

40

Reasons
to Write a Book

by Lisa Tener

40 Reasons to Write a Book

By Stevie Award-Winning Book Coach Lisa Tener

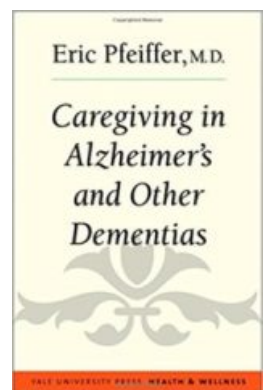
You have a book in you. Perhaps more than one. Some days, though, you may feel discouraged or find it hard to start. Or maybe you could just use a boost.

And so I've created this ebook to inspire you, provide encouragement and help you see what's possible.

If you need (any) more reasons to finally write your book, here are 40 outcomes my clients enjoyed after writing and publishing their books.

1

You want to **leave your legacy**: After Dr. Eric Pfeiffer retired from practicing medicine, Yale University Press published *Winning Strategies for Successful Aging* and *Caregiving in Alzheimers and Other Dementias*.



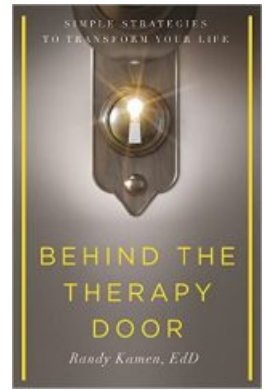
2

You're finally ready to **leave your corporate job** behind, take the entrepreneurial plunge and **start that new business** you've dreamt about for the past decade: Huibert Evekink co-authored *Feedback First* in order to launch a new company, Future Teaming, which provides work teams with empowering experiences that enhance communication skills and information flow. They are off to a powerful start with strong corporate sales and plans to launch a complementary online academy.



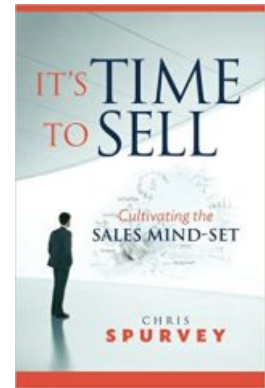
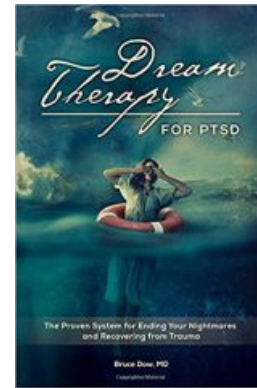
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You feel called to **work with high caliber leaders** or change-agents and you know your book can provide the needed credibility to serve in such a capacity. Dr. Randy Kamen's work teaching mindfulness to CEOs began after publishing *Behind the Therapy Door*. Dr. Kamen recently told me, "I now reach a global audience of influential people." Talk about making a difference. Think of all the employees who are benefiting now that mindfulness begins at the top of their companies.



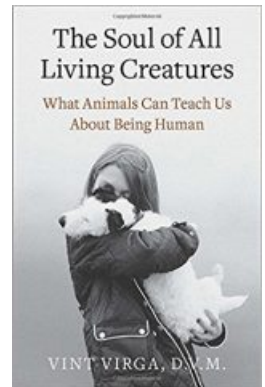
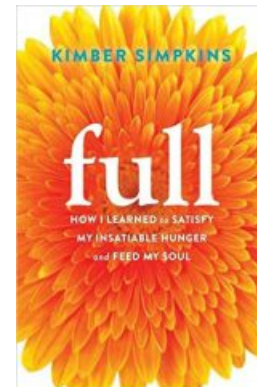
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You know you could be **helping and reaching so many more people** with a book. It's time to spread those wings, baby. Dr. Bruce Dow reached PTSD sufferers well beyond his private therapy practice with *Dream Therapy for PTSD*. And Chris Spurvey sold 8,000 copies of *It's Time to Sell* in just the first three weeks of launch, 10,000 the first month—just imagine how many people his book will help over time!



