

Finally REVEALED: The BIG SECRET No One *Ever* Tells Writers

March 2024

Dear Passionate Writer,

It's writing coach Kevin T. Johns here.

These days, when I sit down to write, I do so with a heart filled with joy and enthusiasm. My fingers move across the keyboard with confidence and ease.

...but it wasn't always that way.

It took me **eight long years** to write my first novel.

It was one step forward, two steps back, month after month, year after year.

I struggled with focus.

I'd have difficulty finding the time to write.

It often felt like I was on an emotional rollercoaster ride, and the writing never seemed to end up on the page the way I'd envisioned it in my head.

The experience was creatively draining.

It's **physically and spiritually painful** to know you have a novel within you but not know how to get it out.

Maybe it's been the same for you?

You're passionate about writing.

You have a story to share with the world but can't get it onto the page.

Life's responsibilities (family, friends, housework, the day job) always get in the way.

Sentences and story elements don't seem to come together, and you find yourself stuck halfway through a project.

You've probably even had moments of darkness when you wondered whether you have the talent to write and publish a book.

Here's the good news...

The secret that no one ever tells writers is that publishing success is NOT about natural talent.

You also DON'T need to quit your job or ignore your family to get a book written.

You DON'T need to move to a cabin in the woods to find the time to write, and you definitely DON'T need to rely on drugs or alcohol to unlock your creativity.

Finding success as an author is a simple process involving focus, support, training, and accountability.

That's it.

It's really not that hard!

BUT no one ever teaches us how to write a book... so most of us are left thinking we're either blessed by the muse or doomed to failure.

And when our writing isn't as good, fast, or fun as we think it *should* be, we assume that means **something is wrong with us.**

This couldn't be further from the truth.

From Painful to Productive

When it came time to write the sequel for my first book, I wasn't willing to spend another eight years struggling to get it done.

I became obsessed with productivity.

I deconstructed my workflow, eliminated everything slowing me down, and then sequenced the remaining steps to produce maximum results.

I took the vast project of writing a novel and turned it into an organized system that propelled me past the roadblocks that hold up so many writers.

I wrote the first draft of my second novel in eight weeks, NOT eight years.

And YOU can do it, too!

The Key to First Draft Success

Completing the first draft of your book might be the most challenging part of the entire journey to publication.

Emotional challenges, energy issues, loss of enthusiasm, or lack of productivity can easily send you way off course.

Plus, there are undoubtedly micro-level writer's craft details, techniques, and formulas you're not yet executing on in your scene-to-scene writing.

That's precisely why I gathered all my best resources from a decade of coaching authors and created the FIRST DRAFT group coaching program and community.

FIRST DRAFT provides you with easy and instant access to ALL of the keys to first draft success.

The program's outcome is simple: finish a first draft of your manuscript that reads like a third draft and was actually FUN to write.

FIRST DRAFT solves all the problems that prevent you from completing a fun and focused first draft of a book.

Turn Constant Distractions into Focused and Steady Progress

In FIRST DRAFT, we'll stop you from worrying about the wrong things during the drafting process by focusing on the actions and strategies that lead to drafting momentum and writing productivity.

You'll establish and implement project milestones, reasonable timelines, and word count tracking systems.

You'll join a private community of writers who hold each other accountable throughout the drafting process.

(Accountability is VITAL to the success of most writers.)

You'll also receive ongoing coaching and group learning to keep you laser-focused on what really matters while you draft your book.

The result?

Rather than going off-track, hitting blocks, being sucked into the “revisions maelstrom,” or getting distracted from your manuscript, you'll make steady progress on your manuscript.

Fill Your Skillset Gap with Writer's Craft Skill-Development

When it comes to drafting scenes, there are a whole bunch of micro-level writer's craft techniques you're probably not aware of yet or aren't using regularly.

We'll combat this skill gap so you can continue developing your writer's craft skills while *simultaneously* making **massive progress** on your manuscript.

You'll build up your writer's craft skills with **25 training courses** focused on drafting techniques, productivity strategies, and micro-level writer's craft fundamentals.

