

Nonfiction First-Chapter Boot Camp

Session 1. THE PROBLEM AND YOUR GOALS

The Problem: A potential customer walks into a bookstore &:

- | | |
|-------------|----|
| 1. | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |
| Total time: | a. |
| | b. |

In your experience, what makes the difference for response A or B?

Your Goal:

- Step 1. Attract
- Step 2. Hook
- Step 3. Engage

What Goes Into Your First Chapter? *Think Saturday morning in the supermarket.*

Catch people's attention and
Make your first chapter:

-
-
-

Think Marketing

What Your Audience Wants ⇔ What You're Selling

Three Key Questions

1. So What?

-

2. Who Cares?

-
-

3. Why You?

-
-

Understanding Your Audience

Appeal to Your Audience

Their relationship with your topic

Techniques for Targeting:

New handle for an old bucket

Can you specify your audience?

Expand a franchise?

Will you speak their language?

How Well Do You Know Your Reader?

What's their:

-
-
-
-
-

Also, what's their:

-
-
-
-
-

Think Felt Needs

Where's Your Ostrich?

Baiting Your Hook

Remember Your Purpose

After reading this, the reader will _____.

What the most attractive way to approach the topic?

- ... that will:
- -
 -

First Impressions

Title:

- attract attention
- inform/intrigue
- suggest benefits