What My Readers Are Really Looking For …

If you think you know, but aren't quite sure; if you're writing about your business or your profession; or perhaps your lifestyle or even your life, what do think you have to offer? More importantly, what do you have to offer that they want and need? What do you have to offer that you want to share … not everything is to be shared …

Have a brainstorming session with yourself or with people you trust (!), and write it on this document. Bullet points help to clarify, but it's key to THINK IT THROUGH. If you don't know what your readers are looking for, how can you write the book they need?!

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Not enough room here? Notebook, writing pad, whatever … but just write!