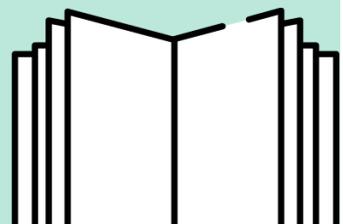
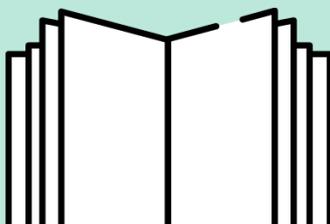
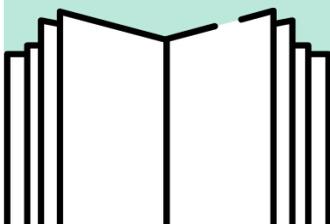


WRITECOME.COM PRESENTS

"YOU CAN'T WRITE A BOOK!"

Why Most People Don't Write Books Or
Do Anything Worthwhile With Their Lives



“You Can't Write A Book!”

Why Most People Don't Write Books Or Do Anything Worthwhile With Their Lives.

By Barry J McDonald.

This booklet is dedicated to the kid that once had a dream.

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Introduction

There's probably a reason why the title of this booklet spoke to you.

It's probably a doubt that's surfaced when you thought of writing a book. Or maybe it's the exact response you've gotten, or expect to get from a family member or close friend. - Along with any, if not all, of the following...

'You've never written anything worth reading.'

'You flunked English at school.'

'What have you got that anyone would want to read?'

'I've known you all your life, there's nothing that happened to you that's worth reading. - Now, me, I could tell some stories.'

All of those 'sweet' comments have probably shot down more writers than anything else. And depending on how much you trust that person's opinion - (most of us give too much weight to comments like that) - you scurry back into your shell and pass it off as a joke. 'You were kidding.' They're so right. Of course, people wouldn't give up cash, or even time, for anything you make.

Anything **you** make.

I want you to roll that over your tongue for a moment. - Anything...you...make.

Because if it comes from you, it's got to be bad, right?

That's the journey we're about to go on in this booklet. We're about to go through all the reasons why you can't write a book.

Why?

Because if I painted a beautiful landscape of all the wonderful things you could do with your writing, you wouldn't believe me.

You'd nod along, say all of those things are wonderful, but the majority of you wouldn't believe me. I'd only be talking to the tip of the iceberg and not the larger hidden part that's below the surface.

So, rather than getting all positive and expecting you to chant affirmations until you go into a dizzy spell, I'm going to walk you through all the bad areas. The

areas that you probably aren't even aware of. But ones that will prevent you from writing a book.

My hope is that when you see it all out in the open, you'll make better decisions. So if you do decide to write that book, you'll be prepared for what's ahead.

Think of me as the guy who pointed out all the reasons why Dorothy shouldn't go see the Wizard of Oz.

There's the crazy witch, the flying monkeys, that field that puts you to sleep, and oh yeah, those few weird ones she'll meet along the way. If she's still willing to go, she can't say she didn't know what to expect, and she'll probably stand a better chance of getting to Oz in one piece.

The same goes for this booklet. My hope is that by showing you what you're opening yourself up to, you'll make a better decision for yourself.

Let's take a look at your first stumbling block, 'Labels.'

Labels Limit

I'm sure you've seen many quiz shows in your time. We've got the contestant coming bouncing down the stairs, all excited to be part of the show, and clapping for themselves like a seal at the zoo.

Then we've got the show host with question cards or microphone in hand, ready to tackle them with their first two important questions.

'What's your name, and what do you do?'

Or as Arnie put it so well in Kindergarten Cop... *'Who is your daddy and what does he do?'*

The first question I could always get my head around, the second one, not so much.

'What Do You Do?'

Now I'm sure it was probably used as some way of building rapport, or maybe start up a conversation. In that, I'm sure if you answered 'window cleaner,' you'll be met with a question like...

