

Is Writing a Book Your Worthy Goal?

Michael Bungay Stanier (*MBS to his friends, and that includes you now*) has written **somewhere between eight and ten books**—he’s honestly lost count. Each one has dragged him through **the valley of despair, the swamp of misery, and, on particularly dramatic days, the desert of self-loathing.**

And yet—he keeps going. Because each book has also brought **momentum, joy, and a reminder of his "why."**

What keeps him (and maybe you) in the game? **Framing each book as a Worthy Goal** - a goal that is Thrilling, Important, and Daunting.

This worksheet helps you decide:

- ✓ Is writing a book **your** Worthy Goal?
- ✓ If yes, could Michael’s How to Begin process help you navigate the journey?

Ready? Let’s find out.

STEP 1: Is This the Right Challenge for You?

A Worthy Goal is **Thrilling, Important, and Daunting** (TID). If your book idea doesn’t hit all three, **it might not be the right thing *right now*.**

Rate your book idea on a scale of 1-7 (1 = not at all, 7 = absolutely yes). Be brutally honest.

Thrilling: Does the idea make you excited? Will writing this book be a joy, an adventure, or something you’d be proud to do?

Score (1-7)

Important: Does writing this book serve a bigger purpose or benefit you and others in some meaningful way?

Score (1-7)

Daunting: Does this goal stretch you beyond your comfort zone, pushing you to grow, learn, and experiment?

Score (1-7)

Total Score =



💡 **If you scored at least 15 out of 21, congratulations—this might just be a Worthy Goal!** If not, what's missing? What would make this idea a hell yes? What would nudge the numbers higher?

STEP 2: Are You Ready for the Journey?

Writing a book is **not the only way to share your ideas**. Before you commit, reflect on these:

Do you love writing—or at least tolerate it (with the help of AI)?

If you hate writing, you will really hate writing a book.

What's your honest answer? (Check one):

Love writing

It's okay with the right tools

Hate it

Do you have a clear message?

Can you summarize in one sentence:

"This book helps [WHO] to [DO WHAT] so they can [OUTCOME]."

Write your one-liner here:

Are you willing to market your book?

"If you write it, they will come" is a lie. Can you commit to spreading the word in ways that feel good to you?

What's one way you'd be excited to share your book?

💡 If you're hesitating on any of these, pause and reflect. What needs to shift before you go all in?

FINAL DECISION: ARE YOU IN?

Writing a book is a marathon, not a sprint. Before you commit, complete these two sentences:

I will say YES to... (e.g. committing to regular writing, embracing the challenge, marketing my book, asking for help)

I will say NO to... (e.g. perfectionism, waiting for the "right" time, doubting my idea)

🎉 **Final call:** Do you want to write this book, knowing everything you've just reflected on?

What's your honest answer? (Check one):

- Heck yes! Let's do this. Not yet... but I've got clarity on what's missing.

Next Step: Can *How to Begin* Help?

MBS's course *How to Begin* is all about **starting (and finishing) a Worthy Goal - something Thrilling, Important, and Daunting**. Could it be your coach and companion on this journey?

- I need help **clarifying my goal** and making sure my book idea is actually worth pursuing.
- I struggle with **self-doubt, false starts, and staying motivated**.
- I want to make sure my book will **give more to the world than it takes**.
- I need a **practical process** to start and keep going.

💡 **If you checked at least two of these, *How to Begin* might be exactly what you need.**

