



Tara Y. Coyt, The Strategic Scribe
Tara@CoytCommunications.com
404.441.0883

LET SOMEONE ELSE DO IT.

I'm here to make an apology. I've spent the past few months extolling the benefits of etching your words, thoughts, knowledge and history on paper.

Forget everything I've said. I was wrong. I'm now convinced that it would be a waste of your time. There's absolutely no good reason for you to do any of that. You've convinced me that someone else can do it better. You've convinced me that anyone other than you would be better equipped to take what you know, put it in a book and become rich and famous.

I don't know who's going to do it, but there must be someone out there who can take your personal experiences and accurately convey them on paper. After all,

- You don't have to be a woman to know what childbirth feels like
- You don't have to be an orphan to know what it feels like to be raised without parents
- You don't have to be a smoker to know what it feels like to quit smoking
- You don't have to be a filmmaker to know what it feels like to make a movie

History has shown as that we can safely rely on someone else to tell our stories. So what if they misrepresent the facts. The truth is overrated anyway.

So what if no one ever writes a book just like the one you could have written. I guess we should just be happy that *someone* decided to write the book. Someone else decided to use all of their resources, contacts and technology to

- Write a memorable book
- Reach new markets with an e-book
- Self-publish a book for their clients
- Market, promote and sell their book around the world

Your story really isn't that important, is it? It's ridiculous to think that the world might be a better place, just because you decided to share your knowledge. I'm sure no one could ever be influenced by your expertise, your family's history or your ability to overcome adversity.

So please accept my apology. I was wrong. You don't need to write a book. The last thing we need is a one-of-a-kind, revolutionary book. After all, someone might actually read it.