

Nonfiction First-Chapter Boot Camp Session 2. FIVE GOALS OF YOUR FIRST CHAPTER

Where to Start

Introduction or Chapter 1?

Five Goals:

1) Warm readers to your topic

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2) Establish your credentials

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3) Present your style

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informational	vs	story-telling
formal	vs	informal
pretentious	vs	authentic
distant	vs	personal
lecture	vs	conversation

4) Define what you'll be discussing

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deep	vs	wide
theoretical	vs	specific
Bible teaching	vs	Bible application
exhortation	vs	giving examples

5) Signal benefits of reading

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information	inspiration
perspective	exhortation
encouragement	reinforcement
entertainment	how-tos

Identifying Key Information (*Fill in the blanks as we go*)
What's Your Genre? (*Yours may combine several categories*)

What's Your Topic? *(Identify it in one sentence.)*

What's Your Purpose/Takeaway? *(Identify it in one sentence.)*

Purchaser vs Reader?

Your Primary, Target Reader?

Gender	Age
Family Situation	
Education	Occupation
Primary Concerns/Values	
Church Experience	
Church Engagement	
Social Engagement	
Social Media Engagement	
Discretionary Time	

Your Primary, Target Reader's Relationship With Your Topic?

familiar	vs	unfamiliar
on track	vs	misinformed
agreeable	vs	disputing
seeking	vs	disinterested
happy	ambivalent	angry/grieved
relevant	vs	irrelevant
open	vs	secret
longtime need	vs	new need
temporary need	vs	lasting need
for lots of us	vs	for just a few

Your Perceived Expertise & Relationship With Your Reader

What words apply to you?

What Room Does Your Writing Feel Like?

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Homework assignment:

- 1)
- 2)
- 3)
- 4)

_____ (your book title) _____ (verbs)

_____ (your target readers)

_____ (whatever your book is designed to accomplish) [30 words maximum]