

BOOK PUBLISHING ESSENTIALS

A CHECKLIST  
BONUS<sup>+</sup> GUIDE

FOR THE

"I Haven't  
Started  
Writing A  
Chapter Yet"  
HUMAN

I WANT TO WRITE A BOOK: STAGE ONE

created by:

WE ARE MARKMAKERS

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## Checklists + Guides

### THE “I WANT TO WRITE A BOOK” SERIES

Let's be honest: until you have a final manuscript in hand, learning about the self-publishing process is useful but not immediately applicable. At **WE ARE MARKMAKERS**, we believe in the "Learn By Doing" approach, which is that the process of applying savagely after you learn savagely is what will reinforce all types of empowering knowledge. See, creatives love to experiment, and this part of them is an absolute superpower. However, without a final manuscript, learning about publishing can sometimes feel like being at an Amusement Park but watching everyone else go on the rides. Let's take the boring out of learning by having something to apply the knowledge to, and for you, dear writer, that's your final manuscript.

We have created three free checklists for moving you past your current writing stage and closer to a final manuscript. We're also giving you their bonus guides with details on the steps to get you unstuck and moving to the next level up!

**Find all the stages for the “I WANT TO WRITE A BOOK” process on our website:**

**STAGE ONE:**

The “I Haven’t Written A Chapter Yet” Human

**STAGE TWO:**

The “I’m Somewhere in Between” Human

**STAGE THREE:**

The “I Have A Draft Manuscript” Human

A CHECKLIST FOR THE

# "I Haven't Started Writing A Chapter Yet" HUMAN

## Identify Your "Why"

Why do you want to write a book? When you answer that, ask yourself why your reason matters to you, then keep asking why. Following the process of "The Deepening Why" can help unmask your subconscious motivations, thereby creating a drive to write from your soul versus your mind. That's way more powerful!



## Name Your Demons... uhh, Obstacles\*

What's standing in your way? A lack of self-discipline? Are you procrastinating? Are you constantly distracted? Call them by name and work on finding methods to address them militantly. Explore solutions like only aiming for small, achievable wins (such as "I will write one sentence a day"), so you always keep your promises.

## Put Support Systems in Place... ASAP!

Writing a book may seem like a solo ambition, but it is rarely accomplished as one. For this consuming venture, support can be the make-or-break in your chance of success. From your home environment to finding accountability partners and a writing community, pour into yourself through active support.



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Let's deep dive into the steps  
of the checklist.

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# Hey there, Budding Author!

Let's skip the guilt trip because chances are you already beat yourself up for the both of us.

Now, take a deep breath because the journey ahead will take your EVERYTHING, including your soul. Yeah... dramatic, much? Still, we promise you that you won't have to wait until the end to feel the worth of the book-writing process because this is an adventure like none other—especially if you're going to be a first-time author.

Here are some solutions that worked to get us unstuck and moving on up to the next level:

## SOLUTION ONE:

### Identify Your “Why”

Why do you want to write a book? There are no right or wrong responses here, but there are crippling ones that only occur when we aren't completely honest with ourselves.

This is not about judging yourself if your answer doesn't involve world peace, or even if your why seems silly or more self-serving compared to someone else. However, there is a process we would like you to explore.

When you get your first answer [to why], go a step deeper, and then another. Follow a series of "why does this matter to me" questions structured like this:

Why do you want to write a book?

Your first answer

Why does (your answer) matter to you?

Your second answer

Why does (your second answer) matter to you?

Etc.

You might have already gotten the point, but just in case, here are a couple of examples:

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# two writers

two different motivations

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**Writer's Choice of Book:** A Memoir

**First Why:** Why do you want to write a book?

**Writer's First Answer:** I want to share my story.

**Second Why:** Why does sharing your story matter to you?

**Writer's Second Answer:** It matters because it makes me feel like I can contribute to someone else's healing/ journey.

**Third Why:** Why does contributing to someone else's healing/ journey matter to you?

**Writer's Third Answer:** It matters because I believe this is a part of my purpose.

*From the exercise, this writer can know each time they sit to write that it is a scheduled meeting with a divine purpose, which adds a layer of seriousness to the commitment.*

**Writer's Choice of Book:** A Romance Fiction

**First Why:** Why do you want to write a book?

**Writer's First Answer:** I think this romance fiction story is profound and extra steamy!

**Second Why:** Why does writing a steamy, profound romance fiction book matter to you?

**Writer's Second Answer:** Because the romance in my real life sucks, and this is the best escape.

**Third Why:** Why does escaping your real life matter to you?

**Writer's Third Answer:** I guess because I've lost so much hope in finding the one. Still, writing them into these pages saves the tiniest spark of possibility in me for this love life of mine.

