

Author Vision Writing Exercises

This document contains three foundational exercises to help you clarify your purpose, connect with your audience, and visualize your success as an author. Completing these will provide a solid framework for your writing journey.

Exercise 1: The One-Page Purpose Statement

Your story is unique, and so is your reason for telling it. This exercise helps you articulate the core purpose of your book and the promise you are making to your readers.

Instructions:

Write a one-page letter to your future reader. In this letter, detail why you are the only person who can tell this story and what you want the reader to feel when they turn the final page. Use the following prompts to guide your writing.

- Start your first paragraph with: **“I am writing this because...”**
 - Start your final paragraph with: **“By the time you finish this book, you will...”**
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Exercise 2: The Ideal Reader Profile

To write a book that resonates, you must first understand who you are writing for. This exercise asks you to create a clear and specific profile of your ideal reader.

Instructions:

1. **Give your ideal reader a name.** This simple step makes them more real and relatable.
2. **List five specific challenges** they are facing right now. These should be problems, struggles, or questions that your book directly addresses.

Example:

- **Reader Name:** Sarah
 - **Challenges:**
 - a. Feeling stuck in her career but unsure how to pivot.
 - b. Struggling with work-life balance and burnout.
 - c. Lacking a clear plan for her professional development.
 - d. Feeling isolated and looking for a community of like-minded professionals.
 - e. Overwhelmed by conflicting advice on leadership.
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Exercise 3: The Vision Board

Visualizing the end result can be a powerful motivator throughout the writing process. This exercise is designed to create a tangible representation of what success looks like for you and your book.

Instructions:

Describe or plan for 3 to 5 images that represent the feeling and achievement of your completed book. Think about what completing this project means to you on a personal and professional level.

Ideas for your vision board images:

- A mockup of your book cover.
- A photo of a stage you dream of speaking on.
- An image representing a key theme or feeling from your book (e.g., freedom, connection, healing).
- A screenshot of your book on a bestseller list.
- A picture of the community you hope to build.