what you have to say.

That kind of fear can paralyze you and make you procrastinate. You keep promising yourself you'll take another run at this tomorrow, or next week, or next month.

But years later, you still haven't done anything about that book you've long wanted to write.

It's easy to tell yourself you don't have the time, but the truth is, we always find time for what we really want to do.

## If you don't break through procrastination, the message you're so passionate to share will wither and die.

Believe me, I know where you're coming from.

Even after writing over 200 books (over a third of them nonfiction), I STILL procrastinate.

At some point during the writing of every book, I wonder why I ever thought I could do this.

But before I go on, let me introduce myself.

I'm Jerry Jenkins, the author of over 200 books, including 21 New York Times bestsellers. You may know me for my most popular novel series, Left Behind, but you may not know that I cut my teeth writing nonfiction. Many of my New York Times bestsellers have been as-told-to biographies.

So how have I been able to overcome fear, push through procrastination, and succeed?

By landing on a proven system I've used over and over to write books people want to read.

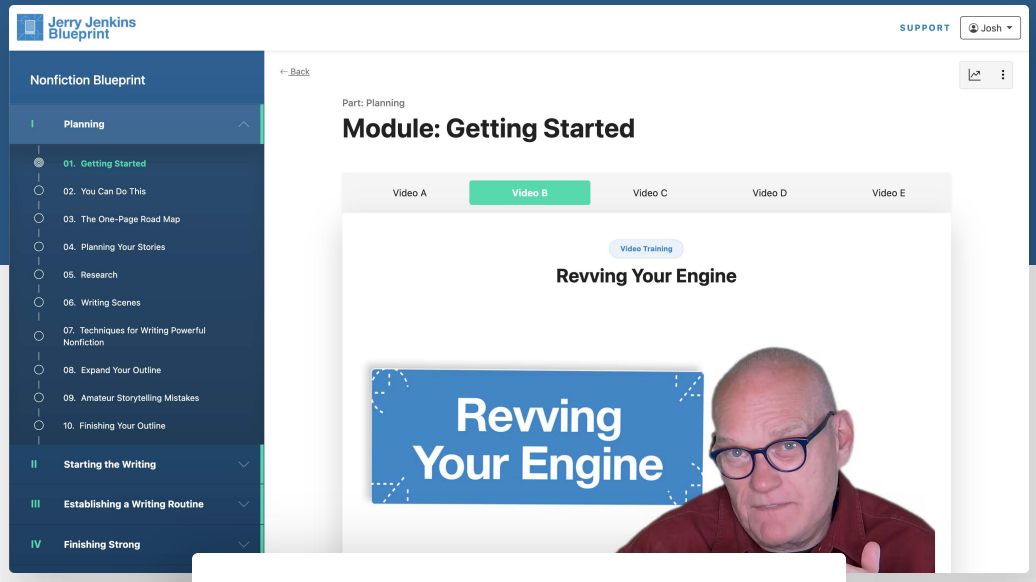
The right system will show you not only the skills you need to polish but will also give you the *discipline* and the *plan* to perhaps become a nonfiction author.

I created this A-to-Z program to walk you through every step and help you finally achieve the result your message deserves — no matter your nonfiction genre.

INTRODUCING

Nonfiction Blueprint

## Introducing *Nonfiction Blueprint*: My Most Comprehensive Nonfiction-Writing Course Ever




Whether you're starting from scratch or have tried before, my goal is to give you the best chance to succeed with your manuscript.

No one can promise you'll produce an award-winning book that sells tens of millions of copies, but I can guarantee this: Apply my proven methods, and **you'll write the best book you can imagine.**

*Nonfiction Blueprint* reveals my repeatable writing process in its entirety.

**I lay out every session for you step by step,** so you'll always know exactly what to do next — regardless of genre.

# How Does It Work?

The program consists of over 70 video lessons that walk you through every step of writing your nonfiction book, mentoring you through the entire process.

We start with your idea.

Then I help you create a structure and outline.

We cover crafting an opener that grabs the reader by the throat, maintaining tension that keeps readers with you through what I call the Marathon of the Middle, and leads to a compelling ending.