We'll have weekly **hotseat sessions** where I'll review pages submitted by group members and then walk everyone through what is working in the scene and where it can be improved.

You'll also use our group forum to access videos, books, and templates – including items I share from **my vast collection of writer's craft resources** – to support your growth and continuing education as an author.

You'll learn how to implement the skills necessary for drafting success from one scene to the next.

Find Fun, Friendship, and Feedback From a Community of Supportive Writers

Writing a first draft isn't easy, but that doesn't mean it can't be FUN.

Too many writers start strong, make it a quarter of the way through their manuscript (or even halfway through!) and then hit a wall where they lose interest and enthusiasm.

They start to second-guess their story, their approach, and even their talent as authors.

In FIRST DRAFT, you can turn that emotional rollercoaster ride into an emotionally fun and intellectually stimulating experience.

You'll also **receive ongoing feedback from me** throughout the drafting process regarding where and how you can improve your scene-by-scene writing via weekly group question-and-answer office hours calls.

In addition, you'll be matched with a new **positivity partner** each week. This partner will read your pages and provide you with ONLY positive feedback.

(This is an incredibly powerful technique, and you'll be amazed at its effectiveness in keeping you excited and enthusiastic about your work.)

Drafting the book as part of a group program will allow you to benefit from the support and community atmosphere that can only be found amongst other artists going through the same process and encountering the same challenges as you.

We all have ups and downs while drafting a book, but the FIRST DRAFT program will ensure that when you reach a low point, you'll have a community of like-minded authors and one of the world's top writing coaches to pull you through the self-doubt and get you back on top of your writing game.

A Reasonably Paced Program Created for You By Canada's #1 Writing Coach

FIRST DRAFT is not a sprint to the finish that leaves you with a mess of a manuscript.

It's not about all-nighters or a mad scramble to complete a first draft.

Instead, it's a reasonably paced program that will keep you on track to achieving your goals without making you feel stressed or pressured.

If you finish your manuscript in less than six months, *great!*

But after almost a decade of working with writers (many of them first-time authors), I can assure you six months is a reasonable timeline to draft a manuscript while also taking care of your family, completing your day job responsibilities, and participating in all the other activities in your life.

FIRST DRAFT is up and running right now . . . and I want YOU to join us.

Here's How FIRST DRAFT Works

We'll meet on Tuesdays at 7:00 pm Eastern for a **Question-and-Answer Office Hours** session.

During this session, you can ask any questions you want about the writing process and your book in particular.

Then, we'll meet again for a **Hotseat Office Hours** session on Thursdays at 7:00 p.m. Eastern.

In this session, I'll review pages submitted by program members and explain in detail exactly what is working and where and how scenes can be improved.

(NOTE: This is the exact process I use with my \$1000-a-month one-on-one clients to get their books drafted and publication-ready.)

You'll also continue to connect with the other program participants in our **private online community** (far away from the distractions and negativity of social media), where you can communicate with each other and me.

I'm in our community every day, offering support and advice.

In addition, you'll get instant access to the **FIRST DRAFT Training Library**, featuring 25 training courses covering productivity techniques, approaches to scene structure, methods for developing opening pages agents love, how to write an unforgettable ending, and so much more.

With Access to the FIRST DRAFT Training Library, You'll Learn:

