

# STOP CLUCKING AND LAY THE DAMN EGG

The wannabe authors guide to overcoming  
procrastination and getting that book written

With Ali Bagley

Prolific and bestselling author & lifelong procrastinator



# Who is Ali Bagley?

Ali Bagley is a Writers Coach and a lifelong procrastinator. Having always wanted to write, publish books and help others to grow their businesses through writing projects, she managed to procrastinate for her whole working life. In fact, she only became a coach and published her first book when she was 56 years old, and only then because she found herself in a make-or-break situation.

She knows every trick for putting things off, every way to avoid doing things she doesn't want to do. But she also knows, because she had to learn in order to make her business a success, how to overcome all those ways of procrastinating.

In this session Ali will take you through the reasons why we procrastinate and show you how to overcome them.

So, stop clucking and listen up. It's time to get up, get going and take control of your writing and your life.



The little girl with big dreams

# 1. Procrastination is the enemy of progress

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:

- We don't want to be judged (Fear)
- Can't be bothered (Laziness -yes sorry but it's true)
- Not knowing where to start (Indecision)
- Thinking we are not good enough to write a book, so we don't (Lack of confidence)
- Why bother, no one will read it (self-fulfilling prophesy)

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 but for today let's have a look at these in a bit more detail.

Why do today  
what you can  
put off until  
tomorrow?

## 2. Fear

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. 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.

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

# 3. Can't be bothered (Laziness, no plan)

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.

Overwhelmed already? It's too much? I need a nap?

Well then give up, never have a book published and carry on as you are.

No, you say, I want this . . . Well then do this now, today, fill out this list:

Fail to Plan  
Plan to Fail

Start Date	
Time required each week	
End Date	
Who book is for (Avatar)	
What problem does it solve (Reader)	
What will it do for you	
What is it about	
Resources Required	

## 4. I don't know where to start

Very often we have a great idea for a book, but we have got to get over the procrastination, and we have to develop even a simple plan to follow to get started.

Maybe the first step is to understand your **why**, not just your how?

Is this book just for you, what is known as a vanity project, because you want to do it.

Or are you hoping to sell it once you have written it?

Or do you want to give it away as a lead magnet for your business?

Establish your why. It will be your motivation; without it you cannot go forward.

Get your why, draw up your plan, (see previous) get help if you need it to structure and develop your book design, or just start writing.

Just make a start, any start.

“if I build it  
they will  
come”

# 5. You are good enough

This is probably one of the biggest blocks an author faces when they start thinking about writing a book – that they are not good enough, no-one will want to read it and so it's not worth the time and effort to do it.

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.

If you need help in addressing these limiting beliefs that you have, then get help from a coach. When authors work with me 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

The only person who can stop you is you. Decide you can do it and you will.

## 6. No-one will read it

Would you read it?

If no, then obviously don't write it. But of course the answer is yes.

Write about what you are passionate about, how you can help people, the difference your words can make to others, share your knowledge, tell your story.

People are hungry for information, support, knowledge, instructions and much more. Give it to them in your book.

To do this properly you must:

- Know who the book is for
- What problem you are solving for them
- How you will solve it
- What difference that will make to them
- How you want them to feel when they have read it

We are  
naturally  
nosey, let  
people  
know your  
secrets in  
your book



# And Finally

Even if you think you can't write you can still create a book.

It's called a reporter book and is basically a series of interviews or other peoples' stories that you transcribe and publish.

Of course, for any book you need to have:

A comprehensive blueprint

A trusted editor

A reason for writing

A timeline for writing and publishing

Know how or support in publishing

So, for your novel, your business 'how to' book, your memoir, your lead magnet 'secrets to . . .' book, or your reporter book;

Get support, know you can do it, create your plan, write it and get it out there .



# I hope you found this useful

As a writers coach I work with you to:

Overcome your limiting beliefs

Show you how to plan and structure your book

Give you my blueprinting tool for your book

Edit your book

Hold your hand all the way

Publish your book on Amazon

To find out more just email me at [ali@alibagleycoaching.co.uk](mailto:ali@alibagleycoaching.co.uk)