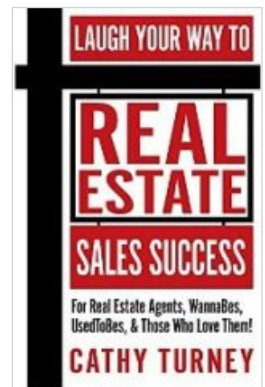
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It's time to **tell your story**. The Nautilus Awards committee agreed it was time for Kimber Simpkins—she won a Silver Nautilus for *Full*. So did Vint Virga, DVM, who told more than his own story. *The Soul of All Living Creatures* includes tales about dogs, cats, ocelots, wolves and other four leggeds who have sauntered, slunk and leapt into his life with their many wise lessons.



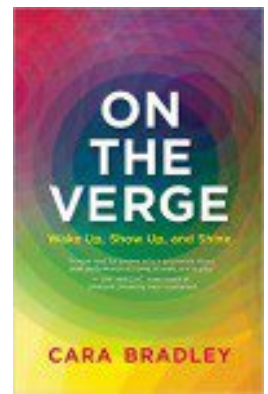
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The New York Times hasn't called you yet. It happened for Martha Rhodes after she published *3,000 Pulses Later* and to Cathy Turney when *Laugh Your Way to Real Estate Sales Success* won a Stevie Award for Best Business Book of the Year.



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Your clients/customers/readers **deserve this**. Cara Bradley's *On the Verge* helps yoga practitioners and others bring mindfulness to their everyday lives—and doesn't everyone deserve to experience the power of living in the now?



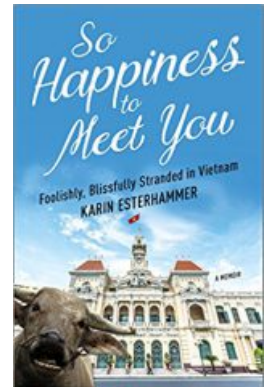
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You love **public speaking** or teaching and you'd like to **get paid**—or paid more—for it. One published client recently told me she often gets paid in one day what she used to earn in a week as a psychotherapist.



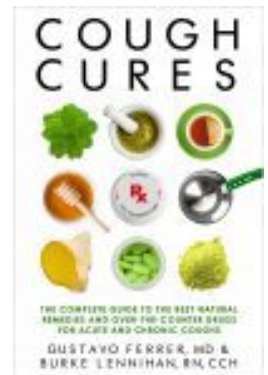
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You love to **make people laugh and see the world a little differently**. Karin Esterhammer's lovely travel memoir, *So Happiness to Meet You: Foolishly, Blissfully Stranded in Vietnam* transports readers to one of the poorest sections of Ho Chi Minh City where the author learns lessons about community, connection and calm. As the Christian Science Monitor put it, "There is something for everyone: suspense, drama, victory, defeat, humor. But mostly it is a highly personal study in tolerance, equanimity, serenity, and understanding. And dare I say it: love." The book is so full of laughter that the author was named Erma Bombeck Author of the Month by the University of Dayton."



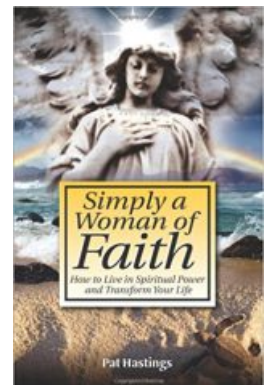
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You're ready to **speak at prestigious national and international conferences**—and influence your field at the next level. After Gus Ferrer, MD and Burke Lennihan, RN published *Cough Cures*, Dr. Gus has been in demand as a speaker for several prestigious national conferences.



