

A GUIDE TO PREPARE YOU TO:

*write
pitch
publish*

YOUR BOOK



what

why

who

how

time to take some notes

Get yourself a notebook, preferably a brand new one with fresh pages. Even better, a notebook that looks pretty, in a friendly size that you can take with you. Get the kind that makes you want to write, because to write a book is to take notes, to always be thinking, to be letting those words move from your head to the page.

Now, it's 2019 so if your note book looks like a smart phone app. or a blank word document, I won't stop you. I just want you have a place where you can write freely and expand and create.

the 4 questions

What, why, who & how are specifically designed to answer the big questions of your book. These are the questions that will guide you to write a great book with structure and purpose, the questions that literary agents, publishers, or your reader will be asking you.

If you take this seriously and slowly, giving yourself ample time to think and feel, you will have the material and content you need to successfully begin:

your outline

your book

your book proposal

your query letter

the what

What is the core message or big idea or great story that you would like to share with your book?

This is NOT your elevator pitch. This is more like telling your favorite person about this wild idea you have to write a book. Go! Ramble a bit if you must.

extra

What five books inspire you to write your book? This can be related to writing style, topic, message, or how the author promotes his or her work. Anything that lights the fire in you and gives you that "I can do this!" energy.

the why

Why are you (specifically you!) the one to deliver this message or tell this story?

People write books all the time, on all kinds of subjects. The magic is found in who writes what. Write down all the reasons you must write this book.

extra

Choose the point of view (person) you would like to write from. Don't worry, this can change. It happens all the time. But right now, what point of view feels most natural?

1st: I am going to yoga.

2nd: We are going to yoga.

3rd: Janna is going to yoga.

the who

Who is your reader? More specifically, who are these words for and why do you want to reach that person?

See this person and all that they do and all that they believe in with your book in his or her hands. Maybe you're writing your book for you. Awesome, because there are a lot of people like you out there.

Now, describe everything you can about that person.

extra

Write the back cover of your book. Play with this a bit. Imagine your book is in a book store... or selling on a website. What is that first message or snippet of a story that your reader will read? Use your top five books for inspiration.

the how

How can the world change because of your book?

Don't overthink it. Just get excited about how your book is going to add some goodness to the world. That's the power of books.

extra

What is holding you back from writing your book, sharing your message, reaching your reader, and changing the world?

Make a list. Go ahead, write down your doubts and fears. It's good to get them out of your head and into reality. Because now you can face them. You'll win.

now what?

There are many ways to begin the process of writing a book, but they all start with some solid notes. Now you have your notes.

- You may feel comfortable putting words on the page now that you know your message.
- You may want to sit down and map out your outline, because you know the lesson you have to deliver to your reader.
- You may want to craft a proposal, because you have something that the world needs to know more about.
- You might even be able to look at yourself in the mirror and say, "I am an author," because now you can see how no one can write this book but you.

Don't doubt yourself. We authors all begin with blank pages, illegible notes, sloppy sentences, and sleepless nights.

Want or need more support to create your:

book outline

book proposal

first draft

Visit jannahockenjos.com or send me an email. I'd love to hear about your book!