

# 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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