*From the exercise, this writer can know that each time they sit to write, it is a lifeline to their heart and keeps their hope alive.*

We call this process "The Deepening Why." It helps to unmask your hidden/subconscious motivations so you can plug purely and powerfully into them every time you sit to write. Getting clear on both your intention and its source can also engender an understanding of whether you're choosing to write a book from a place that aligns with your core values or if something needs to shift. When your motivations to write then connect to that place of awareness, it can create a drive from your soul versus your mind. That soul connection matters because the minds of creatives tend to be chaotic and can sometimes lead us away from our core truth. Writing from your soul gives access to that deeper, unwavering drive.

#### SOLUTION TWO:

## Name Your Demons... uhh, Obstacles\*

Getting clear on what underpins your motivation (or lack thereof) may jumpstart your soul, but the devil is in the details of how your life is set up. Is your life currently designed in a way

that allows you to actualise this dream, or do you need to make some changes?

Here are a few common challenges we see among the 'demobstacles' (demon-mob-of-obstacles):

### A Lack of Self-Discipline

**Solution:** Choose small achievable always-can-wins.

What frequency of writing realistically works with your current schedule? It may be unwise to answer "daily" if you're not (yet) someone who has been able to commit to a daily discipline. For example, are you one of those people who proclaim they will start exercising and eating healthy every day henceforth? Do you find yourself constantly disappointed with your inability to keep this commitment? If so, making another similar one will activate every self-doubt circuit in your mind the instant you mess up.

However, regardless of the frequency that you choose, here's the ONE THING you need to remember: small achievable wins matter way more than word counts.

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Combating the self-discipline demon has everything to do with keeping the promises you make to yourself, but these promises should only take one step to accomplish. We illustrate this below.

**NOT THE BEST PROMISE:** A promise of "I will write 3000 words a day" means writing every day AND hitting a 3000-word target. That's two goals to hit to keep one promise.

**A MUCH BETTER PROMISE:** Instead, try, "I will write at least one line every day" because it is virtually impossible to fail at that, even if the last thing you do before closing your eyes to sleep is jotting a line in a note.

Committing to one line, a single sentence, at your chosen frequency will help build up your confidence in your ability to keep your word and honour your commitments. This, in turn, builds exponential progress over time. From one sentence, you'll find yourself writing two or two hundred, knowing the next day you'll still win by writing only one line.

In the game of building self-discipline, always win the day, no matter how small the achievement.

## Procrastination

**Solution:** Procrastination has a few sources, and a significant one is when we feel overwhelmed by the size of the task we want to accomplish. If you feel the bigness of your dreams and therefore avoid them altogether, it may be time to remind yourself that all things in life take one step at a time. Every major accomplishment is the culmination of a series of very small tasks.

Another reason people procrastinate is that they believe they don't know enough to start. Yet, when they explore all they think they'll need to learn to even get to the starting blocks, that overwhelming feeling crashes down on them again.

At WE ARE MARKMAKERS, a central theme of our principles for creatives is "Learn by Doing" because we understand that the most engaging way to learn is by immediate application. The more time you allow between learning and applying, the more room there is for self-doubt to sneak in. We grow by leaps and bounds when we actively source the raw materials [knowlegde] and quickly fill our gaps to cross the next step, even if we make a few mistakes.

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Practically, this means if you want to take a writing course, apply each lesson right away by writing at least a sentence based on what you've just learnt. Reinforce the knowledge and give yourself the win of evidenced understanding and quick, small accomplishments.

Learn savagely. Apply savagely. Repeat.

### **Distractedness**

**Solution:** USE IT. That's right. If you find your mind is a constant wanderer and battling against that wears you down, then utilise your distractedness.

Understanding why you frequently switch tasks can gently ween your mind off its need for consistently changing stimulation. Do you get bored quickly? Are you addicted to social media and the endless scroll? Are there multiple things in your life vying for your attention? Do more extended periods of concentration feel discouraging and drain you of all the excitement you had?

Whatever the reason, trying to carry

your distractedness from 100 to 0 is ill-advised and a sure route to failure. Instead, try writing sprints where you give your all to the page for 5 or 10 minutes, then reward yourself with a sweet scroll through social media for another 5 or 10 mins before going at it again. Do this for 60 minutes and see where you land up. You can even level up by trying to compete with your last word count as a challenge or game each time you start a sprint.

In what could have been an entirely unproductive hour, you've now used 30 minutes to write. That is a 50% jump ahead in progress! And you did it without demanding that your mind suddenly concentrates for half an hour straight when you've trained it to do the opposite for years.

