



Your Five Step Guide
To Getting Organised
On Paper And In Your Head

Kick Start

YOUR NON FICTION BOOK

Writing Nonfiction

First things first, there is no easy way to write a book except for sitting down and typing. If the words stay in your head, they will be never be read.

It seems so simple when you think about it. Just write! But we all know, writing a book can be a distinctly complicated task and it can seem like a difficult mountain to climb, especially when life and commitments pull us away from our writing desk. If that was the case, however, we wouldn't have as many books on our shelves as we do.

They say writing a non-fiction book is easier than writing fiction. Which makes sense in one way but it doesn't mean it's any less work. Ok, so we're not following our characters and chasing them through the ups and downs of their experiences, exploring settings, boundaries, and perspectives. But we are working through a narrative and guiding our readers. We are working through a carefully organised plan, researching, and preparing to bring our non-fiction to life. Oh yes, sounds easy. Well, it can be with the right guide, tools, and mindset!

So, lets get started!



Before We Begin

The dedication we have for our beliefs, dreams, careers, and purpose comes from our passion, energy, enthusiasm, and motivation. Something we all have in bucketful's. But we may not have directed that energy into a 60,000 word book before! Where to start? My suggestion is with your mind.

You are reading this guide because writing that book is exactly what you want to do. As authors, every word we write is driven by our need to populate those white pages with our thoughts and guidance. We have a story to tell.



As hell-bent as we are to get our book written, it is also tiring. It can be lonely and isolating, and there will be days when we think, "Why?" Why bother, why keep going, what's it all about?

Keeping our focus and balancing those internal creative thoughts against our inner critic to reach the end is empowering. Before you begin dissecting, thrashing out, and brainstorming your book, adopt a successful author mindset to overcome what every writer experiences at one stage or another: self-doubt, fear, perfectionism, or overwhelm.

By affirming your reasons for writing this book, by planning your content and trusting your writing, you will find the process is not as daunting as once imagined.

Mindful Writing

Affirmations

Repeating and reaffirming your trust and faith in your ability as a writer and in the topic of your book will help you continue writing. Affirmations can help get you past the finish line. Add your own as a positive reminder that writing this book is important and that you will be successful.

I am a good writer!

The quality of my writing improves every day.

As a writer I have a strong message to convey. There is purpose to my writing.

I find a little time for my writing,
even when I'm busy.

My mind is finely-tuned for writing.

Today, and every day, my writing is
meaningful.

The world needs my words.

My best work is yet to come.

Your *Five Step* Guide To Getting Organised On Paper And In Your Head

1

KNOW YOUR WHY

There is a reason why this book has been sitting in your mind for so long and why you now want to write it. Knowing your why helps to formalise your concept.

BRAINSTORM YOUR IDEAS

A good old brainstorm session will guide you in structuring your chapters, the topics, themes, concepts and ideas you aim to explore throughout your book.

2

3

RESEARCH YOUR IDEAS

After you pin down your ideas and topics it's time to do a little research on every idea you plan to explore. Research helps you to develop your ideas even further.

PLAN YOUR BOOK

Every book needs a good plan. As with novel writing, there needs to be a structure and format so your reader can easily read and navigate every chapter of your book.

4

5

CREATE THE TIME TO WRITE

Building a consistent writing schedule will keep you on track to reach your targets. A consistent routine will help you form good writing habits.



1

Know Your *Why*

Knowing why you are writing your book will be the consistent driving force you keep coming back to if your writing journey hits a few obstacles. Having this reason to continue writing is key to both starting and finishing your book.

Have you experienced something which was so life-changing that you know writing about it will inspire and motivate others? Do you have an audience who are looking for more from you, who will be your readers, and who will benefit from you writing a book? Are you pursuing this project for an income, to raise awareness, or to build credibility?

Whatever your reason behind your urge and desire to write this book, it will also be closely related to how you measure its success. What is your definition of success? What is your goal in writing this book? How will you know you have reached this goal? And what will you do when the book is written?

2

Brainstorm Your Ideas

You have your idea. That initial concept which popped into your head, swelled and soared until you couldn't think of anything other than writing this book. Now is the time to brainstorm that first idea, expand it out along with every branch born from that tree.