'What's the most embarrassing thing you've seen when you've looked through a window?' Or a vet, *'What's the strangest animal you've ever treated?'*

But other than that, what has occupation got to do with anything? It's as meaningless as asking what they had for breakfast. *'Tea and toast? That's fantastic!'*

Unfortunately, we do look at people in different ways because of the titles that they have, or the labels that they have on themselves.

For example, if we were watching a show that had a window cleaner competing with a doctor, we would presume that the doctor was going to ace the quiz.

Why? Because you're unconsciously thinking....He's educated - He's been to college. - He's well read.

Then you find out after the quick fire round, that he hasn't got a clue about anything, and he comes away with one of the lowest scores on the show. Then we've got the window cleaner.

This guy, you're unconsciously thinking along the lines of... Not well educated - Doing a menial job - Not expecting much from this one.

But again, your first impression was way off. He knows about history, geography, pop culture, and finishes his round with an impressive score. Before either opened their mouth, you already had your prediction made. And all because you were predisposed by the label each man had.

Why?

Because we love to put people into boxes. Once they're in a box, we can understand them, and we can expect a certain result to come from them because of the label we've attached to them.

Doctor/Clever - Window Cleaner/Dummy

Boy Do We Love Our Labels.

Another example of the power of labels is layoffs and retirement.

Ever watched a news piece about a factory closure?

You've got the reporter interviewing the employees as they exit the factory after receiving the bad news. *'So what are you going to do?'* he asks.

'I've worked as a supervisor for thirty years. - I don't know what else I'll do now?'

'My whole family has worked here. My father, my uncle, my brother, and me. It's all we've ever known?'

Or how about retirement, when someone comes to the end of their working life and they have to give up their job, ever notice that they don't live long afterwards?

Or that they can't settle back into civilian life not having their title anymore?

Now you're probably wondering, what's quiz shows, factory closures, and retirements have anything to do with you?

In A Word... 'Labels!'

We love attaching them to people, and we live our lives according to the labels we, or other people, have put on us.

'Yeah, but how's a small thing like a label going to make a difference to me?' you're thinking.

Well, let's take a look.

Finish this sentence off for me.

I am...

How would you answer that question?

What's the first gut reaction to that question?

If it was something positive, go to the front of the queue and pick up your \$200, you don't need to read any further.

If it wasn't, you're not alone. - Most of us don't have a good impression of ourselves.

You may have answered, I am old. - I am fat. - I am stupid. - I am a failure. - etc. Now I want you to think about that label (and by the way, it is just a label) and what you attach to it.

So, for example, if somebody said to me, 'Well, 'I am old.'

What does that label say to you?

"I'm getting on in years."

"The best part of my life is behind me"

"I can't learn new things"

"I'm going to have health issues."

"I'm going to need my family for support before I die."

And on and on it goes.

That's just from one label.

Imagine you felt that you were old, stupid, a failure and untalented?

I'm sure you'd agree that I could fill this book alone with all the reasons why you're not going to succeed.

You Can't Teach An Old Dog New Tricks

Let's take the label, "I'm old, so I can't learn new things."

What's the chances you're going to do any of the following...

- Buy a modern laptop to write on?
- Buy a complicated piece of writing software?
- Learn how to format your books for a platform like the Kindle store?
- Learn how to set up a paid advertising campaign?
- Learn how to start collecting email addresses?
- Or a hundred other things that you'll need to learn to write and sell a book?

Each of those challenges are going to be ones that are too difficult to conquer.

And even if you do start to take them on, you'll look at your slow progress as proof that you don't have what it takes, and not that everyone else is probably in the same learning situation as you are. - It's just proof that you're too old to learn new tricks.

You're an old dog that can't learn new tricks.

And because you're thinking like that you're shutting off parts of your brain.

The Huge Filing Cabinet Hall In Your Head

If you imagine that all the knowledge, talent, and ideas you have, or ever will have, is stored in a huge hall filled with an endless amount of filing cabinets, you're going to do the equivalent of only looking at the contents of one drawer.

It's a drawer you've based all your life on, and you don't even see the huge amount of cabinets around you because you've got all the lights turned off in those areas.

