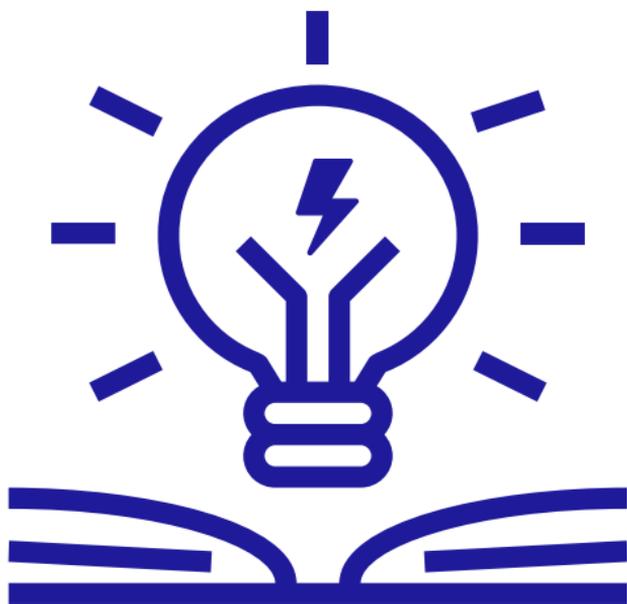


# HOW YOUR BOOK IS GOING TO MAKE A DIFFERENCE!



A TALK BOOK BY  
SANGEETHA SHANKARAN SUMESH



**This Talk Book  
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**HOW YOUR  
BOOK IS GOING  
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DIFFERENCE!**



**SANGEETHA SHANKARAN SUMESH**



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**I'm writing this to share with you  
my journey of how I became a  
successful author.**

Before I do that, I want to recollect a story.  
The story is about a poor farmer.

The farmer was living on top of a hill.  
Every day, the farmer had to come down  
the hill to get water from the stream.

Since he was a poor farmer, all he had was  
two pots. He would come all the way down  
to the stream to fetch water in both of the  
pots. He ties it on his shoulders and goes  
back all the way up.

When he used to get back home, one of the pots  
was filled with water, whereas the other pot  
was only filled to half.

The pot that was full of water was very proud.  
It said: *"I'm doing the job I was meant to do.  
I'm so perfect. I'm beautiful. I'm shining."*

The other pot could fetch only half the water because it was cracked. Whenever the farmer fetches water from the stream and climbs all the way up the hill, the cracked pot was leaking a lot of water.

The cracked pot felt very ashamed of it. It told the farmer:

*"I'm so sorry! I'm not doing a good job. I'm not good enough. I really apologize for that. I'm feeling so bad about it."*

The farmer smiled at the cracked pot, and he said:

*"Do you see the path we've been taking every day when we reach back home?"*

*Do you see the beautiful flowers that have bloomed there? Do you know how it bloomed?"*

*I have planted the seeds there. The water that has been dripping from your crack has helped these beautiful flowers to blossom, and you have made this difference!"*

**Most of us are the  
“cracked pot” at times.**

We don't know our own potential.  
We do not know what we are capable of.  
We do not know the difference that  
we can make!

When I was just a little excited, I asked myself:  
*“Why shouldn't I write? What will I write?  
For whom will I write?”*

Here's what my mind said to me:  
***“Write a para and your book it will be!”***



**THE  
FIVE WIVES  
AND THE  
ONE HUSBAND**

**Do you know who the five wives  
and the one husband are?**

They are:

**WHY**

would your book  
make a difference?

**WHAT**

would it make  
a difference in?

For **WHOM**

would it make a difference?

**WHERE**

will it make a difference?

**WHEN**

will it make a difference?

Most importantly,

**HOW**

can it make a difference?

2

**WHY**  
**?**



I'm going to take you through my journey, and I would encourage you to imagine your journey as well.

## **Let's start by knowing your purpose.**

Like Simon Sinek says:

*“Start with, “Why?”.”*

Why would your book make a difference?

A book can be a great platform to share all your knowledge! Your book can generate a lot of new ideas, not just for yourself. It could facilitate a lot of new ideas for your readers.

A book is a great way to express yourself. You can speak up your heart, and you can reach out to a lot more people.

## **You become a creator.**

**I always say that “A book is like a baby”.**

I'm sure most of the women would relate to it because it's like the labour that you put in, and then out you have is your beautiful baby.

It's an act of creation. You leave behind a legacy because your book will outlive you. Isn't it a great reason?

I will share with you what prompted me to write.

In 2015, I went on a family vacation to Cambodia. I've been to the capital city of Phnom Penh and I had visited the killing fields there. In the killing fields, from 1970 to 1974, there were mass genocides.

Even now, when you go to the killing fields, you would be able to find pieces of bones of those who were murdered. There is this huge tower that's been erected which is filled with skulls and bones of the victims.

A school playground was used to kill people mercilessly. People were tortured and butchered in a school playground!

I thought: *"How can men be so cruel, and not have a heart"*. It led me to think:

*"What would happen If mankind is being so cruel? What can be the outcome? What will be the repercussions of this?"*

Unknowingly, I had read the story and this story kept coming back to my head.

A little voice in my mind, in my head, said:

*"Why don't you write a story? Why don't you write this as a book?"*

But you know the mind! It then said:

*"Oh, come on, who's going to read your book? What will people say after reading it, just forget it?"*

I had pushed the idea aside, but this story kept coming back and forth to me again and again.

After about a year, luckily, I chanced upon a 100-day book authoring challenge. It drove me to complete my book.

At the launch of my book, I had a lot of butterflies. I was wondering:  
*"What would people say after reading this?"*  
*"What would be the kind of response?"*  
*"Will they thrash me out?"*  
*"Will they say, you're no good?"*

I had all such thoughts. Luckily, the book did very well. I started getting lots of appreciation for it. That's how my first book "*A glance at the unknown*" was launched.

