# WRITE A BOOK TO ESTABLISH

# YOUR PERSONAL BRAND

### ACTION STEPS

1. Once you’ve started developing your personal brand, take a look at the content you’ve already created. Is there an overriding theme (or more than one) that could be turned into a book or book series? Where are the gaps? How can you fill them?
2. With the help of resources like [*The Author’s Blueprint: Successfully Write a Non-Fiction Book, Conquer Procrastination and Never Get Writer’s Block Again*](http://www.amazon.com/The-Authors-Blueprint-Successfully-Procrastination/dp/1479349097), start creating a plan and timeline to complete your first book. Remember: Your first book can be an e-book, which takes significantly less resources than a paperback.
3. Start assembling a team who will help motivate you in addition to helping you create a book that you can be proud to author.