It's the same as losing your TV remote or car keys.

You pull the room apart, tell the world that you can't find it, and that they're not in the room that you're in. And then one of your kids hands them to you.

They were right under your nose.

How could that be?

How could they be there and you not see them?

Simple, you told yourself that they weren't there. And when you told yourself that they weren't there, your brain ignored the information it was getting from your eyes. - Because the car keys weren't supposed to be in the front room.

The other person, on the other hand, didn't have that feedback loop and so saw what you weren't able to.

It's The Same With Witnesses At A Car Accident

Everyone's got a completely different point of view based on the bias they have.

- The young witness thinks that the old lady didn't know what she was doing and she's the reason for the crash.
- The older witness thinks that the youngster was driving too fast and the elderly lady didn't stand a chance.

Same accident, two opinions. All filtered through our bias and labels we have on others.

How Comfortable Are You With The Label Of Being 'A Writer'?

Now, while I could tell you right now that you've got the makings of a writer, how comfortable would you feel with that label?

If you were at a dinner party and someone introduced you as a writer, what's your first thought? To embrace the idea and roll with the idea of being a writer, or to quickly change the topic of the conversation onto something trivial?

If you can't embrace the idea. Why is that? Maybe it's because of these reasons?

- I'm a fraud.
- Writer, no one was a writer in my family.
- Stephen King, now that's a writer. And I'm definitely no Stephen King.
- Oh God, what if they want to read one of my books?

Again, how comfortable you feel with accepting the label 'writer' is going to limit how much effort and criticism you put up with? And when that label's tested, if you don't feel comfortable with it, you'll crumble.

Crumbling With Criticism

How do you feel being told that you suck? That what you've just said is the most ridiculous thing that's ever been said, and that you should stick your head in a gas oven.

Feel inspired to open your mouth again?

Welcome to the world of criticism. We face it from family members, friends, social media, and don't forget where you faced it the most, school.

Remember the blast that it was going to be? How your parents built it up to be a great arena of learning? And that it was going to be the making of you?

Or did you, like most folks do, come out of it a nervous wreck always watching what you did and said?

What Happened To The Kid With The Skinned Knee?

You know the one that skipped into school on her first day? Remember her?

Remember how you thought school was going to be like one of those kid shows like Sesame Street, where the teacher was going to give you 100% of her attention and speak to you in that soothing voice? - That probably went out the window after all the parents left, and Mrs Hyde made an appearance.

And then there were tests and exams? - Bad enough your classmates telling you that you were a dummy, you now had a physical piece of paper to prove that fact.

Some people were clever, but you weren't one of them.

And let's not forget that red pen, the one that underlined, scratched through, and pointed out every one of your errors. - Just in case you might have missed them.

You Suck And Your History Proves It

So when someone tells you that you suck, aren't clever, and that should stick to what you're good at, all the past history in that head of yours is filled with evidence to back all of that up.

But, and if I say but, you decide that you're going to give that writing thing a go, the confidence behind that action is paper thin. - It's as see through as the windscreen on a car.

And the first sign of criticism and that notion is gone, never to make another appearance in this lifetime. You tried that thing once, it sucked, and now you can add that to the landfill of ideas you tried out that never worked.

You're not a writer.

Your school never told you you could write.

Your friends never told you that you could write.

Your family never told you you could write, because hey, there's never been a writer in this family.

It's A Wonder Anyone Becomes A Writer.

And yet, everyone wants to write a book, or has part of one on their computer's hard drive.

Will they ever write it?- Probably not.

Ask any of them 'Why?' And you'll get a ton of reasons.

'I haven't had the time recently.'

'Yeah, I must get back to it.'

'It needs some editing. It's not ready yet.'

Each one an excuse to avoid criticism.

It's Safe In It's Safe Space

On the little hard drive in their head, or device, it's safe there. It's fenced in and kept in that pasture where it's safe from the evil world.

In there it's a great idea, a movie in the making, and they're signing autographs for fans. Hit publish, and that little unicorn land is laid siege like the final battle for Pandora from the movie 'Avatar.'

