

CREATE YOUR BOOK MANIFESTO



A Guide to Writing the Book You Are Destined to Write

“Is this You...”?

(Things writers tell me.)

“I know I have a great idea but I’m afraid to get started. What if I won’t be able to capture it on paper?”

“I wrote 50 pages last week but I don’t know how to put it all together.”

“Yesterday I took a 5-minute break that turned into a binge-fest on Netflix.”

“I hate it when my writing time is over and all I did was edit one page and work on my title.”

“My manuscript is in a coma.”

Keep reading if:

- ➔ You want to write your book with ease and confidence.
- ➔ You're ready to tap into the power of your FULL VISION and creativity.
- ➔ You want to find (and honor!) your authentic voice.
- ➔ You want to create a book that your readers will find really useful and transformative.

A Book Manifesto can help you in three important ways:

1. First, it gives you a map so you know where you're going and WHY. A Book Manifesto is a brief, but vital document that **captures your vision, articulates your passion, and defines your purpose.**
2. Second, it forms the basis for your marketing and the creation of your author brand. A Book Manifesto provides the foundation for understanding and defining HOW your book is different from the thousands of similar books that get published every year.
3. Third, a Book Manifesto is intended as a process of discovery, inviting you to enter your "source" story, not always an easy place to access. Your source story is where the deepest, often unconscious, motivation for your work lives. When you enter this territory you discover what makes your book authentic, fresh, and compelling.

Tame the Chaos with Passion, Vision, and Purpose!

A Book Manifesto consists of the three pillars of Passion, Vision, and Purpose. It also includes four other key elements that define the foundation of your book: Summary, Title, Structure, and Author Bio. With these elements in place, you will be able to move into your confidence as an author—whether you are just getting started or working with a partial or completed draft.

If you have written more than an outline or first chapter, you know how chaotic the writing process can be! Having a Book Manifesto will ease it a great deal but won't make it go away entirely. Chaos is a natural and necessary part of creating anything.

A Book Manifesto is not something you “compose.” It's not part of your book. It's an evolving guide that uses an inquiry process, a series of reflections and questions you use to tap into the deep well of your **unconscious**—so that your work will be powerfully informed **at its base** by your own wisdom and clarity.

Not only will your Book Manifesto guide you in the creation of your book but it will empower you to speak with clarity *about* your book to editors, agents, publishers and reviewers.

Let's take a moment and look at these three.



Passion is inside you.

Passion is Your WHY. It is what drives you to keep on, even when you feel resistance. Passion defines what we care most deeply about.

The experience of passion however is fleeting. Like inspiration, sometimes we're intensely connected to it and sometimes we're not. We get a strong flash and then it fades. It's common for the intensity of the moment to make us believe that we'll never lose sight of it. But we do.

That's why you need to go deep, get in touch, and then capture the Passion Statement in words.

Passion is not learned; it is inherent in everyone, but it needs to be awakened or re-awakened for us to feel its power. The marvelous news is that the well of **passion doesn't run dry**, although we may temporarily and unintentionally feel ourselves cut off from it.

Face the Troll and Pay the Toll.

It's absolutely foundational that you consciously identify your passion and embrace it. Knowing and claiming your Passion is what will empower you to deal with trolls that come out from under the bridge and forbid you to cross.

Every day you have to face the troll and cross this bridge. The troll represents the internal or external forces that keep us from writing. You don't ask permission to cross. You don't play nice. You just go. The issues change. One day it's doubt, another day it's time. Or maybe you're in a bad mood. A tip: The more consistent you keep to your schedule, the easier it will be to cross.



Vision sustains you.

Vision is specific to a goal or project.

You have a vision to create a book, to build a company, to start a garden. It's about what you **see** and how it makes you feel. A vision inspires you and moves you forward.



Vision is the core idea, the soul of a thing before it gets born into the world so that others can see it and experience it too.

In your mind's eye, **you can see the reality of your book before it exists in the external world.** That inner "reality" is the blueprint for what will manifest.

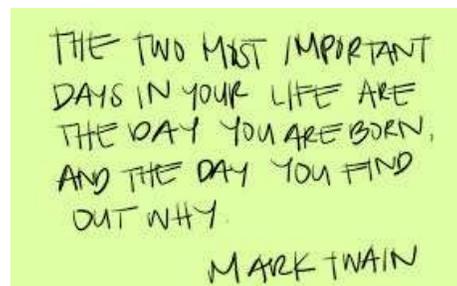
My vision is to inspire you to write the book you were destined to write from a place of depth and integrity.

Purpose is about who we serve.

Purpose answers the question: **What is the impact we want our book to have on another's life?**

Purpose forces us to focus on the problem we solve for our audience (nonfiction) or the human dilemma we are exploring (fiction/memoir).

When someone buys a book they do so for a very specific reason, not because "It sounds interesting." They see it as an answer to their question or a solution to their problem. They want to be entertained or to learn something. They are responding out of their own need, not ours. As authors, we need to shape our book around that need very specifically, **while being true to our vision.**





Curious about how other writers have used the Book Manifesto process? Check out [Maxine's story](#). Learn how the surprising discovery of her vision and purpose led her to the confidence and clarity she needed to write her book.

READY TO CREATE YOUR BOOK MANIFESTO?

The Book Manifesto Course guides you through a step-by-step process to create a Master Plan for your book in 30 days!



[LEARN MORE](#)

“My Book Manifesto was the most important document I ever wrote.” -Jeffrey Hotchkiss, *The Ulysses Way*

Dear Author,

I've been in love with words all my life. In college, it was journalism; in graduate school, I was soul-deep into the classics of the Renaissance.

For 15+ years, I enjoyed a successful marketing career as a publicist and award-winning copywriter in Silicon Valley. Then I wrote my own book (a novel [Consolations](#)) and everything changed. I found my true path as an author and then as a book editor and coach. And so can you.

Sally Wolfe

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