

Manuscript MASTERY

Your Reader Transformation

Most non-fiction books take readers on some sort of journey of transformation from one point to another.

Answer the following two questions about your book and the transformation journey your reader will go on.

1. The Before Picture - Where is someone in their life when they start reading your book? What is their pain point?

2. The After Picture - What is it they desire? What are they truly wanting in this area of their life that your book topic is about?

3. The Process - Describe what sort of transformation you want your reader to have gone through when they've finished reading your book?