

Chapter 2

WHAT KIND OF BOOK DO YOU NEED TO WRITE?

YOUR TURN: SELECT YOUR BOOK STYLE

Which book type will help you most? Make your selection based on your budget, your time frame, the amount of material you have already written—or will need to write—and your reader's attention span.

Write the answer here:

YOUR TURN: CHOOSE YOUR BOOK GENRE

Which genre sounds like the book you want to write? Which book will help you build your business? Write your answer here.

Can you think of a book that was so well done, you wish you'd written it—with the same tone and authority—but with *your* content? Write the title here or on a piece of paper.