**How To Become a Bestselling Author – Level 2**

**Exercise 1 - Understanding my Vision for My Book**

What I’d like my book to do for others?   (E.g. entertain, educate, etc.)  Please be specific.

What I’d like my book to do for me?  (E.g. credential, profit, self-fulfillment) Please be specific.

How important is it to me that I make my living as a writer?  (I.e. how badly do I want to make money at this, as well as achieving other goals?)

If my book was the foundation for other avenues of profit, the ones I’d most like to pursue are (please select at least 2)

* On-line sales of electronic books
* Selling an idea, product or event, etc.
* Credential for Professional Speaking or Training
* Movie and TV rights
* Other product sales

**Who I am as a writer.**  (Please complete the following statements)

Hi, my name is

I write best-selling books on

My work gives (role)

To (your audience)

**My end goal for my book**

It serves others by…

It serves me by…