

## MY AUDIENCE, THEIR FELT NEEDS, AND MY BOOK'S BIG PROMISE

### AUDIENCE

- Age range of my reader (try to limit to a 10-year window)
- Gender
- Season of Life/Lifestage
- Personal interests

### FELT NEED

The problem that my ideal reader is facing is this:

The questions that my ideal reader are asking are these:

When my reader talks to a close friend about this problem, this is what she says:

When my reader has tried to find solutions to the problem in the past, these are the obstacles she has encountered:

When my reader has read other books about this issue, these are possible reasons those resources haven't helped:

This is why I am a perfect guide to lead them on this journey:

## MY BOOK'S PROMISE

This is the unique solution for my reader's specific problem. (Write as much as you'd like in the space provided)

### REFINE YOUR BOOK'S PROMISE

Now, boil that paragraph down to one succinct sentence. This sentence should create immediate curiosity and leave your reader wanting to know more. It is your hook and should reveal your reader's struggle and your book's remedy.

### EXAMPLES

This book will help you learn when to say yes and how to say so you can take control of your life. (Boundaries, by Henry Cloud and John Townsend)

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James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. (Atomic Habits, by James Clear)

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If you have trouble making decisions, because of either chronic hesitation or decision fatigue, Emily P. Freeman offers a fresh way of practicing familiar but often forgotten advice; simply do the next right thing. (The Next Right Thing, by Emily P. Freeman)

Now it's your turn, write your one sentence here:

What will your reader learn and feel after reading your book?

LEARN:

F E E L :

ULTIMATELY, MY BOOK IS NOT ABOUT ME. IT'S ABOUT THE READER.