



Stop **READER'S** Block *Before It Starts*

How to Write a *Powerful* Introduction

INSTRUCTIONS

You know how important those first few pages are. As a busy reader, you need to know quickly whether the book in front of you is exactly the right resource for you now. There are simply too many other helpful resources out there to waste time reading one that is “kind of” helpful.

So if you’re *writing* a nonfiction book, how do you quickly show *your* readers they’re in the right place? More importantly, how do you keep yourself from endlessly perfecting your introduction and never moving on to chapter 1?

You just need the right strategy. There are two simple steps:

1. Create a map of a compelling reader’s journey, where the right pieces are in the right order for maximum impact.
2. Write your introduction *last*.

In this guide, we’re giving you our secret weapon to stop reader’s *and* writer’s block before it starts. You’ll have all the map-making tools you need to capture the essence of a compelling reader’s journey, a process we’ve honed over the past fifteen years as trusted writing partners for *New York Times* bestselling authors, first-time authors, and all authors seeking to serve their readers at the highest level. Not only will your readers know they’re in the right place, you will know exactly how to structure the rest of your first draft and literally bake your marketing into your book. And you’ll experience more ease and flow throughout your writing process.

Here are your next actions.

1. **Fill out this guide.** You can type directly in this interactive PDF, print it out and fill it in by hand, or write out your answers in a journal or electronic device.
2. **Set it aside and start working on chapter 1** (which will now be much easier after you’ve completed this guide).
3. **Update this guide as needed as you write your first draft.**
4. **When your first draft is complete, return to this guide and use it as a detailed outline to write your introduction.** The best time to write your introduction is when you know deep in your heart, mind, and soul the true benefits of taking this journey with you.

Let’s get started!

THE GUIDE AT A GLANCE

Below are the time-tested elements of how to activate your reader to join you on a learning journey. The sequence is also crucial for activating the reader's sense of personal responsibility and self-leadership as the most important resources for their journey. As the author, you are the guide with the map; they are the ones who have to do the work. Business authors: This is the sequence that bakes the marketing into your book. Personal development/transformational authors: This is the activation code for the readers ready to take this journey with you.

Story



Create psychological safety and connection: Share a story that illustrates the pain you know your readers are facing.

Aha



Ignite an epiphany: What is your deepest diagnosis of the problem behind the pain? What do you know about the problem that may be surprising to your readers and thus activate a new, empowering way to view the problem and the solution?

Trust



Establish trust: Why can your readers trust you as a guide and mentor in this area? Just as importantly, how can you encourage them to trust themselves as the true source of wisdom for their problem and their ability to co-create the solution with you along the way?

Map



Reveal the map: As a trustworthy guide and mentor, share a map of the journey ahead through your book. How does each chapter or part take them step by step from their problem to the co-created solution?

Invitation



Invite them to join you on this journey, reminding them of all they have to gain (and maybe the opportunity cost of not taking action now).

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Click to play video in browser

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We hope this guide has been helpful as you begin the process of writing a book that truly serves your readers well! Watch your inbox for additional tips for making the most of this guide.

Feel free to share this guide with others! To be sure they receive the most up-to-date version, send them to this link:
split-seed.com/write-your-introduction.

If you get stuck along the way or would like more support as you write, refine, and/or publish your manuscript, we'd be happy to help. Request a free writing consult with us at split-seed.com/contact, or learn more at split-seed.com.

We are honored to support you on your journey.

Warmly,



Amanda and Ben Rooker



writing | coaching | publishing strategy
for ideas that grow

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