

and the first thing I usually hear is "I would LOVE to write a book, but how or where to begin!"

Writing a book is a must for your business, something you think you would or a lifelong dream you have been yearning to fulfill, my promise is to show you how you can get the book done. I've turned my own experience into simple, foolproof techniques. The truth is, you CAN create your own

By knowing what to do first. This book is about what to do first. It's not how to start or the work [or process] itself that is so daunting required to complete it. After all, who has time to sit down and write I've asked hundreds of people, "How long do you think it takes to write a book?" The answer is anywhere from 3 months to a year. I then ask, "How long do you would take YOU to write YOUR book?" These responses are very different and also vary, from "I don't know, six months" to "two years" to "a decade!"

# So, You Want to Write!

**Create Your Writer's Power Tools™**

*How to Write "On Demand"*

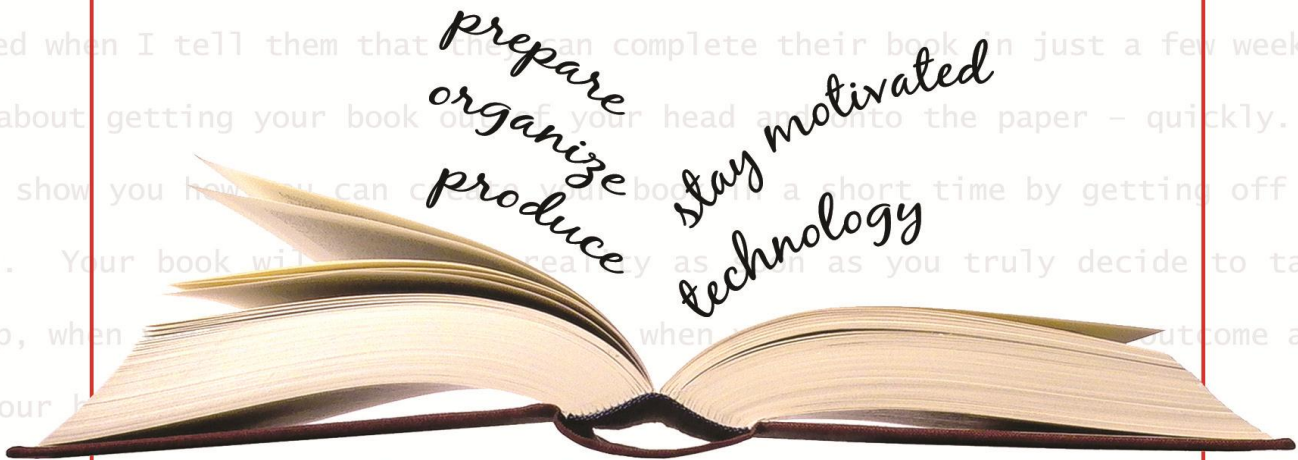
How long a book takes as a function of the number of pages. Here are the number of pages it takes to say.

I'm always surprised to learn that writing a book doesn't have to take a long time. I'm amazed when I tell them that they can complete their book in just a few weeks about getting your book out of your head and onto the paper - quickly.

To show you how you can create your book in a short time by getting off to a fast start. Your book will be ready as soon as you truly decide to take the step, when you're ready to write when you're ready to write.

I'll provide you with a framework for your book's structure, creating content and writing a really great first draft of your book.

Writing a book probably seems like a daunting task, but most people believe that you can write your book in just a few weeks. I'll provide you with a framework for your book's structure, creating content and writing a really great first draft of your book.



**ANN MCINDOO**

*Your Author's Coach*

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# So, You Want to Write!

**Create Your Writer's Power Tools™**  
**How to Write "On Demand"**

By

**Ann McIndoo**

[www.SoYouWantToWrite.com](http://www.SoYouWantToWrite.com)

*Discover the Author in you  
and Write Your Book!*

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## **Create Your Writer's Power Tools™** **How to Write "On Demand"**

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**How to Write "On Demand"**  
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## **My Porch Date!**

I will always remember the day my first box of books arrived. I had never been so happy to pick up a 50 pound box – I ripped it open like a little kid on Christmas day. Seeing my books for the first time and holding them in my hands gave me the feeling of joy, pride and I knew, at that very moment, that I had a tool that would allow me to help others write their books.

