

6 Mindset Shifts to Finish Your Book and Get Published

A Guide by Sally Lotz, Book Coach – Helping You Develop, Write, and Finish Your Book

WRITE TO EXPRESS - NOT IMPRESS

Your book is a reflection of your unique voice, not what you think others want to hear. When you trust your message and write from the heart, you'll attract the right readers—those who connect with your story, value your expertise, and see you as the guide they need.

Let go of doubt and embrace the power of your own words.



STAY POSITIVE

A positive mindset fuels creativity and momentum. Believe in your words, trust your message, and let optimism guide your writing.

Create a space that inspires you—play music, grab your favorite drink, and surround yourself with small comforts that make the process enjoyable. When you feel good, the words flow..

SPEAK KIND TO YOURSELF

Be your own biggest supporter, just as you are for your clients. The way you speak to yourself shapes your confidence as a writer, so replace self-doubt with encouragement.

If you find yourself questioning your abilities, grab a pen and write down the reasons your message matters—who you're helping, the impact your book will have, and why your voice is valuable. Just like in your coaching or consulting, mindset is everything



6 Mindset Shifts to Finish Your Book and Get Published

A Guide by Sally Lotz, Book Coach – Helping You Develop, Write, and Finish Your Book



COMMUNITY

Surround yourself with people who believe in your message. A supportive writing community can provide encouragement, accountability, and fresh perspectives to keep you moving forward. Just like in business, the right connections can make all the difference.

Need help finding your people? Reach out—I can share resources or connect you with like-minded writers who will cheer you on every step of the way.

WRITE FEARLESSLY

Consistency and discipline aren't about pushing yourself to write every day, but about creating a positive, sustainable habit that works for you. Celebrate small wins along the way—whether it's a paragraph or a page—because every bit brings you closer to your finished book.

Trust the process and stay committed, even when it feels tough. The more you show up, the more your confidence grows, and soon, writing becomes a rewarding part of your routine. Remember, progress is progress, no matter how small.



EMBRACE REJECTION

Rejection isn't the end—it's just a part of the process. Not every idea will land, but each setback teaches you something valuable. Keep submitting your work, learning from feedback, and improving along the way.

Fear of rejection can hold you back, but remember, every “no” brings you closer to the right opportunity. Keep going, and trust that each step is progress toward your goal.

www.sallylotz.com