- How to set word count goals, establish project milestones, and track your progress
- How to hone your understanding of writer's craft while writing a book
- The critical difference between scenes, sequences, chapters, and acts
- How to curate your workspace for productivity and creativity
- How to use "the callback," "the hidden gun," and other literary devices
- Approaches to punctuating sentences with compound subjects and predicates
- How to capture ideas whenever you have them
- How to set up your manuscript with industry-standard formatting
- 5 techniques for ending scenes in a way that keeps readers turning pages
- How to stimulate and spark ideas
- The musical technique you can use to end your story right
- How to choose the best point of view for your book
- Four unique approaches to scene structure
- The benefits of writing quickly and how to do it
- How to use 'show and tell' to control pacing and avoid info dumps
- Procedures for writing interesting sentences
- How to approach environment and setting as a living character
- Why dialogue matters so much to your storytelling
- 20 ways to stay focused on your writing
- How to perform the Wolverine Barbie test
- The important difference between tone and mood
- How to work conflict and tension into your dialogue
- The different types of subplots, what they do and when to resolve them
- How to use 'pathetic fallacy' to add mood to your writing
- Where to place your story's mirror moment
- The difference between repetition of wording, thematic patterning, and controlling idea
- 8 reasons not to head-hop
- How to correctly punctuate your manuscript, including using the three dashes, the triple asterisk, the ellipses, and the interrobang
- Methods for differentiating character voices
- How to craft a well-rounded villain
- What writers can learn from the film product pipeline to improve their writing
- 4 types of unreliable narrators and which one is right for your book
- How to write opening pages that readers and agents love
- Why value changes are essential to your narrative
- How to ensure your book has an incredible midpoint shift
- What the 'All is Lost' moment is, and why your book needs one
- 3 types of endings and how to give the reader satisfying closure
- 12 unique techniques for researching your book
- The 4 external literary elements, the 4 internal literary elements, and how to 'shuffle' them like a deck of cards
- How to use more than half a dozen different software tools for authors
- Why art does not need to be benevolent

- The 3 phases of revision and *precisely* what to do at each step of the process
- 20 questions to ask yourself when revising a scene
- And much, much more!

Of course, you don't *have* to watch these videos to learn this craft knowledge.

Instead, you can do what I did:

- Get a Master's degree in English literature
- Spend six years reading all the masterworks of English literature
- Defend a thesis paper before a panel of literary professors
- Dedicate another decade (and tens of thousands of dollars) to purchase and study hundreds of writer's craft instructional books and courses

OR . . . you can watch these fun courses presented in short, easy-to-follow video modules.

Nowhere else will you find this amount of writer's craft wisdom, support, and training gathered in one place and presented in an easy-to-consume program.

Here's What Members Are Saying

"Kevin's coaching is a master's class in creative writing and a crash course in how to get out of my own way."

--Laura Morano, First Draft member

"First Draft changed my life. It changed the way I write, and how I approach my writing. I learned new habits through accountability to my fellow writers, and new skills from Kevin's teaching and editing. The biggest bonus is how much fun it is on our weekly calls. I've made new friendships and at the same time completed a 60,000+ word first draft in under 4 months. Highly recommend!"

-- Sandy Day, author of *Odd Mom Out*

"For me, First Draft was the natural stepping stone from Kevin's Story Plan program. He delivers on everything he says. His method of teaching is refreshing and I, for one, greatly appreciate that. Under his tutelage, I was able to plan and complete a 100,000+ word first draft in 5 months. To say it changed the way I write is an understatement. The difference is like night and day. I expected to learn about writing and I did, but I didn't expect that it would also be so much fun. Without Kevin's program, at age 76, I doubt I would ever have come this far. The materials for study are usually short and easy to understand. The community created is one of encouragement for everyone. I wish I had started earlier. I would very highly recommend Kevin's programs."

-- Rick Bradshaw, First Draft member

"Working with Kevin and going through the First Draft program was hugely beneficial. The materials, community, and accountability greatly accelerated my writing process."

--Phillip Wray, author of *A Charles de la Forêt Mystery* series.

"Kevin's passion and enthusiasm for writing is infectious. He always finds thought-provoking ways to guide the group through personal writing challenges and to be curious and playful with our writing. I

always feel motivated when working with Kevin, and I am happy to say that I have finally finished the first draft of my novel!”

--Siobhan Maas, First Draft member

You are going to LOVE FIRST DRAFT.

I know *that* because I know *you*.

I know that you want to...

- improve your skills so writing a book is a faster and easier process
- escape a mundane existence and live a writer’s life full of freedom, fun, and focused creativity
- publish a book because there is something inside you want to share with the world or a contribution you want to make to society
- be surrounded by creatives who follow their passions, lift each other up, and achieve their artistic goals
- prove to the world, to your friends, colleagues, and family that you are capable of writing an incredible book

You also want to prove to *yourself* what you can achieve with your writing.