At that moment I wished for every aspiring author to have this same experience and made a commitment to help them publish their book. I also came up with the term, “Porch Date”.

So, what day do you want your books to arrive on your porch?

From book idea in your head to published book in your hands, it could be as little as 12 weeks. Decide on your Porch Date now and mark it down!

To your writing success!

Ann McIndoo  
Your Author’s Coach

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## Author's Note

Congratulations on your decision to write your book and taking a big step forward. Deciding to write a book is a major decision and an even bigger commitment. I am delighted that you have chosen this book to use as a tool to help you begin your writing journey. Thank you.

One of the questions I get asked most often about writing a book is, "How do I get started?" My answer to that: **Prepare!**

I have seen that for some people, the idea of writing a book is as formidable a task as climbing a mountain. And the first thing I usually hear is "I would LOVE to write a book, but I don't know how or where to begin."

Whether writing a book is a must for your business or a lifelong dream you have been yearning to fulfill, my promise is to show you how easy it is to prepare to write and begin writing. The outcome for this book is to show you how to prepare to write so you can get your book out of your head and onto the paper using a series of simple techniques. The truth is, you CAN write your own book. How? By knowing what to do first. **This book is about what to do first – preparing yourself to write.**

For others, it's not how to start or the process itself that is so daunting, but the time required to complete it. After all, who has time to sit down and write a book? I've asked hundreds of people, "How long do you think it takes to write a book?" The typical answer is anywhere from three months to a year. I then ask, "How long do you think it would take YOU to write YOUR book?" These responses are very different and also vary enormously, from "I don't know, six months," to "two years" to "a decade!"

**Writing a book takes as long as you decide it is going to take.** And there are no minimum number of pages – a book needs only as many pages as it takes to say what you want to say.

People are always surprised to learn that writing a book doesn't have to take a long time and amazed when I tell them that I have helped authors complete their first manuscript in as little as 8 weeks. **This book is about preparing yourself to get your book out of your head and onto the paper quickly!** I am going to show you how you can create your book in a short time by being prepared.

To your writing success!

Ann McIndoo  
Your Author's Coach

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## Creating Your Writer's Power Tools™

### What are the Writer's Power Tools?

How do you prepare yourself to write? How do you get your juices flowing so you can write? How do you get yourself in that special "creative zone" when you want to create new material? Do you put on a lucky shirt? Do you write with a special pen? Or do you simply wait for that magic moment of inspiration to arrive?

Is it possible to simply sit down and write? How amazing would it be to write if all you had to do was press your "Write It Now" button? How much could you write if it was that simple?

Well, hold on to your seat belts because that is exactly what you are going to learn how to do in this book. The truth is, yes, you can simply sit down and write – as much as you want - anytime you wish.

**It all comes down to properly preparing to write.** The easiest and quickest way to get into your creative zone is to **be prepared** to write – on three levels:

- 1) **Your head** (what you say to yourself about writing)
- 2) **Your body** (how you feel about what you are writing)
- 3) **Your environment** (where you write)

#### **Your Writer's Power Tools™ are your:**

- 1) **Power Script:** What you say to yourself as you prepare to write
- 2) **Power Move:** Getting your body engaged
- 3) **Power Anchors:** Your environment

**Your Writer's Power Tools™ will get you into your creative state.  
They will generate inspiration, positive attitude  
and the expectation of success.**

**This is how you can write "on demand".**

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Here is a brief description of each of the Writer's Power Tools™, so you know exactly what I am talking about. (You'll be creating your own Writer's Power Tools™ in the next few pages.)

### **Your Power Script** *(Getting Your Head in the Game)*

**Your Head:** What do you say to yourself when you think about writing your book? What words describe your feelings about your book? What does this book mean to you? What gifts and creative power are you going to use to create your book? Which **words** come to mind when you think about the extraordinary work that you are about to create? Whatever they are, **you want to wake them up and say them out loud.**

### **Your Power Move** *(Getting Your Body Engaged)*

**Your Body:** Now, stand up and take on a strong sense of certainty. Stand strong, show confidence, feel joy and gratitude for what you are going to write. Know in your heart and in your body that you are going to create something brilliant. Using this physiology, how does it feel when you think about your book? How do you walk, talk, breathe, when you think about yourself as the author of your book? Imagine and see the words, "best-selling author" before your name. Put a great big smile on your face, then say your name and "best-selling author" out loud. How does that feel?

