

# September 9, 2021

## **MABC Book Co-Author Project Update**

42 participants so far!

October 31<sup>st</sup> is publishing date!

There is still time!

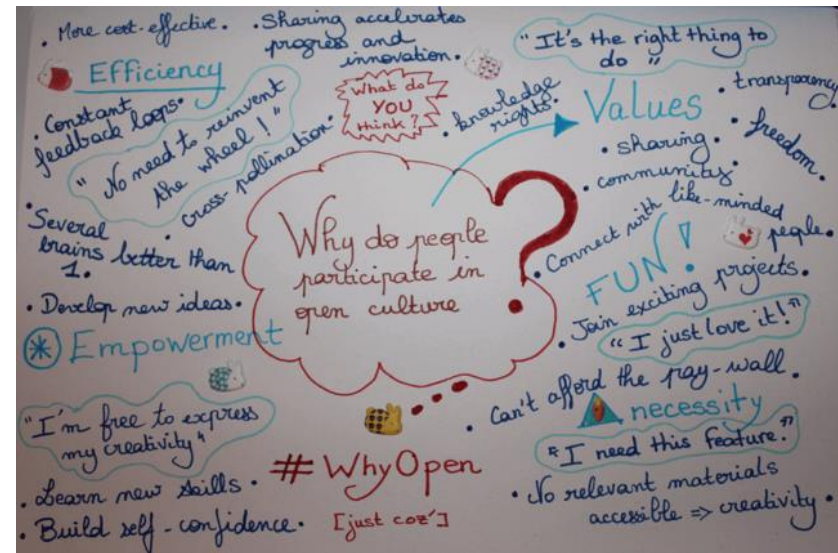
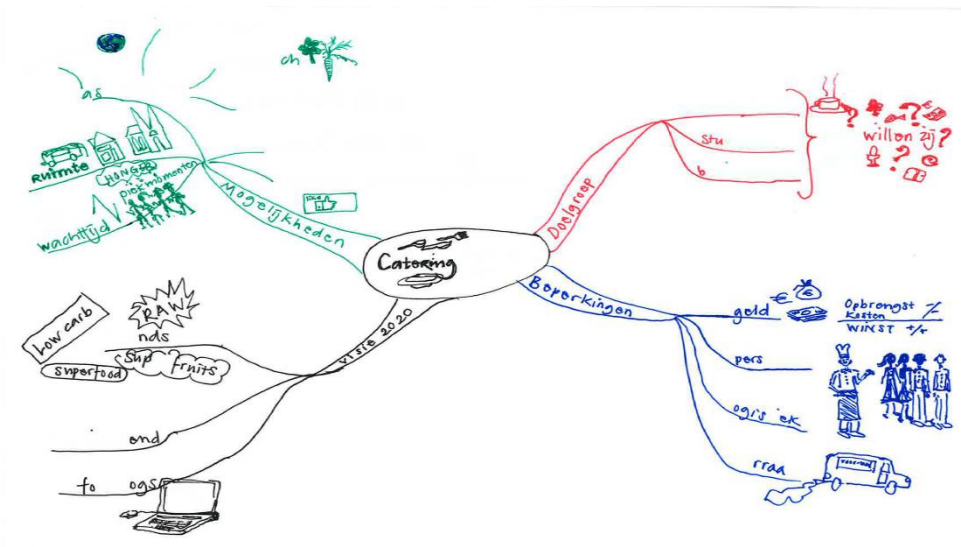
Support Sessions in September!

Sample submission available!

Headshot and Bio!

# MABC Guided Reflection

## Finding My TIP?



# MABC Guided Reflection

## Finding My TIP?

- **List 3 action words in your area of expertise.**
- **List 3 problems clients bring to you concerning your area of expertise.**
- **List 3 things clients don't know they need in your area of expertise.**
- **List 3 things you say to yourself when work is not going well in order to move forward.**
- **List 3 ways you plan for the months ahead in your work.**
- **List 3 favorite projects you have worked on/with/for.**
- **List 3 reasons why you would refuse a project/job.**
- **List 3 obstacles you have overcome in your work journey.**
- **List 3 vocabulary words or terms that your clients typically are unfamiliar with in your area of expertise.**

# MABC Guided Reflection

## Finding My TIP?

- What is a story you frequently tell clients about your work?
- Why/what do you enjoy in the work you do?
- How/why did you select the name of your company?
- What is your favorite motto?
- What bothers you about your work? OR Where is there a “bee in your bonnet”?
- Describe a time you failed.
  - How did you know it wasn’t working?
  - Who/what helped you get through it?
- What do you know now that you wish you knew 10 years ago? 20 years ago? Or even longer?
- Who have you influenced or mentored in your work? What would they say you have taught them?

# Taking a Teaching Approach

## Finding My TIP?

Info



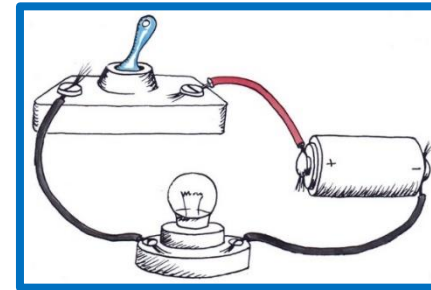
What do I want them to know or be able to do?

Explore



What examples, testimonials, experiences can I share to make *Info* applicable to the real world?

Create



What first steps can the audience try right away?  
What is the process for getting started?

Share



How will the audience know if the TIP is working?  
What should they be looking/listening for?

# Next Steps for MABC Book Project

- September is writing month!
- Writing Support Sessions:
  - September 16<sup>th</sup> and 23<sup>rd</sup> @ 9 am
  - September 29<sup>th</sup> @ 7 pm
- October is editing, revising, and finalizing month!
- October 31<sup>st</sup> is publishing date!
- November 11<sup>th</sup> is launch [purchase] date!