

So, You Want to Write a Nonfiction Book

Identify the reader's felt need

What is the purpose of the book? What problem will it solve, what question will it answer?

Identify why you are the one to write this book

Your platform must match the subject of your book.

A concept and content that flows from your platform will be stronger and connect with readers, and will be more attractive to a publisher

Identify the message succinctly – how will the message be organized

Helps to:

- keep you focused on the main concept as you write
- communicate quickly and clearly to the reviewing agent and/or publisher
- you and your publisher to market the book
- reader to make a decision to read your book
- your reader to talk about your book with other potential readers

As an exercise distill the message of the book into:

- Three paragraphs, then two, then one.
- Then describe your book in just one or two sentences

Strong table of contents/chapter synopsis

Write the first chapter, and then two additional chapters that strongly address the reader's felt need

Identify the audience

What Podcasts, blogs, TV, specific social media platforms, magazines etc.

What age group, level of educations, etc. Does their socio-economic status have a bearing?

What are comparable titles?

Identify how you will reach that audience (marketing)

How will you continue to reach those readers? (this implies that you are already reaching them)

List *specific* podcasts, magazines, blogs, conferences, etc. that your audience is drawn to

Additional thoughts

What length?

What tone?

What amount of personal details?

What elements to enhance the book?