

# 5 STEPS TO WRITING A BOOK THAT GENERATES INCOME, CLIENTS, AND INFLUENCE

*A Simple Guide for  
Coaches and Consultants*



SALLY LOTZ

Book Coach - Your Path to Writing



If you're a high-achieving coach or consultant, you already know the power of positioning yourself as a thought leader. A book can do just that—help you stand out in your field, secure lucrative speaking opportunities, and attract corporate consulting clients.

Writing a book can feel overwhelming, especially when you're not a writer. You start doubting and questioning.

- Where do you start?
- What if you get stuck?
- How can you ensure your book actually drives the opportunities you're aiming for?

Understanding your audience, having a clarity on your purpose and narrowing down your message are all parts of building a strong foundation. This guide breaks the process into five actionable steps that will take you from idea to a powerful, authority-building book.

*Sally Lotz, Book Coach/Author*



# 1. Clarity of Purpose

Clarity of purpose is the foundation of any successful book. It begins with you and knowing **WHY** you're writing. Whether it's to build credibility, grow your business, or inspire your audience—you can tailor your message to resonate with your readers. This focus not only makes the writing process smoother but also ensures your book becomes a powerful tool for achieving your personal and professional goals.

## ACTION STEPS

What is the main purpose of your book? WHY are you writing? Here are some examples. Make it yours.

- To share my expertise and build credibility.
- To grow my business or attract clients.
- To inspire or educate my audience.
- Other: \_\_\_\_\_

# 2. Compelling Idea

Every successful book begins with a clear, compelling idea that speaks directly to a specific audience. Thought leaders, coaches, or consultants aiming to amplify their voice or secure speaking and podcast opportunities, your books need to do more than just share information. Your book should solve a specific problem or answer a burning question for your ideal clients. The idea for your book needs to be sharpened to a narrow point, just as you did for your business.

## ACTION STEPS

Ask yourself:

- What problem do I solve for my ideal clients?
- What questions do I answer?

Write a one-sentence summary of your book's compelling idea. It's a simple formula using your answers from above.

For example: "This book will teach xxxx how to xxxx so they can xxxx."

# 3. Audience Alignment

A book that connects deeply with its readers starts with a clear understanding of who it's for and the value it provides. Audience appeal ensures your book speaks to the right people, offering them insights or solutions they can't find anywhere else. Alignment goes hand in hand with CLARITY and your COMPELLING IDEA. Without these three, your book risks being overlooked, no matter how great your ideas are.

## ACTION STEPS

Take some time to discover your audience.

*You may need to go back and revise your answers in the Compelling Idea section.*

- Are you writing for entrepreneurs, executives, individuals seeking personal growth?
- What is your specific NICHE?
- Is your reader familiar with your topic?
- Are your readers beginners eager to learn, moderately experienced professionals, or experts seeking advanced strategies?

# 4. Unique Positioning

Your book is a tool, and it needs to capture attention and make an impact. In a crowded marketplace, your book needs to stand out if you want to have success. A unique and well positioned book will also help you secure speaking or corporate consulting opportunities.

Unique positioning ensures your book offers something fresh and valuable, setting it apart from the competition. Without it, your message may blend in with countless others. Understanding your unique messaging will help you prevent writer's block and other hurdles you may experience during the writing process.

## ACTION STEPS

Evaluate the competition while focusing on your audience needs. Consider these:

- Have you researched similar books in your field? *Knowing what's already out there helps you identify gaps your book can fill.*
- What unique perspective, approach, or framework do you bring?
- How is your message the same but different?

