

Use this worksheet to clarify your message, connect with your reader, and shape a powerful book idea.

PART ONE: YOU – Your Voice and Vision

Start with your unique knowledge, experience, and passion.

What subjects or experiences have you lived, studied, or developed deep interest in?

What specific aspect of this subject excites or energizes you the most?

What makes you light up, feel curious, or want to share

Why does this topic or aspect matter to you?

Be as specific and personal as you can.

What is the BIG idea you feel called to share with the world through this book?

This is your message, truth, or transformational insight.

PART TWO: YOUR READER: Who You're Writing For

Get clear on who your book is meant to serve.

Who is your ideal reader?

Be specific, think about demographics, mindset, life stage, struggles.

What challenge or problem does your reader face that connects them to your topic?

How does your reader currently view the world or this topic?

What beliefs or assumptions does your reader carry?

What are their dreams, desires, or goals related to this topic?

What are their fears, frustrations, or emotional roadblocks?

Go deeper: How do they feel about this challenge—not just what they think?

PART THREE: THE BOOK CONCEPT

Now bring it all together.

What specific problem does your ideal reader have that your BIG IDEA helps solve?
Summarize this problem in 1–2 strong sentences. This summary becomes the heart of your book concept.

“You Got this far. Keep writing and moving in small steps to reach your limitless potential”
Melissa B. Lombardo

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Write, Heal, Thrive: Developing your Book Concept

Tips Handout and Worksheet

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