

# 7 Weapons to Conquer the Giant Procrastination Towering Over Your Book Dream

Contributed by Earma Brown  
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Have you been guilty of procrastinating on your book project, lately? Like the author, many writers get hung up with wrong thinking about writing and completing their books. They feel like a loser because they have stopped and started countless of times over the years.

They fail to realize you actually become a winner the minute you start moving toward your worthwhile goal. Instead they continue procrastinating until they give up. A client confessed she thought writing a book was too hard.

Knowledge and know-how can be formed into a weapon that will destroy the power of procrastination. Using the 7 weapons below writers can conquer the giant procrastination and finally realize their book dream. Weapon #1 Do it Now! Now is better than later. Remember you become a successful author the minute you start moving toward your worthwhile book goal. I don't know anyone that regrets they wrote a book. But the author has met plenty of people that regret they didn't do it sooner.

Weapon #2 Invest time in designing your passion points "top marketing spots" beforehand!

Spend time on developing the passion points designed to sell more before your book is even completed. The passion points are the title, cover, thesis, audience, benefits & features, mini sales letter written as introduction and back cover copy of each book. For example, at least half of the book's success will be on the title you choose.

Weapon #3 Know you don't have to be a degreed expert, great writer or do loads of research.

Write books you are interested in and want to learn more about. As you look for information, talk to experts and write, you become the expert. Find out what questions your readers will want answered. Organize them into categories which become your table of contents and eventually your chapters. Remember there are interested readers who are waiting for your helpful information.

Weapon #4 Realize your message is significant and deserves your attention, love and time.

Consider what your readers need and want. If your book shares something unique, encouraging, useful, entertaining, it is important enough to be written. Think about your gift? God gave you your gift to share with others. Our gift back to God is what we do with it. The loving care you put into your gift (book) the more rewards await you.

Weapon #5 Recognize your book will sell with your marketing efforts It's true not everyone will want to buy your book.

Yet there are plenty of your targeted audiences that will want your entertaining or helpful information. The world awaits your self-help, how-tos, business, or poetry book. When you take the time to touch their emotions with something that benefits them, they will pull out their redit card or cash and pay the price. Top selling non-fiction topics are self- help,

mysteries, parent/children, sex and romance. Remember women buy 78% of all trade books.

Weapon #6 Realize the journey doesn't have to be long or difficult.

Invite your friends and family to brainstorm with you as peer editors. Ask for their feedback on the thesis, title and chapters - one at a time. Don't become isolated in your thinking. Opening your writing process up to others will give you a better feel for what your readers may want. Enroll in a writing and/or publishing class to elevate your thinking. Join a critique group to get feedback. Subscribe to newsletters and read articles on book writing to get tips that will help you on your journey to a successful book.

Weapon #7 Acknowledge publishing has changed and doesn't have to be too expensive, too long and too difficult anymore.

Technology has advanced the publishing process into new realms.

Traditional publishing has normally taken one to two years. With e- Book and Print on Demand (POD) printing technologies, an author can see their quality looking book in print within a few months or less.

Remember if you get to some parts of the project that's beyond your skill or know-how consider coaching and other professional services that will carry you over anything blocking you from writing, completing and publishing your successful book.

If you have been succumbing to procrastination, take a different

strategy use the perspective and 7 weapons above to overcome any giant called procrastination keeping you from fulfilling your book dream.

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