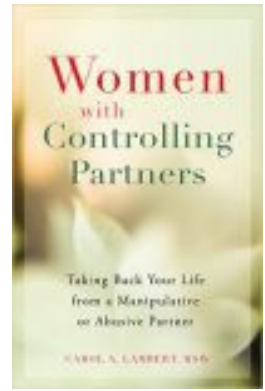
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You'd love an **excuse to travel to Bermuda**—all expenses paid plus a stipend—or maybe a **tour of England and Wales**. Yes, the former happened to Pat Hastings when she published *Simply a Woman of Faith* and Martha Rhodes was invited by the British Government for a speaking tour to help launch the rollout of TMS therapy to their healthcare system, after *3,000 Pulses Later* was published.



12

You want to **empower people who are stuck** and see no way out. That was one of Carol Lambert's goals in publishing *Women with Controlling Partners*. Her publisher, New Harbinger, was particularly excited to serve this under-served market.



13

Your book can **help** parents help their **kids**. Dr. Kathleen Trainor's *Calming Your Anxious Child* is one great example of this. Her reach goes beyond the book as *The Washington Post* now regularly calls upon Dr. Trainor for advice for how to talk to kids about anxiety-provoking subjects in ways that help everyone stay calm.



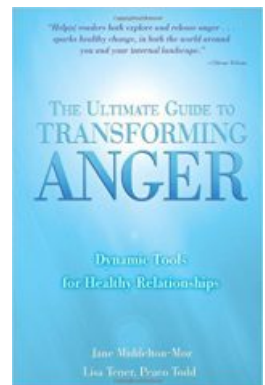
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Admit it; you've always wanted to add "**published author**" to your bio. Or not, but, hey, doesn't the phrase bring your confidence level up a few notches? What an accomplishment! Marla O'Brien, author of *Wine Within Your Comfort Zone*, called becoming a published author the next best thing that's happened to her, after 35 years of marriage, childbirth and a successful teaching career.



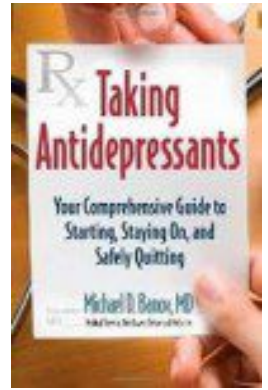
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You want to **bring a light touch to a heavy subject**. This was our goal with *The Ultimate Guide to Transforming Anger*, the book I co-authored with Peaco Todd and Jane Middleton-Moz.



16

You're ready to bump up your presentations to **keynotes**. That was Dr. Michael Banov's goal—and it worked after Sunrise River Press published *Taking Antidepressants*.



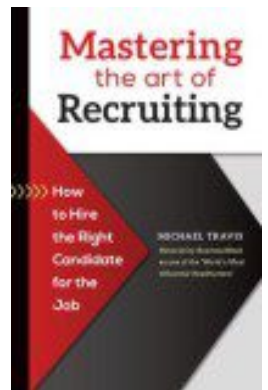
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You'd like to get more **funding for your research**. Dr. Michael Banov's goal #2: achieved!



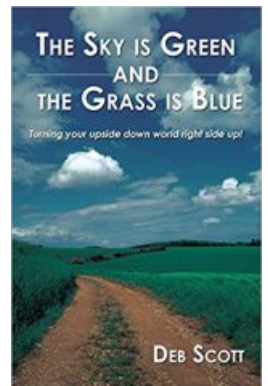
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You want **the perfect marketing tool that sells your services for you**. Mike Travis' *Mastering the Art of Recruiting* is a great example of this.



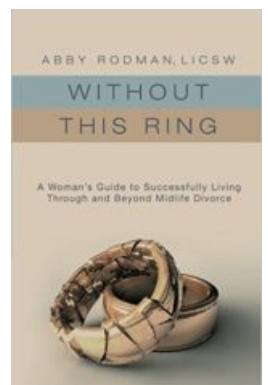
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You're an expert in your field, but also a well-kept secret. It's time to let the secret out and **shine your light a little brighter**. Okay, a lot brighter. Deb Scott's *The Sky is Green and the Grass is Blue* turned up the volume on Deb's light—and led to hosting a top rated show on blog talk radio—with over a million global listeners.



