

THE  
ULTIMATE  
STARTER KIT  
TO BECOME A  
#1  
BESTSELLING  
AUTHOR

WORKBOOK

*for writers of non-fiction*

GO ALL IN MEDIA & PUBLISHING

ELITE AUTHOR

# TABLE OF CONTENTS

03  
*Introduction*

---

04  
*Purpose*

---

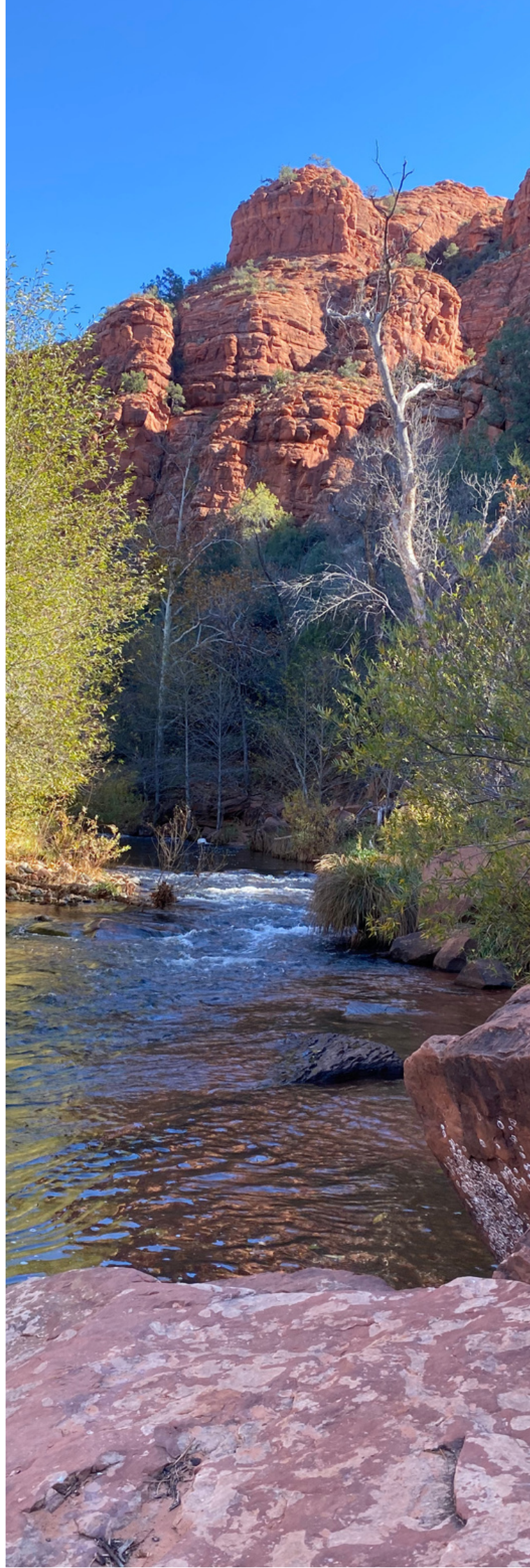
08  
*Ideas*

---

11  
*Readers*

---

15  
*Writing*





# INTRODUCTION

*Today, you are embarking on a journey that can change your life. How long have you waited to write your bestselling book? The wait is over because we are going to get you writing today – right now! We are here to help you every step of the way. The only question left is: are you ready?*

*Let's do this!*



# STEP 1

## *Finding Your Purpose*

*Ikigai is a Japanese concept that translates to your “reason for being.” In Japanese culture, this principle is used primarily to discover your bliss.*

*In western cultures, many people have adopted this principle to help them find their ultimate career or purpose. We are going to use it to find your perfect book idea.*

SOULMATE



The basic premise behind ikigai is to ask yourself four questions:

- What do you love to do?
- What are you good at doing?
- What does the world need?
- What can you be paid for?

The place where all four of these answers overlap is your ikigai.

The best way to start is by making some lists. So, let's get listing!

*IKIGAI*  
QUADS

USE THE FOUR QUADRANTS TO MAKE YOUR FOUR LISTS.

<u>WHAT I LOVE</u>	<u>WHAT I'M GOOD AT</u>
<u>PROBLEMS PEOPLE HAVE</u>	<u>PEOPLE WILL PAY \$ FOR...</u>



WORKSHEET

# WHERE DO THOSE MERGE?

Write ways you can combine elements from your four lists into one idea or service

- ✦
- ✦
- ✦
- ✦
- ✦
- ✦

Additional Notes & Ideas

---

---

---

---

---

---

---

---

---

## STEP 2

### *Brainstorming Ideas*

*Now that you have your overall book idea and/or purpose, it's time to brainstorm some ideas within that main theme. These will become your chapter titles and the main points in your book.*

*For right now, let yourself create a list without judgment or fear; just write down anything that comes to you. We'll narrow it down later.*

**S  
t  
o  
r  
i  
e  
s**



Think about your purpose from the previous exercise. What services can you provide in that purpose? How can you help others?

