

TM  
**YOU  
ARE  
awESome**

# BLOOM *Manifesto*

Old way: You look to see how others are doing it  
**New way: You trust your ideas and inner knowing**

Old way: You don't know where to start  
**New way: You start where you are**

Old way: You feel lost and alone  
**New way: You're seen, uplifted, and supported**

Old way: You wait for the perfect time  
**New way: The perfect time is always now**

Old way: You ping-pong between winging it and white-knuckling it  
**New way: You develop structures that will make writing a no-brainer**

Old way: You focus mostly on 'once the book is finished.'  
**New way: You focus on the process that will move you towards your goals**

Old Way: When the writing sucks, you hate on yourself.  
**New Way: You ask: how can I make this better?**

Old Way: Thinking, 'Who will be interested in this?'  
**New Way: If you find it interesting, you keep going.**

Old way: You think about the book more than you write  
**New way: You write and think side by side**

