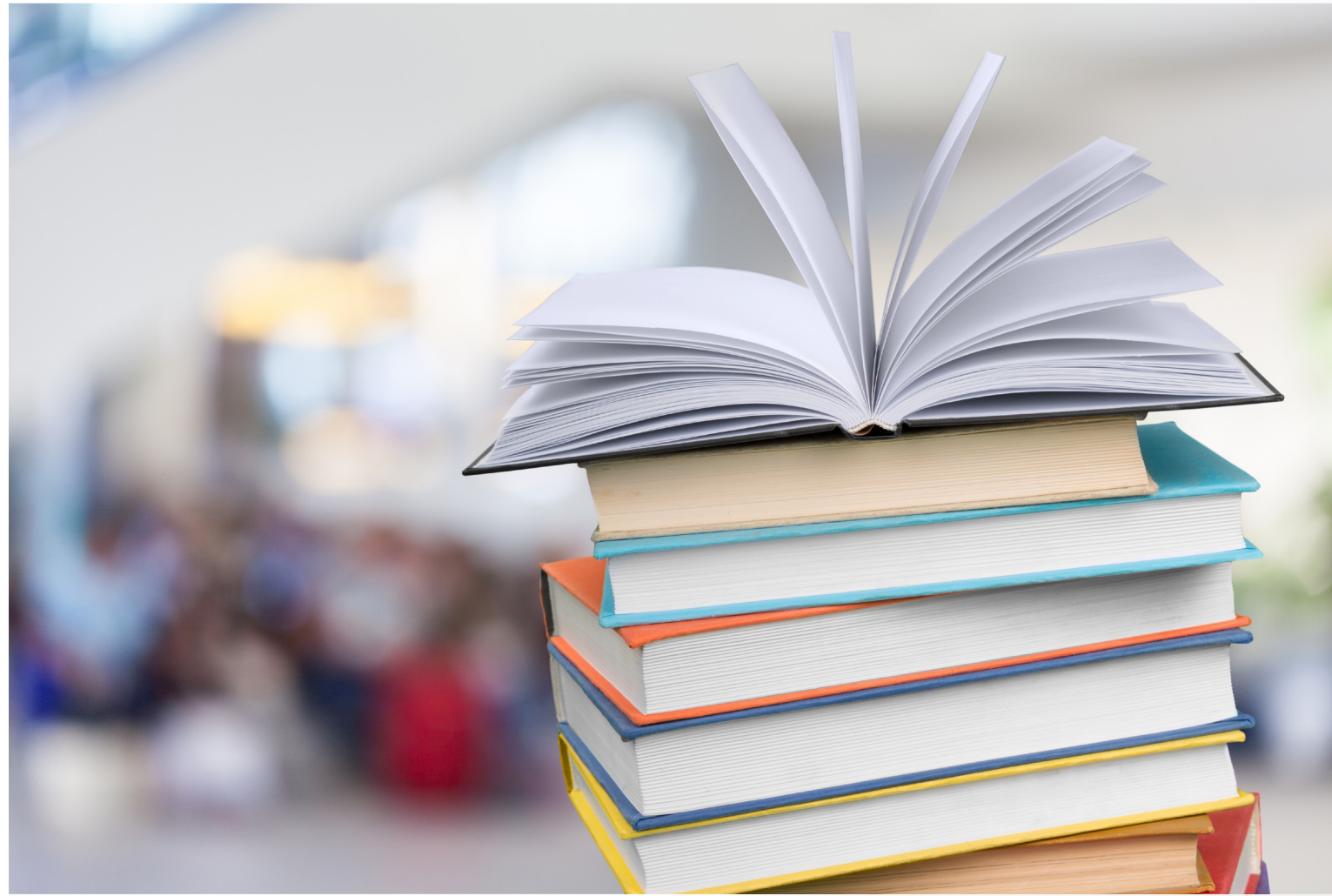




**The  
Top Ten Things  
That Get  
in the Way  
of Writing  
a Book**

# COMFORT CORNER with Ali



Ali Bagley - Coach / Author / Storyteller

You know you have a book that you must write but have no idea where to start. You want to engage with prospective clients and need help writing blogs and content to post on social media.

Congratulations, you have come to the right place

In Comfort Corner you will find everything you need to get your journey started. Both the practical and emotional tools, and the support you need.

As a published Author and Coach, I have been where you are now, I have overcome the obstacles, found the solutions to my challenges and triumphed.

Have a read of my free PDF and then . . . well it all starts with a simple conversation.

Are you ready to learn how?  
Join me and let us take this journey together.

# 1. Procrastination is the enemy of progress



**“Why do  
today what  
you can put  
off until  
tomorrow”**

How many of us are guilty of burying our heads in the sand and ignoring what we know needs to be done. Why do we do it?