### **Your Power Anchors** *(Your Writing Place)*

#### **Your Environment:**

Having a special "writing" space – somewhere you can spend time to work on your book and be able to focus without interruption is important. It doesn't have to be fancy. This will be your "official" place to write, where you have your writing tools, journal, notes and research ready to use. My typical writing place is my office, but sometimes it's a lounge chair by the pool, a local Starbuck's or a picnic table at the park.

I refer to these three levels of preparation as my Writer's Power Tools™ and fire them up each time right before my writing appointment.



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## Authors! Start Your Engines!

I would like you to think of something that you really enjoy doing. How do you like to have fun? Do you like to cook, play golf or tennis, sew, go jogging? What is your favorite hobby or sport? Think of your favorite hobby or sport and answer one very important question: Before you participate in this favorite activity, what do you do prior to starting?

Here's my guess:

- You make plans to do it – perhaps set a date or time
- Put on certain clothes (running shoes, apron or favorite golf hat)
- Gather your tools or equipment
- Think about how you are going to do it
- Go to a certain place (tennis court, golf course, kitchen)
- Have fun!

In other words, you **prepare! That is your script for this particular activity.** Think about it for a minute, let's use playing golf as an example:

- You set up a tee time
- Put on your golf clothes
- Pack your golf clubs
- Go to the golf course
- Meet your golf pals
- Have a great time golfing!

**It is the exactly the same thing with writing!** Yes, it's true! Just like preparing to play golf or do anything you enjoy doing, getting prepared for your upcoming writing appointment gives you the same experience: a fantastic writing session.

I have found that if you:

- Make a Writing Appointment (*and keep it!*)
- Prepare yourself to write (*Head, Body, Environment*)
- And go to your writing place,

you will have a great writing session. Remember, writing sessions = a completed manuscript and I don't have to tell you that a completed manuscript = your book!

In helping authors write more than 280 books, my author clients have proven over and over that making a writing appointment, preparing your head and your body then going to your writing environment results in a fantastic writing session, which in the end, results in a completed manuscript.

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## Here are my own Writer's Power Tools™:

This is my Power Script:

### My Power Script

My belief is that my creativity begins all around me. I imagine the words dancing over my head and visualize them coming from my head through my heart. Then I send them down my arms and out my hands and fingers where they land on the keyboard and appear on my computer screen.

While I'm visualizing all the extraordinary work I plan to do, I close my eyes and say:

**Yes! Yes! Yes! I love to write! This is exactly what I want to do. I'm excited about writing. I can't wait to write. I am so, so lucky I get to do this today!**

My dear friend, Judy Osuna, wrote a beautiful prayer for me. When I am going to write with a client, I close my eyes and say the following prayer several times:

*"I am dedicated to the outcome of this book. My purpose is to serve the greatest good. I'm here as a scribe knowing that I will not let outside influences change my focus and outcome. I have the magnificence within me to be in this arena. Between nothing and greatness, there are lots of little steps."*

When we begin to work, I'm in a heightened state of anticipation – physically energized, motivated and ready to write. There is no other place I would rather be. In short, I am in the creative zone we talked about. When you are in that zone, you are unstoppable!

### My Power Move

I close my eyes and visualize all the amazing things I am going to create. I clap my hands four, five, six times really fast and loud. I rub them together and get them hot. I do this three times and I say, "Yes! Yes! Yes!" I keep repeating my Power Script and say: I love this! This is so much fun!" I keep clapping and rubbing. Smiling the whole time. "I'm feeling great, feeling excited, happy to have the opportunity to do this. Today I feel amazing and creative and will create extraordinary things".

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## My Power Anchors

At this point, I am in the zone, I am excited to write, and my body is vibrating with possibilities. I also have favorite writing “gear”, a writing shirt that I like to wear. It's old and worn and has been with me around the world, it's soft and comfy and most importantly ***I have had many wonderful writing sessions in it.***

Now I go and sit in one of my favorite writing places. My “official” writing spot is at my desk with my laptop. I have my magic “writing” pen handy and a spiral notebook I use to jot down ideas and action items. From my writing spot, I can look out and see grass and palm trees. I can open the doors leading to a patio and feel a breeze and hear birds chirping. Sometimes I light candles or play my favorite writing music. To me, it's a magical place. This is my writing place.