Working with your perceived weaknesses versus against them can build a deeper state of trust between you and your mind. Anytime you sit to work, and the mind starts screaming because it thinks it isn't going to get to scroll [or whatever it wants to do], just let it know that in only 5 minutes, it will get back its phone privileges. It doesn't need to panic.

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# no writer

is an island

**An Awkward Pro-tip:** for an extra training boost in mindfulness, stop taking your phone to the bathroom. Take a physical book instead so you can force your mind to spend that time on the only option available if it's desperate for entertainment. As you already use the bathroom every day (assuming you're a living, breathing human and not a bot), this creates a daily exercise in disconnection and single-minded concentration that will contribute to your focused writing sessions. It's like when the electrical power gets cut, then your phone dies, and suddenly you're a stargazer in complete and utter, all-consuming awe of the universe... unless your mind decides to concentrate fully on the stress of having no electricity until you're flooded in frustrated tears—hey, at least it focused on one thing entirely, right?

## SOLUTION THREE:

### Put Support Systems in Place... ASAP!

Let's get one thing clear: no man or woman is an island. Writing a book may seem like a solo ambition, but it is rarely accomplished as one. For this time-and-energy consuming venture, the support you have intentionally asked for or created in your life can be the make-or-break in your chance of success.

Here are a few of the most crucial support systems you need:

## Your Home Environment

Whether you're a single working mum or dad with two kids, a top boss in a company that demands 80-hour weeks, a start-up entrepreneur who is the chief cook and bottlewasher of your budding business, or living in a household with twenty other people, know this: it is your responsibility to actively develop a support structure in the place that you call home.

We're aware that the current makeup of your life may not seem conducive to even having those conversations with your housemates. Still, writing will consume your time by placing a new "I'm currently unavailable" sign on your door. This means that whatever was in your schedule's place before this, someone or something else will likely have to take up the slack.

Even if you're only dedicating the time you'd usually binge Netflix with your family to write, chances are that this communal time together mattered to those involved, even if they don't consciously know it. Your choice can, therefore, cause unpredictable reactions. They may push back or complain in every other aspect if they aren't self-aware of what's triggering their sense of loss.

Additionally, witnessing those close to us going after their dreams can feel like a fire under our lazyboys if we aren't doing the same. Your determination could inadvertently call someone out on their lack of the same, and this may also trigger a not-so-great reaction that can seem unsupportive.

People who care for us don't usually intend to crush our dreams. They may be scared for us and how we'd feel if we failed—very different to believing that we will. They may be resenting the added responsibility of childcare on their plates for us to pursue our goals while they still have unrealised dreams. They even may feel like we've been unsupportive in their lives while we're demanding they give theirs. And at times, they may just miss us and that sweet quality time.

Negotiate these challenges upfront and be understanding and honest because the pursuit of dreams never affects us alone. Find intersections between desires and needs that can work best for all parties while still giving ample time to fulfil your writing ambitions. Also, remember, it isn't a race. A slower climb will never negate the experience of reaching the top of the book mountain.

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## Accountability Partners

An accountability partner (AP) is someone willing to keep you in check on your plans and ensure you're doing what you said you would do. This person may also have dreams, so you can support each other by tracking your goals' daily, weekly or monthly progress.

There are also accountability apps and websites where you can find an AP to work with, and there are skilled APs available for hire who dedicate their time to agreeably kicking your butt down the road of your dreams.

Something triggers within us when we know someone sees our most naked dreams and expects the best of us in accomplishing them. When the expressed purpose of involving another human is to ensure all our bad habits are exposed and that we're stepping into the best of ourselves, our chances of succeeding significantly increase.

The Rule of APs: Never, ever feign results. THIS WILL NOT WORK UNLESS YOU ARE WILLING TO BE HONEST. If you've fallen off the wagon, allow yourself to be seen and to feel that added pressure/ fire to do better the

next time.

## Writing Communities

Misery loves company, and writers love suffering in solidarity. From pages and groups on Facebook to communities in apps and websites, there are tons of writer resources, witty jokes, and continual reminder posts that "You should be writing." They evoke a good chuckle and refocus you on the task at hand.

We all share the sickening love of evacuating our souls into books as we bleed each word onto pages. It's a unifying connection like none other. We get it, we get each other, and because of that, there are no better humans to encourage us along the way than our fellow, miserable writers.

## Conclusion

So to you, our "I Haven't Started Writing A Chapter Yet" Human, we want to believe we've pulled enough rugs and even removed a couple of elephants from the room in your mind where your potential book is housed. Let us know if we've accomplished that by dropping us a line on any of our platforms sometime—we'll even let it count toward your one sentence for that writing day!

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Now,  
go **START**  
your book!

AND PICK UP ANOTHER GUIDE WHEN YOU LEVEL UP —————

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