



MAKE CONNECTIONS

TO THE OCEAN!

HOW TO USE THIS WORKBOOK

This is a reformatting and reimagining of the discovery series I work clients through, usually when they're at a turning point in their writing process. Maybe it's going from ideation to actually writing, or sorting out a collection of posts and transcripts, or revising a manuscript. Sometimes, we know what we need and get right to that tool—a refreshed table of *content* (no, that's not a typo), a refined analysis arc...But not often.

In most cases, we start with what I've called a "discovery" call regardless of how much has already been discovered. It never hurts to go back and refine who you are to your work, who your reader is, and how the work brings you together. That one step can solve so much more than we realize.

With that said, you may decide one step looks more advantageous than another, based on where you are with your idea or project, and you're welcome to skip right to it. I will always

recommend going top to bottom, though, just in case you find an answer to a question you didn't know you had.

Because this is a book and not a 1:1 call, I've tried to lay it out with as much context as I could manage, while keeping the bulk of the page time free for you to explore. After all, our goal here is for you to do the discovering. So I've grouped each step into three parts that form a tool all on their own:

- Find Access Points
- Make Connections
- See What Comes Up

When you're starting a new project or feeling stuck in something old: look for ways you can easily tap into what you want to write (find access points) and set the blocked up stuff aside for now; set some guidelines using reference points—authors you love, a specific target reader, and your relationship to your topic (make connections); then start drafting, even if that looks like making lists, without judging (see what comes up).

Inside of these sections, there are short explanations preceding a series of questions and writing prompts. There's not much space to write here, and that's also by design. I do want you to take the time to contemplate each question, but sometimes more words indicates less understanding. There's a balance to strike between free writing and writing around a topic. Have we found it with these pages? Who knows. I recommend writing in pencil and grabbing extra erasers.

You're also more than welcome to type, to make up your own questions, to get 2 pages in and realize the lightbulb is on and your whole book is coming to you like you've trapped a Muse in the attic (this is a *Sandman* reference; please don't be that guy). My point is, this is yours now. I hope something in it will inspire you and reignite your passion to write. If not, that's okay too. Put it on the shelf for a better "beach day," or hand it off to a friend who's been dying to catch a glimpse of their own shoreline. And as always, just like a buffet before COVID-times, please take what you like and leave the rest.

..... ASK YOURSELF

How do you imagine readers recommending your book to others?
Start with one sentence you might overhear at a cocktail party.

Who are they recommending it to? A peer, colleague, boss, close friend? What other books or authors might they compare it to?

List some authors you like and why:

List some authors you don't like and why:

What kind of author do you want to be seen as?

Note: I'm including writing prompts in some sections for anyone with a daily writing practice that they don't want to derail during discovery, for anyone publishing content around their writing process, or for anyone who simply thinks better via writing. If that doesn't resonate with your process, feel free to stash them for later or disregard completely.

EXPLORATION PROMPTS:

Write or record a piece of content around “why I want to write this book.” Feel free to be completely self-focused here if needed—you can choose whether or not to publish this. Just give yourself freedom to say it all out loud.

Reflect on why you're going through this effort, from an outcome standpoint. How integral is a book to what you want, personally and professionally? How much are you going to actively leverage it in your envisioned future? Is it going to lead to an ROI worth investing in, or is this a passion project exploration?

Extended prompt: write multiple pieces like this, with the emphasis shifted in each.

Why I want to write this book

Why **I** want to write this book

Why I **want** to write this book

Why I want **to write** this book

Why I want to write **this book**

to prove about yourself on the page. You're free to communicate your thoughts. So. Who's on the other end of the line?

..... ASK YOURSELF

First, before trying to name who your reader is, tap back into your idea. What will be better for your reader because they read your book?

Is there any kind of caution that comes with that benefit?

If they never, ever get access to your book, what will life be like for them?

Who would most be interested in this improvement, in spite of the caution, because of how much they're feeling that pain without having your book?

What kind of reader is this person? i.e. are they reading for luxury or skimming for takeaways? Are they digging for deep personal change already or are they just here for the tactical?

Who else is writing to this person?

What is their pain point or problem space, having not read your book?

Where have other sources gotten it right, and where have they gotten it wrong?

What does this reader say they want? What do they think will solve their pain point or curiosity?

Do you already have clientele or other interactions with your target or secondary audience? What kind of avatar or demographic profile do you have for them?

Can you attach this reader to a real life human that you know? (A younger-version-of-you counts!)

Have you brought this topic to their attention before, directly or indirectly? What was helpful, what was not?

EXPLORATION PROMPTS:

Write or record 2-3 pieces of content dedicated to these specific individuals, real or imagined.

Let them know you see them and their struggle.

deeper truth. Even the smallest ideas grow to a phenomena, not by being the most dramatic, but by inviting others to latch on. To join the conversation.

..... **ASK YOURSELF**

Even if someone promised your reader a path to what they want, what do you know they actually need?

What would change for them if they could access this need?

Because of your expertise, experience, or analysis, you probably also know that they won't be able to meet that need until something more happens. There's a truth that they're currently missing, a deeper realization they need to uncover. What is that truth?

WORKING SUMMARY MADLIB:

My reader is looking for my book because they want _____, and I can help them with that through _____. But unless they can access _____, they're always going to come up short. That's why _____ has always failed them before. So we're also going to work on _____, which will give them _____. I know this will work because _____, and I can't wait to see the shift in them, just as I've seen _____.

