

REFINE YOUR MESSAGE, DEFINE YOUR AUDIENCE

Refining your message will help you stay on track while writing your first draft. Take some time to answer the following questions. These are your guideposts. When writing your book, refer back to these often. Tape them to the wall above your desk to remind yourself of your intentions.

1. What is the tone of your book?

2. How do you want the reader to feel while reading your book? After reading your book?

3. What do you want the reader to know or learn?

4. What are the **three** most important messages you want to communicate with your book?

- A) _____
B) _____
C) _____

Defining your audience is as much about knowing who you're writing for as it is about knowing who you're not writing for. Do not let fear of judgement from particular people hold you back. One way to do this is to identify someone you know as your potential reader. Pick a person who might like your book. _____

Let them represent your audience when you're writing. Keep them in your mind. When you find yourself worried about what someone else might think, return your focus to your potential reader. That person is the only one who matters. Push all others from your mind.