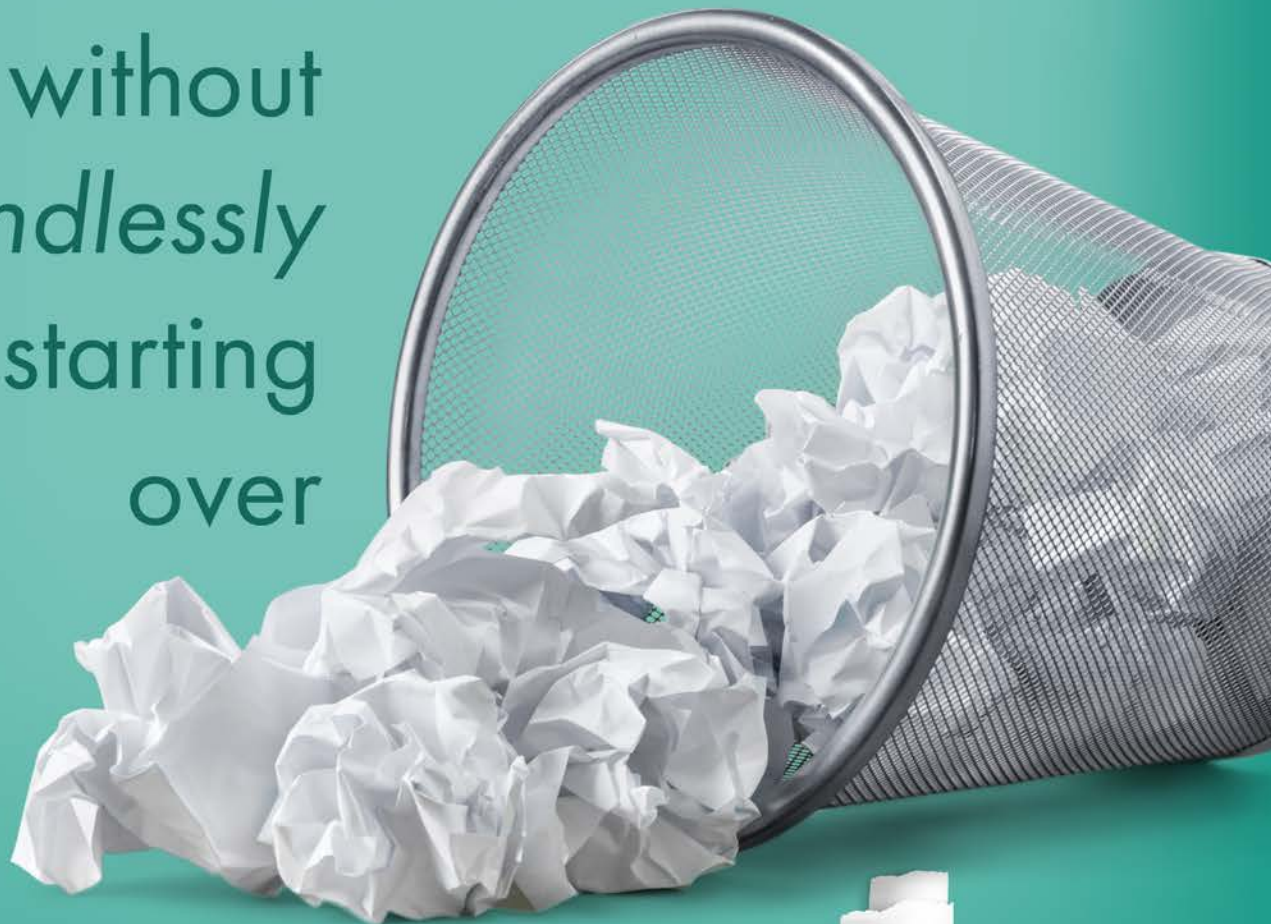


5 Steps to Writing a Powerful Introduction

without
endlessly
starting
over



split seed media



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INSTRUCTIONS

You know how important those first few pages are. Writing the introduction can be the hardest part of writing a nonfiction book. Readers need to know **quickly** whether the book in front of them is exactly the right resource for what they need **now**. There are simply too many other helpful resources out there to waste time reading something that is “kind of” helpful.

So 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 actually finishing your book?



You just need the right strategy.

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



We're giving you our secret weapon to stop reader's and writer's block before it starts.

In this mini-course, you'll receive 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-plus 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.



STORY



AHA



TRUST



MAP



INVITATION

Writing a powerful introduction has 5 key steps.

- 1. Story:** Create connection.
- 2. Aha:** Ignite an epiphany.
- 3. Trust:** Establish credibility as a guide and mentor.
- 4. Map:** Reveal the path.
- 5. Invitation:** Invite them on a journey.



As a result of following this process:

- Your ideal readers will know they're in the right place within the first page.
- You will know exactly how to structure the rest of your first draft.
- You'll literally bake your marketing into your book.
- You'll experience more ease and flow throughout your writing process.