*Nonfiction Blueprint* removes the fear and guesswork that may have demoralized you in the past. You simply log into the website and start with a brief training video that walks you through your next step — so you'll always know what to do next.

Best of all? You advance at your own pace, fitting the curriculum to your specific writing schedule — which I also help you design, based on your calendar and lifestyle.

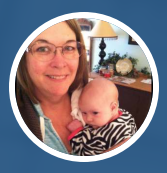
## A few years ago, I created a similar course for fiction writers — and this happened:

**I've recently had offers of representation from 2 agents,** due in large part to the excellent tutoring of Jerry Jenkins. I didn't know what self-editing really meant until joining *Your Novel Blueprint* and Jerry's Guild. Many thanks, Jerry."

**- Ted Bull**

"It feels like the book is just **writing itself!**"

**- Karen Saari**



"The assignments were incredibly useful. As a trying-to-reform non-outliner, I rolled my eyes at first, but once I got down to doing the work, it sparked so much information I needed! I am working on the second novel in a series, so I thought I had all the information I needed, but the characters have changed since the last time I did anything like this. New issues, new challenges, new desires. **And plot points kept falling out of my pen as I wrote!**"

**- Julie Duffy**

"I've published more than 75 books in the last 20 years and this is the best hands-on writing instruction I've ever seen. Whether you're new or have written for years, it will help."

**- Chris Fabry**

## I can't tell you how many writers heard about *Your Novel Blueprint* and asked me for a nonfiction version of the course. So I obliged, and I'm proud of what our team produced!

Look at what the inaugural members of *Nonfiction Blueprint* are saying about their experience:

Intrigued? Let me tell you all about it...

## An Overview of the 4-Part Process to Help You Write Your Nonfiction Book

PART I:

### Laying the Foundation

In this section, I help you avoid problems typical to nonfiction writers: Fear of failure, not knowing where to start, hitting a brick wall after 30 pages or so, you name it. Imagine how much more confident and motivated you'll be after laying the proper groundwork for your book.

You'll learn:

- **How to finally create a writing schedule you can stick to** (and I walk you through creating yours)
- How to find your unique writing voice within just *minutes*
- **Why you need an outline before writing your nonfiction book, and how to create one**
- How to avoid coming off preachy
- **The classic structure that changed my career decades ago (and which I've used to write everything since — fiction and nonfiction)**
- How to unlock a wellspring of powerful true stories to tell in your book
- **How fiction techniques bring your nonfiction book to life**
- **How to market your book to agents and publishers**
- Plus a lot more!

And that's all in just Part I of four parts! See how much you need to know even before you start writing, so you don't end up lost in the middle?

PART II:

### Beginning the Writing

Here we spend a few sessions on your first page alone — where many nonfiction writers get hung up. We'll get yours to where you're thrilled with it before moving on, so you'll be motivated to keep rolling.

You'll learn:

- **My secret to building a powerful sense of accomplishment and momentum during your very first brief writing session**
- Everything I know about writing an opener that hooks your reader from the first sentence
- **Little-known techniques for crafting a *killer* first page (failing at this is the #1 reason manuscripts get rejected)**
- How to become a ferocious self-editor — you'll see actual hands-on revision in action, the kind countless writers have told me is their favorite, most immediately applicable training
- **And a lot more**

PART III:

### Establishing a Writing Routine

Here, I bring you through your first several chapters and share my best secrets to help you cement habits that will carry you through the full process.

You'll also learn:

- **5 powerful ways to raise the stakes and craft high-energy scenes — just as important in nonfiction books as in novels**
- The key to triggering the theater of your reader's mind — to so captivate him that he forgets he's reading
- **The crucial need to tell the hard truth in biographical writing**
- The Author's Golden Rule — which I advise you post where you'll be reminded of it as you write
- **And a lot more**

PART IV:

# Finishing Well

By the time we reach the last section of *Nonfiction Blueprint*, you'll have confidently written roughly the first quarter of your manuscript and reached the Marathon of the Middle. To finish well, you have to do more than just endure the middle. **You must thrive** there and keep things moving for the reader's sake. I give you **everything** you need to complete the marathon and drive toward the finish.

