

9 Things to Discover Before You Write a Book

©2012 Nina Amir

Nina Amir, Inspiration to Creation Coach, www.ninaamir.com

Author of [How to Blog a Book](#) and [The Author's Training Manual](#)

1. Discover What Your Book Will be About and Why Would Someone Would Want to Read (Buy) It

Before beginning to write your book, hone your topic or story and angle. Figure out why someone would want to read your book rather than someone else's book on the same topic. Write a pitch or elevator speech, a short statement that describes the essence of your book, and follow it with some bulleted points—the added value readers will take away from its pages. Think of this exercise like writing back cover copy. What might you say or write about your book or story that would make someone carry it to the register?

2. Discover Who Wants to Read Your Book

Make sure you know your average or ideal reader—that one person you are writing for—as well as the size of your book's market. Who wants to read your book, and where do you find them? How many of these people exist in the world? Are there enough of them to justify writing your book? This market research tells you if anyone is out there to read (buy) your book and helps you know for whom you are writing.

3. Discover Whether Your Book Will be Unique and Necessary

Make sure the book you plan on adding to the mix is not only unique compared to the other books in your niche or category but also necessary. Take a good hard look at what other authors have already written and published. Is what you want to write different—different enough to make someone purchase your book rather than an established title or a book by an established author? And is there a need for another book on the subject? If no books have been written on the subject, why? Is there a need for even one book on the topic?

4. Discover If You Have Enough Content to Fill a Book and a Structure that Works

Sometimes writers think they have enough material for a book when really they only have enough for an article, or a couple of articles. Or they think they know what content they are going to include in the book, but when they finish the first draft, they discover they produced a manuscript that is scattered, rambling, misses the point, leaves out essential information, or just doesn't make sense. Avoid these problems by mapping out or outlining your content first and then organizing all these ideas into a table of contents or an outline. When you are done with this process you'll know if you have enough content to fill a book and if the structure of your book will hold up that content.

5. Discover How You Would Describe Your Book's Content

Bring your book to life with a short synopsis for each chapter. This accomplishes two things. First, when you couple this chapter-by-chapter synopsis with your table of contents, your pitch and list of benefits, you will have the best writing guide possible. Second, when you finish the synopsis of all your chapters, you have a clear picture of your book's content and are ready to write.

6. Discover How You Will Ensure You and Your Book Succeed

Whether you self-publish or land a traditional publishing deal, you need to promote your book. And promotion begins the moment that light bulb goes off in your head. Spend some time considering all the options you have to build awareness for yourself and your book as you begin the writing process as well as after you launch the book.

7. Discover Why You Are the Best Person to Write This Book

Most nonfiction books are written by experts. Decide if you are the expert on your topic, how you will become the expert, or if you might need to bring in other experts (maybe a co-author, contributors or experts to interview). In this step, fiction and nonfiction writers must determine if they have an “author’s platform.” If not, you need to consider how to create that built-in readership for your book.

8. Discover If This is the Only Book You Will Write on This Topic

The more books you write, the more books you sell. Brainstorming other “spin-off” books on your topic. This is especially important if you want to create a business around your book or attract a traditional publisher. As an expert author, if you have more books, you can create more products and services to sell to readers. And publishers like to take on multiple-book authors.

9. Discover How You Want to Publish Your Book

If you decided your book is marketable, you can begin writing—with one caveat. You need to know what publishing route you plan to take. If you plan on self-publishing, you can go ahead and write the whole book. If you plan on approaching traditional publishers, you only need to write 25-30 pages (NF) or the whole manuscript (F), but you also need to write a book proposal, which includes all the information you just compiled.

NINAAMIR
INSPIRATION TO *Creation* COACH

www.ninaamir.com

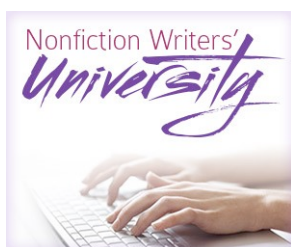
nina@ninaamir.com

408-353-1943

Join Nina’s mailing list to get information on how to become a successful author.

Receive a **FREE ebook**, *The Inspiration to Creation Coach’s Guide to*

Writing a Nonfiction Book here: bit.ly/nfbookguide



Get the ultimate shortcut to becoming a nonfiction writer or author. Join the Nonfiction Writers’ University and access the education, training, coaching, and strategies you need—in one place. nonfictionwritersuniversity.com

Develop the habits and mindsets necessary to succeed as a writer. Join this group coaching program to access a proven personal development framework for becoming a High-Performance Writer.

ninaamir.com/HPWriterGroup