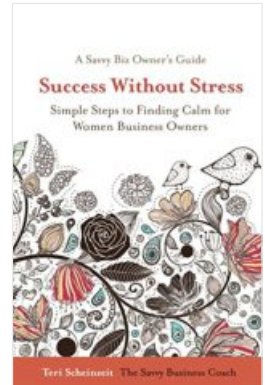
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You have so much you'd like to say to Hoda. Abby Rodman, author of three books on marriage and divorce including *Without This Ring*, appeared on *Today* twice.



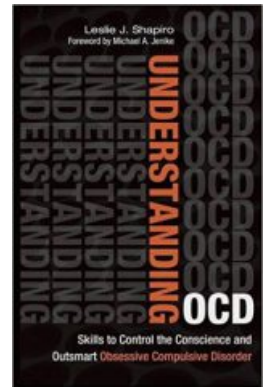
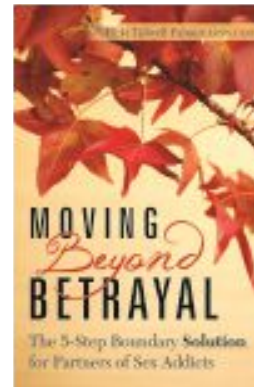
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You want to **stand out** in a field that's growing more competitive. In addition to being filled with super-useful tips for its readers, *Success Without Stress* showcases Teri Scheinzeit's ability to help women entrepreneurs stay calm and "work smarter, not harder." As a result, she's been attracting more clients who are looking for success that comes without the high price of stress. As a coach who manages to take one day off a week and one week off a month for her passions (travel and making music), the book also helps **attract clients** who are eager to design a fulfilling, outside-the-box lifestyle.



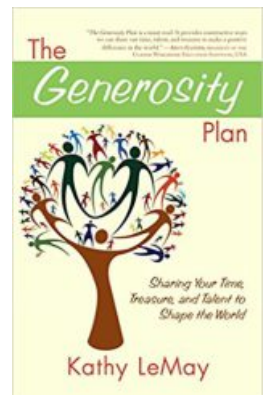
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You have a major contribution to make to your field and a book is the perfect way to share it. Leslie Shapiro did that with *Understanding OCD*, published by ABC-CLIO, as did Vicki Tidwell Palmer's *Moving Beyond Betrayal*.



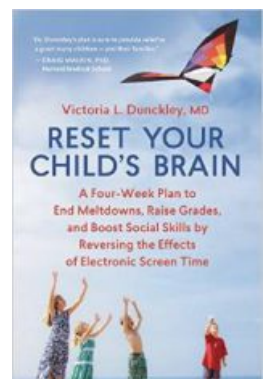
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You just wanna **make the world a better place**. Kathy LeMay upped her contribution to **philanthropy** with *The Generosity Plan*, published by Beyond Words.



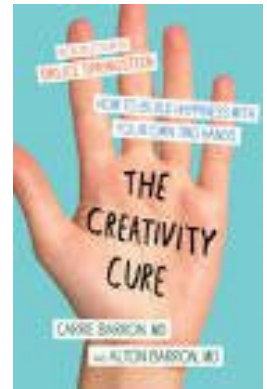
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You want to **raise awareness** about a public health issue. Victoria Dunckley did that and more with *Reset Your Child's Brain*, which brings to light the effects of electronic screen time on children's brains and a proven plan to solve the problem.



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You'd like to **work with a new group of people**. Dr. Carrie Barron's *The Creativity Cure* helped her expand her teaching beyond the college level.