Think about all of the ideas you have for your book. Now think about your reader. What is the specific problem you are looking to discuss with them. How do your ideas fit with that specific problem?

Don't worry about the order, or whether any of these ideas fully fit into your book concept just yet. Jot down everything which you feel is necessary to include and set them into themes.

Don't get carried away with brainstorming. We can spend a lot of time planning and not enough time writing. Many of us have gotten frustrated at the planning stage as it all becomes a little overwhelming.

When you have well and truly brain dumped everything out onto the page and your content is all lined up with a focus for your book, move on to the next stage.



3

Research Your Ideas

Now that you have your ideas, it's time to do a little research! Start off by studying your overall topic. Research the genre your book will fall into and search for other books in your niche. What makes them stand out and what makes your book different to theirs?

Move on to the individual topics which came up in your brainstorming session. Why are they important? Why did you choose them? Gather material and organise the content you already have which will help you understand these topics better. This research will help you define some of those trickier ideas or concepts which need authoritative backing. Remember to look outside of the box when you're searching through the archives. This can include podcasts, seminars, articles written for magazines or newspapers, workshops, training material, journals, even YouTube video comments!

All of your research will help you to understand your topic, your audience and your why even more. But we can get lost in this rabbit hole of information overload while also feeling safe in knowing all of the information is there, it's just not in our book... yet. And that's only because we haven't written it... yet!

Put an end date on this research phase and make sure you get stuck into writing when you have the right backing.



Plan Your Book

4

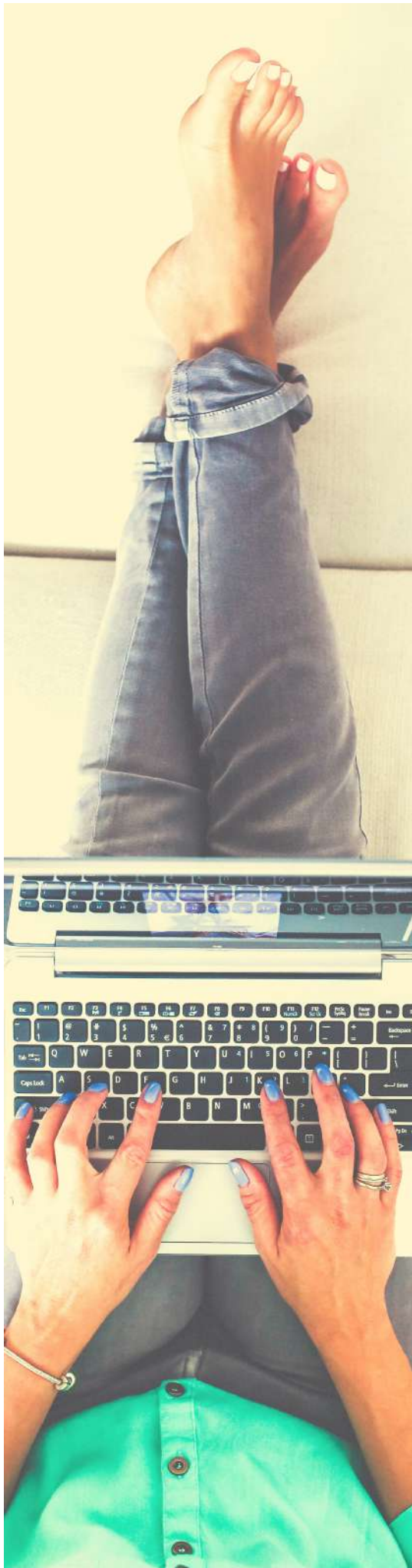
After brainstorming and researching you will get a better understanding of what you are trying to achieve with your book and most importantly how you want to present this book to your readers.

It's time to plan your book!

Structuring your book is an important part of the book writing process especially in non-fiction as structure guides your reader through to the information they need to know. Your structure must be coherent but also engaging.

When outlining your table of contents work through those first initial ideas, your topics, and research to formulate a plan. Start by linking smaller concepts to your main idea, branching everything off in a hierarchy. In this way, you will find a pattern emerge with chapter headings followed by sub-headings and other sections like case studies, exercises or workbook pages finding their natural place.

