



Publishing Nonfiction Books on Spirituality
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MODULE 1
INTRODUCTION TO PUBLISHING SPIRITUALITY NONFICTION BOOKS

Workbook A
Examination of the Seed

You have a seed of an idea for a prospective book project, or at least you think you do. It's imperative that you have a clear understanding of that seed before you proceed with sowing. The purpose of Workbook A is to help you confirm that you have a clear expression of the idea and you are writing it in a way that will appeal to the person you intend the book to be for.



Identify the concept you would like to develop in your book.

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In one to two sentences, summarize the main takeaway point of your book.

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Conduct market research: Identify three (3) books published in the last five (5) years that are relatively similar to your concept and thesis. List those books below, including title, author, publisher, and year of publication. For each book, assess the core message and two other prominent or notable points.

1	Book Title	2	Book Title	3	Book Title
	<i>Author Name</i>		<i>Author Name</i>		<i>Author Name</i>
	<i>Publisher, Year of Publication</i>		<i>Publisher, Year of Publication</i>		<i>Publisher, Year of Publication</i>
	<i>Core Message</i>		<i>Core Message</i>		<i>Core Message</i>
	<i>Notable Point #1</i>		<i>Notable Point #1</i>		<i>Notable Point #1</i>
	<i>Notable Point #2</i>		<i>Notable Point #2</i>		<i>Notable Point #2</i>

What is one message your book will emphasize that previously published books in your subject have *not* emphasized?

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In what way might a message in your book be controversial?

Identify one message you will be presenting in your book that not everyone will agree with. At least one substantial aspect of your book has to be worth talking about. Remember: everyone loving your book means there is nothing to talk about. (Be mindful that this one message better be presented in an airtight, well-cited, well-argued manner, so take great care in tailoring that one particular message.)

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Name three (3) authors you admire who have published spiritual nonfiction. Free-write all the traits about these authors you admire and aspire to manifest in yourself. What do they have that you want? Spell it out.

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Do you prefer financial gain or establishing professional credibility?

Note: If you choose financial gain, then start thinking more seriously about self-publishing. If you choose to establish professional credibility, then pay closer attention to the module on traditional publishing.

Why do you want to publish a book?

Do not say “to help people” or “to make a difference.” Do not frame your answer altruistically. Think about yourself because that is the first step to honesty. You need to be honest when you examine the seed. Why do you *want* to publish a book? Get dark, selfish, and truthful with your ego. Before you can truly help people or make a difference with a book, you must first face the inner demon that seeks fame, fortune, and glory. Now. *Why do you want to publish a book?*

Note: Whether it is book writing or any other endeavor, if your objective is fame or fortune, then neither of these achievements will ever be yours. No one famous and no one wealthy work for those objectives. They work because of a passion. Sure, maybe for a wealthy person, the passion is multiplying and expanding a dollar and he has a true passion for money, but that’s a distinctly different objective from “fortune.” You have to understand that distinction before you take another step further. Spiritual memoirs are written because it gives the author a sense of emotional release and personal validation for the difficulties he or she has endured. If you secretly want to become notable, then that cannot be your goal. Your goal has to be something specific, like “to write the only book anyone will ever need on rune divination” or “to sell more copies of my spiritual memoir than [insert bestselling spiritual memoir author]” or “to be seen as a leading expert in the field of [insert professional industry]” or even “to concretize my interpretations and perspectives on [insert religion].” Then from there, every action you take in the writing of your book must in some measurable way support that self-centered goal. It’s dark, it’s ugly, and it’s uncomfortable to admit to ourselves that we’re selfish, but it’s the first step to channeling your passions in one, single-minded direction and increase your chances of hitting the bull’s eye. By following this thought pattern, you are more likely to finish your book.

A successful book changes the reader, even if it is a small shift. How do you strive to change your reader? What shift will your book create in the reader?

Will your book concept be better supported through tables, figures, or illustrations? If yes, start brainstorming what you envision some of those tables or figures to look like. What do you envision as photographic inserts? What do you envision as some of the reference charts to include?

This is not yet the time to be comprehensive about your tables and figures. Just think broadly for now, noting your vision. By doing this early on, you're calibrating your writing process with more specificity, and will be better able to make structural and organizational decisions with foresight.

Who are you writing your book for?

Even if you never disclose this information to anyone, ever, envision that one person you want to see holding your book and reading it cover to cover, and smiling and nodding emphatically with every turn of the page. Don't be conceptual here. Let's get detailed. Whether it is an actual person you know or a hypothetical figure, answer the below prompts with as much specificity as you can. Conceive up an entire video scene in your mind. Conceive up a fully developed narrative.

Male or female?	
Hair color.	
Eye color.	
Exact age.	
Describe the person's physical appearance.	
Educational background.	
Occupation/profession.	
Relationship/family status.	
What are this person's spiritual or religious beliefs?	
In your vision, what is this person wearing?	
What color is your book jacket or cover design, as you see it in this person's hands?	
Where is this person, while reading your book? Curled up in bed, on an armchair, by the beach, in a waiting room, etc.?	
Zoom out and describe the room this person is in, the surrounding environment, and be as detailed as you can. Invoke physical senses.	
How did this person find out about your book?	
Where did this person buy your book?	

<p>List three other books this person has read before. (These titles do not need to relate to your book in any way and don't even need to be nonfiction; rather, these are simply titles this envisioned person of yours would have read and loved.)</p>	
<p>When not reading your book, what are some of this person's hobbies and interests?</p>	
<p>Okay, this person just finished reading your book. He/she is going to tell someone about how amazing your book is and how it has changed everything. Who does your person tell about the book? Let's go through some of the prompts again, now for this second individual.</p>	
<p>Male or female?</p>	
<p>Hair color.</p>	
<p>Eye color.</p>	
<p>Exact age.</p>	
<p>Describe the person's physical appearance.</p>	
<p>Educational background.</p>	
<p>Occupation/profession.</p>	
<p>What are some of this other person's hobbies and interests?</p>	
<p>What is the relationship between this other person and your first envisioned person? How do they know each other?</p>	
<p>Describe the scene when your first person tells this second person about your book.</p>	
<p>Why did you just go through the above exercise? You're doing two very important things here. First, you're creating your vision. When we say someone is a visionary, this is what we actually mean they're able to do. What you were just doing was being a visionary. Second, you're defining your target reader and then your secondary market. You're also beginning to see the chain of marketing that will most facilitate sales of your book and by being able to see that clearly, in a way that our minds and emotions can process, you are now far better positioned for trusting your intuition when you write and organize your book. Keep these two reader profiles in mind as you write your book. You are writing for them.</p>	