Grim thought, right? But criticism can do that to you.

It can make you run for shelter, like that time when you said something that made everyone in your group look at you. Then you smiled and told them that you were joking. Yeah, you knew you couldn't write a book. It was a gag, a prank, a way to show that any idiot could write a book, as if ever..'

And What About Your Own Criticism?

What about the software you pass your own thoughts and ideas through? Is it one that's your own personal cheerleader, or is it like a Star Trek phaser set to 'Kill' instead of 'Stun.'

And if anything does come off the other end of the mental assembly line, has it been cut to shreds for all the things that can, and will, go wrong?

Ever notice that there's a strong link between what could go wrong and other people?

- What could go wrong writing a book? - *I'll get laughed at.*
- What could go wrong with me voicing an opinion? - *The herd will turn on me.*
- What could go wrong if it's a flop? - *It's more ammunition that can be used against me by friends and family members.*

Don't Believe Me? What If You Were The Only Person On Earth?

What if you were like Will Smith in 'I Am Legend,' living in a world of your own.

You've got access to drive any car, the ability to live in any home, and no one around to criticise your singing, your drawing, and your writing?

Now, apart from it probably being the loneliest place in the Universe, it does take all the weight off your shoulders. There's no opinions but your own. A thought comes into your head and you hum it, sing it, draw it, or write it.

Add even one person into the mix and it's a different story.

You want them to like your work. You want agreement that that scribble you put on that huge canvas is a work of art. And in that moment, you've put their thoughts above you own. What they think of your work is more important than your own. You might have had fun putting it together, but because they don't like it, it's bad. - Their opinion matters far more than your own.

Now the pressure's on.

- How can you make your next piece better?
- How can you get more smiling heads nodding, and pointing out your genius?
- How can you keep them happy and keep them by your side?

You've gone from someone that's once been free to becoming a performing monkey to keep the tribe happy.

What could go wrong? Everything. And because everything could go wrong, it's safer not to try.

And then there's the slippery slide of success to deal with...

Slippery Slide Of Success

What's your thoughts on success? Run toward it, or run from it? And what's the opposite of success? Depending on how you feel and answer those questions it's going to be tough for you to write a book or anything for that matter..

Let's take a look at the word 'Success' for a moment.

Like the labels you read about earlier, there's a lot of mental baggage that comes with success. - Here's some thoughts that might be bubbling below the surface...

- Success is for other people like the Jeff Bezos of this world and not little ole me.
- Success is tough, you've got to give up too much to achieve it.
- You've got to know somebody to achieve it.
- We all can't be successful. If there's winners in this world, then there's also got to be losers. And me, I'm in the second camp.
- You can't be successful all your life. It might happen once or twice but that's it.
- When you're successful it puts more pressure on you to stay successful and I don't need that pressure.

Or maybe you've got your own spin on what success means to you. It only happens to crooked people, those that break the law and don't get caught, or a hundred other ridiculous beliefs.

If you've got all that negativity in your head, it's no wonder success seems beyond you, or seems like something that's out of your control. Other people can have access to it, but that road is closed off to you.

And if you don't believe you'll ever be successful, what's the point in writing that book of yours. Because if it isn't successful, then it's got to be.... (I'll let you finish that sentence off.)

The Opposite Of Success?

It's got to be failure, right? Because according to school, you're either a success or a failure. And you didn't come out of the education system feeling anyway like a success, did you?

There was that exam page that came back to you with that 'F' in the top corner. - And F is for failure, right?

And there's nothing we run from as much as failure.

- We take on jobs that feel safe and risk free.
- We don't embarrass ourselves in front of others.
- We don't voice our opinions if it's the opposite to the majority.

Each of those paths lead to failure. What if you're not good enough for that job and you're sacked? What if you're the worst dancer on the dance floor? What if you voice your opinion and alienate yourself from the herd?

Failure Puts A Target On Your Back

Because of that we live small lives, don't draw attention to ourselves, and go with the herd. And is it any wonder, when society drums that into us over and over again?

