



Get It Written

28-DAY **STOP THINKING** **START WRITING** *Challenge*



Deborah Taylor

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28-Day Stop Thinking Start Writing Challenge

As a busy coach, consultant or business founder who wants to write a book, you probably already know how hard it is to find the time to write. So, it doesn't help when you do sit down to write, to hit a brick wall. Your mind goes blank, you wonder what the hell you're doing and you finish your writing session having put nothing on the page (or at least nothing you consider worthwhile).

One of the problems with writing a book is that it's easy to waste time going blank at the start of your writing sessions. That's why you need to work out what you think before you sit down to write your first draft because although writing is a great way to clarify your ideas, the first draft of your book isn't the best place to do it. Nobody needs that kind of messy first draft.

That's why I designed this 28-day challenge - to help you start to gather together your ideas and work out what you really want to say. I know the title says 'stop thinking' but what I really mean is 'stop overthinking'. Overthinking stops any progress at all and is the fastest way to stay stuck.

Use these prompts to write in short, focused bursts for about 10–20 minutes a day, Monday–Friday, for 4 weeks. By the end, you'll have content ideas and possibly even parts of your book drafted. More important than that, you'll have some momentum to build on so you can keep going with getting your book written. Why not start right now? After all, it's only about writing for 10 minutes.

Let's get this book moving!

Deborah

The Writing Prompts

Week 1 – Find your hook

The hook that makes your ideal reader stop scrolling and notice your book is the same attention-grabber that'll also get them to read a sample and buy your book. Your hook has to be something you can translate into a title that says, 'stop, look at me'. The hook starts with the issue your reader is grappling with. You can reframe it, call it out or tackle it head on, but first you need to know what it is and these prompts are aimed at helping you figure that out.

Day 1: Write a story about the moment your ideal reader's main problem first became real in their life. When did they notice the problem and why?

Day 2: Draft your "why this book matters" section, talking directly to your reader. Tell them why you wrote it and why and how you believe it'll help them.

Day 3: Write a before and after case study of how your work impacted a client. Identify all the ways your client benefited e.g. practically, emotionally, physically etc.

Day 4: Describe some of the common advice your reader has heard and tried already and describe why it hasn't worked for them.

Day 5: set out a vivid scene showing what your reader's life would look like if they solved their problem or achieve their goal.

Weekend Extras (Optional)

Reflection Saturday: Read over your week's writing. Highlight sentences or ideas you love and expand any ideas that jump out at you.

Expansion Sunday: Take one paragraph you wrote this week and expand it into three or four paragraphs.

Week 2 – Share your core ideas

Even though you're at the start of your book-writing project, you probably have ideas about what you want to write about and what content you want to include. If not, this is a great place to start playing with ideas. Stories are a great way to engage readers from the outset, so consider using one for your chapter opener. You could use a story from Week 1 to help you get started or write a new story.

Day 6: Draft the part of your story where you define your core concept, method or framework. Use plain language and avoid using jargon. This will help you write in a way your readers instantly understand.

Day 7: Write out the step-by-step process you take your ideal clients through to solve their problem.

Day 8: Write your 'common pitfalls' section and outline the mistakes to avoid. This will highlight some of the problems your ideal client encounters and that they might not even realise is a pitfall or mistake.

Day 9: Draft the introduction to your core method, tool or approach. It can be hard to write introductions, so this is a chance to have a practice run!

Day 10: Choose a core idea e.g. one step in your method or one issue you help to solve and write a chapter opening that drops the reader straight into a vivid moment.

Weekend Extras (Optional)

Reflection Saturday: What felt inspiring for you to write about this week? Are there areas you'd like to write about more or leave out altogether?

Expansion Sunday: Take one idea you wrote about this week and turn it into a blog post, Substack post or LinkedIn blog.

Week 3 – Bring it to life

One way to bring your ideas to life for your reader is to write stories and case studies. This set of prompts aims to get you started with storytelling as well as showing you where and how you can use stories to illustrate your point and add colour to your book. We all love a story and an anecdote because it helps us relate to another person and how they overcame a problem we're still dealing with, so including stories can make your book much more emotionally powerful as well as making your approach memorable.

Day 11: Write a myth-busting section on one common misconception in your field. Choose something you know your ideal reader/client believes and that's contributing to their frustration and lack of progress.

Day 12: Write about the turning point moment your reader can expect if they commit to your process. Use a case study from some client work to illustrate your point.

Day 13: Draft a 'What you'll learn in this chapter' paragraph for one chapter idea. This is a great way to set the scene for your reader so they know what to expect.

Day 14: Write a mini 'how-to' guide for one small, actionable step from your process, method or approach.

Day 15: Write a short story illustrating one of your key principles in action. This can be an anecdote, a full story or a case study.

Weekend Extras (Optional)

Reflection Saturday: Consider which pieces you most enjoyed writing this week and make a note of them why they were enjoyable to write.

Expansion Sunday: Take one piece of advice you wrote this week and try saying it in a variety of different tones e.g. encouraging, straight-talking, motivational etc. Notice which style feels most natural to you.

Week 4 – Finish strong

This is all about ending your book and chapters strongly. How are you going to get your reader to take action and make changes? Carrot or stick? Think about how this book can be used to create a link between it and other products or services you offer. After all, your book is the starting point for solving their problem and making changes, not the end of the road.

Day 16: What warning or advice would you give to someone who plans to try to solve their problem without your book's help. How will you persuade them you have the answers, support and approach that'll resolve their issue?

Day 17: Describe the end result or outcome your book promises. Include both the emotional and practical benefits.

Day 18: Write the reader's transformation from their point of view, using 'I' statements. What are they saying after they've read your book and what transformation are they focusing on e.g. practical, emotional, approach etc.

Day 19: Draft the closing paragraph of a core chapter or of your book so it motivates the reader to act and make changes.

Day 20: Free-write on any earlier section of your book you want to expand or on a topic where your ideas are unresolved or confused.

Weekend Extras (Optional)

Reflection Saturday: Consider how you want to end your chapters e.g. with a summary, a set of questions, an inspiring quote or something else?

Expansion Sunday: Take one paragraph you wrote this week and turn it into a social post. Sharing ideas at this early stage will help you find out what your readers find interesting.

Hi I'm Deborah Taylor and here's my story

I started in publishing before desktop publishing was an idea or Amazon was even a twinkle in Jeff Bezos's eye. So, yes, I've been around for a while!

I started off producing schoolbooks before moving via a small business publisher to BBC Books where I worked as a project editor for nearly five years.

It was my job to take the raw manuscripts and turn them into TV tie-in books which frequently sold in the tens of thousands.



The authors I worked with were chefs, photographers, consultants, coaches, television presenters, gardeners and scientists – in other words, experts in their field, but not professional writers.

It was my job to coach them through the publication process so I could deliver high-quality, commercially-viable titles, while working with cost-conscious budgets and tight schedules to meet firm publishing dates.

Later, I worked as a commissioning editor and was responsible for finding new books and authors for topics (or lists) including cookery, business, personal development, sport and outdoors. That experience gave me a wealth of knowledge about what it takes to not only write a book but also publish and sell it to major high-street booksellers. I used all my publishing nous to double the value of my lists, taking the revenue from £750,000 to £1.5 million in just 18 months.

Now, I'm here to show you how to write your own commercially-viable book using my unique step-by-step process. You'll discover how to turn your vague ideas into a clear concept and write a book that not only delivers for your business but for your ideal readers too.

Let's **do** this! Let's get **YOUR** book written!

Deborah x