

GET READY TO *Write!*

Book Focus Worksheet

Use this worksheet to identify your book's focus.

Your focus is the reason you are writing your book, and how that reason relates to your audience, topic, and intended outcome.

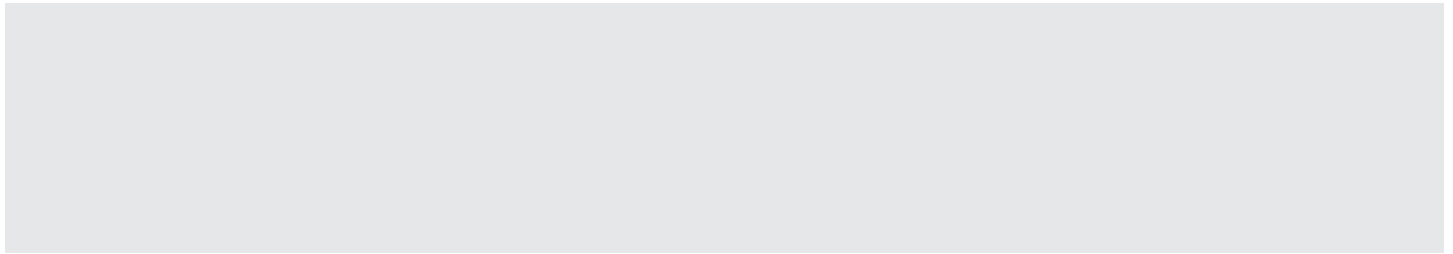
I am writing this book because ...

(Check all that apply)

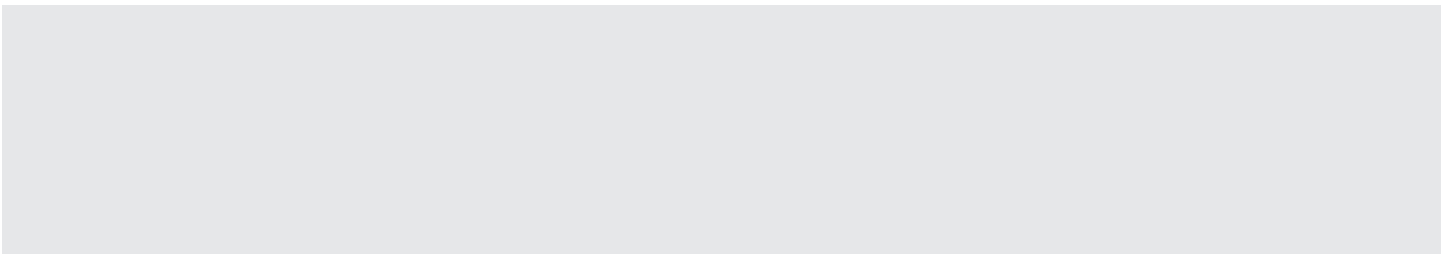
- I want to grow my business
- I want to create a marketing/lead generation tool
- I want to establish myself as an expert in my field
- I want to codify and showcase my personal system/method
- I want to share my knowledge of and personal spin on an existing system
- I want to share my personal story with others
- I want to share the stories of my friends/family/clients
- Other _____

What I want this book to achieve for me:

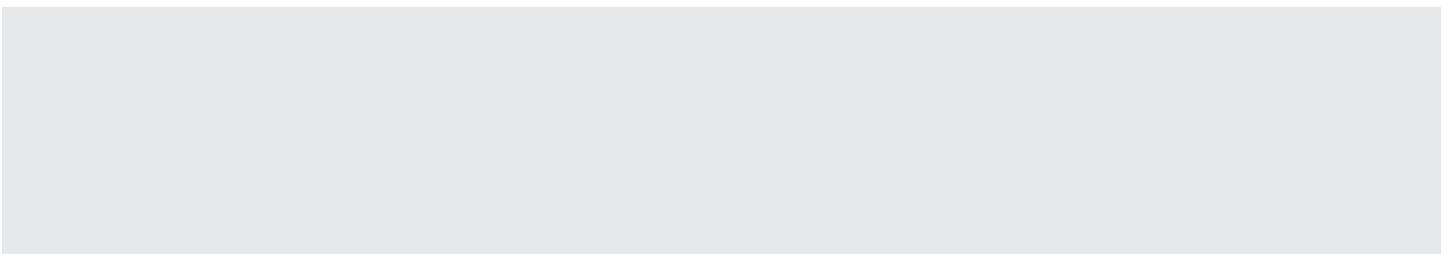
Whom I most want this book to help:



The general and specific results I want to help those people create:



My greatest area of expertise (*Or, the niche area of my expertise I want to focus on*):



Why am unique in my field:

