

'i wanna write a book'



PLAYBOOK

An INSTABOOK Playbook by Brandi Amara Skyy

WHAT IS INSTABOOK?!?!?

i'm brewing up a new writing gig called **INSTABOOK**: a ghostwriting service specializing in kickstarting your book dreams by doing the hard part for you - getting started.

And it's going to make you want to death drop all over the place! (Okay *maybe not* death drop, but it will make ya wanna dance!).

Here's how it works: We spend 2 to 4 hours playing together - doing a phone, Skype, or in person interview where you tell me tons and tons of stories and i sketch out the structure of your book + devise the best ways to showcase your story - and finish it.

After our word jam, i immediately begin putting together a complete mock-up of your book and filling it with 5-7 pieces of true-to-you content. And at the end of 72 hours, you'll have your beautiful book delivered right to your inbox!

INSTABOOK is a ghostwriting experience where you share your experiences and i layout them out into a cohesive book format - and spin your tales into words.

This **INSTABOOK PLAYBOOK** is designed to give you a feel for not just your book, but also a taste of what's to come if we decide to work together. i invite you to have fun with it (with zero pressure) and start turning your book dreams into action by getting your ideas down on the page!

Live your book dreams NOW!!

Love, light, and book writing,

xo-



THE BASICS

Full name ::

Email ::

Facebook ::

Instagram ::

Twitter ::

Website ::

Blog ::

Mailing Address ::

If you haven't emailed me your answers to my 2 interview questions, please answer them below:

1. What kind of book do you want to write? And, in one or two words, tell me what the subject/theme of your book is.
2. Why is it important to you to share + write this story/idea/experience?

YOU

Why are *you* the person to write this book? i.e. what specific experiences and knowledge do you have on your book's subject?

What are your super-secret hopes and dreams for this book?

List 1 to 4 things that have kept you from writing this book.

1.

2.

3.

4.

YOUR BOOK

How do you want your book to look and feel? Ex. Do you want it to look like a traditional book? Or a bit more unconventional? Will it be straight up stories or will it include illustrations, checklists, poems, etc.?

How do you want this book to be different from what's already out there?

Who are you writing this book for - and why will they care?

What new things will your readers learn from reading your book? List at least 5 below.

- 1.
- 2.
- 3.
- 4.
- 5.

These next set of “Describe your book in” questions are designed to get you thinking about your book outside of the normal way one thinks about their book :) .

DESCRIBE YOUR BOOK IN . . .

3 Outfits or style (throw in links or insert pics)

3 Characters - dead or alive, fiction or real (list)

- 1.
- 2.
- 3.

3 Books (list)

1.

2.

3.

3 Words

1.

2.

3.

Now, sum up your book in 1 or two sentences ONLY. (You can do it!)

For example:: [My book is about approaching your dreams as the brazen bad-ass you are and showing the world that nothing is impossible if you put your head down and DO.THE.WORK.](#)

BOOK GOALS

What are your overall goals for your book?

How much time can you dedicate to *finishing* your book?

What do you want to do with your book once it's done? Ex. Do you want to self-publish or traditionally publish?

You've downloaded this little ditty because . . .

- a) you've wanted to write a book for a really long time and just haven't been motivated, had time, had the discipline, or {enter your own reason here} to get started.
- b) the idea of having someone start your book *for you* sounds like a harp-playing unicorn to your ears.

Whatever reason you're here, i want to wrap my brain and focus my energy around those EXACT needs — your gotta-haves — *before we meet* for our storytelling time, so i can guide our word jive session accordingly. So think about this question:

"By the end of my **INSTABOOK** experience with Brandi, i NEED/GOTTA-HAVE _____."

What are your gotta-haves? Look over the graphic below and choose **5 gotta-haves** for your book below. If you don't see your gotta-have on it, add it!

| | | | |
|--|---|--|---|
| book title | chapter titles | author bio | back cover copy |
| my stories/ideas written down (and/or finished) | organization + writing plan | introduction | compelling book content |
| book outline | collection of story ideas so i can finish my book | agent or book query / pitch | intuitive assessment of my online writer platform |
| book promotion help | accountability + motivation to get my book done | glamour & glitter, fortune + fame | what to include & edit out |
| help collecting ideas + experiences to put into the book | feedback on the ideas + chapters i already have | coming up with my unique angle/take on my book subject | my entire book written and done for me |

List your 5 things here:

- 1.
- 2.
- 3.
- 4.
- 5.

Now list (either from the list above or your own) 1 to 3 things that would be nice to have — the cherry and sprinkles on top of your Sprinkles cupcake.

- 1.
- 2.
- 3.

If i was your Fairy BookMother and could grant you ANYTHING your glitter-heart desires in our **INSTABOOK** time together, what 3 magical things pertaining to your book would you wish for and why?

- 1.
- 2.
- 3.

Do you have a plan of action to finish your book? List your plan below. (If you don't, don't worry about it. Just commit yourself to thinking about it this week.)

How will you feel if you *never attempt* to write this book?

Or here's how I ask this question to myself:: I imagine myself lying on my death bed looking back at this moment and/or idea and I try to answer from that space — *Do I regret not {writing my book, quitting my day job, etc.}? And how does my answer make me feel NOW?*

Now, imagine yourself lying on your death bed looking back at your unwritten book(s) and answer from *that space*: ***Do I regret not writing them? And how does my answer make me feel right now?***

Take either approach (or both!) and write your answer below:

TA-DAAAAAH!!

You're done!

Throws glitter everywhere!!

Grab a drink. Throw a mini-dance party (death drops anyone?!?) And celebrate the fact that you just took the first steps to outlining — and planning — your book dreams.

Your next step is to turn your outline into *actionable plans*.

Or [email me](#) and let me do it *for you*.

If you haven't committed to your book dreams yet and this little ditty has you revved up & ready to start word jamming, shoot me [an email](#) and let's get this party (and your book!) REALLY started!

Then relax — and let me take care of the rest!

Got questions? i've got answers! Ask away at brandi@brandiamaraskyy.com

ONE FINAL LOVE NOTE

Regardless of where you choose to go from here, here's ONE thing i want you to know:

DON'T GIVE UP ON YOUR BOOK DREAMS.

It took me 15+years to get over my fears (and myself) and write + publish my first book. Now my books are multiplying like rabbits.

Yours can too.

Just get your butt in gear and get started.

NOW.

You have a magnificent story to tell — and people are waiting, wanting and needing to hear it.

Here are few bits of digital love and light to inspire you to keep blazing forward towards your book's finishing line.

If you're struggling to find or believe that you + your stories are unique and special, [read this](#) — and never doubt again.

If you're searching for a reason to write your damn book, [here's 46 of 'em.](#)

If perfectionism is keeping you from getting started, [this is for you.](#)

If fear is keeping your chained to inaction, [here's how i push\(ed\) past it.](#)

When you feel like you're failing (or flailing), [read this](#) as a reminder to *collect* who you are.

And when you feel like your book is getting nowhere, [ask yourself this one](#) all-important question.

Mad love + light to you always!