So Part IV is designed to see you all the way to the end. That's why I've peppered it with a truckload of guidance and encouragement to help you through some of the toughest parts of your nonfiction book.

You'll learn:

- **How certain nonfiction books become phenomenons**
- Secrets to keeping your reader hooked all the way to the end
- **The crucial role Theme plays in a nonfiction book**
- Encouraging reminders of why you started this journey, and how to stay inspired until the last page
- **2 simple secrets to an epic ending readers will remember forever**
- Guidance through becoming happy with every word before you shop your manuscript to agents and publishers

My goal is that by the end of this course, you'll have written a nonfiction book you can't *wait* to submit.

How would you feel knowing **a tribe of loyal readers** is discussing your book online?

Might it pave the way to **speaking engagements**?

Imagine **emotional fan letters** telling you how your work changed their lives.

Imagine being **interviewed, signing books**, and spreading a powerful message that could even outlive you.

Every year, unknown writers become published authors.

But I won't sugarcoat it — not many break through, because **most manuscripts submitted to publishers are awful**.

The good news is, agents and publishers long for quality books. They *want* you to succeed.

If you use this proven system to write a book, you give yourself a much better chance to have the publishing world take notice.

I can't guarantee a bestseller or even a contract, but I can guarantee this:

Use my proven *Nonfiction Blueprint* system, and you'll **write your best manuscript**. I'll show you what it takes to make it all it can be. It's up to you to follow the blueprint.

Whether you land a traditional publishing contract — where they pay *you* rather than the other way around — or choose to self-publish, your new book will have the best chance to resonate with readers.

If you believe that would make it worth investing in this program, read on...

## How Much Does *Nonfiction Blueprint* Cost?

It's not easy to put a price on the most powerful start-to-finish nonfiction resource I've ever put together. I believe it's on par with a Master's of Fine Arts Degree in writing. A quick web search shows MFA degrees cost upwards of **$30,000**. But, of course, I'm not about to charge anything close to that.

But considering the average introductory writing class at a university costs between $2,500 and $3,500, shouldn't I at least charge in that range?

I could, but I'm not so old that I can't remember what it was like **BEFORE** I was published. I want you to offer you full lifetime access to this course for much less.

My team and I settled on a **one-time investment** of $1,997 — and that gets you a **lifetime membership**, so you can use *Nonfiction Blueprint* again and again to write as many books as you choose.

And because I want to make this as accessible as possible, I'll go a step further:

## You can get started today for just $197.

We're offering a payment plan that allows you to join this start-to-finish program for 12 monthly payments of just $197 each. And if you want to save $367, you can pay in full with a one-time payment of $1,997.

Now hear me: you'll never see *Nonfiction Blueprint* at this low price ever again.

**Yes, I want to join *Nonfiction Blueprint* for 12 monthly payments of $197!**

Click Here to Join *Nonfiction Blueprint* for 12 monthly payments of $197.

**→ Yes, I want to save $367 by joining *Nonfiction Blueprint* with a one-time payment of $1,997!**

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* Registration closes Friday, July 1 at 11:59 p.m.

I know even that bargain price requires a serious commitment from you, so I want to reward your decision with **five amazing bonuses** that come with your membership. **But first,** a promise:

## 100% Risk-Free Satisfaction Guaranteed or Your Money Back

If you decide for ANY reason this isn't for you, even if you just don't like the sound of my voice or the colors on the website, simply send **one** email any time within the first 30 days to say you want out, and my team will issue a prompt, full refund. No guilt trip, no pressure, no questions asked. That's my **personal** guarantee.

That gives you a risk-free way to discover whether *Nonfiction Blueprint* is as good as I'm saying it is. So jump in, study the first few lessons, take a look at all the bonus material, and if for any reason you find it's less than what I promised, cancel within 30 days for a full refund — period.

I've removed all your risk from this decision because I'm confident that if you engage with the lessons **you will make so much progress on your book** in the first 30 days that you'll be happy to stick with us.

