



DAY 1 ASSIGNMENT - Draft Your “Author Why”

Template 1

I wrote my book [Title] for
[Target Audience] because
they [Have this problem].
I want to share with them my
[secret sauce] so that they can
[successful outcome].

I wrote my book Keto for
Women Over 50, because post
menopausal women struggle
to lose weight, no matter what
they try. I want to share with
them my proven easy way to
lose weight without giving up
the foods they love so that
they can finally stop dieting.

I wrote my book
_____ for

because they

_____.

I want to share with them my

so that they can

_____.

Cont'd

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I wrote my book for [target audience] who have [this problem]. I am on a mission to help [your service goal] [do this] so that they can [successful outcome].

I wrote my book for employees who have to face an unsupportive boss every day and hate going to work. I am on a mission to help 1000 bosses learn skills so they can work better with their teams and be perceived as more supportive while still being able to achieve company goals so that their employees love to come to work every day.

I wrote my book for

who

I am on a mission to help

so that they can