YOUR BOOK is YOUR HOOK

START WITH THE RIGHT QUESTIONS

Because the right questions change everything.

Jennifer S. Wilkov

www.YourBookIsYourHook.com

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Before we talk about how to get there... let's make sure you know where you're going.



Every meaningful journey begins with *clarity*.

Whether your dream is to write a book, launch a business, create a screenplay, build a movement, or share years of hard-earned expertise, every decision you make from this moment forward will be shaped by one thing:

Knowing what you truly want.

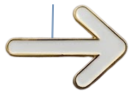
Many people spend months—or even years—looking for the perfect strategy.

They buy another course.
Read another book.
Listen to another podcast.

Yet despite all that effort, they still feel uncertain about their next step. Not because they lack information.

But because they haven't paused long enough to ask themselves the questions that matter most.

The pages that follow are designed to help you do exactly that.



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The Right Questions Come Before the Right Strategy

Success doesn't begin with the perfect strategy—it begins with clarity.

Before choosing a publishing plan, business model, or marketing approach, you need to know what you truly want.

Without that clarity, even the best strategy can lead you in the wrong direction.

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The Right Questions Come Before the Right Strategy

For more than two decades, I've begun every client conversation with thoughtful questions that uncover goals, reveal obstacles...and create moments of insight.

"Clarity isn't something you find. It's something you create."

This guide shares those same questions. There are no perfect answers—only honest ones. And honest answers are where meaningful transformation begins.

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How to Use This



This isn't a workbook you'll rush through in ten minutes.

It's a conversation. A quiet space to slow down, reflect, and reconnect with what matters most.

There is no score. No right answer. No timeline.

Only your willingness to be honest with yourself.

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How to Use This



Before answering each question, take a slow breath.

Read the question **once**.

Then read it again.

Often, your first answer isn't your deepest answer.

How to Use This



Don't write
what sounds impressive.

Write what feels true.

No one else needs to
read these pages.

They're for you.

How to Use This



Other times, it unfolds
one sentence at a time.

Trust the process.

One thought.

One question.

One page.

One honest answer.

The quality of your life changes with the quality of the questions you ask.

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QUESTION ONE:

What do you really want?

Don't answer what you think you should want.

Don't answer what someone else expects of you.

Answer what you genuinely want.

Take a moment.

Be honest.

The right answer is the honest one.

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My Vision

Write without editing yourself.
There's no perfect answer.
Only your answer.

There are no right or wrong answers.

QUESTION TWO:

Why is that important to you?

Every meaningful goal
has a deeper reason.

Keep asking yourself "Why?"
until your answer feels true.

That's where clarity begins.

Purpose gives direction.

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My Why

Finish this sentence:

This matters to me because...

Keep going until you surprise yourself.

QUESTION THREE:

What would success look like one year from now?

Imagine it's one year from today.

You kept showing up.
You stayed committed.

What changed?

Success is personal.
Define it for yourself.

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My Definition of Success

Describe your ideal outcome.
Be as specific as you can.

Picture it clearly.

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QUESTION FOUR:

If you achieved your goal, what would it make possible?

Every goal opens another door.

Look beyond the finish line.

What becomes possible
because you reached it?

Sometimes the greatest reward isn't the goal—it's what the goal creates.

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What's Possible

Complete this sentence:

If I achieved this, I could...

Think beyond today.

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QUESTION FIVE:

Who are you hoping to reach, impact, or inspire?

Behind every meaningful project is someone waiting for it.

Who are you creating this for?

When you know who you're serving, your message becomes clearer

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Who I'm Here to Serve

Describe the person you're hoping to help. Who are they? What do they need? Why do they matter to you?

Write with one person in mind.

QUESTION SIX:

What's stopping you from moving forward today?

Don't solve it.

Simply name it.

Clarity begins with honesty.

You can't move past what you won't acknowledge

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What's Holding Me Back

What's standing in your way?
Fear? Time? Confidence?
Something else? Write it down.

Awareness is the first step forward.

QUESTION SEVEN:

Have you considered every opportunity your idea could create?

Don't think only about the project.

Think about the possibilities.

What else could grow from this?

One idea can become many opportunities.

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The Bigger Opportunity

Complete this sentence:

This idea could also lead to...

Dream a little bigger.

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Before You Close This Guide

Take one last look.

Read through your answers.

Don't judge them.

Just notice what stands out.

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Ask yourself:

- Which answer surprised me?
- Which answer excites me most?
- What pattern do I see?
- What's one step I can take today?

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Let's Talk

You don't have to figure out
the next step alone.

The questions in this guide are the
same questions I ask every client
before creating a strategy.

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Let's Talk

Now it's time for the next conversation.

Let's talk about your answers, your goals, and where you want to go from here.

Schedule your complimentary 20-minute consultation.

Go to www.yourbookisyourhook.com/consulting-application/

and ***book your session***

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