



Discover The Book Within: Put It All Together!

Review your ideas from the previous lessons and answer the following questions that apply to you.

1. What is my 'Why' to write a book? List up to 3 motivations and number them in priority from 1 - 3, with 1 being the highest.

2. What are the main subjects or topics that I want to write about? List up to 5 and number them in priority of your excitement from 1 - 5, with 1 being the highest.

3. Of these topics, is there a timely or relevant angle I can write about NOW? Choose up to 2, and note any deadlines if applicable (for example, seasons or holidays).

4. Thinking ahead and strategically for my brand, which of these topics would be most fitting for me to write about? Choose up to 3 and number them in priority from 1 - 3, with 1 being the highest.



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5. Which of these topic ideas is most unique, memorable and creates an emotional connection? Choose up to 3 and number them in priority from 1 - 3, with 1 being the highest.

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6. What target groups would I most like to reach? Choose up to 3 and number them in priority from 1 - 3, with 1 being the highest.

Review your answers and pay special attention to your top 1 and 2 choices in each section, then circle any overlaps, commonalities and big ideas that pop out. Look at the list of different book types. Then reflect and come up with the perfect book for you. If you're still stuck on 2 or more choices, prioritize the one you are most excited about and is most timely or relevant for you to write right Now. This may evolve once you start writing, but at least you have a starting point!

The perfect book for me to write right now is:

Topic:

Target Audience:

Type of Book:

**Note – It's a good idea to do research to determine the market of similar books and who they are targeting. This could allow you to narrow down and get more specific and targeted if necessary*