

FV FOR ALLISON

Estimation of the top 1-3 pains/ goals Allison may have:

1. She may want to get to 50 or 100k followers on instagram
2. She may want to convert more of her leads into paying clients
3. Perhaps she isn't getting enough clients with her partnerships and wants to improve on that or doesn't have time to handle all three businesses.

Prospects pains/ desires:

Say yes – especially to the jobs that challenge you/make you wonder 'can I do that' – they are the jobs that will provide you with real growth and will lead to something new. (That's the magic.)

Market Research Template

Who exactly are we talking to?

People who are finding it difficult to write their book, or find it daunting to write.

What kind of people are we talking to?

- Men or Women? **Both**
- Approximate Age range? **Any age 18 years or older**
- Occupation? **Any, aspiring authors**
- Income level? **0k+**
- Geographical location? **Anywhere**

AVATAR: Alison, is 27, has blue eyes and black long hair. She wants to start writing books but doesn't know where to begin. She is always getting distracted and is finding it hard to write.

Painful Current State

- What are they afraid of

i think i'm in a whole life season of this- the words percolating but not quite ready to bubble up. life's been full of trauma lately so i'm trying to be kind to myself and honor the pace of my soul. to remind myself it all counts- the words and paragraphs strolling through my brain (and heart) while i scrub dishes and water my garden and mother my kids. it all counts. it's pre-writing! 😊 yeah?! yeah. 🤝 love all your writing tips, ally! and i love your generosity in sharing them here.

One of the reasons I have been afraid to write/tell my story is because even if it's from my

perspective and about my journey it will expose a lot of things about other people who were in my life (family mostly as well as others).

🔥 Alright. I'm gonna be a first time book author but yes. These are scary. And also I've gotta let go ...

"Your first book is gonna suck" This is the one im most afraid of, because what if i write a story that has a cool concept but i poorly execute it. I'm afraid i'll ruin a story with potential to become something great.

- What are they angry about? Who are they angry at?

As an aspiring author I get so many conflicting emotions with the first one and need to circle around the second one so much more.

(She is angry at herself for having these conflicted feelings)

I really appreciate this. Working on what publishers may call a "niche" devotional (for autism parents) for my next project but I know it's NOT too niche but a huge void in the Christian market.

(Angry at her publishers for taking power from writing her book)

(also for procrastinating and not taking the time to write her novels)

- What are their top daily frustrations?

Me today after surrendering to writing every morning, then watching my writing time turn into phone calls, work interruptions.

Sometimes getting started is the hardest place to be!

Ok so after filling a whole notebook I realised my one common thread had something to do with family systems and that feels like a massive overhaul from where I started 😊

- What are they embarrassed about?

something that has been incredibly difficult to figure out on my own (and until now, left me at a standstill). As a PhD candidate whose practice relies heavily on writing, we are not taught **how** to write or engage in a regular practice

(She was taught how to write yet gets stuck with writing)

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

I am in the middle of writing out my story in an attempt to find healing.

I think you are right that many ask only to determine if we're "on the same team."

It seems like almost any label around spirituality requires too much explanation, and it's been freeing for me to realise I owe no one that explanation.

I've been asked that before, and have also wondered it about others! It may be that we are all curious about others' worldviews so we can understand through their language and lens than to assume and probably misunderstand/misalign.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

I've really been struggling with this lately, justifying doing things that are creative but seemingly for my own enjoyment. Health issues use a lot of my energy and I am having a difficult time allowing myself to use that little energy for things other than what seems "necessary".

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

the way she has broken down an overwhelming project into clear and manageable steps

a structure to work from, and a like-minded community.

I finally finished the book I've been wanting to write for a long time. I'm a business owner who had never written a book before, and I didn't have time to waste. They gave me the training and confidence I needed to write the best book for my business, secure a book contract, and actually finish the thing. Now, when people ask about my coaching business, I'm able to say, "Here's my book!"

- Who do they want to impress?

My father was the one who would read my books. I wrote a couple of short stories and he loved them. But my mother is the type who prefers weeding the garden so when, after several years of unsuccessfully trying to get her to read more than a paragraph, she finally sat down and read one of my stories, it felt like I had won an award.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

Looking forward to telling my story more in some way or fashion.

(She just wants people, family, friends etc. To read and enjoy her books so she can feel proud of herself for creating them.)

