

The *Expectant* — AUTHOR —

A TRIMESTER-BY-TRIMESTER GUIDE TO

Writing and Delivering
THE BOOK INSIDE YOU



WRITE WITH PURPOSE ♥ PUBLISH WITH CONFIDENCE ♥ LIVE YOUR LEGACY

FREE CHAPTER + CLARITY SHEET



HEIDI RICHARDS MOONEY



Welcome...

IF YOU'RE READING THIS,
SOMETHING INSIDE YOU
IS ALREADY STIRRING.



AN IDEA.



A MESSAGE



A BOOK.

This chapter is *your beginning*.

Not your final version.

Not your full plan.

Just your *first step*.

And that's all you need.



You don't have to have it all figured out.

You just have to *be willing*
to take the next step.

YOUR BOOK HAS ALREADY BEGUN.

Let's bring it to life. ♥

Purpose
Message
Impact
Legacy



♥
YOU ARE NOT ALONE.

You have a message.

You have a purpose.

And your book matters.

Let's make it happen.



Chapter 1

The Book Inside You

There is a moment that happens to almost every author long before the manuscript begins.

It's not a dramatic moment.

No fireworks. No sudden announcement. No perfectly timed inspiration.

It's usually much quieter than that.

It's the moment you realize: *I think I have something to say.*

Not just a blog post.

Not just a social media caption.

Not just a workshop outline or a few scattered notes.

Something bigger.

A book.

If you're holding this one in your hands, chances are you've felt that moment already.

Maybe it arrived while you were driving.

Maybe it showed up after someone asked you for advice for the tenth time.

Maybe you've said to yourself: "I should really write this down someday."

And then, like most people, you got busy.

Because life doesn't pause just because a book is calling.

But here is what I want you to know right from the beginning:

The book inside you is not an accident.

It's not random.

And it's not too late.

Most Books Begin Before the Writing

One of the biggest misconceptions about writing a book is that it begins with typing Chapter One.

In reality, most nonfiction books begin years earlier.

They begin in lived experience.

In hard-earned lessons.

In the things you've overcome, built, solved, survived, or learned through doing.

That's why so many thought leaders, coaches, entrepreneurs, and experts eventually feel the pull toward authorship.

Because at a certain point, what you know becomes too valuable to stay only in your head.

A book becomes a natural next step.

Not because you need to prove something, but because you have something to offer.

And yet, even with all of that experience... most people still hesitate.

Why Writing a Book Changes Everything

There's a reason so many thought leaders, entrepreneurs, and experts choose to write a book—it changes how the world sees you... and how you see yourself.

A book has the power to open doors you didn't even know existed.

For some, it becomes the foundation of an entire business. Authors like Donald Miller turned a single book into a framework, a training company, and a global brand. For others, a book elevates their voice within their industry. Brené Brown's work on vulnerability didn't just resonate—it positioned her as a leading authority in leadership and human connection.

But beyond the examples, there's something even more important to understand.

Writing a book is not about becoming someone else—it's about bringing something within you to life.

Much like a pregnancy, the ideas for your book begin quietly. They grow over time, shaped by your experiences, your thoughts, and your willingness to nurture them. There are moments of excitement, moments of doubt, and times when you wonder if you're truly ready.

And then... there comes a point when holding it in is no longer an option.

It's time to deliver.

Because once your words are on the page and shared with the world, something shifts.

You are no longer just carrying the idea.

You have given it life.

And that... changes everything.

You May Not Feel Ready — That's Normal

Almost every aspiring author hears some version of this inner dialogue:

- “I’m not a real writer.”
- “Who am I to publish a book?”
- “I need to learn more first.”
- “What if no one cares?”
- “What if someone criticizes it?”
- “What if I don’t finish?”

Let me gently tell you the truth:

Feeling unready is part of the process.

Pregnancy begins long before anyone feels prepared to be a parent.

And writing a book begins long before anyone feels fully prepared to be an author.

Readiness is not the requirement. Willingness is.

The Difference Between a Writer and an Author

A writer writes.

An author delivers.

That's the difference.

Many people write endlessly—notes, drafts, ideas, half-finished chapters.

But an author makes a decision:

This matters enough to complete.

That decision is what transforms a dream into a manuscript... and a manuscript into a book.