### Now, your free bonuses:

### Free Bonus #1

## An Award-Winning Author (I have Hand-Selected) Will Critique the First 10 Pages of Your Manuscript

If you've ever wished for a thorough evaluation of your writing from someone *in the business* who knows what publishers want, this course makes that come true.

A thorough critique of your first 10 pages will come from a veteran in the business I've worked with for years who knows **exactly** how to get where you want to go.

Your critique will show you:

- What's working
- What needs improvement
- Specific changes you need to make
- How to keep readers turning the pages till the end
- And much, much more!

### Free Bonus #2

## My Personal Feedback (Via Video) on Your Nonfiction Idea

Once you've settled on your book concept in an early lesson, you can submit it to me for a personal video evaluation.

I'll tell you how I believe agents and acquisition editors would respond — and I suggest ways to make it the best it can be.

My goal is to give you **confidence that the foundation of your book is rock solid** before you spend months writing the rest of your manuscript.

I'll help you refine your idea based on my nearly 50 years as an author — including my experience as a publisher.

### Free Bonus #3

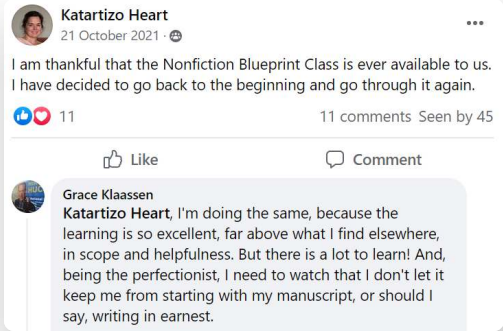
## Access to the Members-Only *Nonfiction Blueprint* Facebook Community

Here you can interact directly with me and ask questions about any aspect of the course or your book. You'll also form bonds with fellow students, share your experience, and pick up tips from each other as you all work toward the same goal.

Previous members have developed valuable friendships, formed small groups based on genre, traded the tasks of reading and critiquing each other's work, and even found accountability partners.

I love dropping in at least once a day to interact personally or just see them encourage each other.

Look at what many have been saying daily in *Nonfiction Blueprint's* Facebook group:




## Free Bonus #4

### The Query Letter and Proposal Package

Once you finish your manuscript, you'll want to pitch it to agents or publishers. So I've included this special package with your membership so you can see exactly what I'd do in your shoes.

What you get:

**1. My tips sheet, How to Impress Agents and Publishers**

This short guide is designed to show you what each decision maker is looking for and how to make your work stand out. I also reveal 28 tweets from industry insiders to give you a look at what they actually want — and what annoys them!

**2. Access to two successful proposals you can use as templates**

These were prepared for manuscripts that went on to sell to publishers. Feel free to appropriate their ideas and apply their approaches to your own proposal.

**3. My 90-minute seminar, *How to Write Winning Queries & Proposals***

This can save you hours of wasted effort.

**This training is based on everything I've learned over several decades in the business** — for which authors have paid thousands at writers conferences. If you're serious about getting published, you'll find this invaluable.

By the end you'll know:

- The difference between a query letter and a cover letter and when to send which
- How to write a captivating proposal
- The structure of my most effective book proposals
- How to create a pitch that'll have agents and editors asking to see your manuscript
- And more!

## Free Bonus #5

### An Exclusive Invitation to Join Me and Your Fellow Graduates for a Daylong *In-Person* Mastermind Session

You'll be invited to a FREE day of group coaching and discussion about your writing. I can hardly wait for that!

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Don't worry — you're protected by my 100% money-back guarantee.

* Registration closes Friday, July 1 at 11:59 p.m.

## This program is for you if...

- **...you've never been able to finish your manuscript.** Maybe you've even enrolled in other online courses, but nothing has worked. I believe my approach is different from anything you've tried. I offer a proven plan that helps you smash through procrastination and finally finish your manuscript.
- **...you're thinking, "Even if I DO finish my book, it won't be any good."** You'll be pleased to discover how important learned *skills* can be to your writing. I teach you everything I know and help you master skills that *will* improve your writing.
- **...you're stuck part-way through your manuscript and feel lost.** The steps I walk you through can help you break free. You'll learn an outlining process that has proven to unlock a vault of **ideas *and* momentum** you need to finish that book.
- **...you've always dreamt of being a published author.** My system gives you the best chance to succeed and shows you exactly what to do, every step of the way.
- **...you've finished a manuscript, but you know it needs work.** This course will help you revitalize it.

