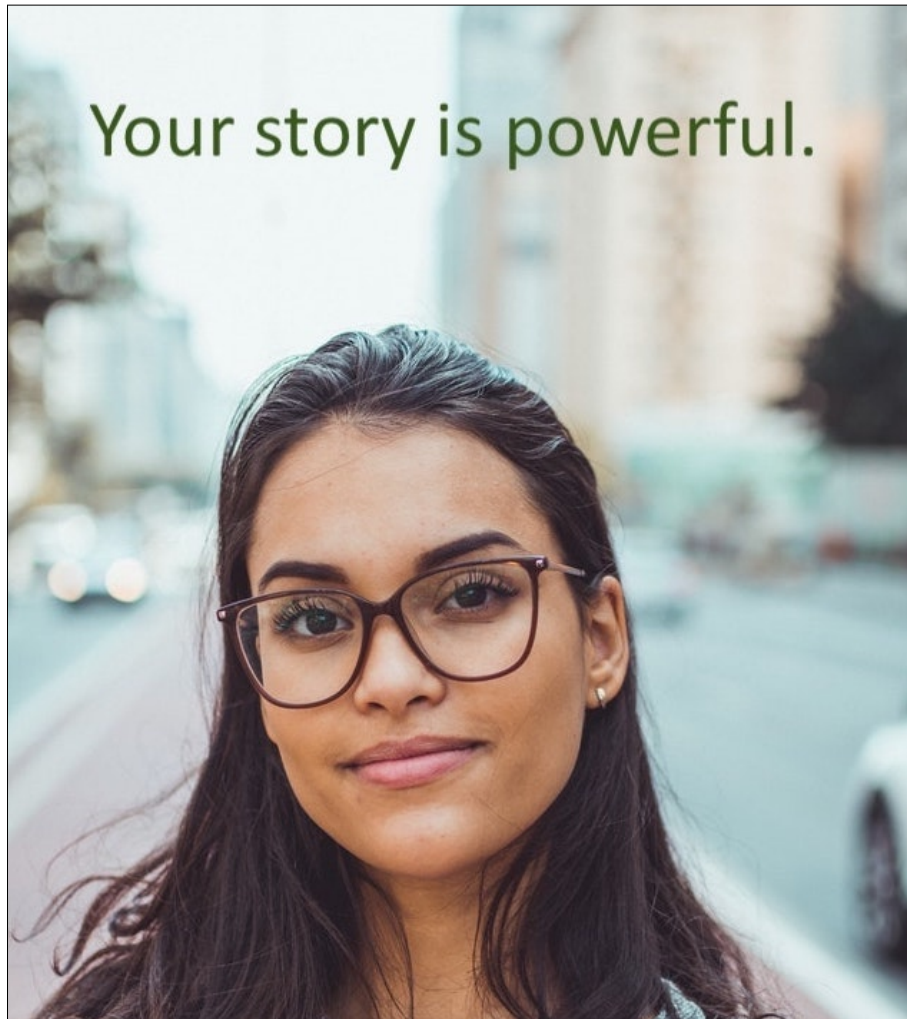

A POWERFUL STORY PRESENTS:



Start Your Powerful Story Workbook

The essential first step to writing a focused, powerful book.

WHAT IS YOUR MESSAGE?

Your story is powerful. Of course, other books on your topic exist, but none of them offers your unique perspective, shaped by your wisdom and experience. The stirring in your mind and heart to write a book is a good starting point. But a book needs more than just a good idea. Use this space to brainstorm and narrow down your topic. Work your way to the bottom of the page, where you are able in four sentences or less to describe what your book is about.

Books typically encourage, entertain, or educate. Which will yours primarily do?

What topics need to be included in your book?

What concepts need to be defined and explained?

What stories (besides yours) do we need to tell?

My book is about (in four sentences or less):

WHO IS YOUR READER?

Your book, though it is written by you, tells your story, and shares your wisdom, is **not just about you.**

That may seem counter-intuitive, but your book is as much about the reader as it is about you. A great book shares your wisdom and insight in a way that makes the reader feel connected, that helps them, that meets their felt need. Books are a bridge, a connection, between a writer and their reader. So— who is your reader?

Who absolutely needs to read your book and is your ideal audience? Think of your target reader as the bull's eye of the target. (Of course other people will read the book as well, but they are in the outer rings of the target.)

Describe your target reader demographically. Be very specific. i.e., a college-educated man between 35-50 years old, married, works in middle management, has two kids, Christian, etc.

What keeps this target reader up at night? What does he or she really worry about or want?

What problem will your book solve for that reader?

What features or benefits will your book offer to the reader?

What will readers learn or receive from the book?

What is the message or messages you'd like readers to come away with? What do you want them to know or do as a result?

WHO ARE YOU?

Now that you've given some thought to your message and your reader, it's time to think about you! Use the following questions to reflect on why you're writing this book, and what is unique and special about you. Your story is powerful. You have something to offer the reader—a chance to connect and see themselves in your story, or learn from you.

Think about your own story, your own experiences. In your childhood, young adulthood, career—what were key “defining moments” that you want to include in your book?

What were the “ah-ha” moments and what did you learn?

What accomplishments shaped your understanding or character?

What painful experiences, mistakes or failures happened to you? What did you learn from those challenges?

What makes you the exact right person to write this book?

What are you passionate about?

WHO ELSE IS WRITING ABOUT THIS?

Chances are, other people have written about the same topic you want to tackle in your book. Even if you are writing a memoir, there are other people who've had similar experiences and written about them. And while your perspective and story are unique, you need to listen in on conversations about your topic. Reading other books on your topic will both educate you and give you sources to cite in your own work. Knowing what else is out there can help you craft a fresh, unique message.

What other books have been written on this topic? (If you don't know, do a search on Amazon, or Google, or Goodreads)

What makes your book different from those books?

Clients at A Powerful Story use this Start Your Powerful Story workbook as their first step toward writing and publishing their book. It prepares them for the Story-Boarding Workshop, a four-to-six hour brainstorming session where Keri serves as coach and guide to outline your book. The Start Your Powerful Story Workbook and Story-Boarding Workshop are the first two steps in the Powerful Story 10-Step Writing Process.

Feel like you're still learning? Want more free content about writing and publishing? Contact us to apply to join the Powerful Story Private Facebook Group. It's free! The group page has videos and posts about writing and publishing, and it's free for subscribers to the Powerful Story newsletter.

Ready to start your book? To inquire about scheduling a Story-Boarding Workshop, or having Keri guide you all the way to a self-published book, visit www.APowerfulStory.com or email us at keriwyattkent@gmail.com
