



What You Need to Know

BEFORE WRITING YOUR BOOK

NEAL ABRAMSON
WRITING COACH



Been wanting to write your book?

That's terrific!

If you're like 90% of most authors, you're excited about the stories and ideas that you want to put in your non-fiction book. But when you start thinking about actually writing it, everything seems like a lot of work.

I have good news for you; it doesn't have to be!

In fact, getting your book done can be a lot easier than you think, especially when you know what you need beforehand.

Here We Go!



What you need to know

- 1. Why you want to write your book*
- 2. Your main message*
- 3. Who your audience is*
- 4. The time you schedule to work each week*
- 5. The importance of envisioning the book done*



1. Know Why You Want to Write Your Book

Knowing why you want to write your book is essential. Is it to persuade, entertain, or inform? Do you have a special message you want to share with your reader?

Some people write books to leave a legacy; others to help with their business; still others to make a difference in the world.

Whatever reason or reasons you have, it's important to know what they are--and what the main one is!

Once you know the main reason you want to write your book, let that motivate and propel you to get your book done.



2. Your Main Message

The main message of your book is different from the reason you want to write it. It's what you want your reader to take away from reading your book.

Do you simply want them to leave with a good story? Or do you want them to take away something more? Maybe you want them to know what it was like growing up in the 1960s. Or maybe you want them to understand different ways to stay out of debt or how to make a relationship work.

There are any number of things you may want your reader to take away from reading your book. But focus on one of them. Keep your book centered around one main idea that is present in every chapter. This will help your writing be focused and help your reader know exactly what you're writing about.



3. Know Your Audience

"Couldn't *everybody* read my book?" you might ask. Well, sure. But it's important to have a particular audience in mind as you write. If you know your book is for children between the ages of 5-9, it will be a very different book than if it were for college students. Or maybe your book is for women more than it is for men. If you know this, you can start using language and refer to stories that will resonate with women, so they are clear the book is written for them.

Knowing your audience helps you focus your writing. It guides what you're saying and how you're saying it.

The clearer you are about who you're writing for, the easier it will be to shape your book, so that your audience gets the most value from it.



4. Schedule Writing Time in Your Calendar

Scheduling time to write in your calendar is necessary to get your book done.

It's what the most successful writers do. They schedule time each day to write, and they write during that time.

Let's say, for example, that you're going to write from 9 a.m. to 11 a.m. five days a week and you put that in your calendar and do it. Then it will only be a matter of time before you get your book done.

The other great thing about writing on a schedule is that you'll be able to track how much you're getting done each week.



5. Envision Your Book Done

It's important you believe that you can get your book written. Start imagining what it will be like to have your book complete.

Envisioning your book done will help keep you motivated and focused to complete it.

Picture yourself holding your book. Picture people reading it. See it on a shelf in a bookstore. Envision you giving a talk about it at an event.

Imagining and feeling what it's like to have your book done will help to sustain you throughout the creative process.



A writing coach can help you get your book done.

A writing coach will not only support you and your vision to complete your book, but will also help in the actual organization and editing of the book.

There is no question that having this additional support will help you get your book done.

Now all you have to do is start.

Meet Neal



I'm an author and a writing coach who has taught writing on the college level. And from having written my own book and helped others write theirs, I know what it takes to get a book done. It would be an honor if you let me help you complete yours. **Let's talk.**

My gift to you

I'm offering a Complimentary call to talk about the book you want to write or have already started. This call will help you get clear about what needs to happen next.

[Schedule Your Call with Neal Here](#)