- A newspaper tells us a story of a millionaire who got 'too big for his boots' and relishes in his business collapse.
- Twitter attacks a celebrity who said something stupid 20 years ago.
- FailArmy is one of the most popular channels on YouTube because we love poking fun at other's falling over and making a fool of themselves.

All publicly shamed, and judged by people who've never taken a risk in their lives. Because if they were doing anything risky themselves they'd either be too busy, or know how tough it can be reaching for the golden ring and have some sympathy themselves.

But that's not where the fun is. The fun is being a critic, someone who's never wrong, and never had their ideas really tested. - Like a politician on the opposing side, knowing they'll never get into power and never have to prove themselves, everything is wrong, and I'm better than you are because I'm never wrong.

We're Also Surrounded By It.

Listen to most local gossip and you'll find it brimming with stories of failure. Marriages breaking up, someone going bankrupt, and 'You'll never believe what so and so tried to do.'

The success stories in your area?

If you're living in 'normalville' they're probably few and far between. And for those that are doing well, they don't deserve it, are thought of as 'Who do they think they are?' and life isn't fair to people like us.

Ask anyone if they want to be successful, and they'll nod their head in agreement. But inside, they hold tightly to staying exactly where we are.

The Kid With The Dream Is Dead

Ask any kid what they want to be when they want to grow up, and you'll never be met with a 9-5 job (stacking shelves) as their ambition. We dreamed of being explorers, astronauts, and filling out stadiums with world tours. But over time, family life and society became the cheese grater we bumped up against.

Each time we were met with a 'You haven't got the talent...' 'You haven't got the brains...' 'No one in our family ever did that...' a little part of that dream got knocked off and you were made smaller. The dream never got smaller, but the kid that dreamed it did.

You weren't good enough. You didn't have what it takes. And what if it all goes wrong, what'll you do then? All statements dripping with the thoughts of failure, and believing that it's better to play it safe in this life, because the best is yet to come in the next. - Keep your head down until Nirvana comes, this life is just the warm up for better times.

Finally, Success Is Limited

And don't forget that success is limited. That like the scales of justice, the few that swing to the top are supported by the masses. - It's the stars, and the worker drones. The talented and the untalented. And if you ain't a Bowie or Beyonce, you'll need to wait for the next reincarnation, buddy.

Should You Write A Book?

After seeing the world from the negative side of the street, it's easy to get disheartened.

What's the point? - Your mind's working against you, you've been brought up to think you're a failure, and there's a part of society that's going to relish your downfall.

But it's for those very reasons that you need to write a book.

In a world, that's like those crabs pulling the escaping ones back into the boiling pot, your escape can prove to others that escape is possible. That yes, there can be an author in 'this family,' that your story is no less important than anyone else's, and that heroes can live around the corner.

Unfortunately in a world where people live with negative visions for their life, or a neutral one where everyday's predictable - other than the boxset they're viewing on Netflix - it's easy to believe that the posters in your bedroom wall were people that were superhuman, or breathed different air than we did.

If they did have a superpower, it was their ability to listen more to the voice inside that told them that they could do it, than the world outside that wanted nothing more than to tell them it couldn't.

I wrote at the beginning of this booklet that I had five minutes with Dorothy, I'd advise her of all the dangers that lay ahead for her on the way to Oz, but I'm sure she still would have taken the journey because the calling inside was too strong for her. - She had to get to Oz.

If you've got the urge to write, then there's a good chance there's someone out there that needs to read it. That's how this book came about. - The words came to me, I put them down, and now you're reading them. That's it. Whether you like them, that's on you. - *But me, I'm glad I wrote this piece. I've said all I needed to say.*

Hopefully maybe that's inspiration enough to get you started.

If it is, and you'd like to join me on this journey to becoming a writer or anything worthwhile for that matter, I'll leave you with this final thought..

'You'll never find a statue built to celebrate a critic.'

Question everything, especially the thoughts and beliefs you never question.

Cheering you on from the sideline,

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