

Writer's Guide



How to Put Your Message in the Bottle

Dear Contributor,

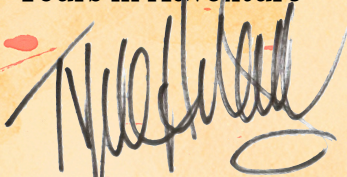
Thank you so much for taking the time to place a letter in a bottle. As a contributor myself and coach to many others I understand the amount of effort and thought that needs to go into making a submission like this. For that I applaud and thank you.

Everyone has their own reasons for contributing. Some of the benefits of your contribution include:

1. ***A portion of our sales every year goes to charity*** or other worthwhile community projects. We try to choose a different recipient every year and welcome suggestions from our community of contributors and readers. To date we have supported a children's hospital, cancer research, and muscular dystrophy. And thanks to you we are just getting started towards a great global impact.
2. Every contributor shares the same willingness to give selflessly. This is an opportunity to ***share love, leadership, and legacy to a group you care about***. If your letter is chosen by our readers' group to be included in one of our books or products, you will receive two free books as a gift of our thanks.
3. Our contributors have the ***opportunity to buy, at a deeply discounted rate***, as many books as they choose in addition to the freebies that they receive. This is a great option for professionals who would like to share the book in back-of-room sales, show customer appreciation or to connect family and friends with a gift of legacy.
4. The limits of our ***global impact are only bound by our creativity*** - and boy, oh boy we are creative. From "socializing" the book series with our innovative "Books a float Program" that has books being shared between airline passengers to our "Father's Day Flash Mob" event, we will continuously strive to deliver your message in unique and interesting ways -- and you are welcome to join us along the way.
5. ***You are invited to join us when we are in your area for media*** scrums, interviews, and book readings, a great way to extend your powerful message beyond the covers of the book.
6. You will have your name and contact information (should you choose) included in the book to ***offer marketing opportunities*** for you and your work.

I thank you very much for your interest in contributing a letter to our book series, and I'm pleased that you have decided to join our community. I sincerely look forward to reading your letter.

Yours in Adventure



Chief Innovation Officer & Editor
Message in a Bottle Book Series



Click Here to
Submit your
letter.

Things we've learned so far ...

We want you to know that you are not alone putting your letter together. We are here to help. Here are some things we've learned talking with our community of contributors about their letters. We hope some of their insight can help.

- Write from your heart. Start writing, don't stop. Edit when you are done.
- Put a picture of the "person" you are writing beside you when you are writing to.
- Tell a story that shares your message.
- Write a list of thoughts, quick bullets, that frame what you are thinking.
- Put a piece of paper in your pocket for a week and jot down thoughts as they come to you for a rough draft.
- Expand on a previous piece of writing or thought you have in your "vault."
- Share the letter with someone you trust to give you feedback between your first edit and second edit.
- Keep your letter between 600 and 1200 words; reducing words to make the same point is a sweeter way to read.
- Put yourself into the letter, let the authentic you pour off the page.
- Look through a photo album or other "memory" jogger just before you start writing.
- Have a conversation with the people or person you are writing the letter to and see what they remember.
- Don't be afraid to say what's in your heart.
- A great letter has one central theme and a couple thoughts to build upon.
- Keep the letter simple.
- Paint a picture with the words you choose.
- Speak your letter aloud, record it, then transcribe it.
- Write your letter then come back to it a few days later, letting it stew in your mind will provide clarity of message.
- Don't worry about "moving mountains" with your letter; the simple action of writing it will move them.
- Have fun! This should be an enjoyable process.
- Float your letter by us; we'd be happy to comment and help guide you.

