

Your Burning Desire

It is really important to understand your 'why'.

Congratulations for taking this exciting step into your future.

Writing your book has the potential to affect your life, your business, your position in the world, and your own personal sense of power. Your book can completely change your life, as you know it.

Before we go any further, let's step into the future and look at how you look as an author...Image a time in the not too distant future when you are holding your book in your hand and seeing your name on an amazing book cover.

I want you to close your eyes for a moment and imagine yourself at the letterbox, taking your package out of the letterbox, getting a knife to open it up, you open up the box and there it is.....Your very first book!

You take it out, you hold it, grab it and hold it against your chest for a moment, and you then hold it out in front of you, looking at the cover looking at your name on the front cover of your book, with the biggest smile on your face.

Not only that, imagine the impact your book is going to have on the people that read it. You are communicating an important message; you can see it being purchased by many people and how it affects their lives.

There are only a few things in life that give you as much joy and satisfaction as writing and publishing your own book. This book alongside [my signature Write.Edit.Publish. Masterclass](#) that I run will help you achieve this and so much more.

I am going to make sure you get well on your way with your book and the amazing part about all this will be the writer's retreat that will give you all the tools and step-by-step processes to ensure your success!

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Now having a vision to write a book is great, but where the rubber meets the road, is by keeping to a consistent schedule so you make solid progress every single day. The secret to writing a book is consistency.

Your book will not only change your life but the lives of many, just by the impact of your words in your book.

Knowing your 'why' gives you the fuel to write your book and stay consistent no matter the circumstances, you know what's at stake, you know what's in it for you, and that kind of clarity is the first step to writing your book.

Many people never complete their book because they are never clear on their 'why', they don't have the inner drive to complete it and they don't have a connection to their 'big' reason for writing the book in the first place.

Every writer has days where they just want to give up, however, the ones that know their 'why' never do! The 'why' is the carrot dangling in front of you that keeps the words flowing onto the page.

Eventually you will finish your book and your readers will send you thank you wishes letting you know that you have truly accomplished what you first set out to do...have an impact on your readers' lives!

First, start to think about what transformation you want for yourself through writing the book, because many people start writing their book with no real foundations and they become overwhelmed with ideas, hence why the book becomes too hard and so they quit.

This is why the first steps to writing your book are essential and important to understand, focus, concentration and other areas need to be achieved in order to build a strong foundation that will allow you to finish with a strong message.

What is the transformation that you want to accomplish by writing this book?

Let me share with you the transformation I felt once I completed my very first book. Writing my book has completely transformed who I see myself to be in the world. Not only that, I feel very blessed that I can help people with anxiety and depression through my own words and experiences.

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This is why it is important to take a look at what it will be like once your book is written, you will see the impact that it has on the world...then you have found your 'why'.

Activity:

What transformation do you want for yourself from writing your book?

Unlocking your writing prowess

Like most projects of worthwhile value, writing is no different and needs to be consistent till it gains momentum and results with a tangible outcome. So how do you ensure that there is sufficient motivation to get you going?

The secret lies within you. A believing mind can work wonders to support your mission.

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Following are some important questions that you can ask yourself.

1. List 10 reasons: why I choose to write.

2. List 10 outcomes: if I choose NOT to write.

3. List 10 reasons: why it is important and beneficial to share my message with my audience while earning a good income from it.

Activity:

1. Take 15 minutes each day to do a new list for the above questions. Over time you will experience a clearer understanding of your ‘why’, and the ‘how’ will follow without too much difficulty.
2. If you decide that your writing will not change the world, please do not give up. We are not aiming to make world history with an epic blockbuster, but to provide value to our audiences. Someone in this world right now will benefit from your views, ideas and experiences, if you could only let them out. The Internet is just the right platform for finding and sharing your wisdom with your tribe.
3. Writing styles vary for individuals. If writing a 500 word blog post is not for you, perhaps you will enjoy posting tweets as you go about your day. ‘Writing’ is a figure of speech here. It is about content sharing, which can extend to audio or video recordings, doodles or photographs.

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Have you got ideas you can share which will benefit others and at the same time earn yourself some income?

List 5 ideas here:

a. I know a lot about

_____ and will share it by
writing blog posts / tweets / audio / video / webinars / photographs /
drawings (fill in your own).

b. I know a lot about

_____ and will share it by

c. I know a lot about

_____ and will share it by

d. I know a lot about

_____ and will share it by

e. I know a lot about

_____ and will share it by

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