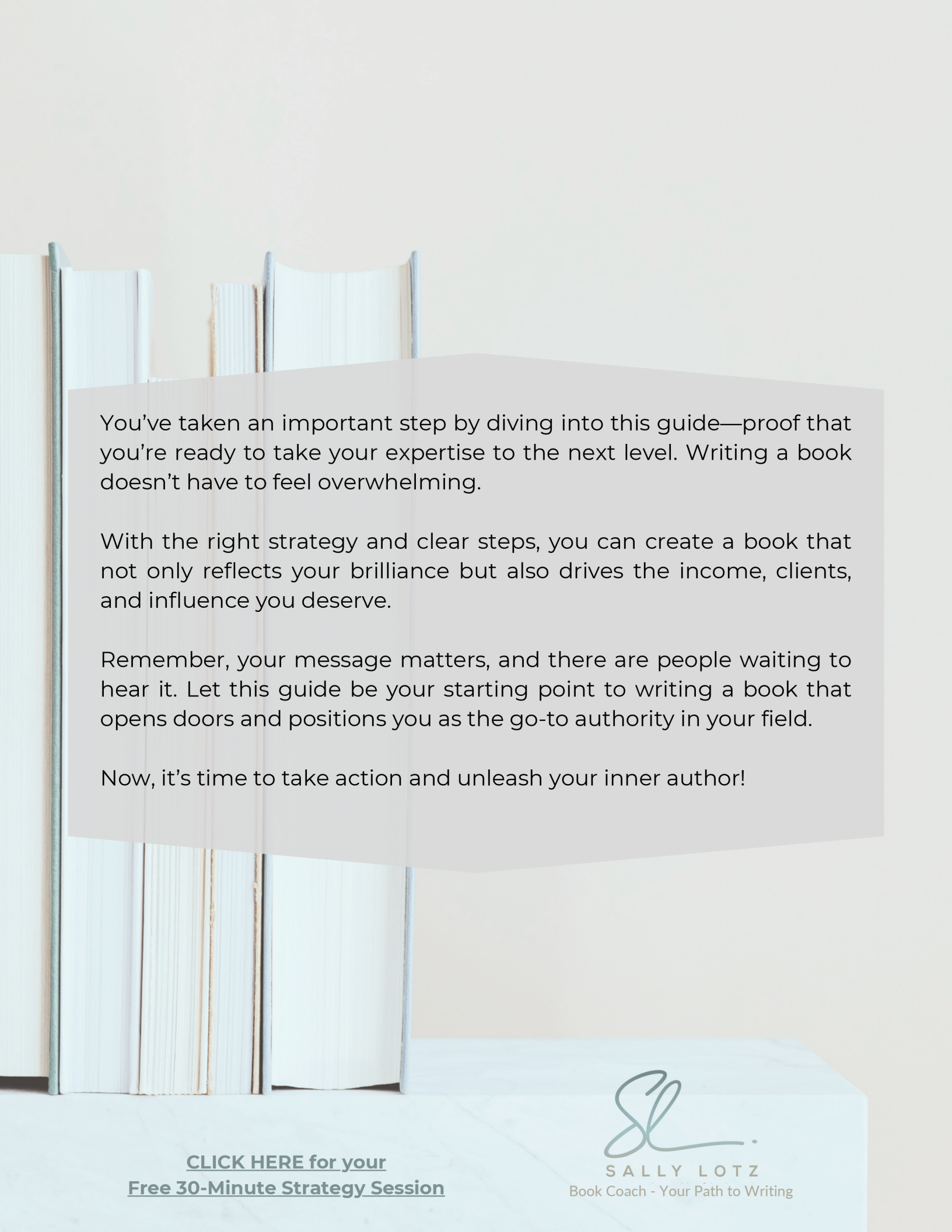
# 5. Readiness and Commitment

Writing a book is transformative for the writer, but it's also a journey for the reader. It requires more than just a great idea, clarity, alignment, and positioning. It requires readiness and commitment on your part.

Understanding where you are in the process helps you build momentum and set realistic goals for turning your vision into reality.

## ACTION STEPS

- How much content have you developed for your book? (Outline, notes, written a few chapters already)
- Set clear milestones. Break up the steps to make it manageable for you.
- Set up a writing schedule where writing is the priority.
- Identify your support system. Who can you go to for accountability, feedback and encouragement?



You've taken an important step by diving into this guide—proof that you're ready to take your expertise to the next level. Writing a book doesn't have to feel overwhelming.

With the right strategy and clear steps, you can create a book that not only reflects your brilliance but also drives the income, clients, and influence you deserve.

Remember, your message matters, and there are people waiting to hear it. Let this guide be your starting point to writing a book that opens doors and positions you as the go-to authority in your field.

Now, it's time to take action and unleash your inner author!

[CLICK HERE for your  
Free 30-Minute Strategy Session](#)



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