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

I'm proud to say (sort of) that my first book SUCKED! Not because I think it sucked, but because I'm now on my 5th book, and I realize how much I've learned. I didn't even edit it. I sent it to one publisher, got denied, then self-published it due to impatience. I'm actually fond of that first book as it laid the path to where I am now. It is even being pitched as a TV show this season. A lesson to be learned is that even if your writing DOES suck, WRITE IT! You never know if someone will connect to your story. If you're looking to sell a million books...WRITE! You can't sell ANYTHING if you don't write it! Just make sure you hire a good editor lol

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

I'm loving your reels. This is a very interesting point of view. I think Creativity tends to come from tension, a necessity to express or solve something.

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So I believe it's quite possible to have a very zen retreat to hear the tension inside, and let creativity bubble.

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But it's also possible that the pressure outside it's so constricting that creativity emerges to solve it.

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Personally, I've always thought of creativity as "problem solving". Gimme a good problem and I'll get creative 😊

- Who do they blame for their current problems and frustrations?

My sister and I are on our fourth (yes fourth) rewrite of a book we've been working on for about 6 years, but we're finally to the place we want to be with it. Don't give up!!

(She blames herself for not having the courage to release her work to the world.)

- Have they tried to solve the problem before and failed? Why do they think they failed in the

past?

My mind aims for perfection, knowing that it is something that doesn't and won't exist. Every time an idea comes to mind, I think to myself will people like this, or this doesn't make sense.

(She tries to write but then self doubt kicks in and she begins to procrastinate and she stops facing her fears.)

- How do they evaluate and decide if a solution is going to work or not?

My advice for people who are insecure about their writing abilities is to write fanfiction to practice, it's great and you literally get to just practice your writing and storytelling without having to put much time in the worldbuilding bit of the story. Also readers often leave very helpful reviews :)

- What figures or brands in the space do they respect and why?

Harper Lee's first book was so great that she never published another book in her lifetime. Also it was a (fictionalized) memoir. All of what is said in this video is generally true. But sometimes there are exceptions

- What character traits do they value in themselves and others?

(She values how she wants to be a perfectionist. Even though this is a problem that is keeping her from writing and finishing her novel, being a perfectionist isn't always a bad thing, she just wants her first book to be good.)

- What character traits do they despise in themselves and others?

Usually I spend my "writing time" scrolling endlessly through Pinterest, but now I know JUST WRITE!!

(She hates procrastinating, it is one of the problems she has and annoys her.)

- What trends in the market are they aware of? What do they think about these trends?

(She is aware that removing distractions is key which will prevent her from procrastinating.)

stop doing other things and WRITE YOUR BOOK

Inspiration is for people who don't finish writing books" this hit me like a truckload and shook me with such accuracy that it deeply hurt. And that is exactly why I came here, so thank you very much. Taking notes of this while sobbing

FV- Provide an email sequence for her newsletter right after the first one to promote some of her paid products. They would have tried the free book idea product now it's time to change their beliefs and promote some of her paid products.

EMAIL 1 CHANGE BELIEF, BEFORE BUYING

SL: Why it's important to test your book ideas

Hi (Name)

In the previous email, I provided five questions to help test your book idea.

Because you are most likely afraid your idea won't be good enough.

So here is a similar question you must understand...

Why is it important to test your book ideas?

- How will testing allow you to accept when an idea isn't the best?
- Or when an idea is good?
- How will you learn from your tests and gain a clearer understanding for writing books?

Turning you into a creative thinker, writer and eventually publisher.

Using **"The Book Idea Primer"** will allow you to test any of your ideas for **FREE**.

And gone are the days of wondering, "is this idea good" or "will this idea work".

This is all amazing, however there is an easier option to fast track your book idea into a published best seller.

Providing you with the guidance and help needed from myself to get you on track in your writing journey.

And never face the daunting problems most authors face when writing.

Be quick to read next week's email as I explain, the fastest way to success as an author.

Sharing topics related to accelerating the time to publish and getting your books to not suck.

Therefore ask yourself **why is it important to test my book idea?**

Cheering you on as always, take this advice and apply it and you will see results :)

Allison

EMAIL 2 GET THEM TO CLICK ON SALES PAGE

SL: The fastest way to having eyes read your books

Are you in a position as an author where you are unable to get people to see your work

You are most likely going through what I went through.

I found my journey as an author daunting, having no experience in publishing and no one to guide me.

I swore to myself that if I found a solution for self publishing I would help others reach their novel writing dreams.

Going on to finishing that book you wanted to make or to impress friends and family with the books you created.

Now in today's era of society and media it is possible for you to publish your books.

Perhaps your book will be reviewed by The New York Times receiving tons of positive feedback.

Allowing you to go on to publish more amazing novels, sharing your stories others would love.

So what's the first step to achieving this as quickly as possible?

Learn more here, speed up your writing journey and become the creative author you were always meant to be.