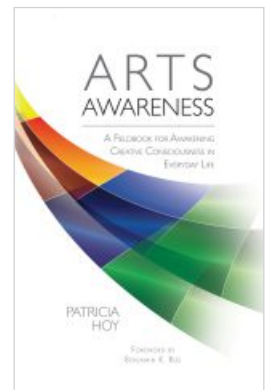
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You've been practicing signing your name in anticipation of your **book signings**. Your signature is perfected.



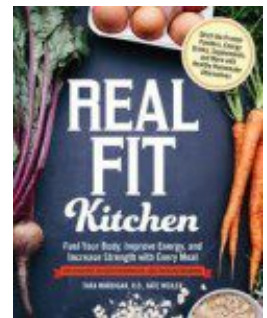
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You have knowledge in your field that can be applied outside your field—and you're ready to share it. Dr. Patricia Hoy applies principles of the arts to everyday life in her book *Arts Awareness*.



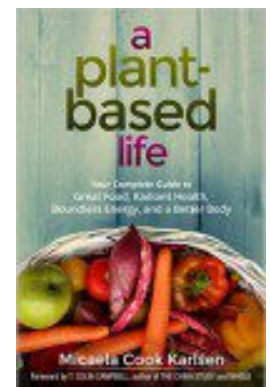
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You see people being taken advantage of and you want to **educate** them so that doesn't happen. Tara Mardigan and Kate Weiler's *Real Fit Kitchen* helps athletes learn the mis-information about "health" foods being marketed to athletes and offers easy, healthy options for cooking on-the-go power foods for their competitions.



29

You know just how to **help people** create the change in their lives that they are searching for. As former Executive Director of the T. Colin Campbell Foundation, Micaela Cook Karlsen knew the specific ways people struggled with implementing a plant-based diet. She had done the research on how to make plant-based eating a way of life—and put it into practice in her own life—before writing *A Plant-Based Life*.



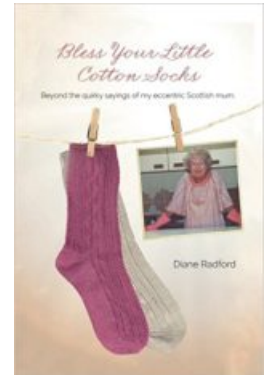
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People keep **asking for your book** and it feels kind of lame to say, "It's coming" when you feel stalled. **Imagine** how great it will feel to say, "It's here," instead.



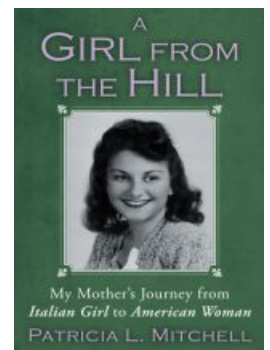
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You want to **honor someone you love**. In *Bless Your Little Cotton Socks*, Dr. Diane Radford honors the memory of her mother, whose quirky Scottish sayings and sense of humor pepper every page.



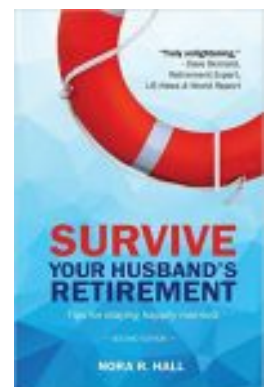
32

You want to **capture your family's history** before it's too late. Pat Mitchell interviewed her mother, aunts and uncles to write *A Girl From the Hill*, about her mother's life.



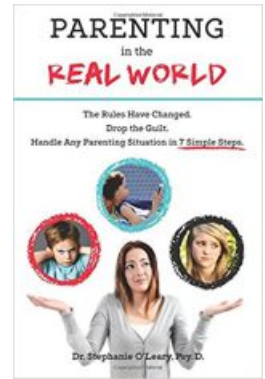
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You've solved a problem in your own life and now you want to **help others** solve theirs. Nora Hall wrote *Survive Your Husband's Retirement* as the book she wished she'd had when her husband retired.



