

WRITE AN
EVOLUTIONARY
SELF-HELP BOOK



The Definitive Guide for Spiritual Entrepreneurs

BY
SASHA ALLENBY

**Praise for *Write An Evolutionary
Self-Help Book:***



‘So many people that I meet on my workshops and training courses tell me that they have a book in them. Sasha has provided a great resource that will help them to turn that desire into a reality. She was instrumental in helping get Matrix Reimprinting out to a worldwide audience, and in this book she shares how you can also build your platform and raise your profile in a similar way.’ - **Karl Dawson - Co-author of *Matrix Reimprinting Using EFT* and creator of Matrix Reimprinting - <http://www.matrixreimprinting.com>**

‘Writing a book in the self-help or spiritual growth worlds requires you to evolve and go deep. It takes most people years - and many never complete their dream. Even if completed, many authors miss what they need to do for the book to sell enough copies to have a meaningful impact. In this gritty and grounded book, experienced author and personal development powerhouse Sasha Allenby has created something truly unique - a guide to help you create a successful wisdom- or spirit-based book in a timely manner. One that actually sells and transforms people’s lives. *Highly recommended!*’ – **Paul Zelizer – Founder of Success for Spiritual Entrepreneurs and CEO of Wisdompreneurs - <http://www.paulzelizer.com>**

‘If you have a book within you, then Sasha can help you to move it from your heart, out into the world, and in the most transformative way for both yourself and your readers. This book is a game-changer for anyone serious about making a difference through the written word. Reading and referring to it often will save you time, money and effort, and prevent you having to learn the hard way. Now that’s what I call a self-help book.’ – **Sandy C. Newbigging – Best-selling author of *Mind Calm, Think!* and *Heal the Hidden Cause* - <http://www.sandynewbigging.com>**

‘Whenever I give workshops or presentations there is something that I get asked over and over again. Without fail, people always want to know what they have to do to write or publish a book. In this book, Sasha answers that question for them, and for writers who are starting out, right the way through to those who are looking

to secure a publishing deal, this book is a valuable resource that will be used time and time again.’ – **Dr David R. Hamilton – Scientist, speaker and best-selling author of *How Your Mind Can Heal Your Body*, *It’s the Thought that Counts*, *Why Kindness is Good for You* and *The Contagious Power of Positive Thinking* - <http://drdavidhamilton.com>**

‘This book is some heavy-duty help for people who want to support others through the written word! Sasha doesn’t just show writers how to structure their book – she also supports them to bring out the best in their message. This process has been invaluable to me and I’m sure it will be a huge help to countless others.’ – **David H. Wagner – Director of Living Meditation - <http://davidhwagner.com>**

‘This book is a must for anybody who has a dream to write their own self-help book, and wants to bring that dream into reality. Sasha has the ability to make something that feels so challenging into something so simple. She gently guides and supports you every step of the way, helping you to remove your hidden blocks or resistance. As always, her passion and desire to help others just shines through every word of this book like a guiding star.’ – **Sharon King – Director of Magical New Beginnings and author of the forthcoming book, *The Book on Birth - The Missing Peace* - <http://www.magicalnewbeginnings.com>**

‘You know that you have a book in you, but how do you get it out of your head and on to the page? The initial thought of writing a book can seem like a minefield

for any would-be author. Sasha has a gift of seeing the unique potential in her clients and bringing it out in them. She has transferred this gift on to the page in this book, breaking it down into the simplest steps that anyone can follow. A must for any potential author who wants to seriously raise their game and get their book written!' - **Brett Moran - Moran's Marketing - <http://www.brett-moran.com>**

'This book is more than a guide to help you write your book. Sasha has created a proven blueprint for anyone who wants to share their unique message with the world and turn that message into an authentic, sustainable business.' - **Chris Black - Chairman of the Association of Professional Coaches, Trainers and Consultants**

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Dedicated to inspirational change agent
Brett Moran - my brother, my friend and my teacher.



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PART 1
THE GROUNDWORK

CHAPTER ONE - YOU



We are about to walk through a door together, you and I.

You already know the magnitude of the journey you are undertaking and the impact it will have on the people you are serving. You also know the potential that your book has to dramatically transform your own career and put you in front of a much wider audience. But before we even begin to consider your grander plan, there is one thing that we need to look at first. And that is you.

To write an evolutionary, transformational, self-help, wisdom or spiritual book, one of the key things you are going to need to do in the medium to long run is get yourself out of the way, and I'll explain more about what that means in practical terms over the next three chapters. But before we do that, let's take a closer look at where you are in your life right now.

We'll look at:

- what you are bringing to writing your book
 - whether you have healed or transformed that which you are planning to write about
 - what your chief motivations are
-

WHERE ARE YOU ON YOUR OWN HEALING JOURNEY?

