

WHAT'S YOUR STORY?

companion workbook



I want to write a book because ...

There are lots of reasons why people write books – and your reasons might make a difference to your writing style, the content, the publishing route you choose or the marketing you do. Tick below all the reasons you want to write a book – or add anything missing from the list.

I want to write a book because...	✓
I want to share my story, experience or knowledge	
I want to make a difference to people's lives/the wider community	
I want to raise the profile of me/my business	
I have always dreamt of being an author	
I want to become known as an expert in my field	
I want to be famous!	
I want to leave a lasting reminder of who I was	
I want to change my career or start a new business	
I want to make money	
I want to enter and potentially win awards	
I want the prestige that comes with being an author	
I want to help people overcome challenges	
I want to give people instruction on how to do specific things	
I want to be a best-selling writer	
I want to be a full-time author – travelling, writing, visiting book fairs and conferences, and doing author readings, talks and signings	
I want to have a book published by a famous publishing house	
I want to become a public speaker	
I want to win critical acclaim	
I want to be invited to contribute articles to other books and publications	
I want to give the book of my life story to my friends and family	
I want to be able to say “I am an author” or “I have written a book”	
Another reason...	

What can you write about?

The key to writing a book is to choose a topic that:

- ⇒ You are passionate about (or at least have a strong interest in)
- ⇒ You already know something about
- ⇒ Other people will be interested in

Use the exercises below to find topics that you could write about.

What am I passionate about? What am I interested in?

What do I enjoy doing?

What do I like reading about? What do I love to learn?

What life experiences have I been through?

What am I good at? What am I knowledgeable about?

What do people often ask me about/ask me for advice on?

If you're struggling, you might find the following resources useful. Simply type in your topic to find out what other people are interested in. There's bound to be something there to inspire you!

answerthepublic.com

ezinearticles.com

www.quora.com

**Brainstorm your topic... see if you can fill this page with as many related ideas as possible—
no matter how bizarre!**

MY TOPIC IS: _____

Next, look for common themes in the ideas you wrote down and group them together. Try to come up with twelve general themes ... These won't necessarily be your chapter headings but they are a good place to start!

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

My book is about

What's in it for them?

When people read my book, they will learn

they will know

and they will feel

What's in it for me?

What do I want to get out of writing the book on a personal level?

What would I like to happen as a result of publishing it?

Is there anything I want the reader to do once they've read the last chapter?

Now pin your answers down into a single sentence.

I want this book to...

help

and lead to

Why am I the right person to be writing this book?

What will make this book stand out from all the other books on the same topic?

WHO is your book for?

Who is your ideal reader? Try answering the following questions:

Who will buy my book?

What problems or fears are they dealing with?

What will they get from reading my book?

What will the outcome be? How would I like their life to improve after reading my book?

Write a short biography of the ideal reader – gender, age, home, occupation, family, beliefs, likes and dislikes etc.

'Write that book' checklist

There's a lot involved in writing a book – probably a lot more than you anticipated. Use this checklist to help you through the process.

FIRST...

- Identify your motivation for writing a book
- Identify a topic and subtopics
- Define who your ideal reader is
- Research what other books are out there on the same topic
- Find a coach, mentor, accountability partner or writing buddy to support you
- Plan your content
- Set a writing schedule
- Write that book!**
- Choose a title (and subtitle)
- Check no one else has used that title!
- Decide whether to use your own name or a pen name
- Check whether there are other authors using that name
- Do a first edit
- Choose some beta readers
- Send the first edit to beta readers
- Make changes based on feedback
- Write acknowledgements, disclaimer, dedication, etc.
- Write an author bio

THEN...

- Write back cover blurb
- Add a copyright notice
- Find any quotes or images you want to use
- Do a final edit
- Send the book to a reputable proofreader
- Research publishing options – traditional, short run, POD, digital
- Choose your ideal publishing route
- Format book for your chosen publishing route
- Arrange cover design
- Upload/send book to printer/publisher
- Buy ISBN number, if required
- Create an author platform using social media, a website etc
- Write press release
- Send press release to relevant local/national media and organisations
- Send PDF copy of book to relevant people/organisations for reviewing
- Promote, promote, promote!
- Order copy of book
- Hold book in hand (or on Kindle) and let the celebrations begin!

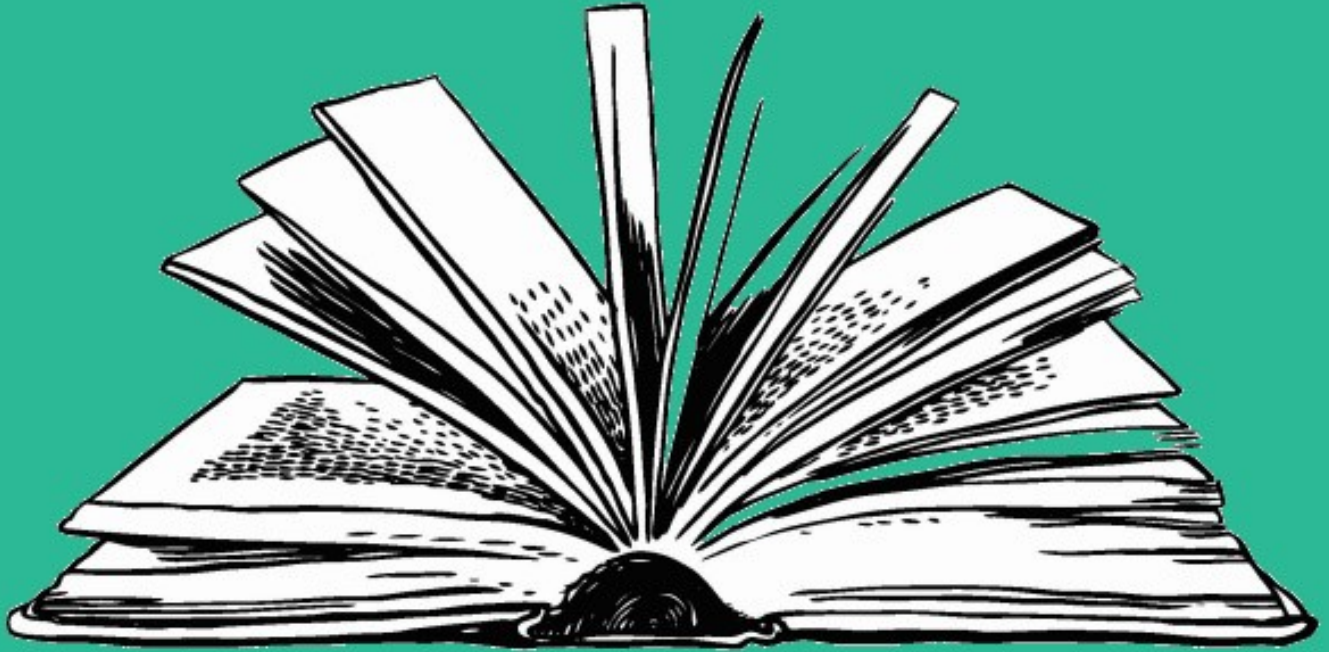


PHEW!!!!

For author coaching, proofreading, formatting & cover design go to:

www.theprooffairy.com

Everyone has a book in them -



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