Your next actions:

- **Fill out this workbook one step at a time.** You can type directly in this interactive PDF, import it into your favorite digital markup tool, print it out and fill it in by hand, or just write the answers in a separate notebook or journal.
- **To support your work, watch each video as it arrives in your inbox.** Each day, you will be receiving a video to support you through this mini course - but you don't have to wait for the videos to complete this workbook. The videos will help you if you get stuck, or help you go deeper with the work you've already done.

Let's get started!

THE COURSE AT A GLANCE

Below are the 5 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; the readers 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.

1



STORY

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

2



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?

3



TRUST

Establish credibility: 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?

4



MAP

Reveal the path: 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?

5



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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INVITATION

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NEXT STEPS

If you have made it this far, **congratulations!** Maybe you have pages full of pure gold. Maybe you have pages staring blankly back at you. Either way (as long as you gave it a good try), you have all the information you need to take the right next step.

Which of these two situations best describes your workbook?



My pages are
mostly empty



My pages are
mostly full

If you struggled to fill out these pages, there is good news and bad news. These pages represent fundamental building blocks of a professional-quality book, and if you can't get clarity and content here, the reality is that it is not going to get any easier. Many people in this situation either give up, or write themselves into such a tangled mess that it becomes prohibitively expensive to untangle.

The good news is that a little help at this point can make all the difference. We have helped countless authors make **critical and empowering decisions** at this point in the process in a single consult. It will only cost you 45 minutes of your time, and you will receive clear answers to the following questions:

- How is my idea unique?
- What kind of support do I need to produce the best book possible and meet my goals?
- What are my publishing options, and how do they affect what I should be doing now? (Spoiler alert: if you want a traditional publishing deal, stop writing your manuscript.)
- How can I share my idea in other ways beyond a book?

Once you gain clarity on these questions, your next best step will emerge. To get the right support at the right time, schedule your free consult here:

[Schedule Consult >](#)



New York Times Bestseller

“Amanda Rooker was instrumental in crafting my proposal for *Eve* and her intelligent review of the manuscript was significant. Without her, *Eve* would not have made it into the world so beautifully, brilliantly, or as quickly.”

Wm. Paul Young

NYT bestselling author of *Eve*
#1 NYT bestselling author of *The Shack*



If your pages are full, congratulations! You have completed the first milestone of writing a book that truly serves your readers well. So, what's next?

Here is our recommended strategy for using this process to jumpstart your book writing:

- 1. Set this workbook aside and start working on your first draft, beginning with chapter 1.** Now that you have a clear map of your reader's journey, writing each chapter will be much easier.
- 2. As you write your first draft, update this workbook as needed.** You will almost certainly receive new insights as you write your book. No problem: if you come up with clearer language or a clearer process for your reader, simply update your story, aha, trust, map, and/or invitation notes in this workbook as you go. Then keep writing.

3. **When your first draft is complete, return to this workbook and use it as a detailed outline to write your introduction.** The most efficient time to write your introduction is after you've completed your first draft--when you know deep in your heart, mind, and soul the true benefits of taking this journey with you.

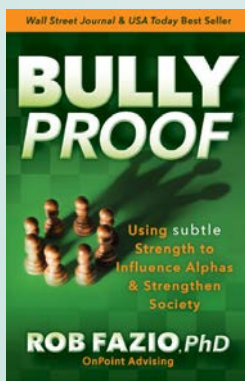


If you would like additional help as you write your manuscript, we also offer:

- **Writing coaching:** One-on-one coaching and feedback to support you through a strategic book development and writing process.
- **Writing collaboration:** A customized partnership that includes the writing coaching process plus customized revisions to take your first draft to the next level.
- **Ghostwriting:** A customized partnership where we use interviews or previously produced material to produce a bestseller-quality manuscript suitable for submission to traditional publishers and/or hybrid publishers.

To learn more, schedule a free consult here:

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USA Today and Wall Street Journal Bestseller

“Amanda Rooker of Split Seed Media is the best thought partner I have ever worked with. She brought the book to a level I never could have on my own and her drive to deliver so we can help people help themselves was a foundation for every conversation.”

Rob Fazio

Author of *BullyProof: Using Subtle Strength to Influence Alphas and Strengthen Society*

We hope you found this mini course helpful! Here are all the links you might need in one place:

- Share this mini course with others: splitseedmedia.com/write-your-introduction
- Share your feedback on this mini course: [Share Feedback Here](#)
- Schedule a free First Consult: splitseedmedia.com/schedule
- Visit our website: splitseedmedia.com

Thank you so much for this opportunity to serve you in your writing journey. The world doesn't need just another book. The world needs you.

Our highest desire is that you find exactly the right support for you to clarify your unique idea, create a book that aligns with your deepest purpose, and serve your readers well.

We are honored to support you on your journey!

Warmly,

Amanda and Ben Rooker

