**How To Become a Bestselling Author – Level 1 Session 1**

**Exercise 1 - Your Topic and Audience**

**Part 1 - Finding Your Topic (answer any question that has meaning to you)**

I prefer to entertain / educate / both?

I prefer to bringing happiness / meaning / both?

What has been the biggest tragedy(ies) of my life?

What challenges have I overcome that I’d like to help others overcome?

What interesting experiences have I lived though?

What am I doing when I’m happiest?

If I could create one miracle for others (individually or collectively), what would that miracle be?

I’d like to write a book about

**Part 2 – Defining Your audience**

Write a general description of your audience. Include descriptive details of age, sex, education level, what they like, what they want etc.

**Part 3 - Researching your audience with Google Phases**

See what Google auto-populates when you type random questions on your topic into Google. Use a clean browser, such as an incognito window.

|  |  |
| --- | --- |
| **Phrases I typed** | **Phrases that pop up** |
| Does Ginger… | Does ginger ale help flu  Does ginger help colds  Does ginger have caffeine  Does ginger ale have caffeine |
| How to… |  |
| Why does… / Why do… |  |
| How many… |  |
| When is… |  |
|  |  |
|  |  |

**Part 4 - Profile two of your ideal readers**

Write two fictitious half-page biographies of two of your ideal readers. Include photos (you can copy them off the internet). Use all of the information you wrote above to help you.