## This program is NOT for you if...

- **...you can't commit to at least 6 hours of writing time per week**. You won't ***find*** the time. You'll have to make the time. What are you willing to give up to ***make*** your dream a reality? An hour of TV here? A party or concert there? If you're not willing to sacrifice such things to make time to pursue your writing dream, you may not want this badly enough to make it worth it.
- **...you expect this to be easy.** I make it simple, but not easy. Your book won't write itself, even with all I teach you. *You* have to do the writing. If you follow the process I lay out, you'll finish the best manuscript you're capable of. But if you want easy, this course is not for you.


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# FAQ

## How is this different from the Jerry Jenkins Writers Guild?

This nonfiction-writing blueprint is to the Guild as a microscope is to a wide-angle lens. The Guild is a community of nearly 2,000 writers of all genres who get live and recorded training every month. Many Guild members have taken advantage of this special offer, because *Nonfiction Blueprint* is a laser-focused, deep dive into **nonfiction**, designed solely to help you write a book from start to finish. It even has its own dedicated website and Facebook page.

Another difference is that the Guild carries a monthly or annual membership fee, while a **one-time tuition investment** gives you **lifetime access** to *Nonfiction Blueprint*.

## How long will it take me to write my manuscript using this program?

My aim is **not** to have you knock out a book as fast as possible. While you should be able to do this in six to nine months, as long as you can commit to at least 6 writing and revising hours each week, my aim is to help you write the best book you can imagine. **Beware hucksters who emphasize speed above all else.** Speed is not the point. Quality is the point.

The more time you carve out to write each week, the sooner you'll finish — but the goal is a manuscript you'll be proud of and eager to shop to agents and publishers.

## Is there a free trial?

We offer a 30-day money-back guarantee, which allows you plenty of time to try several lessons, interact with fellow writers in the private Facebook community, and make progress on your book.

I know that means someone could go through a large chunk of the course, planning to get all their money back on Day 29. But I'm more interested in rewarding honest authors than in cracking down on those who would take advantage.

I've removed all your risk from this decision because I'm confident that if you engage with the lessons **you will make so much progress on your book** in the first 30 days that you'll be happy to stick with us.

But if you find *Nonfiction Blueprint* is not for you and let us know within the first 30 days, my team will immediately issue you a full refund — no pressure, no questions asked.

### I'm worried my writing isn't good enough. How talented do I need to be to join?

I'm here to make you better — regardless of your level of competence when you begin. Let me teach you the skills, and your ability will grow. As with any craft, your skill will increase in direct proportion to the amount of time you spend building your writing muscles and honing your talent.

You can always improve, regardless how talented (or not) you are now.

I believe you'll see a huge difference in just months — shaving years off even the trained writer's learning curve.

## Registration for this elite program closes **Friday, July 1 at 11:59 p.m. Central** - so don't wait if you know this is right for you!

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## Where Will You Be a Year from Now?

I know what it's like to be where you are right now.

You long to improve. Long to finish your book. Long to be published. Long to get your message out.

You don't lack desire or passion. You just want to know, *How do I actually do this*?

I've designed *Nonfiction Blueprint* as the bridge from where you are now to where you want to be.

That's why I'll give you 30 days just to see if it feels right. Give it a shot and if you don't feel you're making progress, I'll give you a full refund.

### Just think...

Where you might be a year from now with 24/7 access to this proven, step-by-step plan.

How confidently you could write with support and feedback from this type of community.

How it would feel to hold in your hands a finished manuscript, knowing it's the absolute best you've ever created.

Better yet, how it will feel to finally receive your published book, with your name on the cover?

Join *Nonfiction Blueprint* before this short enrollment period ends on **Friday, July 1 at 11:59 p.m. Central**, and let me be your consultant on the greatest building you've ever constructed.

Sincerely,

Jenny B. Jenkins

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