Angle & Audience

Take the feedback you received on your book idea and use it to answer the following questions. You'll use these answers to draft the start of your pitch/proposal in the next step.

I'm working on a		book about
0 -	tone / format	
	for	
topic	audienc	ce
I want to write about this top	oic because	
(e.g., there were no good resources about	it when I needed to learn)	
This topic is important right (e.g., this technology is being widely ado		
My audience really cares abe (e.g., transitioning careers, being more p		
My audiences is currently cl (e.g., the topic seems complicated, other)		

Pitch & Outline

Now that you have a better idea of what you want to write about, it's time to start creating your proposal. Don't worry about the writing being perfect yet—this is more about having all the ingredients right than polishing your prose. Once you have the a basics down, you can work on making the writing feel more compelling.

Working title:	
Elevator pitch:	
11 (11	is adescriptor (e.g., "practical")
working title	descriptor (e.g., "practical")
	tha
descriptor (e.g., "friendly")	type of book (e.g., "guide," or "intro")
will help	audience who ar
-	audience
struggling to	by
	challenge/pain point
what the	book will accomplish
When they're done, readers w	ill be ready to:
I	
key takeaway 1	
2.	
key takeaway 2	
3kev takeaway 3	