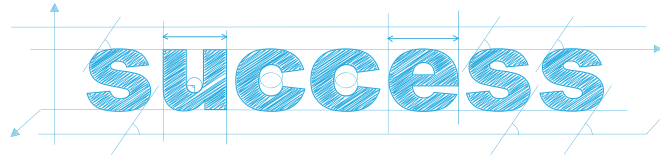


Ann McIndoo, the Author's Coach, Releases the Author's 21 Day Challenge using her wildly successful process on *How to "Get Your Book Out of Your Head and Into Your Hands"*



The Author's Coach, Ann McIndoo, has released her new program, the Author's 21 Day Challenge in which she takes you step-by-step on how to write a book – quickly and easily.

For the first time, Ann McIndoo, The Author's Coach, is launching a 21 Day Challenge designed to show professionals how easily and quickly they can write a book. Having helped more than 1,600 professionals write a book in the past 15 years, Ann has fine-tuned and streamlined the book-writing process.

According to McIndoo, becoming a published author is easier than most people think. “Everyone has a book in their head. My job is to help them get their message out of their head and into a bestselling published book.”

In a recent interview, when asked about the process of getting a book out of someone's head, McIndoo answered, “Most people freeze when they see a blank screen and think they have to write an entire book, which can be a huge endeavor – like eating an elephant. I give my author clients small bite-size assignments to create the structure and content for their book. These small tasks make the process easy to create the chapters, talking points and most importantly, their message.”

McIndoo has created the “Author's 21 Day challenge” in which she shares her entire process, including the Manuscript Grid™, a technique McIndoo created, which is the foundation to creating the structure of your book. “Before the author talks (or writes) anything, the first step is to lay out the structure of the book. The author is asked questions to organize their thoughts, notes, content and ultimately, their message”.

McIndoo specializes in teaching authors:

- What to do BEFORE the author picks up a pen.
- How to organize the material.
- How to produce content for the book.
- How to stay motivated, deal with procrastination and “writer's block”.

“If you are a Speaker, Coach, CEO, Trainer, Consultant, any kind of professional, in business, your book is your calling card. It serves you in two ways”, explains McIndoo. "It makes you an AUTHORITY and positions you as an Expert. If you have a process, a system, a way of doing something – *you have a book.*”

When asked how long it takes to write a book, McIndoo answered, “As long as you like. The average time is two to three months. With the “Author’s 21 Day Challenge”, you can have your manuscript in your hand in 21 days. 3 weeks. That’s it!

McIndoo says, “The great news is using a coach makes the book writing process easier and quicker than going it alone. It's a secret nearly all bestselling authors use. It's still their message and their voice. A coach just helps them get it finished and published.”

To learn more about Ann and the Author’s 21 Day challenge, visit:

www.SoYouWantToWrite.com

Contact Ann: Ann@SoYouWantToWrite.com