



Legacy Ink Podcast

Episode 1: Finding Your Book's Purpose: Why Your Story Matters

Welcome to the very first episode of the Legacy Ink Podcast! I'm Candace Sinclair, Book Creation Strategist with over thirty years of experience helping extraordinary people transform their expertise into books that leave a lasting impact.

Whether you're a C-Suite executive, a coach, an artist, or an entrepreneur who's reached significant success, you have wisdom that deserves to be shared. And if you're listening to this podcast, chances are you've thought about writing a book to capture that wisdom.

But here's what I've learned after helping hundreds of experts become authors: The most impactful books begin not with what you know, but with why your knowledge matters.

Today, we're going to explore how to find your book's true purpose—the intersection between your unique expertise and what the world genuinely needs from you. By the end of this episode, you'll have greater clarity on why your story matters and how to begin shaping it into a book that creates real transformation.

The Difference Between Information and Transformation

We live in an age of information abundance. Anyone can Google basic facts or concepts in seconds. Your book needs to offer something deeper than information—it needs to offer transformation.

Let me explain what I mean by transformation:

- Information tells someone what to do
- Transformation shows them how to become something new

I've seen too many experts begin their book journey by trying to download their entire brain onto the page. They create information-heavy manuscripts that fail to connect with readers or create lasting change.

The most successful books I've helped develop all share a common quality: They're anchored in transformation. They don't just inform—they guide readers on a journey that changes how they think, feel, or act in meaningful ways.

[Here is a case study of a client who shifted from an information-focused approach to a transformation-focused book, and the difference it made in their impact]

I worked with a CEO in the healthcare industry who initially wanted to write a book filled with statistics and technical details about process improvement. Her first draft was comprehensive but frankly, a bit dry. We pivoted to focus on the transformation her methods created—not just efficiency metrics, but how her approach changed workplace culture and patient outcomes. She structured her content around five key mindset shifts leaders needed to make. The result? Her book became required reading at three major healthcare organizations and led to speaking engagements where previously she'd been overlooked in favor of more 'dynamic' presenters. The difference wasn't more information—it was focusing on transformation.

Before we go further, I want you to consider this question: What transformation do you want to create in your readers' lives? Take a moment to reflect on this—we'll come back to it later.

Discovering Your Book's Core Purpose

Every powerful book emerges from the intersection of three key elements:

1. Your unique expertise and experience
2. A genuine market need
3. Your authentic passion

Let's break these down:

Your Unique Expertise and Experience

Think about your professional journey. What challenges have you overcome? What systems have you developed? What insights have you gained that others in your field might not possess?

Your expertise isn't just about what you know—it's about how you've applied that knowledge to create results. It's the perspective you've gained through years of experience that allows you to see patterns and solutions others might miss.

I want to share a story with you when I worked with a client whose unique approach emerged from an unexpected aspect of their background.

One of my most successful clients was a financial advisor who struggled to differentiate himself in a crowded market. During our work together, we discovered that his former career as an emergency room nurse gave him a unique perspective on risk, decision-making under pressure, and long-term care planning that no other financial advisor in his market offered. This unexpected aspect of his background became the cornerstone of his book's unique

approach. Today, he exclusively serves medical professionals who connect deeply with his specialized understanding of their careers and concerns.

A Genuine Market Need

For your book to matter, it must address a real need. This goes beyond what people say they want—it addresses what they truly need to overcome their challenges or achieve their aspirations.

Ask yourself:

- What problems do I consistently help people solve?
- What questions am I asked repeatedly?
- Where do I see people in my field or industry struggling unnecessarily?
- What misconceptions cause people to make poor decisions?

The intersection of these questions reveals genuine market needs that your book can address.

Your Authentic Passion

Finally, your book must connect to something you genuinely care about. Writing a book requires sustained commitment. If your topic doesn't ignite your passion, you'll struggle to maintain momentum through the inevitable challenges of the writing process.

What aspects of your work energize you the most? What topics could you discuss for hours without tiring? What outcomes make you feel your work has purpose?

When your book aligns with your authentic passion, not only will the writing process be more sustainable, but that passion will also shine through in your words, creating a more engaging experience for your readers.