This is your chance.

I invite you to join FIRST DRAFT

...so that six months from now, you’ll be holding a completed first draft in your hands . . . and you’ll be able to look back to today, to this very moment, and say: THAT was when I took the leap and chose to believe in myself and what I’m capable of achieving as an artist.

When you join FIRST DRAFT, you get:

- **Weekly Question & Answer Office Hours Calls** so that you can ask questions specific to your project and situation (\$275 value)
- **Weekly Hotseat Office Hours Calls** so that you can get one-on-one coaching and editorial advice at a fraction of the regular cost (\$275 value)
- **A Private Slack Group** so that you can network with a community of writers without the distractions and negativity of social media (\$150 value)
- **25 Writer’s Craft Courses** so that you can continue to add to your writer’s craft skillset (\$1,989 value)
- **Weekly Positivity Partner** so that you will get constant positive feedback throughout the drafting process (Priceless + \$147 value)

This complete package of writer’s craft supports will forever transform your approach to writing and your confidence in your creative abilities.

You’ll be able to write more books with less stress.

You’ll be able to make forward progress without distraction.

You'll be able to turn to a community of artists and Canada's top writing coach for support, guidance, and advice when things get difficult during the drafting process.

FIRST DRAFT Bonuses

When you join today, you will also get these powerful bonuses.

Bonus #1: 25 Sketch Notes

- 25 Writer's Craft Sketch Notes so that you can quickly revisit the First Draft course content anytime.

Bonus #2: 25 Transcripts

- Transcripts for all 25 courses so that you can read, underline, and take notes on ALL of the course content. (100,000 words of writer's craft info!)

Bonus #3: *The Novel Writer's Blueprint*

- This ebook will teach you how to write your first book using an easy-to-follow five-step system that stimulates idea creation, simplifies workflow, and supercharges your writing.
- It turns the vast project of writing a debut novel into an organized system that will propel you past the trepidation that holds back so many first-time authors.
- It's time to turn your literary dreams into reality.

Bonus #4: *Smash Fear and Write Like a Pro*

- Have you ever worried that your writing isn't good enough?
- Has a fear of criticism and rejection kept you from publishing your work?
- Are you endlessly redrafting for fear of releasing a less-than-perfect final product?
- Do you feel nervous or anxious when tackling a difficult chapter or beginning a new writing project?
- This course will teach you how to harness fear and move beyond the trepidation that's keeping you from achieving your literary goals.

Bonus #5: 1-on-1 Coaching Call

We'll schedule a one-on-one call where you and I will:

- Review and finalize your story plan or current draft
- Identify challenges and roadblocks that could get in your way and identify resources and protocols to overcome them
- Determine what support you'll need to maintain focus and meet your word count goals
- Do everything we can to ensure you have what you need to be successful in the FIRST DRAFT program

Bonus # 6: 200 Hours of Office Hours Training

FIRST DRAFT has been actively running since January 2022, which means our video archive includes:

- Over 100 Question and Answer Office Hours Recordings
- Over 100 Hotseat Office Hours Recordings

As Bonus #6, you get access to every Office Hours call we have ever had!

That means . . . even if you:

- Never attend a single live Office Hours call
- Never watch a single training video from the training library
- Never check out a single sketch note or read a single transcript

You will STILL have over 200 HOURS of coaching calls available to watch any time you want.

This bonus is easily worth \$2,000.

A Package of Writer's Craft Coaching, Accountability, Training, Feedback, and Community like NO OTHER

When you join FIRST DRAFT, you get:

- Weekly Question & Answer Office Hours Calls (\$275)
- Weekly Hotseat Office Hours Calls (\$275)
- Membership in a Private Slack Community of passionate writers (\$150)
- Twenty-Five (25) Writer's Craft Courses (\$1,989)
- Bonus #1: Twenty-Five (25) Writer's Craft Sketch Notes (\$97)
- Bonus #2: Twenty-Five (25) Writer's Craft Transcripts (\$297)
- Bonus #3: *The Novel Writer's Blueprint* ebook (\$9.99)
- Bonus #4: *Smash Fear and Write Like a Pro* Online Course (\$97)
- Bonus #5: One-on-One Coaching Session with Kevin (\$225)
- Bonus #6: 200 hours of Office Hours call recordings (\$2,000)

= **\$5414.99 in value**

If All FIRST DRAFT Did for You Was...