I frequently go out on the patio with my favorite writing pen and a spiral notebook and write about what I want to write about. I also take my digital recorder – *I never go anywhere without it!* When I find that I can't write my ideas down fast enough – I simply start recording my thoughts and ideas. That is one of the key benefits about having your writing spot – **it's a place to keep your writing tools handy.** When you find yourself in your creative zone, you don't want to interrupt it by looking for a pen and paper.

I have created a variety of writing places for myself and have a small writing memo pad and pen in every room in my home, yes, including the closet! You never know when you are going to get a great idea and you want to be able to just start writing. Sometimes, just seeing a pen and pad fires up my desire to write.

Remember, your environment doesn't have to be a fancy office. Just a great spot where you feel comfortable, you have your writing tools handy and you can focus on your writing. A great way to determine when you have found your “writing place” is to notice how you feel when you are there. Do you feel inspired? Do you feel ready to write? Are you writing? If the answer is yes, then you have found your writing spot.

These are the steps I use to prepare to write. I truly love writing and have triggered off my Power Script, Power Move and Power Anchors so often that it's quite easy for me to prepare. It can be the same for you; it's just a matter of practice.

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## Creating Your Power Script – Power Move – Power Anchors

Are you ready to create your own? Let's start with your Power Script. How can you figure out what your Power Script is? **Ask yourself questions about what you say to yourself before you write and how you write.**

### **Power Script:**

To come up with your Power Script, ask yourself the following questions: What does writing mean to you? What gets you juicy? What do you say to yourself when you think about writing or plan to write? What do you say to get creative? What words describe your feelings about writing? About your book? What do you say when you think about your book? What are your ideas? What does this book mean to you? What gifts and "creative" power are you going to use? What **words** come to mind when you think about the amazing work that you are about to create? **Wake them up! Write them down!** This is your Power Script.

Think of the last time you had a really great writing session. What did you say to yourself before you began writing? Write down these words and the words you say when you are just about to write. Write down the words that come to mind when you answer the questions above. If none come to mind, what would you say to yourself to become inspired and excited about writing? Think of a time in your past that you were inspired and creative. What did you say to yourself at that time? Write these words down! These words make up your Power Script!

For example, my words and phrases are:

- ★ Yes! Yes! Yes! I love to write!
- ★ I am so lucky! This is what I want to do!

What are some of your power words? What words or phrases do you say to yourself to get inspired, excited or ready to take action? Think of the words that you want to include in your Power Script. Write them down below. *(If none come to mind, write a few that you find inspiring and would like to say).*



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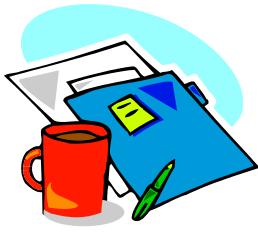


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My Power Script is just a few short sentences that I say over and over: By the time I have said them three or four times out loud, my entire focus is on what I am going to write.

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To create your Power Script, take the power words you wrote above and create a few short sentences or action phrases. **They don't have to be about writing. They only need to inspire you to create.**



### **My Power Script:**

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That was fun! Okay, let's create your Power Move. How can you figure out what your power move is?

**Power Move:**

To come up with your Power Move, ask yourself the following questions: What physical movements do you make before or during the writing process? What actions do you take to get ready to write? What does your body tend to want to do? Walk around? Pace back and forth? Do you have a victory dance? Perhaps you prefer to just sit quietly and meditate? Do you close your eyes and center yourself to arrive at a peaceful state?

How does it feel when you think about your book? What do you see? How do you walk, talk and breathe when you think about yourself as an author? Visualize the words, "best-selling author" before your name. Say it out loud. How does that feel? Say it again! Loud and strong, really believe it, really enjoy it. **Write this down!** Write down how it feels to be a best-selling author.

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Another way to determine your Power Move is to **have someone watch you get to that great place, watch you get ready to write, observe you writing and then tell you what movements make up your power move.** Ask them to notice your physical movements, the way you sit, breathe, look, the position of your head, eyes, hands – have them notice every detail of your physical movements. You may have to do this several times to get every nuance of what your power move is.