'An author must have made the leap, come into awareness, healed themselves first, and want to write for a particular audience because they can share their awareness and their learning.'

Constance Kellough - Author of *The Leap*, and Eckhart Tolle's original publisher

Wherever you are starting, writing a successful book in this field is a practical skill that can be learned. That being said, the quality of the book is only one component. The content of your book – namely what you are bringing from your own life experience – is the more vital component to consider. If you have great content, a ghostwriter could take your experiences and shape them into a bestselling book for you. But if the content is underdeveloped, the

best writer in the world will not be able to shape your work into a book of quality.

One of the main considerations for the content is where you are on your own healing and transformation journey as you start the book. To put it bluntly, the extent to which you have healed or transformed your own life will have a dramatic impact on the quality of the book you are writing. There are two ways you can approach writing a book of this nature. You can write it whilst you are healing or transforming yourself. Alternatively, you can write it after you have healed or transformed the challenge.

In all honesty, a book that is written in the throes of one's own healing is usually a form of catharsis for the author, with the book acting as an emotional outlet for the challenge at hand. There is nothing wrong with writing a book of this kind for your own personal healing. In fact, many forms of therapeutic intervention encourage this type of process, and you will frequently hear an author of such a book saying something along the lines of, 'I wrote that one for me.'

On the other hand, the more evolutionary and transformational books in this field invite the reader to go beyond their current challenge or life experience. The author opens a door to help them evolve their worldview, and enabling them to move past their particular challenge. It goes without saying that if the author is still in the midst of their own healing, they do not usually have the capacity to elevate the reader beyond that place.

There is one other possibility: an author will begin to write from an unhealed wound, and in the process of writing the book, the wound will heal. Jayne Warrilow's *An Energy Awakening* was written from this place. Jayne

freely admits that the book allowed further healing of the terminal diagnosis that she was given but refused to accept, and which she subsequently healed herself from. Jayne began writing the book after she had transformed the diagnosis, but was still experiencing some of the emotional pain that her recovery journey had involved. She was able to skilfully transcend this pain in writing the book.

Ester Nicholson had a similar experience. She began writing *Soul Recovery* long after she had healed her own addiction to crack, but the book brought up deeper emotional issues that were asking to be healed. Ester highlights how it took her four years to write her book, and it was only in the last three months of the writing process, when she had fully healed her own story, that she was able to write with flow and ease.

In the cases of both Jayne and Ester, you will notice that they began writing their book *after* they had transcended their challenge, but the book revealed there was more healing to be done. This is in contrast to starting to write the book in the midst of your healing journey. (You can listen to interviews from both Jayne Warrilow and Ester Nicholson at <http://www.sashaallenby.com/book-membership>.)



REFLECTION POINT: *Have I already transformed or healed that which I am writing about?*

If, on consideration of the above question, you find that you are still in a state of healing, you have several options. You can:

1. Consider journaling or further healing before you begin writing.
2. Create a blog that allows you to express the challenges you have been experiencing to an audience, without the pressure of making it into a book at this stage.
3. Write your book purely for your own healing purposes.
4. Begin writing when you still need healing, allowing the book to evolve and leaving space for rewrites as you heal.

If you choose the fourth option, I suggest that you do not set deadlines for when you would like the book to be written by, but rather allow your book and your healing journey to unfold simultaneously.

KNOWLEDGE AND EXPERIENCE

'A writer cannot take a reader where they have not gone themselves.' **Constance Kellough**

There are some other key factors that we could also look at in relation to you. Namely your knowledge and experience in the field that you are writing in. It probably won't surprise you that a significant amount of both knowledge and experience are required in order for your book to be authentic.

In the field of academia you can get away with writing

a purely knowledge-based book. It's pretty acceptable to have a PhD in a social science, for example, and write a book on the basis of a lifetime of study. In the field of self-help, the opposite is true. To know or have trained in certain things is not enough. The depth of your book will come from your experience of having lived what you know, and having applied it in your field. If you just write about what you know, your writing will be mechanical. If you write about what you have experienced, your writing will have heart and soul. It will come alive.



REFLECTION POINT: *Do I have enough life experience in the field I am writing about?*

The first book I wrote was on overcoming a health condition that I had been disabled with. Even though it was only a short book and, if I reflect back on it with what I know now, not very well written, the experience of my own recovery was enough to make it a success – to connect me with the readers who were also recovering from the same condition. The book came from my personal experience of transforming the condition, and that of others that I had helped. I didn't start writing it until I was healed.

For the second book, which I co-authored, I had worked full-time for several years in the field of emotional trauma, and the book came from the direct experience of working with others who were developing and using

the technique I was writing about. I had also healed a significant amount of trauma on my own personal journey using the same technique.