Be specific in your intention for your chapters so that when it comes to writing, you know exactly what you are going to write about every time you sit down and tap those keys.





5

Create the Time to *Write*

And now we come to the guts and glory of it all. Writing.

Planning, organising, and developing the right mindset is very important for this crucial stage of this journey. With good planning and strong perseverance, writing should be a breeze! But creating the time to write with a million other commitments between our home and work life can be a little tricky and throw a spanner in the works.

Dedicating writing time means:

- Scheduling consistent blocks of time for writing. And only writing.
- Planning what you will write in those individual blocks of time.
- Avoiding distraction and using a location that will help you create.

And remember:

- You don't have to write page 1 through to page 250. You can write your book in any order, choosing topics which are aching to get out quickly and leaving others to a later time.
- Time your writing sessions to increase productivity and track your progress!

TIPS FOR getting started

1 Adjust Your Expectations

Writing a book is hard. A good, well read book, even harder. Prepare to put in the time and energy to hit those word counts. But also expect to run into difficulty, be overwhelmed, and for writer fear to kick in. All of which can be overcome with a growth mindset and a shift in perspective. Ask yourself why you are writing this book and who will benefit. Go back to the moment that lightbulb hit and remember the reasons why you want to get this book out there.

2 Throw Your Timeline Away

Timelines are a great way to focus your writing habits, but they can also push you along too fast meaning you're intention when writing is to reach a deadline leaving you to forget about your reader. Focus your time and attention to producing your best work even if that takes a little longer. Especially, if it takes a little longer than planned.

3 Feel The Fear And Do It Anyway

Writing a book is scary no matter how many times someone says to you, "You should write a book!" We all run into imposter syndrome, worry if our book is good enough, and dread anyone reading it. But there is a reason you are writing this book. Don't let fear kill your book. Feel it. Own it. Allow it to motivate you. And write it!





TIPS FOR getting started

4 Have an Accountability Buddy

As terrifying as it sounds, tell someone close to you that you are writing this book. There is something about saying it out loud to another person which carves out your commitment. Accountability is a powerful tool when used in the right way. I provide accountability as a Book Coach to my clients, but you can ask a friend or be an accountability partner with another writer to help keep your writing on track.

5 Set Boundaries

Writing your book will possibly take up more of your time than you initially intended or expected. For this reason, I recommend setting boundaries in other areas of your life. For instance take six months off speaking engagements if possible to relieve the expectations and mounting to-do list. These kinds of boundaries are only for a limited time to help carve out time for developing, writing and marketing your book.

6 Turn Off Distractions

Social media has the potential to be everyone's book killer! Turn off your phone, disable notifications, even go so far as to delete apps which easily distract. Dedicate your writing time to exactly that, writing. Avoid multitasking!



Nonfiction Writing Challenge

BACK IN TIME

Think about an experience from your past that has shaped who you are today. Describe the experience vividly by using all of the senses - what you feel, smell, taste, see, and hear.

CHOICES

Was there a time in your life when you reached a fork in the road? A time when a big decision had to be made? Write about how you made a decision to follow a certain path.

LESSONS LEARNED

Remember a lesson you learned recently and think about how that lesson may have affected something in your past. Write about how your behavior would have changed if you had learnt the lesson back then?

CHANGING PERSPECTIVE

Tell a personal story from your own life from someone else's perspective. Write the story from the point of view of a bystander.

THE CONSEQUENCES

Write a scene about a time when an older friend or relative gave you important life advice. Write about how you followed or ignored their advice and what the consequences were.

HEARTS DESIRE

Write a scene which shows you pursuing something you have wanted most in the world. Show the reader, without telling them, the challenges you faced chasing this dream.

IDENTITY

How has your identity changed throughout your life? Write a scene from your younger years which encapsulates the type of person you were. Then write a paragraph from recent life which shows how you've changed.

MOMENT IN TIME

Revisit a moment in your life you will never be able to forget. Write about why that moment is so unforgettable?



Writing Tracker

WORDCOUNT AIM: _____

MONTH OF: _____

S M T W T F S

WEEK ONE



WEEK TWO



WEEK THREE



WEEK FOUR



NOTES

Writing Goal Planner

Be flexible in your approach to your writing goals.
Setbacks are inevitable and timelines change!