Again, think of the last time you had a really great writing session. How did you get ready physically? Just as we stretch before running, what do you do before writing? Write down the words or short phrases that best describe physical movements you make when you have a win.


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For example, my words, movements and beliefs are:

- ★ Yes! Yes! Yes!
- ★ I love this!
- ★ Clapping my hands
- ★ Rubbing my hands together
- ★ Smiling and laughing
- ★ Believing in myself
- ★ Knowing that what I want to write will come through me

What movements do you make when you are excited, achieve a goal, or experience a win? What victory movements do you make? Write them down:

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Remember my Power Move?

I close my eyes and visualize all the amazing things I am going to create. I clap my hands four, five, six times really fast and loud. I rub them together and get them hot which I say, "Yes! Yes! Yes!" and repeat my incantation.

Are you ready? Now take some of the words and phrases from your Power Script and combine them with the physical movements you like to make when you celebrate or get a huge win.

Write down your Power Move. Start with what comes to mind immediately. As you begin to use it and repeat it over and over, your Power Move will evolve into something that becomes a natural and powerful tool.



**My Power Move:**

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## Power Anchors:

This is your writing environment and the things you have around you to inspire and motivate you. *To come up with your Power Anchors, ask yourself the following questions:* Where do I feel comfortable writing? Would it be at a desk, in bed, at the kitchen table, out on the patio? An author I know loves to write at Starbucks and I absolutely love writing on an airplane. Ask yourself, what environment makes me feel comfortable? Where is my favorite spot where I can sit and time seems to pass without notice? Where can I feel relaxed, comfortable and able to focus?

Think of a place you enjoy being, an environment you can't wait to get to. Select a location and try in on for size. How does it feel? If it feels inviting and welcoming, decide for now that this is your writing place. Look at it, visualize yourself writing, creating, producing there. Make it your "spot". If the first location you select doesn't quite work, try another. You will know you have the right writing environment when you realize you are spending a lot of time writing in it. Keep adjusting until you get it just right. **Your writing environment is a key component to your writing success.**

Having your writing tools and writing "gear" is also essential. I have a notebook for my notes and journal. I like using a certain pen to write and I have a couple of writing souvenirs that always remind me of a great writing session on my desk.


Think of the last time you had a really great writing session. Where were you? Write down short phrases that describe your perfect writing spot, things that remind you of a great writing experience. What words come to mind when you answer the questions above?


For example, phrases that describe my environment and location:


- ★ Quiet and peaceful, a cup of hot tea, soft music with no words
- ★ My favorite writing pen: Blue Pilot Precise Deluxe Bold
- ★ My writing place: my desk, laptop at the ready
- ★ Wearing my writing shirt, bare feet


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Now write some of yours:

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Some additional Power Anchors that I have around me when I prepare to write are items I have used in the past while writing, gifts given to me by my clients while we wrote together and little charms or souvenirs I have picked up on my writing trips.

For example:

- ★ My lucky writing shirt – this has been with me for many years and I always have a great writing session when I wear it.
- ★ A beautiful Mont Blanc pen given to me by Tony Robbins. I have it on my desk and use it to autograph books.
- ★ A set of five gold keys I received at a conference. They have the following words engraved on them: Vision, Choices, Possibilities, Dreams and Faith. I pick them up each morning, give them a shake and set them down and see how they land. I think about each virtue and how it's going to serve me today.
- ★ My author hat. It says "Author" on the front and "Ask Me About My Book" on the back. I give one to each author I work with when they finish their book. Looking at it always puts a big smile on my face and reminds me of a great writing session. *(You can order one online at my website, [www.SoYouWantToWrite.com](http://www.SoYouWantToWrite.com))*
- ★ A wooden heart hanging on a stand. It reminds me to keep my heart in my writing.
- ★ A paperweight given to me by my dear friend, Loren Slocum, author of *No Greater Love* and founder of Lobella ([www.Lobella.com](http://www.Lobella.com)). It has a great quote by Winston Churchill: Never Never Never Quit!

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These are a few of my favorite Power Anchors. When I look at these “anchors” and think about where they came from or how I got them, they associate me to something great about writing, an amazing writing session or a wonderful writing experience.

The “Never Never Never Quit” paperweight reminds me to keep moving forward, to make it even better. All of these items make it easy for me to get into a writing frame of mind, to get excited about writing and enjoy the process.

