

Making Your Book About the Reader: Flip Your Thinking!

The most effective books offer value by meeting the reader's felt need. When you make your book about meeting the reader's needs, it's no longer about you. (Take some time with that if you need to. It may take awhile to process. It's a lot.) I want you to craft a book that is "about the reader" because it offers her value by meeting her felt need.

To do that, it's likely you need to flip your thinking:

| When Your Book IS NOT About the Reader | When Your Book IS About the Reader |
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| Your writing has no logical organization, making it difficult for the reader to receive your message | You structure your book and chapters to serve the reader |
| You get lost in your writing and fail to focus on the one message you've purposed to communicate | You weave your unique big idea, your compelling premise , throughout the book |
| You open chapters by launching into ideas, "telling" instead of "showing" | You open chapters with story , "showing" instead of "telling" |
| You jam so many ideas into a chapter that the reader can't name the chapter's main message | You deliver a clear message that the reader is able to name when he finishes the chapter |
| Your book unpacks the <i>idea</i> about which you're passionate, but neglects the reader's experience | You offer the reader application , showing her what the big idea looks like when it's lived out |
| The reader doesn't know how to apply what she's learned to her life | You offer the reader practical tools to live differently because of what your message |

You've got this,
Margot

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