As a book coach, one of the biggest mistakes I see emerging authors make is the attempt to write their book before they are ready. The enthusiasm for a technique that has dramatically transformed their lives compels them to want to share what they know with others. But without the foundation of experience, the writing can feel one-dimensional (written solely from the author's viewpoint) or hollow.

You can still proceed in writing your book if you are inexperienced in your field, but it would be advisable to leave a much longer period to complete the book, and to write it whilst you gain further experience. The more you gain, the more it will shape your writing, so allow time for rewrites if you are starting your writing project alongside developing your experience, because the more you are out there in the world engaging in your topic with real people, the more it will shape your content. If you are just starting out, waiting six months or a year (or in some cases, much longer), and researching the book through your experience before writing, is likely to bring forth a completely different book to the one you would write today.

The other question to ask yourself is whether you know enough about what you are writing about to complete your book. This might sound obvious but you would be amazed at how many people plough into writing a book with only half the picture in place.



REFLECTION POINT: *Do I presently have enough knowledge in my field to write a book?*

If the answer is no, I recommend engaging in a variety of life experiences (outside of reading and researching other books on the topic). The thing you want to avoid is writing about your topic in isolation or from a narrow perspective. You could explore some alternative views around the subject, such as taking further courses or studying with different teachers. But the crucial thing is to apply whatever you learn to your life. This is going to give you far more depth than searching through similar books on the subject (although these can help to form a well-rounded picture, too).

As a writer, it is advisable to be open to the content of your book coming from 'the dance of life', rather than from a rigid or set viewpoint that you are fixed upon. The best writers take an investigative role to gain all the knowledge they need to write their book and are open to it coming from a variety of sources – even unexpected ones.

The key is to always remember that an evolutionary, transformational book in this field is not going to consist of regurgitating a list of facts. As we said earlier, you are going to want to elevate the reader way beyond where they are at present. All the research and knowledge in the world is not going to compensate for a writer who has not been on a journey with the material themselves, so knowledge is secondary to real-life experience.

There is something else to consider that might not be obvious until you start writing. Sometimes you actually know more than you realise! If you have become unconsciously competent at a particular skill and you have been practicing it and studying it for a long time, you may find that when you sit down to write, you surprise yourself. You may give consultations and advice to clients, for example, and find yourself saying things, and you can't even fathom where they actually came from. It's like it comes 'through' you. You may find something similar when you begin to write. So, be prepared to surprise yourself when it comes to what you know! In a case such as this you might frequently find yourself saying something along the lines of: 'Did I write that?'

YOUR MOTIVATION TO WRITE

Another aspect that we need to explore is your motivation to write. Why do you actually want to write a book? What's driving you towards this goal? In the introduction to this book I asked you if you have heard a calling, and if there is a deeper reason why you are taking the time to read this book and apply what is in it to your work. Something within you has likely repeated over and over again: *I'm going to write a book one day*, and it seems that day has come. But before we go any further, I want to double-check with you that your motivation is a healthy one.

Pause for one moment, and, without thinking about it too much, do the following exercise:



MAKE A LIST IN BULLET POINT: *What's motivating me to write this book?*

Hopefully you have a number of answers, which may include some of the following:

- I want to be in service to others.
- I have a message to share.
- I want to reach a wider audience.
- It's my life purpose.
- I'm seeking recognition.
- I want to be heard.
- I want to prove I can.
- I want to make some fast cash.

There will be a mixture of reasons why this calling is so strong for you. Some of them will be in service to others. Some of them will be to forward your own interests and business. Others will be around you living your life purpose. All are relevant. However, it is essential that the primary motivation is one of being in service to others. The most effective and evolutionary books in this field are ones that are written with love and devotion to those whom they are serving, and out of the passion to support them to heal, transform or awaken. In Chapter 5 we will explore your audience in more detail, examining what their needs are and how you will meet those needs with your book. A book written without the above


considerations in place will usually be disconnected from the reader.

That being said, there is still room for acknowledging what you will get out of writing a book. Many of the clients I have worked with, particularly if their book is of a spiritual nature, have felt uncomfortable owning where their book fits into their overall business or life plan (if they even have such a plan). Serving yourself and serving others are not separate from one another. You can be deeply committed to the service of others without operating from a place of self-sacrifice.

It is very challenging to serve others when you are operating from a self-sacrificing paradigm. I went to hear the Dalai Lama speak in New York recently and he echoed a similar sentiment – that serving others and serving the self aren't separate. Your book is the interplay between how you are showing up in the world and the people who will receive what you are bringing. Novice writers in this field, who take a more 'self-sacrificing' approach, are usually writing from their filters or programmes around lack. If you are writing from this place you are less likely to take care of your own needs as a writer, such as your energy levels, rest, nutrition, exercise, meditation, and so on, and your writing will most likely suffer as a consequence. Acknowledging what you gain from a place of self-love, and paying great respect to yourself as a writer are other elements that we will explore throughout this book. When we come to Chapter 11, *Momentum*, we will look at your extreme self-care as an author. If you have not been writing or operating from a place of extreme self-care in your life, you will be encouraged to put measures in place, which help you to look after yourself as you write your book, and in your wider life, too.

