


# How Easy It Is To Make A Book In Thirty Minutes

**Your Title**

Your Subtitle



*The Photo You Want Here*

Your Name or The Person  
Who Told The Stories

*Beth Lord's Blog*

12-13-16 to

*Give The Gift That Keeps Giving©*

Beth Lord

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## DEDICATION

To You and Your Stories.

We want these stories turned into books for yourself and for others who want to read your stories.

## CONTENTS

Acknowledgments	i
1 Ask Questions, Look at Photos & Record.	1
2 Chapter Name	Pg #
3 Chapter Name	Pg #
4 Chapter Name	Pg #
5 Chapter Name	Pg #
6 Chapter Name	Pg #
10 Chapter Name	Pg #

## ACKNOWLEDGMENTS

To all the Technical Apps I've had to buy and spend many hours learning in order to spend the rest of my time curating and being creative with your stories.

## CHAPTER ONE

# Ask Questions Look At Photos Record The Story

Documenting our lives requires scrutinization in the variety of ways we hold on to memories so we can pull out the nuggets that reveal our stories and turn them into books for ourselves and for others to read. This fine-tuning of our minds and turning them into stories is an easy and natural process if you let Beth Lord's Write Heart Memories® help you.

We begin with our thoughts as memories being funny things. They come and go as they please and jump to attention when our brains remember, and feel the heart of the story. We smell a particular smell, look at a photograph or a variety of other events and items that reach into our brain and spark the stories we share and record.

Memories are full of joy as well as the other gamut of human emotion. *Memory overload* is easy to see in our glut of emails and our Facebook, Snap Chat, Pinterest, and Instagram posts. We also see it in our piles of “stuff” like furniture, clothing, and information that we don't let go of.

We have photo books to chronicle these timelines too, but without the story behind the photograph; future generations are hard pressed to know the experience that was going on in the photo.

No one will ever be like us, and that makes for good storytelling. Turn these stories into books, and by Jove, we've got some golden nuggets of our memories.

Life isn't always glitzy. When we tell stories, we peel the layers of memories that reveal the courage and heroic endeavors of how we live our individual lives. And we learn from each other when we tell our stories. I know for a fact that your stories are vital. These stories make you feel good about life. We also need to hear our stories from each other because our stories teach us compassion, empathy, and love. Paul Zak, a neuroscientist, has done research in this area of discovery that reveals how stories engage and nourish our love molecule (oxytocin).

We need a simple and easy mechanism in place that allows us to turn our stories into books because it's the only way we can make peace with our *memory overload*. Typically, the writing process is an arduous, tedious two to three-year process for a completed two hundred fifty to a five hundred page book. I know because I've done it and decided I needed an easier way for stories to turn into books. I'm excited my company discovered this way to turn your stories into books.

It was Divine Providence and my struggle to listen to my stories that created these products. I have always used the audio memo of my iPhone to record thoughts, stories and memories to be transcribed in my writing when I get around to it. Journalists have also used this same memory methodology to interview a person on a particular subject for when they go to write the article.

*So what's so different about what I do? I'll tell you.*

**It's how I do it and the ease in which you do this.**

**Let's focus on one of the ways - recording.**

Ask a question. Look at the photo and record the story

that “pops” up for you. Listening to the story reinforces our abilities in our storytelling. Five minutes is a perfect time allotment for telling stories because you have to be clear and tell the story. *Five minutes tells a pretty good story.*

I'll worry about transcribing and editing your stories, so when you read your book, you won't believe it's you. And that's the beauty of turning our stories into books. It objectifies our experience, so we get to feel and be the character of that book. And that character is you. Your stories are your legacy in life, and we want to know this amazingness.

I've prepped all my life to be here right now and turn your stories into books. I am excited about how many lives are changing with this new way of turning stories into books so everyone can utilize this service whether they are writers or not. Yes, if you are a writer, there's a product for you too.

I'm Beth Lord, and I've been around as an Occupational Therapist, Feldenkrais Practitioner, Owner of a Therapeutic Toy Catalogue Company and a Pharmaceutical Rep in Corporate America.

In all of these professions, I've had to focus on listening to people and their stories. As a pharmaceutical rep, I engaged doctors, nurse practitioners, physician assistants, medical assistants and the rest of the health care staff by completely focusing on who was talking. I didn't have mind chatter going on, and I didn't “jump in” and tell my story.



Typically in sales, you ask leader questions because you want to bring people along a continuum of thought that favors your product to be positioned for number one in their prescribing habits. I earned lots of money by not doing this. I knew my greatest asset was giving people my undivided attention. My storyline changed when another pharmaceutical company bought us in 2010 and fired me in March of 2011. This experience was humiliating, but I decided to get over myself and make this an opportunity to do what I've always wanted to do and write.

At the time, I remembered thinking I'd have my new life in three months. It's been almost a six-year process but well worth the investment of my 401K. It's also taken many hours of learning technology and applications that can help me get this job done. I also walked **The Camino de Santiago** in 2013, 2014, 2015 and 2016 for greater clarity and attitude adjustment.

After I walked The Camino in the fall of 2014, I went straight to our farm in Oklahoma. It was on the farm that I had the experience with finding Otis. This experience was such a life changer I knew I had to write about it so I could remember the story. And when I wrote about it and turned it into a fifty-page book, I knew I had found an alternative to the painstaking process of writing a book. I also realized that thirty minutes of stories were perfect amounts of time to transcribe and edit someone's stories. This fifty-page book ends up with a read time of less than an hour. Wow! Think of the people who don't read stories but are willing to read stories about people they know when the read time is less than an hour. I knew I found something that's remarkable and hung onto it like a bulldog until I could perfect the process and feel comfortable enough to offer it to people. Two years, later, here I am.

You can download *Finding Otis* for free on my website but you can also shoot me an email, and I'll send it to you in a pdf. My blogs demonstrate how easy it is to make a book in thirty minutes or less.

As you get to know me, you'll see my heart is sincere and open. I have gone through my baggage of memories and letting go of my ego so I can be here for you as your mentor, coach, writer and transcriber of your stories and editor. I am a support person for you, knowing and appreciating that the stories you tell are vital.

Thank you very much. I do look forward to getting to know you. I am excited because I have mastered *Memory Overload*, so I'm organized and ready for you and your stories.