

# I Am Writing

## FICTION

## MEMOIR

## SELF-HELP

Who is my target market?  
Why am I writing this?  
What is the emotional journey I want to take readers on?  
(from x to y to z)

### Most Essential Qu's

- What does my character want?
- Why can't s/he get it?
- What is the inciting event?
- How does my character transform?

### Most Essential Qu's

- What tapered area or part of my life am I focusing on?
- What are my themes?
- How do I cross the bridge between the personal and the universal?
- What is the takeaway for the reader?

### Most Essential Qu's

- What PROBLEM am I solving for the reader?
- Why am I the best person to solve it?
- What is my central question?
- What unique solution am I offering?

### Begin with your main character

- Who is s/he? Write into the character memories, personality, problem, desire
- EXPLORE - get some feel, get some writing done
- Then PLAN the STORY
- Allow theme and PLOT to emerge

### Begin with 50 powerful memories or moments

- Use writing prompts
- Look for themes
- What meaning do you make of it?
- In what ways does your personal experience connect with others'?

### Begin with writing prompts

- Create a mind map and table of contents
- Get personal - use stories

### Writing Tools

- 24 Questions

### Writing Tools

- Your Story book & booklet
- Writing Prompts
- 7 Tricks to Writing Your Story online course
- Inner Circle video library
- 24 Questions

### Writing Tools

- 24 Questions
- How to Write a Self Help Book
- Writing Prompts

MAKE THE READER CARE

UNIQUE WRITING VOICE



Joanne Fedler  
Write Your Story