On the other hand, if your motivation to write is purely built upon a self-serving, egoic need, then it is equally likely that your project will have no wings. I will always politely turn away coaching clients whose only answer to: 'Why are you writing this book?' is: 'Recognition.' Because although you are free to bring your own unique gifts to the world, and living on purpose is a crucial part of your personal and spiritual growth, if your sole motivation is self-service, then you would be writing from a place of pacifying your ego. In other words, your book would be purely for you and not specifically for an audience. A book of this nature would be unlikely to succeed. We will explore this more in Chapter 5: *Your Audience*.

I have also encountered a number of people who feel like they have something to prove by writing a book. As though writing the book will fill some emptiness within them or give them a piece of themselves that they haven't been able to get from elsewhere. They often feel they have something to prove to a particular family member (either living or dead), and they think that writing a book will give them some kind of resolution.



CHECK IN WITH YOURSELF: *Spend a moment reflecting on whether or not you think that writing a book is going to give you something that is 'missing' in your life, or that you aren't writing it because 'X' never believed in you.*

This can be more common than you might think, and if this is the primary motivating factor, the book will have a tone that is tainted with the need for approval from others.



Journaling Questions:

- *In what ways does this book fit into my overall mission and business plan?*
- *What do I get from writing this book?*
- *Do I believe that writing this book will fulfil some other need for me such as recognition/acceptance, etc., that might be best met elsewhere or dealt with in my personal growth sessions?*

One further note on motivation: if your answer to 'Why are you writing this book?' was: 'To make some fast cash,' you might want to look at an alternative means of cash generation. In your long-term business plan, with a well-built platform (which we'll come to in Chapter 14), your book has the potential to attract new clients to your business, increase the amount of speaking engagements that you have, and enable growth in areas such as workshops and training courses. But it is uncommon for a book to instantly generate major revenue into your business (unless you already have a platform of tens of thousands and a ready-made audience to receive your work).

YOUR WILLINGNESS TO PUT YOURSELF OUT THERE

Another factor to consider whilst we are looking at you, is your willingness and ability to connect with your reader: not just in the written word, but face-to-face, and through social media channels, too.

The self-help and spiritual fields differ radically from other genres. If you are a fiction writer you can get away with being reasonably estranged, rarely giving interviews, tucking yourself away in some quiet corner of the world, as you type away in solitude on your keyboard. Sometimes this even adds to the mystique of the persona. As a fiction writer you would likely be required to turn up to book signings when the book launches, but even when you do, it would be fairly acceptable for you to be quirky or aloof.

The self-help industry is the polar opposite. As a writer in this field, the ability to develop a deep rapport with your readership, both through the written word and through all other channels of communication, is paramount. These days, even if you secure a lucrative publishing deal with one of the top self-help publishers, you will still need a platform and supporting list in place before a publisher will even consider you. (We'll discuss this more towards the end of the book in chapters *Publishing* and *Marketing*.) So my first question to you is: have you got what it takes to do this?

Many emerging authors in this field have a kind of 'fairy godmother' belief in publishers. I've met countless potential authors who are 'waiting to be discovered', but these days much of what a publisher will do for you rests

upon what you are bringing to the equation yourself. Even if you are considering self-publishing, you still need a platform in place in order to make a significant number of sales.

If you have zero platform at this stage, then you can write your book whilst you develop your platform. You might want to read Chapter 14, *Marketing*, and implement some of the ideas shared there alongside writing your book. The key is *not* to leave this until after you have your completed manuscript.

Fundamentally, if you are committed to writing the book, then you need to have the same commitment to how you will get it out there, right from the start. This piece is just as important as your skill as a writer and where you are in terms of your own transformation, knowledge and experience.

SUMMARY OF REFLECTIONS & EXERCISES FROM CHAPTER 1:

1. What are you bringing to this project? Have you healed or transformed that which you are writing about? Do you have the knowledge and experience to create heartfelt and meaningful content for your book? Do you need to gain more knowledge or experience in order to move forward with your project? What's your next step?
2. What is your primary motivation to write your book? Check in with yourself that your primary motivation is to be of service to others.
3. What's in it for you? Where does the book fit into your overall business or life plan and what do you

hope to gain by writing and publishing your book?

Now we have considered you, in the next chapter we are going to take a deeper look at any blocks that might be preventing you from writing an evolutionary, transformational book.