

Michael J. Dowling

Award-winning Professional Ghostwriter & Publisher



How to Pick the Subject for Your Book

by Michael J. Dowling

About the Author

Michael J. Dowling helps thought leaders and other professionals write and publish non-fiction books to accomplish their goals and advance their careers.

Most people who approach me for ghostwriting assistance are eager to start writing. That's understandable, but an author who starts writing a book before adequately developing its approach is like a house painter who starts applying paint before preparing the surface.

Before you put a word on paper, spend adequate time picking your book's subject.

When speaking about choosing a line of work, Theologian Frederick Buechner said, "**Vocation is where our greatest passion meets the world's greatest need.**" This is a useful perspective when picking the subject for a non-fiction book.

To help clarify your thinking as you conceptualize your book, I suggest that you answer the two sets of questions below:

Questions to help you clarify your passion and identify your target audience

- What are you most passionate about? What drives you?
- What issue(s) make you most upset or angry? (Anger can be an indication of passion.)
- What problem(s) do you see that you would most like to help solve?
- If you were invited to give a presentation on a topic of your choice to an audience of your choice, what topic and what kind of audience would you choose?
- What specific skills and experiences do you have that you would most like to use for the benefit of others?
- When other people meet you, what do they seem to find most interesting from a professional standpoint?



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The insights you gain from this process to improve your overall business strategy and refine your marketing approach.

- What type of person or group of people (i.e., what target audience) would you most like to influence? Describe as specifically as possible in terms of age, gender, position, views, size, etc.
- How can you gain maximum leverage from your skills and experience?
- What approach do you think will be most effective in convincing people in your target audience to listen to your ideas and recommendations?

Questions to help you identify the best subject and the best approach for your book

- What subject might you write about that would best serve the needs of your target audience?
- What kind of book would best accomplish your goals and give you the greatest satisfaction?
- Why would people in your target audience want to buy your book?
- If you do not write this book, who will suffer loss?
- What uniquely qualifies you to write this book?
- What platform do you have that will give you credibility and name recognition with your target audience?
- How will this book help you professionally?
- What doors could it open to new business?
- Will it attract more speaking invitations?
- How could it enhance your credibility and visibility?
- How could it advance your career?
- How could it increase your income?

A valuable byproduct

The clarification process discussed above will help you produce a better book. In the process, you may gain valuable insights that will allow you to improve your overall business strategy and refine your marketing approach.



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About the Author

Michael J. Dowling is an award-winning ghostwriter and editor of non-fiction books for thought leaders. He offers turnkey services that make the writing and publishing process understandable, cost-effective, time-efficient, and enjoyable for his clients.



Michael earned an MBA degree from Columbia Business School, where he was a Harriman Scholar, and a Bachelor of Science degree with honors from the University of Florida. Prior to founding Wool Street Writers in 1999, he served as president of an educational publishing company, president of a national gift company, and administrator of a 1000-member church. He is the ghostwriter, author, or editor of numerous books and articles.

Learn more about Michael and his services at www.WoolStreetWriters.com.

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