When I travel, I always take two or three of my Power Anchors with me. I put them on the work desk or the night stand in my hotel room. They remind me that I can write anytime I want to. On longer trips, I literally transform my hotel room into a powerful writing place by setting it up with my favorite items, which include two stuffed teddy bears (Larry and Billy), family photos, candles and a couple of the items described above.

Now it is time for you to write down some of your Power Anchors. If you don't have any official Power Anchors yet, what items do you currently have around you that inspire you? What interesting or fun things could you add to your writing place to stimulate your creativity and desire to write?



**My Power Anchors:**

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## **You Are In the Zone!**

You did it! You have now created your very own Writer's Power Tools™. Now let's test them and see if they work. Here's how:

- 1) Stand up, walk around and clear your thoughts. Drink some water, relax your mind and body.
- 2) When you are ready to write, say your Power Script. Say it loud and clear, several times with certainty and excitement.
- 3) Make your Power Move. Do it several times until your body is ready and you are excited about the possibilities.
- 4) Go to your writing spot, look at your Power Anchors and savor the memory of the writing experiences that they bring to mind.
- 5) Sit down and begin writing!

**This takes practice.** At first you may need to trigger your Writer's Power Tools™ several times each before feeling ready.

To make these even more powerful, get yourself in your creative zone and once you recognize it – **write it down!** What did you do? How does your body feel? What does it look like? What position are you in? Where are you?

When you get in that magic place, start writing and have someone watch you and tell you what your scripts are: how you look, how you sit, how you breathe, everything about what you do. Write it down and repeat this process. **This is your script for getting into your creative zone, your key to creating magic, to writing "on demand".**

When you have a challenge getting prepared, you can use your Writer's Power Tools™ to easily get in the creative zone because **you know exactly what to do.** That's a key part to writing. **You are now prepared to write.**

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## **Breaking Through the Writer's Block Barrier**

So what do you do when Fear (AKA Procrastination) Shows Up?

What happens when it is time for your writing appointment and life shows up? The kids need you to drive them to soccer practice, you are tired, busy with work or the scariest of all, *you are not in the mood*? Now what?

*Not being in the mood* is simply an emotion. *Coming up with an excuse is simply fear*. We're not talking about **time**; we're talking about your **attitude**. What's going on in your head? What inner game are you playing? What meaning have you attached to writing? Are you telling yourself a story? What are you saying to yourself?

I have another question for you. Be honest. In this same "*not in the mood*" frame of mind, would you be willing to walk to your mailbox to retrieve \$10,000 in cash? If you perked up and said Yes! but at the thought of keeping your writing appointment, your shoulders sagged, then you need a little preparation.

This is an appointment with your destiny. This is an appointment with your future. You don't want to miss it! No excuses!

So, what are you going to do when fear shows up? What are you going to do when you are "*not in the mood*"? Come up with an excuse? Be a "no show" for your writing appointment?

Sometimes when fear comes up, we start asking ourselves dumb questions. What if I write something stupid? What if nobody likes it? What if it doesn't sell? You know what? Forget about that. Don't worry about getting it perfect. **The first step is getting it out of your head and onto the paper** – there will be plenty of time to edit later. That's what professional editors are for and love to do!

**When fear, anxiety, stress, nervousness – the enemies of creativity, vision, imagination and resourcefulness – show up:**

- ✓ **Change what's going on in your head**
- ✓ **Change how your body feels**
- ✓ **Change your environment**

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How can you change:

- ➔ What's going on in your head?
- ➔ How your body feels?
- ➔ Your environment?

You can do several things:

★ **To Change What Is Going On In Your Head, Ask Better Questions:**

How am I going to approach writing differently today? What's really going on? One of my favorite questions is, "who's driving this bus – me or fear?" We already know that FEAR is False Evidence Appearing Real, so what is really stopping you? Ask yourself, what will this cost me if I don't do it? Why don't I want to sit down and write? What's really going on? Say to yourself, "The truth is . . ." and be honest! **Ask better questions and answer them honestly.**

★ **To Change How Your Body Feels, Get Physical!**

Stand up and shake it off. Drink water, take the dog for a walk, go outside and get some air. Do a simple physical chore that requires no thought like taking out the trash, watering the grass or sweeping off the porch. This will give your body movement and give you time to think about what you want to write about.