There are many, many reasons for procrastination. The most common are:

- Fear
- Laziness (yes sorry but it's true)
- Not knowing where to start
- Thinking we are not good enough to write a book, so we don't
- Why bother, no one will read it

Any of those sound familiar? When you work with a writer's coach, you will identify what's stopping you. What your blockers are and, most importantly, how to overcome procrastination and get started.

## 2. Fear



**“There is only one thing that makes a dream impossible to achieve: the fear of failure”**

You might ask what on earth is there to be afraid of in writing a book. Well, I'll tell you about two key things that scare people to death and lead us back to, yes you guessed it, Procrastination, the enemy of progress.

1. Fear of Failure – what if it all goes wrong, it's rubbish, no one reads it?
2. Fear of Success – what if it all goes right, am I ready for the consequences?

Fear. You can overcome fear. You need to identify what it is you are afraid of, and working with a coach is going to do that for you. What's more, whatever your fears, you can overcome them with simple tools and strategies.

Don't let fear hold you back from your dream. If you don't at least try, then you have failed straight away.

# 3. No Plan



**“To fail to  
plan is to  
plan to fail”**

Writing a book is a bit like a project. It has a beginning, a middle and an end, it has deadlines and work stages, it has a planned outcome, and it requires resources. Are you a qualified project manager? No. Well, good news. I am an Association for Project Managers (APM) qualified Project Manager. What that means to you is that I will share my project management strategy for planning and writing your book, from conception to published book.

It is vital to have a plan; without it, how do you even know what you want to achieve?

## 4. No idea who my reader will be



**"If I build it  
they will  
come"**

Very often we have a great idea for a book, we have got over the procrastination, and we might even have developed a plan to follow to get it done. But is this book for you, what is known as a vanity project, or are you hoping to sell it once you have written it? If it's for you, knock yourself out, you are the reader, and you know what you want to read. If you want to sell your book, you must be very clear about who it is being written for. If you don't, you will have a very hard time marketing it, and that will make it difficult to sell.

## 5. No reason, no motivation



**“Focus on  
your goal,  
don’t look in  
any direction  
but ahead”**

Why are you writing the book? Motivation is the biggest requirement for any author, to be motivated, you need a reason, a target, a benefit of success. What is your reason? Is it to make money, get more customers, share your story, help people ???

The reason is personal to you; what is universal is the need for a reason. Without it, you will not remain motivated to get the book done.

## 6. You start writing



*“Do you want to look back and know you could have done better?”*

The worst thing you can do when you decide to write a book is to start writing. If you have read this far, you will know that before you write a single word, you must:

Get motivated / Get over your fears and hang-ups / Make a Plan / Work out who your reader is / Focus on your reason to stay motivated.

If you start writing before you have done these five things, then the chances of writing a successful book all the way to publication are very slim indeed.



# 7. Research too difficult?



**“Research is what I’m doing when I don’t know what I’m doing” Wernher von Braun**

Research is absolutely essential in writing any book. No one knows everything about stuff, particularly if you are writing a non-fiction book, as a self-help book or technical directory. You need to know your stuff if you are going to be telling other people about it. For many writers, this is the hard slog, the boring stuff.

Change your mindset now. See it as learning something new every day. Just don’t get distracted by Facebook when you are researching online!

## 8. Too Busy



**"It is the idle man, not the great worker, who is always complaining that he has no time . . ."  
Orison Swett Marden**

How often do we say 'I just can never find the time to actually get any writing done'? You have to plan time in a disciplined way in order to succeed.

Part of the coaching for writer's support is about showing you how to manage your time in a way that enables this disciplined approach.

## 9. No self-belief



**“The only person who can pull me down is myself, and I'm not going to let myself pull me down anymore”**

This is probably one of the biggest blocks an author faces when they start thinking about writing a book. You can plan as much as you like, you can have a fantastic idea and outline for your book, but if you let doubts creep in, they will stop you. That is why, when you have one to one writers coaching the first session has nothing to do with writing a book but everything to do with working on your belief that you can and will do it.

You don't have to be the best writer in the world; you don't need to have an original concept; you don't even need to be able to spell properly. What you must have is an unshakeable belief in the fact that you can do it.

# 10. Don't know how to publish



**“There is only one thing that makes a dream impossible to achieve: the fear of failure”**

No problem. This is the technical stuff that you don't even need to consider until your book is ready to be shared with the world.

Not only will you get all the help you need to publish through your writers coaching, but you will also get techniques to enable you to get others to fund it!

Whatever is holding you back, when you hire a writers coach you will find everything you need to get started, keep going and achieve your dream of being a published author.

It all starts with a simple conversation . . .

## **“Who wants to become a writer? And Why?”**

Because it's the answer to everything.....

It's the streaming reason for living. To note, to pin down, to build up, to create, to be astonished at nothing, to cherish the oddities, to let nothing go down the drain to make something, to make a great flower out of life, even if it's a cactus” Enid Bagnold

### **Want to know more?**

Join me and let us take this journey together.



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