

THE 4Ps PRINCIPLE TO START WRITING YOUR FIRST BOOK

*even if
you don't think
you can!*

To help you achieve your dream of writing a book, I have developed the **4Ps Principle**. Follow these steps and actions to help you start writing your first book even if you don't think you can!

P1 = PASSION

What are you passionate about in your business?

What do you like most?

What do you want to convey to your clients the most?

ACTION:

Write a list of your passions.

Keep your passions in mind during the whole process of writing and remember it should be fun too!

P2 = PURPOSE

What are the benefits to your reader when they read your book?

Why should they read your book?

What's in it for them, literally?

What problems are you going to solve for them?

ACTION:

In order to answer the questions above you really need to know who your ideal reader is.

If you haven't already created your own avatar then think about who you are writing for and create a profile of your ideal reader.

Having a really clear picture of who you are going to be writing for will help you gain the clarity you need when you start to write.

P3 = PREPARATION

There are 3 basic rules of preparation when writing a book:

1. Make time to write and step into your author shoes
2. Start with what you already have
3. Do your research.

ACTIONS:

- Set a realistic deadline for completing your book.
- Schedule writing time in your diary.
- Start to think of yourself as an author, visualise the finished book in your hand.
- Make a list of all the resources you already have. Look through them. These could give you ideas and a starting point for your book.
- Read other books on the subject you want to write about.

Preparation is key and if you spend some time organising yourself now you will find you reach your goal much quicker in the end.

P4 = PLAN

Planning your writing before you begin will help you focus and stay on track.

ACTION

Create an outline for your book. Answering these questions can help you with a basic outline:

- What is the message you are trying to convey to your reader?
- Why does your reader need to know this information?
- How is the reader expected to apply the information you are giving them?
- What objections could your reader raise and how will you answer them?
- What does the reader need to avoid?
- Can you use an example or story which will illustrate the points you have raised?
- Can you create a checklist /action steps to guide the reader through your book?

A clear outline will help you keep the writing momentum going because you will know where you are aiming to go and how.

**You now have all the ingredients you need to get started.
So work through the 4Ps:**

1. Write with **passion** – your reader will feel it
2. Keep the **purpose** of your book in mind as you write
3. **Prepare** your writing schedule and use resources you already have
4. Set up your writing **plan**, the outline for your book, and best of all...

Begin your journey to becoming a published author!

Hopefully by now you know you can create the book you have dreamed of writing. Do get in touch if you want any more guidance in planning it out and getting it written. I would love to help you on your way to becoming a published author.

To success in your writing life

Sarah x

P.S. Don't forget to check your inbox for more tips and info from me each month.

Connect with me:

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Book Coach and Publisher, Sarah Houldcroft is the founder of Goldcrest Books. With her team she works with business experts, speakers and fiction writers to create the book they've always dreamed of.

With her 30 years' experience, Sarah will turn your manuscript into a book ready to appear on Amazon as a paperback and ebook. She also coaches entrepreneurs who need help to develop their ideas so they can see their business book come alive in print. Her workshops and signature course, Blank Page to Paperback, have been very well received and inspire women to get writing and become published authors.

Sarah enjoys speaking at writers' days and events to empower women in business and has become known as an inspirational speaker on a variety of topics including her own inspiring story of conquering chronic pain.

She lives in Leicestershire with her son and a number of disabled dogs. Her partner is sometimes relieved that he lives next door!

Do you have a manuscript ready to be published? Do you have an idea for a book? Get in touch and start your publishing journey today: sarah@goldcrestbooks.com

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