



Educate • Empower • Execute

Workbook

Discovering Your Why

3 Questions to ask yourself before, during and after you write a book.



Why write?

“The only book that should ever be written is the one that flows from the heart, forced out by the inward pressure. When such a work has gestated with a man [or woman] it is almost certain that it will be written.” – A.W. Tozer, Author

Why do you want to write a book about _____?

Writing a book is not for the faint at heart nor is the process of getting it published. Therefore, having the right motivation and proper prospective will ideally lead to a strong, well-planned and well-written book that will be bought by the right reader. Having a desire to write a book and knowing why you want to write it, is quite different. You may have a desire to be an author, tell a story, share your knowledge, etc., but knowing WHY will give you focus, purpose and a plan. Be honest with yourself and use this workbook to think through your reason(s) WHY you want to write this book.

Why do you need to KNOW your WHY?

You need to know your why for at least two, very important reasons:

1. You will be clear on identifying your *reader*.
2. You will be clear on your *core message* for the book.

If you are not clear and laser focused on your reader and your core message it will show in your writing and marketing efforts which will ultimately affect your sales.

My Big Idea

I want to write a book specifically about...

My Purpose


I want to write a book about _____ because...

My Reasons to Write

I want to write about _____ for people to _____.

writing rationale

value & benefits to reader



Why? - Reader

“

“Write with your reader in mind.” – Athena C. Shack, Publisher

”

Why should a reader buy your book?

You have worked through WHY you want to write a book. Now you need to focus on WHY a READER should buy your book. If you are writing a book for a mass market (beyond family and friends) then you must focus on your reading audience. Now, you need to identify the benefits to your reader, the value it will bring to their life which will encourage them to purchase your book. Consider these questions?



Who are you writing for?

Why are you writing to them?

Why should they purchase your book?

Why do you need to KNOW your readers WHY?

You need to know why a reader would purchase your book for at least two, very important reasons:

1. So that you will be focused on delivering your readers needs with content they want to read and pay for.
2. You will know how to market your book to the right audience with the most impactful sales copy.

My bankable reader

I am writing to help someone who is ...

identify the demographics, psychographics and social cues of your target audience

Reader Needs

need from your book

Reader Feelings

should feel reading your book

My Core Message

3 Key Reader Takeaways



One



Two



Three



Why Me?



“

"...I am unapologetic about the unique distinction that I represent in the marketplace." - Trevor Otts, CEO

”

Why are you qualified to write this **book** to that **audience**?

You have worked through WHY you want to write this book and why a reader should purchase this book. Now you need to focus in on the qualifications and unique distinctions that you possess to write this book to that targeted audience.



What is in the DNA of your brilliance?

Why do you need to know, WHY YOU?

You need to be clear on your qualifications and unique distinctions you have to write this book for at least three, very important reasons:

1. You can market those qualifications and credentials that will lend itself to your credibility in writing the book.
2. You can identify your unique positioning and value to your target audience.
3. You can identify your knowledge gaps and determine where you need to research or conduct interviews, etc.

My Topic Qualifications

I have learned and/or experienced _____ about this topic

My Professional Qualifications

Certifications, degree(s), continuing education classes, employment, etc.

My Uniqueness

I bring these unique qualities and perspectives to this topic...

My Core

My Mind

intellectual property

My Passion

this fuels you

My Vision

this focuses you



I Know Why!



Putting it all together...

I want to write a book specifically about

because I want to

for people who

because I am



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Congratulations!