★ **To Change Your Environment, Take Better Actions:**

- 1) **Commit to make every minute count for a specific amount of time.** If 2:00 p.m. to 4:00 p.m. isn't going to work out, work from 1:30 to 2:30 instead. **Pick a chunk of time, commit to that smaller chunk and do it.** Play full out and make every minute count in that shorter writing appointment. You can still take the kids to soccer, when you come back, commit to making those minutes count.
- 2) **Review your outcome and purpose – what this book means to you.** Read your Outcome and Purpose for writing your book. Sometimes just thinking about what it means to you and the reason you're writing it gets you back into that great writing place.

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- 3) **Read Your Goals.** Grab your goal sheet, stand up and, if possible, go outside where you can get some fresh air. Breathe deeply and read your writing goals out loud. See them happening, visualize the win, think about how it is going to feel when you achieve them and the difference you will make with your book.
  - 4) **See the win.** Have you calendared your “Porch Date”? No? Do it now. See your books arriving via UPS and ripping open the box. Imagine how it is going to feel to see your books for the first time, to autograph them, sell them and know that you are a published author. Imagine the feeling of being an author.
  - 5) **Make sure you are prepared to write.** Trigger your Writer's Power Tools™. Take one or two minutes and fire them off two or three times.
  - 6) **Call your Author's Coach.** Sometimes it helps to talk to someone. Speak with another author, a friend who inspires you, or someone you admire who can offer encouragement. If you have an Author's Coach, call him or her. If you don't have one, I offer an Author's Book Package that includes Coaching and guarantees a completed manuscript. Learn more about it at [www.SoYouWantToWrite.com](http://www.SoYouWantToWrite.com)
  - 7) **Quiet the “committee” in your head.** Stop thinking about the subject of your book. Relax, breathe, let your mind wander. Sit outside for a little while and listen to world around you. Go to the movies. Listen to a book on tape. Then come back refreshed and ready to write.
  - 8) **Switch gears and write something else.** Take a break from the subject of your book. Think about what inspired you to write this in the first place and write about that.
  - 9) **Do warm-up exercises.** Download some Writer's Prompts from my website and warm up for a few minutes. I have several sets available with my compliments.
  - 10) **Journal.** Go to my website and click on [www.LifeJournal.com](http://www.LifeJournal.com) on the resources page and download a free trial version. You can enter 15 entries for free. It's fun and it will get you back to that special place.

And then there's my favorite, **Get over it! Just sit down and write!**

Writing is about your state of mind – **this state determines everything you will produce, everything you do.**

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## Dealing With Writer's Block

“Just show up . . . with a pencil!”

Say this out loud: **“There will be no writer's block today, or ever again.”** Go ahead, say it out loud, say it with certainty. Keep saying it until you believe it. What is writer's block anyway? It's simply that you don't know what to say. Remember this: **if you can talk, you can write.**

Let me ask you: when you get in your car to go to work or your favorite market, do you get lost? No, of course not. Why not? You know the way. When you decide to make a tuna sandwich, do you end up with a pizza? No. Why not? You know how to make a tuna sandwich. **It's the same thing with writing!** When you know how to do something, it's always easy.

Here are two powerful strategies to breaking through writer's block:

- 1) **Start talking about your topic.** Talk out loud and describe your topic to others. Get their views and ideas. If you are alone, talk to yourself. I recommend turning on your digital recorder. You never know when a great idea or content is going to come out!
- 2) **Pick three key words that describe your topic.** Start writing about your topic, using these three words, as fast as you can. Think about these three key words and how they describe, relate, demonstrate, teach your subject, and just keep writing, don't stop. You will be surprised how much content you can create using this strategy.

Do as many of the strategies listed on the previous pages to inspire and motivate you to move forward. Have you found yourself not in the mood? Read your Vision, Outcome and Purpose. Say your Writing Goals out loud. Envision yourself in the future with your published book.

Feeling anxious or restless? Change gears. Drink some water, go for a walk and come back. Call your Writing Coach, a fellow writer, author or friend and talk about how much you enjoy writing and what you are writing about. Ask for this person's opinion about your material. Do as many of these actions as it takes to move forward to the next step.



