



RIGHT BOOK RIGHT NOW  
WRITE BOOK WRITE NOW

## MODULE II WORKSHEET:

The number one mistake most authors make is writing the \_\_\_\_\_ book.

Agents and Publishers would rather: *(Circle one)*

Say NO to a book that becomes a bestseller.      Say YES to a book that does not sell.

How does knowing this philosophical preference change the way you will approach your career as an author?



**What are the seven reasons people buy non-fiction books?**

1. To solve a \_\_\_\_\_ they \_\_\_\_\_ they \_\_\_\_\_.
2. To take advantage of an \_\_\_\_\_ they \_\_\_\_\_ exists.
3. To learn more about a \_\_\_\_\_ with which they are \_\_\_\_\_ fascinated.
4. To live \_\_\_\_\_ through the \_\_\_\_\_ of others ; \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
5. To follow \_\_\_\_\_ they \_\_\_\_\_ about though a \_\_\_\_\_ story.
6. To \_\_\_\_\_.
7. To be \_\_\_\_\_ stimulated.

**Circle the PRIMARY reason you believe people will buy YOUR book.**



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**Explain how your book fulfills that need:**

**As it's currently envisioned, might some of the other reasons apply? List them here. If not, is it possible to make that happen **WITHOUT** getting in the way of the primary reason?**



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**Are you writing the Right Book?**

**Yes**

**No**

**Maybe**

**How will you amend or write your book to better utilize the information you've learned in this module?**

**How does this module change how you will describe your book to an agent, publisher, or customer? How will you now describe your book?**