

# YOUR BOOK TITLE

• by YOUR NAME HERE •

## **SUMMARY**

- ✓ Write a summary that draws the reader into your world and entices them to stay. Keep it short – use only this space. You need to be able to envision the whole book even before you write it. Imagine you are writing the jacket copy that will describe your book to readers.
- ✓ For fiction and memoir, think about the world of your story, your characters, and the point your story makes. What are you offering your readers? Insight? Inspiration? Solace? Delight? You want your summary to contain a mix of plot – what happens -- and point.
- ✓ For non-fiction, think about the problem you are solving, the help you are offering, the questions your reader is burning for answers to. How will you help them where they hurt? What will they walk away from your book knowing that they didn't know before? Why should they care about what you have to say?
- ✓ Don't have a good answer for this section yet? Do the other sections and come back.

## **GENRE**

What is the genre of your book?

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## **AUTHOR SUPERPOWERS**

This is not a resume. This is an argument you can use when you begin to feel doubt about what you are doing. Why are you the best person to write this book? What are your superpowers? What do you know that no one else knows about your story and your topic? What is your particular genius? And why do you care about any of this in the first place? (Why you care may be your biggest superpower.)

## **COMPETITIVE TITLES**

- ✓ What is the universe of existing books your book will be born into? This is your chance to do a little market research.
- ✓ What books will it sit next to on the bookstore shelf and on your ideal reader's bedside table?
- ✓ Pick three titles and use this book to briefly explain how yours will appeal to the readers of those books *and also* offer something new.

## **TARGET AUDIENCE**

- ✓ Who is your ideal reader? Write it out.
- ✓ Why are they hungry for what you are offering? Why will they tell their friends to read your book? What exactly will they say? Write it out.
- ✓ Where can you find your ideal readers in person and online? What specific blogs do they read? What sites do they love? Who do they already listen to? Name three influencers. Study them (follow them, interact with them if you can) to see what they are doing that works.

## **MARKETING PLAN**

- ✓ What will you do to reach your ideal readers? To connect with them? To entice them to read your book? Will you blog, give workshops, make a podcast, make speeches, or interact with them on Facebook or Instagram? Pick at least one mode of connection that you believe you would be good at, and that you think you might enjoy. Write it in this space and say why you think it's a good choice for you and your book.
- ✓ What do you need to learn or do to begin connecting to readers in this way *right now*? Need a website? Need to learn some skills? Need to invest in some technology? Commit to starting that work by stating a short-term and a long-term goal for it.
- ✓ If you start connecting with readers *right now* in this way, what would success look like in three months? Six months? A year?
- ✓ What would *wild* success look like?

## **WRITING GOALS**

- ✓ When do you expect to finish your first draft? Write down a date.
- ✓ How many pages per week do you need to produce to meet that goal?
- ✓ What habits will you adopt or break in order to meet that goal?
- ✓ What kind of help or support do you need in order to meet that goal? What are your plans for getting it?