



3—Articulate Your ‘Why?’ TRANSCRIPT

Welcome back to Book On Fire!

So far you've identified and defined one book project that you will commit to focus on until it's ready to call done—however you've decided to define “done.”

So, why do you need to articulate your why?

I believe it's crucial to know why you are writing your book because, if you aren't clear about what you want to accomplish with your writing, you probably won't accomplish it. This is about giving you a point on which to focus when you'd rather be doing anything other than slogging through a scene or editing a chapter.

When the work of writing feels like work, knowing your why, being able to point to the reason you started this crazy adventure, the passion you have for your story, or for connecting with future readers, can give you the push you need to keep at it.

There's a reason that you're here, now, committing to writing the book that's been in your heart for... how long? Years, no doubt. But how many? A handful? A decade? A handful of decades?

More than half of the women who applied to be in this program have had “write a book” on their goal list for 5 years or longer. And 35% of those for 10 years or longer. Odds are that you've sat down many times to work on this book. But something's kept you from fully committing to getting it done. An excuse from a voice, likely inside your own head, that has whispered cautions to keep you from writing.

Well, that voice loses its power right now. Once you know the answer to the most important question you'll ask yourself in this module, you'll have the snappy comeback that that little, negative voice needs to hear to settle down and let you write!

It doesn't matter if the story you've been carrying around is fiction, memoir, non-fiction or some creative blend, there is a reason you need to tell it. And once you know your 'Why,' that little voice that's been stopping you from writing won't stand a chance anymore!

BOOK ON FIRE!

I'm going to ask you the questions that are on your worksheet, but don't stop to write them down yet. You'll get better results with this exercise if you close your eyes and just listen - both to me and the answers that you hear in your head. You won't forget them.

And wait. One tip. Each time I want you to go deeper into your previous why answer. Don't just repeat the same answer since each questions are meant to build on each other.

You ready?

Close your eyes.

Take a deep breath in and hold it Now release.

One more. Deep breath in. Hold... release...

- Why do you **need** to write the book you've focused on for the last two lessons?
- Why do you need to write **this specific** book?
- Why are you the **best person** to write this book?
- Why do you need to write this book **now**?
- How will you **feel** once your book is written?
- Why do you need to write **your** book?

Open your eyes. Spend some time writing down and thinking about your answers.

And then share in the Facebook group on the ["Articulate Your 'Why?'" image post](#), if you're in that cohort.