While there were words of appreciation that were coming in, some of my family and friends and well-wishers said: *"You're a finance professional. You are the CFO of a company. You have 25 years of rich experience. You should be writing a book on finance"*.

Therefore, my next book, "*What the Finance*" was launched. This is what got me to go around writing my book and that is how the "cracked pot" in me realized its potential.

**Do the  
*Write*  
Stuff.**



3

WHAT

?



## **What are you going to write about and upon what will it make a difference?**

You could share your experiences through your books. There is a book that's called "*Dying to be me*" by Anita Moorjani. She said that she faced death and that she could see her soul coming out of her body, and then re-entered the body again. Her book is all about her experience.

Your book could be about overcoming challenges that people around you are facing, Challenges, which only you may know how to overcome. It could be about creating awareness about those challenges.

On the beautiful beaches of the Philippines, there was a little boy who was standing by the shore. A man saw him from a distance. This boy was throwing something into the sea and he kept repeating it. The man was curious.

He walked up to the boy, to see what he was doing. The sea had washed a lot of starfish onto the shore. This boy was picking up each starfish and throwing it back into the sea.

The waves would, again, bring the starfish back to the shore, and this boy kept doing this tirelessly.

The man, having observed this, asked the boy: *"Why are you doing this? What difference will it make, because the waves are going to bring it back to the shore anyway ."*

The boy looked at the man, picked up another starfish, threw it back and said: *"It makes a difference to this particular one."*

**If your book could make a difference even to one person, it is absolutely worthwhile.**

**Deliver**  
*Whatage*  
**Value**



4

**WHOM**

?



## **To whom will your book make a difference?**

It would obviously make a difference to all the readers. It would make a difference to people who are seeking seekers.

Let me share a little story here with you.

About 20 years ago, I used to live in South Africa. I met a person there who was well educated. He was having a good professional life, a happy relationship, and everything seemed fine in his life.

“Yet, he was unhappy!!!”

He had a lot of questions, and he was in search of something. He felt there was something amiss in his life.

It was at that point when the spiritual master Sri Sri Ravi Shankar, from the Art of Living, visited that place. When this person met him, he knew that he had found the spiritual master of his life.

He went and asked him:

*"Where have you been all my life?" Why have you come so late in my life?"*

The Master told him:

*"When the seeker is ready, the master will appear."*

When your seekers are ready, they will be there for your book. Your book can make a difference to communities.

It could be, working women, or it could be business folks. It could be millennials.

It could make a difference in your own communities. It could make a difference to the next generation.

Imagine life after a hundred years, and your book is still there, and people read it and get to know how life was a hundred years ago.

It could make a difference to your own self.

**To**  
***Whom***  
**it may concern**



5

**WHERE**

**?**



## **Where will the book make a difference?**

**“In your own mind.”**

You either have a fear, which is what is probably coming your way to accomplishing your book. As I said, I had a lot of fear about *"How my book would be perceived!"*.

When you overcome the fear in your own mind, you are putting yourself up on a pedestal. You feel good about yourself.

Of course, if you don't have fear, if you're a confident writer, you feel so good because you have accomplished a beautiful piece of work.

This way, in your own mind, it can make a difference. You're touching the lives of known people, unknown people.

**Your books have the capacity to touch lives.**

## **Your book can be a solution provider.**

It can help the newbies, who are aspiring to write or who want to learn more about your domain, it can be a good option for them.

You can become a thought leader in the process and that will be a big difference.

*Where*  
**the mind is**  
**without fear**



6

**WHEN**

?



## **When will your book make a difference?**

It will make a difference in the minute it is launched.

With the birth of your book, there is also the birth of an author.

It will start making a difference when people start appreciating you.

You feel so good and realize that money can't buy this happiness.

7

**HOW**

?



## **How will your book make a difference?**

Your book can generate ideas.

It stimulates the mind when people read it.  
It can inspire people from different walks of life.

Your book offers you different opportunities,  
things that you never expected at all.

In the busy streets of New York, there was an old man and he was blind. He was sitting there at the busy crossroad. He had kept his begging bowl and he had a note that said:

***“I’m blind. Please help me.”***

The passers-by whoever would see that would drop a few coins. A couple of days later, a gentleman noticed this. He came to the blind man, and he just changed the words and replaced it.

Within the next few days, the collections started to grow. The blind man didn't know what was written.

The person who had changed the note had come back and asked the blind man:

*“How are the collections doing?”*

The blind man said:

*“Oh, thank you so much. I've been getting a lot of money and I don't know what you've written. Can you please tell me what it is that you have written?”*

The man said:

*“I just changed your words”.*

The blind man asked:

*“What is it?”*

The gentleman said that the note read:

***“It's a beautiful day today and I can't see it”.***

That made the difference.

You are unique and you are resourceful.

With all of this, you can come up with your own book, which would be a masterpiece.

**Go ahead.  
Make a  
Difference!**



**It's all in your hands.**

**I would like to leave you  
with these thoughts:**

**When**

are you getting started on your book?

**What**

are you going to write about?

**Where?**

For **Whom?**

And **how** is your book going  
to make “THE” difference?”

**About Sangeetha Shankaran Sumesh**  
High Performance | Coach | Speaker | Advisor

Sangeetha is a Keynote Speaker, a Chartered Accountant and Management Accountant by profession with over two decades of experience, including leadership positions with multinationals across geographies.

She has completed an executive education program from Harvard Business School, and is a credentialed High Performance Coach from International Coach Federation.

She is the author of the books  
*“What The Finance”* and  
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