

# WRITE A BOOK WITH A PURPOSE

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## WHY ARE YOU WRITING THIS BOOK?

Get clear on your intentions. Why do you feel you need to write this book and get it into people's hands. Why is it so important that you get your message out? What is inspiring and driving you to do this? Why you and not someone else? Give yourself permission to be the author you are meant to be!

## WHO ARE YOU WRITING IT FOR?

Who is your intended reader? The most common mistake is writing a book with a message to the general public. This can cause you to lose your authentic voice by trying to please too many people. Choose one person who you are writing this book for. What is their name, what do they look like, what are they going through in life, why would they be eager to pick up your book? This person should be someone you can easily share your authentic voice with. Once you know why, and to whom— write your book as if you are writing a love letter with your message to this one person.

## HOW DO YOU WANT YOUR READER TO BE DIFFERENT AFTER THEY FINISH YOUR BOOK?

After reading your book how should the reader feel? How will they act, what will they do differently? The most important thing about writing a book with a message is that you are there to serve the reader. The best way is by being vulnerable and sharing your truth in your writing and empowering the reader to use your message.

## WHAT IS YOUR MESSAGE?

What is the knowledge and wisdom you want to share with your reader. What is the obstacle you overcame or have helped others overcome? How did you do it? Write a bullet point list of all the topics, stories, quotes you would want to include in your book on a big list, then organize it by topics. These topics will be your chapters. For each chapter, reflect on the purpose of the chapter and how this will serve your reader.

## WRITE! PUT YOUR MESSAGE OUT THERE!

The reason you are even thinking about writing a book is reason enough to put your story out there, it means that you have something unique to offer in your own voice. Be brave! Do it for yourself and do it for your readers!

