



The Author Guide Course for non-fiction authors

Insight 1 – Get clarity on your WHY

[The video tutorial is here](#)

Purpose

Whether you've already started writing or you've got a completely blank sheet, this step should not be skipped.

It will make your book more powerful, get better reviews and ensure your message is clear.

We'll also be exploring building your community, so when you publish, you have a tribe of supporters ready to purchase and read.

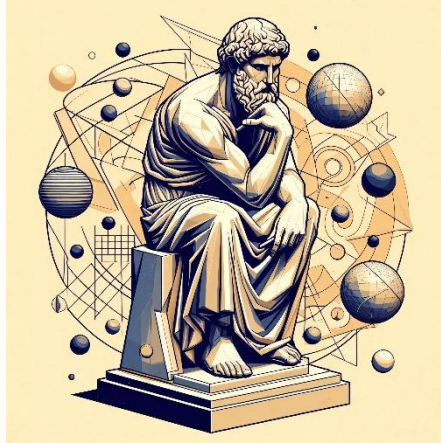
This step is all about purpose – with a little bit of marketing thrown in!

Your Why

Why have you chosen to write a book?

Someone telling you should do that is not a good enough reason. There are many good reasons for investing your valuable time in creating a book, be clear on your -

WHY?



Use this framework to explore your purpose:

Why you? (your reader)

Why me?

Why this?

Why now?

When you have a clear statement, put that somewhere you can see it – on your desk, on the wall, on a noticeboard, on the office door. As long as you see it and keep it front and centre, to keep you focused as your book journey progresses.

Don't skim – use the worksheet and give it some serious thought. Your book will be better for it.

Your message

You have accumulated a great deal of knowledge and experience during your career, what is the message you want to share with your readers?

This may be a challenge as you probably have lots of things you want to share with your readers. The secret is to explore what your core message is.

What do you want the reader to understand or be able to do when they have read your book? This will depend on the type of book you're writing, whether it's a handbook, an expert narrative or an educational book. There are many different styles of book and you may want to come back to this and revise it as your book develops.



Your reader

This is something many authors don't dig hard enough into. A few are lucky and hit a subject and approach that resonates with people, but most end up with a book that doesn't sell well.

Why?

Because they haven't got a clear focus on who it's going to help and how, so the content of the book falls between stools – people who it could help don't see the message clearly enough and people who aren't the right audience think it's for them and are disappointed.

How do they make the decision to buy the book – or not? That's all down to the back cover blurb – and all this work you're doing now will ensure that is bang on target too.

Your reader needs to be clearly defined – and it's not just a case of a general category e.g. 'business owners', you need much more than that. In fact, you need to feel like you know your reader inside out and keep that person in mind at every stage of your book's development.

I've created a worksheet to explore your reader thoroughly – and, before you do anything else, open it up and work through it. You'll be surprised at how much difference it will make.

And, if you are also running any kind of business – and the book you plan to write is for that audience, having an ideal client profile will transform your business marketing.

The Big Takeaway

And finally – now you've got a really clear focus – what is that big 'Aha' that you want your reader to get when they've read your book?

Imagine someone has read your book and is writing a review – what impact will your book have had on them?

This week's assignment

Complete the **Your Purpose worksheet**, so you're crystal clear on why you're writing your book and the core message. Then get to work on developing your **Reader Profile worksheet**.