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Why You Don't Write Your Book

By Suzanne Falter-Barns

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In the ten years that I've taught people how to get on with their books and creative projects, I've noticed a phenomenon that I'll call "Author's Block." Would-be writers can, indeed, sit down and work when pressed to it. The problem is that they're not so sure they want the pressure of being an author. But they do want it. But they don't. And so on.

Ah, the agony of getting on with your book.

Well, I'm here to diffuse that situation with a list of the key reasons we have trouble sticking to our writing or other creative projects. Perhaps this will help the next time you find yourself polishing doorknobs instead of sitting down to work.

Check all that apply to you:

You Lie To Yourself About Why You Can't Write The Book

You think your stalling is about lack of time, or too much pressure at work, or not enough solitude in the evening. But guess what? Chances are a deeper, darker reason may be at play, like 'I'm not supposed to be bigger than Mom' or 'What if this thing really takes off?'

You Fear The Impact Your Book Could Have

Sometimes when I coach writers in my Self-Help Author's Crash Course I'll ask them what's impeding their progress. And after some probing, it will come out that they're afraid of the big

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exposure a book can have if it takes off. I'm here to assure you that should that happen, (and chances are your book will not unleash wild mobs of millions) you will be able to handle it. How do I know? On that deep level where psyche meets karma, you won't create a single reader more than you're ready to receive.

You Think Your Book Doesn't Matter, So Why Bother?

One writer I know put this succinctly: "I've tried getting up at 5AM to write, or staying up late, or even leaving my home, but none of it works. I have this tired feeling that none of my effort is going to amount to a hill of beans." In fact, writing

and publication can be an entirely self-determined activity these days. If the publishing pundits don't go for your book, there's always the option of self-publishing paperback editions or e-books and selling them on online booksellers or your website. In other words, your book DOES matter, and you really have no excuse. (Acid test: if the book keeps on patiently urging you to sit down and write it for months and even years, chances are you'd better do it.)

You Think You Don't Know How To Write A Book

Guess what? Neither does any other first time writer. And that may be a wonderful thing. As a beginner, you don't approach your book project with a carload of professional expectations and demands from your process. You can just be open, like... well, a nice blank book. All you really need is your intuition to guide you, and the will to write your book as honestly as you can.

You Have No Support

You need someone in your corner, cheering you on, to get through the long and somewhat tiring process of birthing a book. Because writers need a way to show up and be accountable for their progress. They need someone to keep saying, "Yes, you really can do this," or even "How's it going?" Minds can be tricky and difficult when fully challenged by something like a book. And steady external support is the best way around that.

You're Afraid You'll Run Out Of Material

There isn't a writer out there who hasn't had this fear. And I'm here to say that if you just stay loose and open, and willing to

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receive the ideas, they will show up. All you have to do is commit – really sit down, and begin to bring that book into being – and the work will magically appear. Sometimes it won't flow that easily, and sometimes it will scare you with its speed and power. But it will, indeed, show up.

You Think 'Who Am I to Write a Book?'

And yet, you are the perfect person to write your book, because you're the one chosen to receive this material. (You don't have to be spiritually inclined to believe this.) I personally believe that books are given to us when we're ready to receive them... and when we do, our lives are changed by that process.

You Fear Uncomfortable Moments

Ah, but that's the most exciting thing about writing your book.

You will be given challenges and lessons that just seem untenable along the way. And if you're committed enough, you'll rise above them and so become stronger in the process. This is especially true for self-help books: we naturally write what we need to learn.

Got a few categories checked off from the list above? Good! Awareness is the first step to diffusing your fears. Meanwhile, PLEASE do get on with your book ... despite your misgivings. Not only do you deserve this work – so do we.

Suzanne Falter-Barns co-leads The Writer's Spa, a week-long, nurturing retreat for anyone with a book on their mind. Taos, NM, August, 2005. Learn more at <http://www.howmuchjoy.com/writerspa.html>.

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Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money

By Judy Cullins

Make your book stand out from the crowd! Test your book's significance, find your market before you write, and treat your book as part of your business.

1. Test your book's significance fun, humor easy to read teach something interesting, new? original, unique info? potential to positively affect the reader's life? create a deeper understanding of life? give skills and info to help people? How to's sell well do you already have an audience who wants it?

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You only need 2 significances to have a book that will sell.

2. Find your market before you write.

Who out there needs or wants your information? Without knowing a preferred audience as you write, your writing may be too general and not compel your audience to keep turning pages. In my eBook *Write eBook or Other Book Fast* in ch. 3 —"The Essential Hot Selling—Points," I discuss how to gauge which audience is best for your book.

3. Know your best audience.

Remember the 100,000's Online too. Write your audience a letter on why you are writing the book and how it will benefit them.

4. Keep your book short.

Most audiences want to learn something fast and easily.

5. Unleash your passion for at least 2 years for one book.

Love your topic and don't quit.

6. Get some help with a book coach.

Try an introductory 1/2 hour book coaching session for only \$35.

7. Intend to have your book vision manifest.

Know your book will be published, name your outcomes— what you will hear, see, and feel now that it's done and people are reading it. 8. Treat your book as part of your business. Make a plan —when to write, how much to write each week, when you will finish, what your next step is—approach a book coach professional. 9. Know you will eventually have to spend some money to make your book a top seller. If you work a full week, then see if you can put 10 hours a week in on your book including its promotion. 10. Solve your audience's challenge and you not only will sell a lot of books, you'll also

have a 24/7 sales person for your book.

When you write your book aimed at your best audience, and spend enough time on it, you can produce a successful E or print book.

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Judy Cullins, 20-year book and Internet Marketing Coach works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including "Write your eBook Fast" and "How to Market your Business on

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the Internet," she offers free help through her 2 monthly ezines, The Book Coach Says...and Business Tip of the Month at

and 140 free articles.

Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money

How to Write an E-Book Faster Than It Takes To Read This Article

When Failure is a Gift

How to Write a Children's Book in 30 Days or Less!

5 Steps in Publishing and Selling Your First E-book

How To Find A Topic For Your Ebook

The ezyebook Guide

Vegetarian Recipe Book

The Great Big Book of Internet Marketing

Ebook Authors Interviewed



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