WEEK ONE · BUILD THE BLUEPRINT

Your Book Concept

Name the one reader this book is for, and the one-sentence promise it makes to them.

Prepared for Sample Student

HOW TO USE THIS SHEET

1. Write your one-sentence promise, using the fiction or the non-fiction version below.
2. Write your Reader Avatar: a half-page letter to the single real person this book is for.
3. Say your sentence to a stranger or a free tool like Claude or NotebookLM. If what comes back is not your book, sharpen it.

FROM A VAGUE IDEA TO A REAL PROMISE

?	**Fiction, before**	*"A book about a woman who goes through a hard time and grows."*	who, what does she want, what is at stake?
*	**Fiction, after**	*"A grieving chef gambles her last savings on a failing seaside restaurant, and must choose between the memory she is protecting and the life still open to her."*	who, what they want, the cost
?	**Non-fiction, before**	*"A book about productivity and being less stressed."*	for whom, and what change?
*	**Non-fiction, after**	*"This book helps overwhelmed new managers run their week in ninety focused minutes a day, without taking work home."*	who, where they start and end

The strong versions name a real person, what they want, and what is at stake. Yours does not need to be perfect today, only true.

Your One-Sentence Promise

If you write fiction

Who is your story about, what do they want, and what could it cost them? Rewrite it until the sentence stops wobbling.

If you write non-fiction

Who is your book for, where are they now, and where will they be by the last page?

Sharpen it, draft by draft

Rewrite the sentence until it stops wobbling. Note what was loose each time.

Draft	Your sentence	What still wobbled
1		
2		
3		

Draft	Your sentence	What still wobbled
4		

The stranger test

Say your sentence to someone, or ask a free tool to repeat your book back to you. Write what came back. Was it your book?

Your Reader Avatar

FEAR	What keeps them up	WANT	What they reach for	HOPE	What they dare imagine
The worry your reader carries into this book.		What they hope this book will give them.		The life or feeling on the other side of the last page.	

A letter to your one reader

Half a page. Describe the single real person this book is for. Keep it beside you as you write.

ReadInk · Sample

After the last page, your reader will...

What will they be able to do, feel or understand that they could not before?

Why you are the person to write it

What you know, have lived or care about that makes this your book.

Your book promise, as it stands today

The sentence you will keep beside you all week. Aim for true, not perfect.

BEFORE YOU MARK THIS LESSON COMPLETE

- ❑ I wrote my one-sentence book promise and refined it until it stopped wobbling.
- ❑ A stranger, or a free tool, repeated my book back to me correctly.
- ❑ I wrote my Reader Avatar letter to one real person.
- ❑ I aimed for true, not perfect, knowing I can sharpen it all week.

Next: Day 2 · Choose Your Book Type and Form. The shape your promise will take.

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