

Do I have a book in me?



*A meaty quiz that doubles as a launch for your
nonfiction book...*

The following questions are core to your nonfiction book. If you can answer them, you are well on your way. (Hint: they will take time and thought, so don't be stingy with either of those things.)

1. **What is the central idea of your book? Write this out in no more than 3 sentences. One sentence is ideal.**
2. **Why are you – and only you – the one to write this book? Write out all the reasons in no more than 250 words (one, double-spaced page).**
3. **Who is your book for? Who do you see in your mind's eye when you happily imagine that person buying and reading your book? Answer in a phrase or two.**

Drilling down further on your reader, because a book must be FOR someone...

4. **Whose life will you change – in small or large ways – with your book? In 250 words or less, write up a portrait of that person in detail. Identify any of their relevant demographic or psychographic characteristics: age, economic status, educational level, sexual orientation, gender identity, region, phase of life, passions, worries, pressures, hopes, ideals, etc. Give your person a name. Know in your bones that they exist out there, somewhere.**
5. **Thinking hard about the person you have just conjured, what will be the source of their hunger for your book? How will your book feed that hunger? Make this connection palpable and real by putting it into words.**
6. **Review your answers, scoring them from 1 to 5, where 5 is substantial (you can see lots of there there) and 1 is insubstantial (now that it's on the page, it seems thin or just confused). A total score of 20 to 25 is outstanding. 15 to twenty is still solid. Anything below 15 tells you where you need to put your energy.**
7. **Now consider how well your answers align with each other. Give yourself a score of 1 to 5, where 5 is perfectly aligned (your answers add up!) and 1 is a complete mismatch (your answers head in different directions). This score can also tell you where you need to put your energy.**

Having completed the quiz, do a gut-check:

- In the balance between excitement and overwhelm, does excitement have the edge?
- With all the work it will take to get your book out of your head and into readers' hands - and it will take a lot of work - are you eager to get started?
- Looking at your priority list for the next 18 months of your life, does the book make the top three?

Three yeses means you are ready to write. Less than three means this is probably not the right time - but a good time to plan for when it will be. (What will it take? When can you make that happen?)

If, however, you feel the structure, accountability and guidance of coaching is right for you now, let's have a conversation. Find me at nina@writeyourbook.net.

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