

# Think Like A Publisher

## 33 Essential Tips to Write, Promote, And Sell Your Book

by Randy Davila

### Book Pitch Exercise Instructions

The Book Pitch exercise will help you make sure your book is focused, and provide a good outline to follow when talking about your book to a potential publisher or reader!

Below are some items to think about when filling out your worksheet. For a full description of the topics involved, please see *Think Like A Publisher: 33 Essential Tips to Write, Promote, and Sell Your Book*.

- 1. Your title.** Next to your manuscript, your title is the most important part of your book. For non-fiction, a good title is one that accurately describes the contents of the book. For fiction and memoir, a good title should be suggestive of content, but more importantly, it should be an intriguing invitation to the reader to join you in the story. See Tip #4, 9
- 2. Your topic.** The importance of writing a very focused book cannot be underestimated! The question ‘what is your book about?’ may appear easy, but looks can be deceiving! Tell me *in as few words as possible* what readers can expect to get out of your book. See Tips # 3, 5, 8, 9
- 3. Your target audience.** No book is for everyone! By knowing whom your potential readers are you can stay focused on building your platform and writing your book for the realistic group of people who may ultimately buy and read it. See Tips # 2, 6, 7, 9
- 4. Your hook.** What makes your book unique? When developing your hook, imagine that you only have thirty seconds to tell a potential reader or publisher what makes your book unique and how they will benefit by reading it. See tip # 8, 9
- 5. Your author bio.** Why are you qualified to write this book? This is an important, but often forgotten piece, by new authors. Your bio should cast you as either an expert on your topic (if writing non-fiction), or a master storyteller (if writing fiction). See tip # 8, 9

\*This exercise is a modified version of one created by my friends at Red Wheel Weiser, LLC., and used here with permission.

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1. The title of my book is:

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2. This is a book about (your specific topic):

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3. It's for (your target audience):

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4. My book's hook is: \_\_\_\_\_. (What will the reader takeaway from your book? How will they benefit? What makes your book unique?).

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5. I am qualified to write this book because:

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