



AUTHORS & CO PRESENT

THE ONE  
THE OBVIOUS CHOICE  
THE ONE



# LET'S WORK BACKWARDS FOR YOU TO BE THE ONE, YOUR BOOK NEEDS TO HELP YOUR READER:

## **SURVIVE OR THRIVE.**

Every person's brain is tasked with keeping them alive.

People are either looking for opportunities to move ahead and thrive in life by making more money, gaining more credibility or status, or feeling part of something bigger. Or, they are in survival mode of needing more security, help or people that understand them.

The reality is that everybody is trying to advance their life in a positive direction.

These are the only true reasons why someone will buy your non-fiction book and choose you as "The One"

To thrive, or to survive.

# FIND YOUR NICHE...

We are all passionate about many things and when thinking of writing your book you may consider many different areas of your business or life. However, in order to establish what you are going to become the obvious choice for you need to consider three very important things. You need to find your niche or your sweetspot by asking yourself:

## **WHAT YOU ARE REALLY PASSIONATE ABOUT?**

Your passion is a critical starting point as it underpins everything you do going forward and seeps into every aspect of the book writing process. By setting out your stall as an expert, as an obvious choice in your field your passion needs to shine through on every level right from the beginning.

Think about:

What makes you angry?

What makes you sad?

What makes you happy?

You may have several answers but think about which one seeps into your life and your business the most. What provokes the biggest emotional response from you.

## **WHAT HAVE YOU GOT EXPERIENCE IN?**

Now it's time to think about where your experience lies. What do you know about? What have you got experience in? What is useful for others? What do you do that you get incredible results from?

Think about what you get asked about all the time. What questions do clients ask when they talk on the phone or drop you an email? What area do you find yourself offering advice in more often than not? What is that you do that can really change something for somebody else?

This may or may not be what your business is about. It may be that your business started out as one thing but actually more often these days you're getting asked about different things and helping people in a different way to the way you set out to. This may be because of your passions above or it may be demand from clients.

If you have several areas where you have experience, that's normal. List them down as they are all valid but think about where does your personal experience meet that passion? If you still have several areas where your passions are meeting your personal experience then you have more than one book to offer.

# FIND YOUR NICHE CONTINUED...

## WHAT IS PROFITABLE?

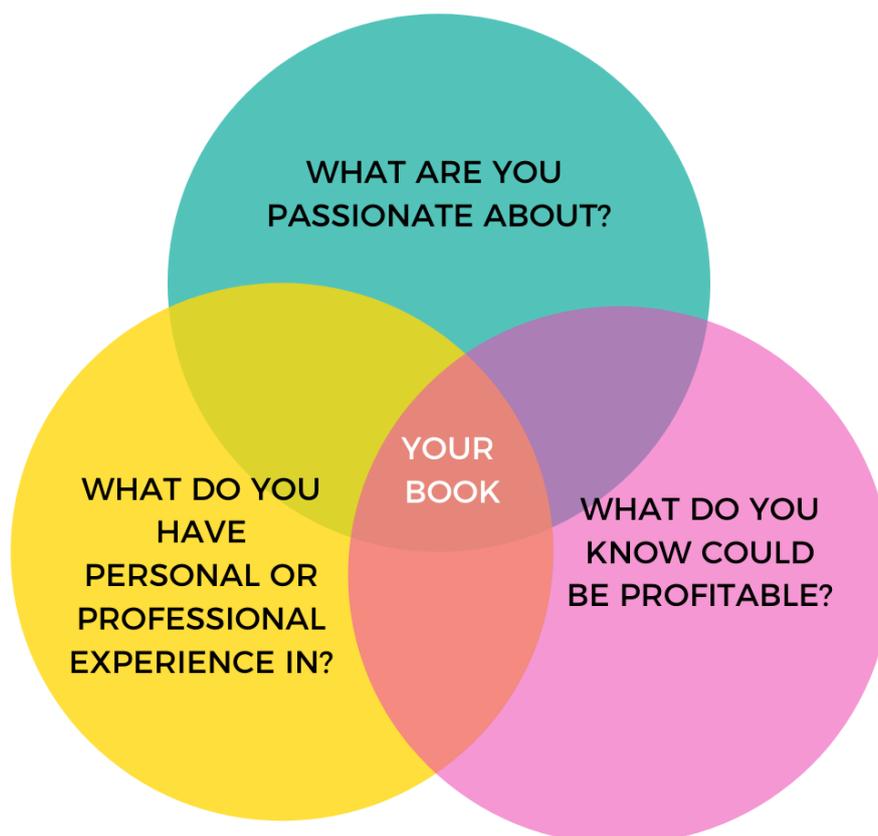
(HOW DOES THIS ALLOW YOU TO BE OF SERVICE TO OTHERS?)

Next you need to think about how your knowledge can help you serve others. What is profitable in what you offer? Being passionate about something and having experience in that area are the first two steps but you now need to consider what is profitable because without that you are in danger of creating a book which no one will buy or they will buy but the book buy not need you or your business for any further help.

So in order for you to create a book which aligns with your business and helps drive your business forward and become successful, you have to consider at this point what is profitable.

This is still the case even if you are creating a mission-driven book, one which you don't want to profit from in terms of your business because you still want readers to buy your book. Your book is a business in itself.

Once you have brought these three things together you will see emerging from the centre, your sweetspot! This will form the premise of your book. When you have this, you can begin to create your book.





# WHAT DO YOU WANT TO WRITE A BOOK ABOUT?

Detail what you would like to be known for....



# WHY ARE YOU THE OBVIOUS CHOICE?

Detail Your Experience...

(This can be how you have helped yourself, or how you have helped someone else)



# ARE YOU REALLY THE OBVIOUS CHOICE?

Consider...

To be the obvious choice, you need to live & breathe the content of your book – in every facet of your life eg: If you run a weight loss programme and want to write a book about this but don't eat healthily at home and are not following the principles you share in your business, no one is going to believe you; you are not setting out your stall as the natural choice, the one. You are not living and breathing what you are expecting your clients to do.

Ask yourself...

Do I embody my own teachings?

If I was a fly on the wall in your house, would I see you doing what you're suggesting your readers do?

You become the obvious choice when you live this, breathe this, work this and day-in, day-out you do what you're going to cover in your book.

If not, what can you do to start behaving like and displaying that you are the obvious choice?



# YOUR ASPIRATIONAL IDENTITY

**How do you want to be perceived by others?**

*I want to become known as the person who is described as:*

**How can you further step into your aspirational identity as you write your book?**

*I can ensure that I:*



# MY PERSONAL STATEMENT

*I am "The One" because...*