



Legacy Ink Podcast

Episode 01 Resource Guide: Book Purpose Finder

Introduction

This Resource Guide accompanies Episode 1 of the Legacy Ink Podcast: "Finding Your Book's Purpose: Why Your Story Matters." Use these expanded exercises to develop clarity around your book's core purpose.

Section 1: Personal Reflection

Your Expertise Inventory. List 10 specific areas where you have deep expertise or knowledge:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Your Success Patterns. Describe 3-5 situations where you've helped others achieve significant results:

- Situation 1:
 - Initial challenge:
 - Your approach:
 - Outcome achieved: (Repeat for other situations)
- Situation 2:
 - Initial challenge:
 - Your approach:
 - Outcome achieved: (Repeat for other situations)
- Situation 3:
 - Initial challenge:
 - Your approach:
 - Outcome achieved: (Repeat for other situations)

Your Professional Journey Insights

- What challenges in your field have you overcome that others still struggle with?
- What unconventional approaches have you developed?
- What belief or perspective shift made the biggest difference in your success?

Section 2: Market Need Analysis

Recurring Questions. List the top 7 questions you're most frequently asked about for your area of expertise.

1.

2.

3.

4.

5.

6.

7.

Observed Pain Points. What problems do you consistently see people in your field or audience experiencing?

- Problem 1:
 - Common approaches that fail:
 - Why these approaches fail:
 - What's missing: (Repeat for other problems)

Gaps in Current Resources. Review 3-5 books or resources in your field:

- Resource 1:
 - Strengths:
 - Limitations:
 - What's missing that you could provide: (Repeat for other resources)
- Resource 2:
 - Strengths:
 - Limitations:
 - What's missing that you could provide: (Repeat for other resources)
- Resource 3:
 - Strengths:
 - Limitations:
 - What's missing that you could provide: (Repeat for other resources)

Section 3: Your Authentic Passion

Energy Trackers. What aspects of your work consistently energize rather than drain you?

Conversation Starters. What topics related to your expertise could you discuss for hours without losing interest?

Impact Motivators. What outcomes or transformations give you the greatest sense of fulfillment?

Section 4: The Purpose Intersection

Review your answers from sections 1-3, looking for overlaps within your expertise, market needs, and passion.

Potential Purpose Statements. Complete these sentences:

- "My book will help [specific audience] to [achieve specific outcome] by [your unique approach]."
- "The unique contribution my book will make is..."
- "I want readers to walk away from my book with the ability to..."

Transformation Statement

- Before my book: Readers are...
- After my book: Readers will be...

Section 5: Validating Your Purpose

The Professional Test. How does this book purpose align with your professional goals?

The Sustainability Test. Will this purpose sustain your interest through months of writing?

The Market Test. How can you test whether your identified purpose meets a genuine market need?

Conclusion

Your book's purpose is the foundation upon which everything else will be built. Take time to refine your purpose statement until it feels both exciting and authentic to you. In the next podcast episode, we'll discuss how to narrow this purpose into a focused book concept.

Next Steps

1. Complete this worksheet fully
2. Craft your final book purpose statement
3. Test your purpose statement with 3-5 trusted colleagues or potential readers
4. Refine your purpose statement based on feedback
5. Keep your purpose statement visible as you move forward with your book development

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Website: www.candacesinclair.com/podcast

Email: pen@candacesinclair.com

Book a discovery call: www.candacesinclair.com/timewithcandace

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With gratitude, Candace Sinclair