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