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## **To Your Writing Success!**

Every journey starts with a first step, and you've taken yours. Now take the next step and the next. Keep moving forward each day by doing just one thing, no matter how small. Do something that will move you forward.

My best wishes to you in writing your book. I would be delighted to hear about your book writing experience and how this book may have been of assistance.

Good luck!

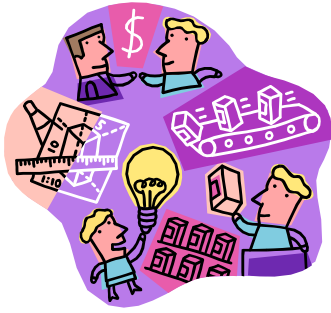
To Your Writing Success!

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[AnnMcIndoo.com](http://AnnMcIndoo.com) – blog



## Ideas and Notes

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## About the Author

### Ann McIndoo

Author of *So, You Want to Write!*  
Creator of the *Writer's Power Tools™*,  
*Manuscript Grid™*, *Author's Workbook™*,  
*Schedule Your Success Book Writing System*  
and the *Author's Boot Camp™*

### **Discover the Author Inside You and Write Your Book!**

If you have ever wanted to write a book, sharpen your pencil and get ready for Ann McIndoo to teach you:

- How to prepare yourself to write - what to do **BEFORE** you pick up your pen.
- How to organize your material - turn that pile of notes into a real book.
- How to produce content for your book - start writing.
- How to stay motivated and deal with procrastination and "writer's block".
- Amazing writing technologies - simple, effective ways to produce content quickly.

Using a unique process Ann has created in her Author's Boot Camps, Ann helped new and experienced authors produce over 100 books to date. She is a writer, speaker and author who loves writing and creating products for authors and speakers.

Known to her friends and clients as "Can Do" McIndoo, Ann has been involved in training, writing and creating learning materials since 1985. When PCs arrived on the scene, Ann started a computer training company, specializing in teaching lawyers and legal secretaries how to use them. Many years later, having taught over 15,000 users in 250 companies in the U.S., Canada and the United Kingdom, Ann has taken training and writing to a new level and is now teaching others how to write their own books.

Ann says, "I love seeing my clients' faces when they see their books come alive - when they stand back, look at their storyboard and see their book-writing dream coming true. My outcome for each of my authors is to make their vision for their book become a reality and experience their very own "porch date."

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## What Authors are saying about Ann McIndoo

"You did an amazing job – thank you so much!"

Anthony Robbins, [www.TonyRobbins.com](http://www.TonyRobbins.com)

"Ann is a miracle! A fast miracle!"

Bob Proctor, [www.BobProctor.com](http://www.BobProctor.com)

"Unbelievable! A great process."

Udo Erasmus, Founder, Udo's Oil  
[www.UdoErasmus.com](http://www.UdoErasmus.com)

"Wow! Wow! Wow! You make it so easy! The material you have created is ABSOLUTELY AMAZING!!!! TOP NOTCH!!! YAHOOOOOOO!"

Shari Carr, Ph.D  
International Mastery Mentor with Anthony Robbins  
[www.LifeMasteryMentors.com](http://www.LifeMasteryMentors.com)

Ann, thank you so much for conducting the Author's Boot Camp. This was the best workshop I have ever attended in my entire life! That's the truth. You are a genius!

Susan Barnes, Author  
[www.SusanBarnesAuthor.com](http://www.SusanBarnesAuthor.com)

Ann, thanks for a wonderful weekend. You delivered exactly what you promised and I got exactly what I needed! When I heard about your process, I was skeptical. It had taken me 9 months to write 50 pages of my book. But it's all true. I finished my book during the 3-day Author's Boot Camp and received incredible training on what to do with my new book. Your enthusiasm, knowledge and clear, step-by-step process enabled me to do what I had been unable to do on my own."

Tim Kelley, Author, Know Your Purpose  
[www.TranscendentSolutions.com](http://www.TranscendentSolutions.com)  
Author's Boot Camp

"Ann, I always believed this book was in me, but YOU were the one that got it out of me. True to your word, you got the information out of my head and onto the paper. I could not have done it without you. If people are judged by the value they provide and how much they enrich the lives of others, then you belong in the top 1%. Thank you! Thank you! "

Michael Lipowski, Author  
PurePhysique  
[www.PurePhysique.com](http://www.PurePhysique.com)