Provide you with accountability to support forward progress with your writing... **would it be worth it?**

Give you a better understanding of the writer's craft fundamentals absolutely necessary for commercial success... **would it be worth it?**

Introduce you to a creative colleague who becomes a lifelong creative champion for you... **would it be worth it?**

Provide you with a plan, milestones, and tracking techniques to support the completion of your first draft in a fun and focused manner... **would it be worth it?**

Prove you aren't just a mom or a dad, a grandpa or a grandma, a student or an employee, but an ARTIST with something to contribute to the world... **would it be worth it?**

Help you produce a book that goes on to change even one person's life... **would it be worth it?**

The Answer is YES!

I'm excited to help you complete a first draft in six months (or less) that reads like a third draft and was actually fun to write.

As a reminder, here is what you get when you join FIRST DRAFT:

- Weekly Question & Answer Office Hours Calls (\$275)
- Weekly Hotseat Office Hours Calls (\$275)
- Membership in a Private Slack Community of passionate writers (\$150)
- Twenty-Five Writer's Craft Training Courses (\$1,989)
- Bonus #1: Twenty-Five Writer's Craft Sketch Notes (\$97)
- Bonus #2: Twenty-Five Writer's Craft Transcripts (\$297)

- Bonus #3: *The Novel Writer's Blueprint* ebook (\$9.99)
- Bonus #4: *Smash Fear and Write Like a Pro* Online Course (\$97)
- Bonus #5: One-on-One Coaching Session with Kevin (\$225)
- Bonus #6: Over 200 hours of Coaching Call Recordings (\$2,000)

That is \$5,414.99 in value, but you can get it today for just:

[\\$1,400 for a six-month membership](#)

or

[\\$350 a month \(with no long-term commitment\)](#)

You Now Have Two Options

Option #1: Do nothing. Stay stuck in your current writing process, frustrated with what you can produce, and forever letting other priorities get in the way of your writing journey.

Or

Option #2: Make a small investment today (compared to all the value you'll get in return) and just give FIRST DRAFT a shot.

It's just \$1,400 for a 6-month membership or \$350 monthly.

Now is the time for you to invest in yourself as a writer.

Join now, and I'll see you inside our community.

Your pal in writing,

Kevin T. Johns, Writing Coach

P.S. Here are some frequently asked questions about the program and community.

When are the office hours calls?

Tuesdays at 7:00 pm Eastern and Thursdays at 7:00 pm Eastern.

Are the Office Hours calls recorded?

Yes. All calls are recorded. The video and the transcript are posted to the group the same evening they take place.

How long are the coaching calls?

1 hour.

What platform are the calls hosted on?

The calls are video conference calls hosted on Zoom.

If I choose the monthly payment option, am I locked in for six months?

No, you can end your monthly payments at any time.

How much time should I dedicate to the program each week?

I recommend booking at least four hours a week to account for coaching calls, training courses, and work on your manuscript.

Is the private community a Facebook group?

No! The private community uses Slack software to keep the group away from social media negativity and distractions.

How long are the writer's craft courses included with the program?

Most are about 30 minutes in length.

If I start with the monthly payment options, can I upgrade to a six-month membership later?

Absolutely. Come check out the program monthly, then upgrade to the six-month membership for big savings later.

What are your qualifications to coach this program?

I have a master's degree in English literature.

I have published fiction books (young adult, horror, sci-fi, fantasy, and thriller), non-fiction (leadership and business), writing instructional books, and children's picture books.

I have been coaching writers for a decade and have worked with hundreds of writers via workshops, courses, group programs, and one-on-one coaching.

What will FIRST DRAFT do for me?

It will provide you with the support, training, knowledge, coaching, accountability, and community to achieve your writing goals.

Your path to the best-seller list starts right here.

[Join now.](#)