Finding the Intersection: Three Exercises to Clarify Your Book's Purpose

Now, let's work through three practical exercises to help you clarify your book's purpose. I use these with my clients during our initial strategy sessions, and they've proven remarkably effective at uncovering the core purpose that will drive a book's development.

Exercise 1: The Legacy Question

Imagine you're at the end of your career, looking back on your professional life. What is the one insight or approach you would want to be remembered for? What contribution to your field or to others' lives would make you feel your work had meaning?

Take a moment to write down your answer. This isn't about grandiosity—it's about identifying the essence of what matters most to you in your work.

I'd like to give you a brief example of how this exercise helped a particular client refocus their book concept.

I once worked with a technology executive who initially wanted to write about leadership in fast-growing companies. When I asked her the legacy question, she became emotional as she realized what truly mattered to her was helping women overcome the isolation she had experienced as the only female leader in most of her teams. This clarity completely transformed her book concept into a powerful guide for women navigating male-dominated industries. The book resonated so deeply with her target audience that she now runs a thriving coaching practice specifically supporting women in tech leadership—something she hadn't even considered before answering the legacy question.

Exercise 2: The Transformation Matrix

Create a simple two-column list:

- In the first column, list 5-7 specific challenges your typical client or audience member faces before working with you.
- In the second column, describe the corresponding state they achieve after successfully implementing your approach or insights.

This before-and-after comparison reveals the transformation your expertise creates. The most compelling aspects of this matrix often point to your book's core purpose.

Exercise 3: The Frequent Frustrations Inventory

Over the next week, keep a small notebook handy (or a notes app on your phone). Each time you feel a surge of energy when explaining something to someone, or a flicker of frustration when you see people making the same mistake repeatedly, write it down.

These emotional responses are important signals. They often point to the areas where you have both passion and valuable perspective. After a week, review your notes and look for patterns. These patterns frequently reveal the purpose your book should serve.

Here's how the combination of the three exercises creates clarity around your book's purpose:

When these three exercises are used together, they create a powerful triangulation effect. Let me illustrate with an example from a recent client. He was a successful business coach with expertise in multiple areas who felt scattered about his book's focus. The Legacy Question revealed his deep desire to help entrepreneurs avoid the burnout he had experienced early in his career. The Transformation Matrix showed that his most powerful client results weren't actually in scaling businesses (which he initially thought would be his book topic), but in helping them create sustainable success

without sacrificing well-being. Finally, his Frustrations Inventory revealed a pattern of energy whenever he discussed work-life integration strategies versus traditional productivity tactics.

When we overlaid these insights, a clear book purpose emerged that he hadn't previously articulated: helping high-achievers redefine success beyond traditional metrics to create businesses that supported their well-being rather than depleting it. This clarity energized him and provided a filtering mechanism for what content belonged in his book and what didn't. Without all three exercises, he might have written a generic business productivity book rather than the distinctive approach that ultimately resonated so deeply with his target readers.

This example illustrates how the three different exercises approach the question of book purpose from different angles (legacy/meaning, transformation created, and emotional engagement), and when combined, they reveal patterns and insights that might not be apparent from just one exercise alone.

Call to Action and Episode Resource Guide

If you've been taking notes during this episode, you already have the beginnings of your book's purpose. But to help you develop this further, I've created a special resource for Legacy Ink Podcast listeners.

The "Book Purpose Finder" Resource Guide expands on the exercises we've covered today, guiding you through a comprehensive process to define your book's core purpose. It includes additional reflection questions, and a framework for crafting your book's purpose statement.

[Click here](#) to purchase and download this Resource Guide.

In next week's episode, we'll build on the foundation we've established today by exploring how to narrow your expertise into a focused, marketable book concept. I'll

share techniques for identifying your unique contribution to your field and selecting the most impactful aspects of your knowledge to include in your book.

Thank you for joining me for this first episode of the Legacy Ink Podcast. Remember, your story matters—and with the right purpose driving your book, your expertise can create an extraordinary impact for years to come.

Until next week, keep reflecting on the transformation you want your book to create. Your readers are waiting for the unique wisdom only you can provide.

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Thank you for respecting the heart and soul that went into creating this content. Your support means everything.

With gratitude, Candace Sinclair