GOAL:

START:

ACHIEVE BY:

NEXT STEPS

Keep focused by recognising your next steps in writing your book. Be realistic! Steps don't have to be big and daunting.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

KEY MOTIVATION

CHALLENGES

REWARD/CELEBRATION

NOTES/ IDEAS

Vision Board

**Why do you want
to write this book?**

**What are your
objectives?**

**Who will read
this book?**

**What will your
reader get out of
reading this book?**

**List similar
books in this area**

**What makes
your book different?**

Chapter *Brainstorming*

CHAPTER IDEAS

Before you start thinking about titles or your table of contents, brainstorm chapter ideas. Jot down every idea, thought, pattern, theme, and concept here in one big brain dump. Organising these thoughts comes later.

OVERFLOW

For anything that doesn't seem to quite fit or work for this book, put them here. These ideas may be invaluable another day. Avoid losing them by writing them down. There may be more than one book in you!



Nonfiction Book Plan

1

YOUR IDEA

In one short paragraph describe what your book is about.

YOUR PITCH

In one sentence explain your book to a brand new audience.

3

YOUR AUDIENCE

Describe your ideal reader. Who they are and where they are in life?

POSITION YOUR BOOK

Why should the reader pick up your book and read it?

5

OBJECTIVES

For this book to be a success for you, what objective needs to be met?

2

4

DAILY

Writing Mindset

Our enthusiasm to reach our writing goals can hit obstacles like writer's block or overwhelm which can challenge even the most focused writer. By creating a strong writing mindset and daily writing habits you are more likely to reach those targets. Be mindful of all you are accomplishing on the page and in life.

MORNING

TODAY'S WRITING MANTRA:

LOOKING FORWARD TO:

TO MAKE TODAY'S WRITING GREAT, I WILL:

EVENING

I'M GRATEFUL FOR:

PEOPLE I APPRECIATE:

3 GOOD THINGS TODAY:

OTHER THOUGHTS

MOMENT TO REMEMBER

[illegible]



Stories matter

Ready to Keep Your Motivation Going?

LET ME HELP YOU NAVIGATE YOUR WRITING JOURNEY

As your Book Coach I guide you through the writing process and help you commit to your book, write it, format it, structure it, and overcome any obstacles you hit along the way. It's my job to keep you on track with assignments and guidance and to support you when things get a little tricky.

I provide tailor-made scheduled support as your Book Coach with sessions focusing on reaching your goals month by month. Let's get writing!

[LEARN MORE](#)



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How I Can Help You



BOOK COACHING

It's my job to keep you on track when things get a little tricky. I give you spot on writing advice and provide accountability ensuring you meet deadlines. In this way, you are guaranteed to start and finish writing your book.

[SIGN UP HERE](#)



EDITING

With a number of editing services available, you can choose the level of editing you are comfortable pursuing. In many cases, these services are often combined for a larger scale edit. As such, I offer packages to suit you and your needs.

[SIGN UP HERE](#)



1:1 CONSULTATION

Feeling stuck? Not too sure how to progress with your manuscript, slowed down by writers block, or looking for advice on publishing, then get in touch! My one-on-one hour long Zoom consultations will get you back on track.

[SIGN UP HERE](#)

What My Clients Say



MARY O'KANE

"As a first-time author, I was in need of developmental editing, copy editing and proofreading for my book *Perfectly Imperfect Parenting: Connection Not Perfection*. Geraldine Walsh performed all these tasks with exceptional expertise and skill. She paid great attention to detail and gave me extensive feedback, helping me not only to tighten my writing, but also improve the structure of the book. She was an absolute pleasure to work with, and the revisions and additions she suggested were always right on target. I really could not have asked for a better editor. I have learned so much from her, and look forward to working with her again in the future."

SAMANTHA KELLY

"I have worked with Geraldine on a number of occasions especially with my book 'Little Book of Twitter Magic' and I find her very professional and her writing is top class. She has also assisted many of my Women's Inspire Network members with writing. I would recommend her for any ghost writing project or copy writing."





Writing
nonfiction
is more like
sculpture,
a matter of
shaping the
research into
the finished thing.

JOAN DIDION

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