



Are You Ready to Write Your Book?

Self-Assessment

If your answer is yes, put a tick mark in the box next to the question. If it is no, leave it blank.

KNOWLEDGE: DO YOU...?

- 1) Have solid training in what you do?
- 2) Have a clear understanding of how you help your clients?
- 3) Get good results for the people you work with?

COMMITMENT: CAN YOU...?

- 4) Follow through on what you set your mind to?
- 5) Find roughly 5 hours a week to spend on your book for 2 months?
- 6) Find the motivation to carry on after you have a difficult writing session?

SKILLS: CAN YOU DO THESE THINGS OR COMMIT TO HIRING HELP?

- 7) Manage the project of writing and marketing your book?
- 8) Create the assets you will need to market your book (marketing starts when you start writing)?
- 9) Coach yourself through the process?



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Results

KNOWLEDGE

If you ticked all 3, you have enough knowledge!

When you can honestly say that you are a trained professional who gets good results for your clients and you understand how you get those results, you have enough knowledge to write your book.

COMMITMENT

If you ticked all 3, you have enough commitment!

If you know you can keep commitments you make to yourself and follow through even when things get tough, you're ready to write your book.

SKILLS:

If you ticked all 3, you have the skills!

If you have the skills to see the process through to completion, or you're ready to hire the help you need, you're ready to write your book!



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What next?

If you ticked all the boxes, you're ready to start your book. Look at your diary and choose a time when you'll be able to fit in a fair amount of work each week for about two months (5-ish hours per week). Then, make your plan and start writing.

If you left any boxes blank, you now know what you need to work on before you write your book. Here are some tips on addressing gaps in your preparedness.

Question 1: If you lack the training necessary to provide the support you want to provide to your clients, you need to find a credible course and improve your skills - but don't let this be a way to procrastinate. You need to know enough to practice professionally; that does not mean you need to know everything there is to know about your topic. You are an expert, not the expert.

Questions 2 and 3: If you're not clear how you help your clients or you're not consistently getting good results for them, you're likely too early in your business journey to write your book. Focus on



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getting more experience and come back to this assessment in a few months or next year.

Questions 4, 5, and 6: If you have gaps in your ability to commit to writing your book, you need to do some mindset work. Abbie Broad's book, *Does It Really Need to Be This Hard?: The story of how I overcame the 7 big struggles for women in business and turned my passion into profit*, is an excellent place to start getting your mindset in shape.

Questions 7, 8, and 9: If you have skills gaps, you need to decide whether you want to commit to more training so you can gain the skills you need or hiring the help you need. Only you can make that call.

What will your next step be? If you need more information about writing your book before you can decide whether now is the right time to write yours, check out my book, *There's a Book in Every Expert (that's you!): How to write your credibility-building book in six months*. You can download the PDF version of it from here:

<https://ewc.coach/ewc-resources/>