



'Transformative Innovation by Embracing Feminine Energy'

Do you have a book in you? 9 tips to get you started!

We all have a book in us, because we all have stories in our lives...

However, we may think that we will never be able to write a book. It was certainly my case a couple of years ago. When I was sharing personal and professional stories, how many times my friends and even total strangers told me: "You should write a book". And here I am, rolling my eyes and explaining that I am a talker, not a writer, not to mention writing a book in another language!

And in December 2020, *Venus Genius: The Female Prescription for Innovation*, was born.



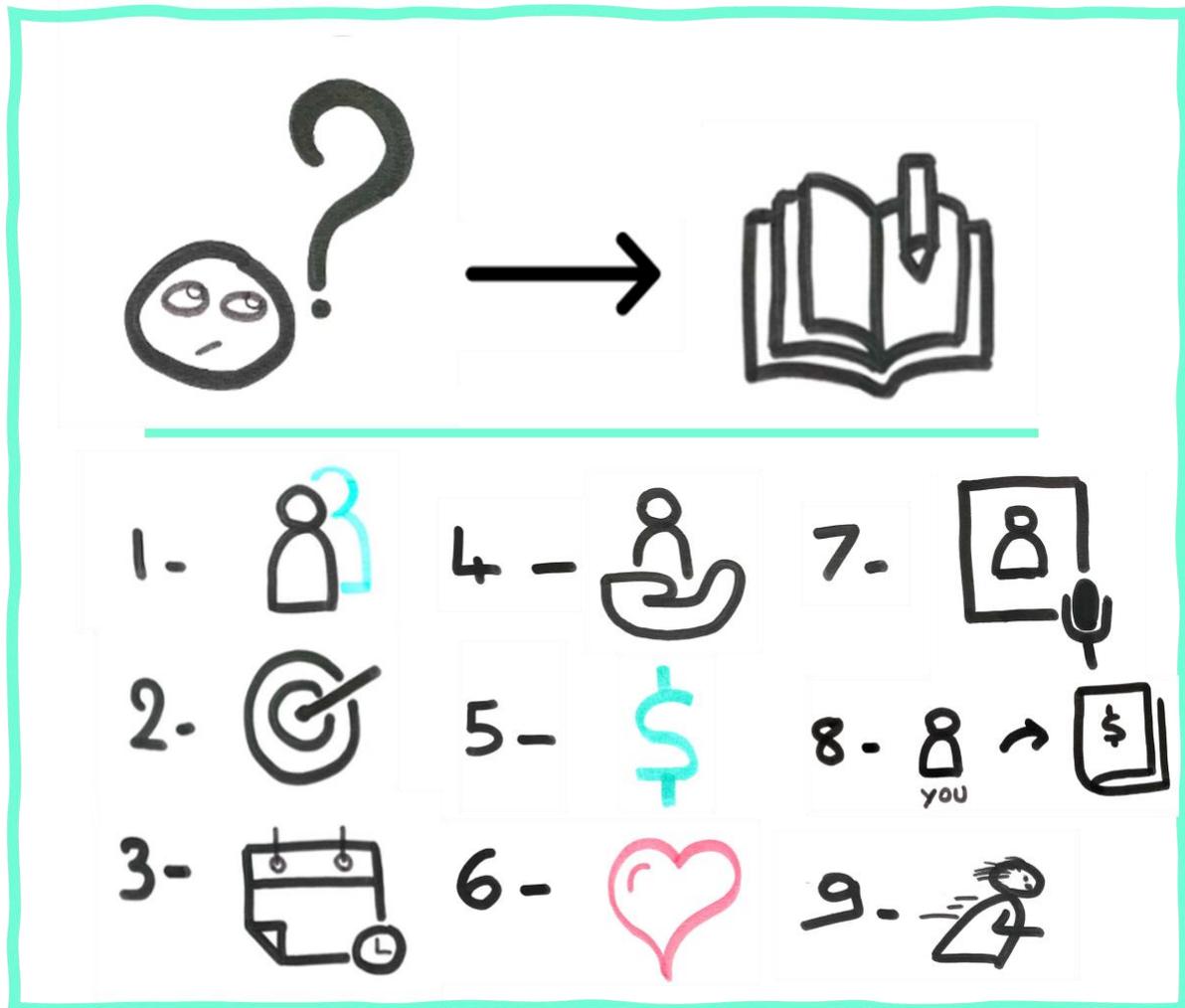
Venus Genius : the Female Prescription for Innovation is on Amazon: https://lnkd.in/dXbs_WK

How did that happen? Here are some tips I learned along the way:

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1. Get over the 'imposter syndrome'

You may think that writing a book is reserved for people who have a talent for it and are making newspaper headlines. You need to realize that what you have to say has value for other people. Anyone can write a book but it requires motivation, resources and perseverance.

2. Identify the purpose behind your book

Take the time to reflect on the reasons you want to write as well as on your key messages. You may want to become a full-time writer, just deliver a message that's close to your heart, or use the book to land a job or speaking gigs.

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3. Make a commitment and free-up time

Once you decide you really want to write the book, you have to commit to yourself and to the people who will support you. Writing a book is extremely time intensive. It won't happen unless you dedicate time to writing. You may write according to scheduled sessions or sporadic intense ones. You may need - or not - the pressure of deadlines to deliver.

4. Get the appropriate logistical support: editors, publisher,...

You cannot do it alone. You will need the appropriate logistical support like editors and publishers, or ghost writers. You can hire them separately or use a program as I did.

5. Decide on how to finance the publishing

You need to be proactive as it is a significant investment and future sales are not guaranteed. Think how you plan to fund the publishing: self-fund or crowd fund?

6. Create an emotional support network:

It is quite obvious to think about the logistical support, but what about the emotional support? It is crucial though as it's a long journey... It can come from family, friends, colleagues, fellow authors or even strangers,... I discovered that writing a book was quite fascinating for a lot of people.

7. Interview people around the theme of your book

You may have the tendency to jump into writing, however, what about interviewing people around the theme of your book and jot down their stories? Be inclusive as the best insights may come from people who have nothing to do with your topic. I assure you these interviews will enrich your book and may influence your key message as it did for me.

8. Even if you're writing a business book, don't hesitate to use personal stories

As I wrote a business book I didn't expect to write about myself. It just happened as the story unfold. Don't be shy as it makes your book different and more personable.

9. Start and don't turn back

It is a long and bumpy road and you'll have lots of times when you will just want to give up. Pause, come back to your purpose, get support from your network, and go for it!