

3 QUESTIONS TO ASK

BEFORE YOU START TO WRITE



author
accelerator



“ *There is no greater agony than bearing an untold story inside you.*
- MAYA ANGELOU

WHY ARE YOU WRITING THIS BOOK?

Ask yourself:

- ✓ Why do I care about what I'm writing?
- ✓ What exactly about it motivates me?
- ✓ What is my deep purpose in writing it?

Brainstorm, then boil your answer down to one short statement.

“
*You must stay drunk on
writing so reality cannot
destroy you.*
- RAY BRADBURY



WHO IS YOUR IDEAL READER AND WHAT DOES SHE NEED?

Ask yourself:

- ✓ How old is she?
- ✓ Where does she live?
- ✓ What keeps her at night?
- ✓ What is she terrified of other people finding out?
- ✓ What does she want more than anything in the world?

Now ask:

- ✓ Why would she pick up your book?
- ✓ How would she be changed by reading it?

Brainstorm, then boil your answer down to one short statement.



“ *No tears in the writer, no tears in the reader. No surprise in the writer, no surprise in the reader*
- ROBERT FROST

HOW DO YOU KNOW IF YOUR IDEA IS ANY GOOD?

Find ONE competitive title and study (at least) the following:

- Amazon comments
- Goodreads comments
- author website
- one book review

Ask yourself:

- ✓ How is your book the same as this competitive title?
- ✓ How is it different?

Now write a little ad for your book. Imagine your ideal reader and what she needs. Consider your deep why. Remember that this isn't about your STORY. This is about the WHY. Answer: what's my competitive edge?



DID YOU FIND THIS WORKBOOK HELPFUL?

PRO-TIP:

Use these insights and knowledge to guide you as you write.

Keep your WHY, your READER and your COMPETITIVE EDGE in mind as you write.



We invite you to check out what we have to offer at Author Accelerator:

BLUEPRINT FOR A BOOK

An intense weekend of live video, Q&As and building the foundation to your novel. Personalized feedback on all your assignments from a book coach within a week.

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STORY GENIUS WORKSHOP

A 10-week program based on Lisa Cron's Story Genius method. Personalized feedback on all your assignments from a book coach.

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MANUSCRIPT ACCELERATOR

A 6-month no-excuses for starting and *finishing* a rough draft — and finishing strong. Working with a coach is the best way to make your dream of writing a book a reality.

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