

Three Pillars of Great Nonfiction

Introduction

- Brief overview of the three pillars.
- Importance of each pillar in crafting a successful nonfiction book.

Pillar One: Concept

Understanding Your Sub-Genre

- Explanation of different nonfiction sub-genres.
- Importance of identifying your specific sub-genre.
 - Narrative
 - Memoir
 - Self-Help
 - Christian Living
 - Devotional
 - Motivational
 - Religion/Spiritual
 - Bible Studies
 - Business
 - Leadership
 - Food/Cookbook
 - Finance
 - Health/Wellness
 - Relationships
 - Poetry
 - Biographies

Is There a Market for Your Book?

- Importance of market analysis.
- How to identify competitive titles.
- Examples of market analysis:
 - Bestsellers
 - Mid-list authors
 - Publishers that acquire similar topics

Where to Find Competitive Titles

- **Amazon**
- **Publisher Websites**

- **Bookstores & Libraries**

Pillar Two: Content

Finding a Mentor Text

- Importance of a mentor text.
- How to choose a mentor text.
- Elements to pay attention to:
 - Layout
 - Length of chapters
 - Number of subheadings
 - Sidebars
 - Back matter

Effective Use of Illustrations & Anecdotes

- Types of stories to include:
 - Personal stories
 - Others' stories
 - Folklore
 - Fairytales
 - Scripture

Pillar Three: Craft

Tone, Voice, and Pacing

- **Tone**
 - Conversational
 - Authoritative
 - Humorous
 - Formal/Academic
 - Persuasive
- **Voice**
 - How to develop a strong voice.
 - Strategies: Reading, Writing, and Exposure to different genres

Pacing

- Use of sentence length:
 - Short sentences for emphasis.
 - Longer sentences for building intensity.
- Use of subheadings, hooks, and teasers:

- Hooks to capture attention.
- Subheadings to allow the reader to breathe.
- Teasers to keep readers engaged.

Balance of Illustrations and Teaching

- Approach to integrating stories and teaching points.
- Techniques to avoid being preachy:
 - Use inclusive language ("we").
 - Assume reader intelligence.
 - Use context clues effectively.

Conclusion

- Recap of the three pillars: Concept, Content, Craft.
- Final thoughts on creating a compelling nonfiction book.
- Encouragement to apply these principles in their writing process.

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