



Dear Author Exercise

In a letter written to you by your future self 18 months from now, share what the book has accomplished since its publication.

1. Who was this book written for?
2. What were your hopes when the book was published?
3. How was your book received by readers?
4. What impact did the book's success have on your personal life and business?
5. How have you used those results to make the world a better place?

The completed letter should only be 2-3 pages long. But it will help you look beyond the book's publication to the reason why you're writing the book and what you hope to achieve as a result.

This exercise is very much about getting in touch with your "why." So be real. Don't write the "acceptable" answers. Write what you really feel.

Remember, this is not a questionnaire, but an opportunity to dream about what you believe this book can accomplish. It's this dream that will allow us to lay a foundation for success because it gives us something to chart our course by. So when you write about the outcome, be specific. When we understand what you hope to achieve, we can plan how to make it happen.

Due date: One week from the date assigned.

Note: If you want to calculate the specific date, 18 months from now, for the letter, visit: <https://www.timeanddate.com/date/dateadd.html>.

June 4, 2018



Letter Structure

Consider breaking the letter into these basic sections:

Concept

Share your basic hope for the book when you first published it. This section should acknowledge what your original intent was to provide a baseline for evaluating the results of “today” (18 months in the future). This will consist of a few very well-crafted sentences that summarize the essential purpose for writing the book.

Reception

Highlight the initial results when the book was released. Focus on how readers received your ideas, and the impact reading your book had on them. But also share any special recognition it received (awards, sales rank, media coverage, speaking invitations, etc.).

Impact

Document how the reception of this book has impacted your life, both personal and professional. Share both the anticipated and unanticipated effects the book’s success has had for you. Focus on the ideal outcomes for you, but if there were any downsides, share those here too.

Reach

Given the book’s reception and impact, share how its reach is extending to make the world a better place. Think of this as the ripple effect of the impact the book had on its readers and your business. As readers’ lives are changed and as your business grows in a direction you want it to, what are the broader implications of that?

Final Note

This exercise may be a bit more challenging than the Dear Reader letter, because this one invites your future self to have a conversation with yourself now. Listen to that small inner voice. What’s it telling you? What do you secretly hope and long for that this book could potentially accomplish? What pitfalls do you fear along the way?

This letter should be focused primarily on the positive. This is a triumphant letter, encouraging you to press onward. But don’t ignore the niggling feelings either. By shedding light on them, we can proactively address them in the work we’re doing now. Consider it as a chance to mitigate the risk of those things happening.

But most of all, let this letter be a voice of encouragement for you. Writing a book is hard. Marketing it is even harder. But being in touch with your “why” will help you press on when you’re not having quite so much fun anymore.