This is why I call you an **Expectant Author**.

Because if you are here, you are already carrying something worth bringing into the world.

Your Book Is Not Just a Book

For nonfiction authors especially, a book is rarely “just a book.”

It is often:

- a legacy
- a teaching tool
- a credibility builder
- a contribution
- a calling
- a bridge to new opportunities

Books open doors.

They lead to speaking invitations.

They build trust with audiences.

They extend your voice beyond the moment—and into lasting impact.

A book is one of the most powerful ways to say:

“This is what I know.”

“This is what I’ve lived.”

“This is what I want to share.”

And in today’s world, where trust is rare and noise is everywhere, a book is one of the clearest signals of depth.

The Book Inside You Has a Purpose

Let me ask you a few questions. Not to pressure you... But to awaken something:

- What do people always ask you for help with?
- What have you learned the hard way that could help someone else?
- What message keeps returning, even when you ignore it?
- What story, framework, or expertise deserves a permanent home?

Your book is not simply about information. It's about transformation.

A nonfiction book is a promise:

If you read this, you will see something differently. You will understand something more clearly. You will move forward with more confidence.

That is powerful

The Expectant Author Mindset

Pregnancy is a season of becoming. So is authorship.

You are not just writing pages. You are becoming the person who finishes. You are becoming the person who shares. You are becoming the person who delivers what they started.

That is why this journey is not only creative ... It is deeply personal.

You will grow alongside the book.

And by the end, you may realize: The manuscript wasn't the only thing being developed.

You were, too.

In this trimester, you'll find guided exercises inside *The Expectant Author Workbook* to help you bring your book to life.

Trimester Tool

The Book Baby Statement

Before we go any further, let's begin with a simple exercise. Think of this as your **first prenatal appointment** with your book.

Right now, you are simply identifying what is growing inside you.
There are no wrong answers, and nothing you write here is permanent.

Just begin.

Complete the sentences below:

My book is about:

The people I want to help are:

The transformation I want readers to experience is:

The reason this book matters to me is:

If I deliver this book, it will mean:

Don't overthink it.

This is not final. This is the beginning. A seed.

Your Due Date Starts with a Decision

The world is full of people who say they want to write a book.

But you are here.

And that matters.

Because the first step toward becoming an author is not writing perfectly...

It is deciding intentionally

So let me leave you with this:

You don't need to know every chapter yet.

You don't need to feel fearless.

You don't need to have it all figured out.

You simply need to begin nurturing what is already inside you.

Because the book you are carrying...

Was given to you for a reason.

And the world is waiting for what only you can deliver.

Next Chapter: Planting the Seed

Choosing the right book idea, the one ready to grow.

The Expectant AUTHOR

A TRIMESTER-BY-TRIMESTER GUIDE
TO WRITING AND DELIVERING YOUR BOOK

THE BOOK BABY CLARITY SHEET™

Begin bringing your book to life—one clear thought at a time.



LET'S BEGIN.

Complete the sentences below. Don't overthink—
this is your beginning, not your final draft.



My book is
about:



The people
I want to help
are:



The transformation
I want readers to
experience is:



The reason
this book matters
to me is:



If I deliver
this book,
it will mean:



If I don't write
this book,
what might be lost?



This is not your final version.

This is your beginning.

The book inside you has already started. ♡

YOU HAVE THE MESSAGE. YOU HAVE THE METHOD. NOW BRING IT TO LIFE.

Your book has already begun...now let's bring it to life.



THE NEXT STEP:

Ready to go
DEEPER?

The full *Expectant Author Workbook* will guide you through every stage—from idea to delivery.

GET THE BOOK + WORKBOOK >

 **CLEAR STEPS**
A trimester-by-trimester path to completion.

 **HANDS-ON TOOLS**
Worksheets, prompts, and exercises to keep you moving.

 **REAL RESULTS**
Write with confidence. Deliver with impact.

ONE BOOK. ONE WORKBOOK. YOUR MESSAGE. YOUR LEGACY.

Ready to go deeper?

The full *Expectant Author Workbook* will guide you through every stage—from idea to delivery.

👉 [Get the Book + Workbook](#)

Instant access to your bonuses after purchase.

Don't stop at the beginning... finish what you've started.