



THE
**TRI-VARIANT
FRAMEWORK™**

Worksheet #1

Before You Start to Write a Book...

- 1) Why do you want to write a book – why this book, why now?

- 2) What do you want to happen to your life/career/business from writing this book?

- 3) Who is your ideal reader? What do you know about them?

- 4) What action do you want them to take after reading your book?

- 5) What size/style/length/type of book will this be?

6) Describe your book/content thoughts in approximately 500 words.

In the next workbook you'll want to reduce this description to 100 words