.....

What book ideas come to you that are related to your purpose?

.....

Take some time to really look through these ideas and choose one (or two) that:

- Resonate with you now
- You think you could write on today

Take some time to think about the topics you could write about within your main idea(s). If you were going to cover your topic completely, what sub-points would you definitely need to talk about? List them here.



## STEP 3

### *Target Audience*

*Your target audience will determine how you write and market your book or brand, so it's important to spend time really digging deep to explore who your ideal reader is. When you want to connect with people, the first step is to know who you're trying to connect with.*

*Take some time to go through each of the questions in this section and imagine your ideal reader and target audience. Get to know the people who will be reading your book!*

# Journalists

# TARGET AUDIENCE WORKSHEET

Answer these questions about your target audience:

Age?

Gender?

Location?

Hobbies/interests?

Education Level?

Income Level?

Marital Status?

Who do they trust?

# Target Audience IMPACT

*The answers to these questions will impact everything you do with your book, including:*

- How you write the book
- The book cover design
- Your interior design
- Where and how you market your book
- How you write the description of your book

*So, you need to consider your audience carefully, starting with how you write your book.*

*Think about your readers' pain points. A pain point is simply something that causes the reader to struggle or feel pain. It's where they get hung up when trying to achieve a goal.*

*Your book needs to provide solutions to all of their major pain points.*

*For example, one of the pain points of writing a book is writer's block. So, any useful book on writing should include a section on how to deal with writer's block.*



## STEP 4

### *Putting it all together*

*Now that you have defined your purpose, found your big idea, narrowed it down into sub-ideas, and identified your target audience, it's time to put it all together in the first chapter of your book – the introduction!*

*A great introduction includes four elements, and the good news is that you already have all four!*

# Warrilines

# Putting it all together

*You always want to begin your book with a hook. Something to catch the reader's interest and make them want to keep reading. Maybe it's part of a story from your life or a quote.*

*Next, you want to identify with the reader in some way. For example, tell the reader how you used to be in their position. This is where your target audience work will pay off.*

*Then, you want to explain why you are the person who should help them solve their problem. Maybe it's your life experience, or maybe it's because of your training or expertise.*

*Finally, you want to tell the reader what to expect from your book. What are they going to get from reading it? How will their lives change after following your advice?*

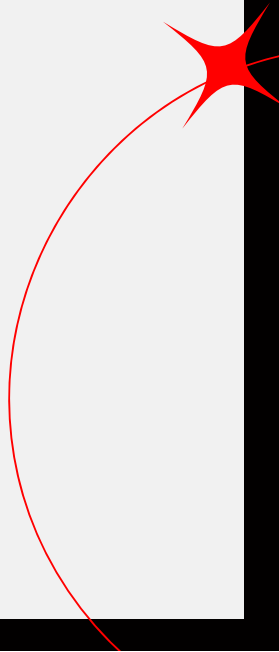




WHAT ARE SOME POSSIBLE HOOKS YOU COULD  
USE TO GET YOUR READER INTERESTED?



HOW CAN YOU IDENTIFY WITH YOUR  
READER/TARGET AUDIENCE?

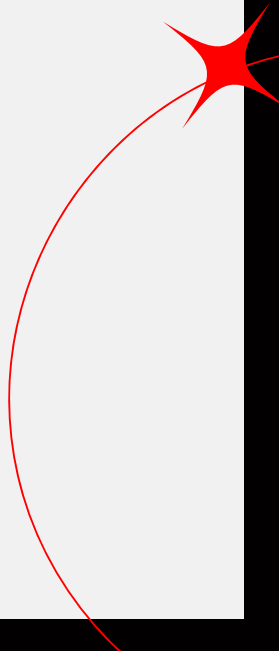




WHY ARE YOU THE PERSON TO SOLVE THE  
READER'S PROBLEM?



WHAT CAN THE READER EXPECT IN YOUR BOOK?  
HOW WILL THEIR LIFE CHANGE AFTER READING  
IT?





*Sometimes the greatest ideas are born when you just let yourself accept anything that comes to you.*

---

## *The Brain Dump*

Let yourself be free in your writing. Don't edit or criticize yourself. When you sit down to write, it's a judgment-free zone (and that includes yourself!).

## *Yes, and...*

Accept anything that comes to you and build on it. Don't squash your ideas by saying, "No." Just say yes and keep writing.

## *Write All the Time*

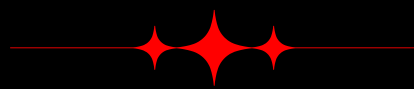
Keep a notebook with you. Take screenshots or voice record ideas when they come to you.



# CONGRATULATIONS!



YOU NOW HAVE EVERYTHING YOU  
NEED TO START YOUR BOOK!



WANT MORE?

## Join the Writing Masterclass

[Join Now](#)