





Entrepreneurial Author Course

LECTURE 1: WHY A BOOK?



Go through your business plan and determine how a book fits in. If you don't have a business plan, don't worry – we'll be discussing that next!



Answer the questions on the next page to gain clarity on your "why".



Entrepreneurial Author Course

LECTURE 1: WHY A BOOK?

Why is now the time to write a book?



What purpose will this book serve in the world?



X
X
X
X
X
X

X
X
X
X
X
X


Entrepreneurial Author Course

LECTURE 1: WHY A BOOK?

What experience or revelation do you want for your readers?



How will a book accomplish this in a way that a course, event, or other format cannot?



X
X
X
X
X
X
X

X
X
X
X
X
X