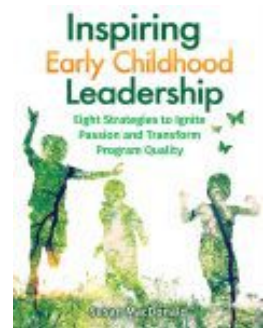
34

Give your clients a "take home" to integrate whatever it is you **teach** them. Psychotherapist Stephanie O'Leary's clients kept saying, "Your suggestions are amazing. You should really write a book!" They wanted something to help them practice what she taught them—during therapy sessions—about parenting. Hence, *Parenting in the Real World*.



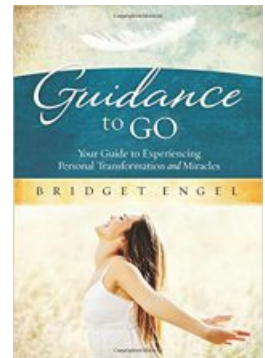
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You want to **shake up the status quo** that has been in existence for far too long. Susan MacDonald's *Inspiring Early Childhood Leadership: Eight Strategies to Ignite Passion and Transform Program Quality* provides early childhood leaders with the strategies and insights that they need to develop empowering new ways to improve the quality of early childhood programs.



36

You've identified your "**ideal clients**" and now you'd like to **fill your practice** with these "ideals." Bridget Engel uses her book *Guidance to Go* to fill her coaching practice with clients who resonate with her work with angels, as well as to fill her retreats.



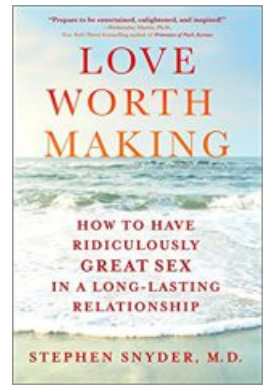
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You want to make something that is hard, easy. When Cathy Turney got 10,000 Twitter followers with relative ease, all her writer friends wanted to know how. Many of them had heard of the power of Twitter for writers but they felt overwhelmed and confused by the social media platform. Thus, *Get 10,000 Twitter Followers: Easily, Quickly, Ethically* was born.



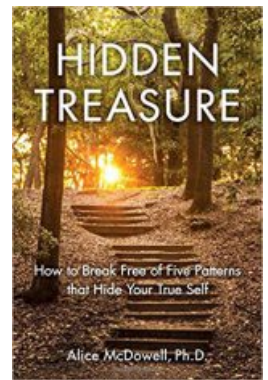
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Or maybe you want to **help people take their relationships to a new level of fulfillment**, as did Stephen Snyder, MD author of *Love Worth Making: How to Have Ridiculously Great Sex in a Long-Lasting Relationship*.



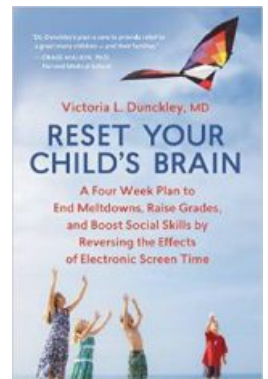
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Your clients keep begging for a book they can **give their loved ones** to learn what they learned in your classes or retreats. Alice McDowell's clients were a big part of her inspiration to write and publish *Hidden Treasure: How to Break Free of Five Patterns that Hide Your True Self*.



40

You're on a mission for the public good. When Victoria Dunckley, MD realized the scope of potential mental health dangers to children from electronic screens—and she discovered how much an "electronic fast" can help—she set to writing *Reset Your Child's Brain*. Her message went mainstream as she appeared on *Good Morning America*, in a variety of publications and in many health and parenting summits. She became one of the leading voices to call attention to the issue and offer solutions.



Looking for more inspiration and support? The free *Inspired Author Support Kit* is a book-writing starter course with 7+ lessons to get you going.

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