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
   ●
   ●
   ●
   ●

2) Establish your credentials
   ●
   ●

3) Present your style
   ●
   ●
   ●
   ●
   informational vs story-telling
   formal vs informal
   pretentious vs authentic
   distant vs personal
   lecture vs conversation

4) Define what you’ll be discussing
   ●
   ●
   deep vs wide
   theoretical vs specific
   Bible teaching vs Bible application
   exhortation vs giving examples

5) Signal benefits of reading
   ●
   ●
   information vs inspiration
   perspective vs exhortation
   encouragement vs reinforcement
   entertainment vs 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
- Family Situation
- Education
- 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 vs ambivalent
- angry/grieved vs relevant
- secret vs relevant
- 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?

Homework assignment:

1) 2) 3) 4)

_________________________ (your book title) __________________ (verbs)

_________________________ (your target readers)

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