



HOW TO WRITE AND SELF-PUBLISH A TRAVEL GUIDE

PLAN IT: WORKSHEET #3

REFERENCE: ANGLE & THEME SUMMARY

When it comes to brainstorming the content niche for your guide, the key is to get to grips with the difference between your theme and your angle. If you don't have a clear idea of your theme and angle, you'll have trouble defining your descriptive statement and targeting your readers.

YOUR THEME IS BROAD YOUR ANGLE IS NARROW

A theme and an angle work together to make your book stand out from generalist guidebooks and are a way of narrowing down a broad topic idea to a targeted niche. Themes and angles also let your readers know about the book's benefits and act as the hook to encourage them to buy it.

THINGS TO CONSIDER

- What aspects of your travel topic are most interesting to you?
- What unique elements can you bring to your book's topic?
- Do you have a specific area of expertise or knowledge?
- How can you approach your topic differently than other books in the marketplace?
- How can you make your book unique?
- What value can you bring your readers?
- What benefits does your book offer your readers?

VALIDATING YOUR THEME AND ANGLE

In the brainstorming segment, we take your short list of ideas and validate that each of your ideas has a clear angle and theme. You can take each of your ideas and do a separate brainstorming exercise to generate different angle and theme options. *The Mind Mapping brainstorming method would work best for this exercise.*

After you have captured your angle and theme ideas, you should run them through the passion filter to make sure you have a strong emotional urge to write a book about the topics you're considering.

IMPORTANCE OF DEFINING A THEME (BROAD)

A theme is a way of approaching your content and adding guardrails around it so that you can make decisions about what's in and out of the scope of your travel guide. It will help to solidify your thoughts around your content niche and to decide what type of book you want to write.

Although this theme helps to define the content scope of your travel guide, it's still unclear what type of reader it will appeal to, and that's where your angle comes into play.

Example: Rather than writing a general guidebook about Thailand (it's been done to death), how about:

- *30 days of Island Hopping in Thailand*

This has narrowed down a destination to a specific period (30 days) and particular locations (islands).

IMPORTANCE OF DEFINING AN ANGLE (NARROW)

When you define an angle, it narrows down your target audience and lets them know about your book's benefits.

Example: Here are a couple of possible angles based on the theme we identified in:

- *30 days of Island Hopping in Thailand: On a Budget*
- *30 days of Island Hopping in Thailand: A Cultural Journey*