

# DISCOVER



# YOUR TRUE MISSION AS AN AUTHOR

WITH  
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# INTRODUCTION

Dear Author,

Welcome to the workbook that will allow you to discover your true mission and fulfill the next step on your journey towards manifesting that mission in reality. While I designed this book for already published authors, you can use it any time during your writing/publishing process, or afterwards, as well.

This workbook is broken down into 4 parts:

- Mission Discovery
- Mission Implementation
- Next Step Identification
- 30-Day Action Plan

Each part includes an introduction and exercises that will help you achieve clarity about your mission and next steps. You will find that doing Parts 1 & 2 once will be enough, until you feel that you need a shift in your mission. However, you can always keep doing Parts 3 & 4 over and over to continue working towards the mission you discovered in Part 1 and outlined in Part 2.

We understand that no author starts out with a mission and keeps going on it for years and years without any shifts – be it major or subtle – which is why we're offering lifetime access to this workbook. Download and print it now, but stay assured that no matter what happens, you can always email us at [hello@aurorahikma.com](mailto:hello@aurorahikma.com) to get a copy, free of charge!

Let's do this! Feel free to tweet us your answers or questions. Tag @brebiai or @AuroraHikma, and we'll help you along this journey!

Best regards,  
Bouchra Rebiai  
Co-Founder, Aurora Hikma

# 1

## MISSION DISCOVERY

In this part, you'll answer a number of questions that will help you discover your true mission as an author. There are no right or wrong answers, there are only the answers that are right for you, right now. There are three sections. It's best if you work through the sections in order, but can you mix up the order of the individual questions within the sections.

### 1.1 Mission Overview

1.1.1 What do you write? What type of books do you write, and what information do they provide?

1.1.2 Why do you write? Why, on Earth, do you get out of bed every day, fire up your laptop, and write?

1.1.3 Who do you write for? In other words, who is your ideal reader? Describe him or her below. Be as detailed as possible.

1.1.4 What, and who, inspires you to write? Who are your muses? Are they your readers, your mentors, your favorite authors, or yourself?

1.1.5 What words would you use to describe your writing? Some examples include:

Colorful  
Descriptive  
Simple

Analytical  
Emotional  
Complex

Rich  
Profound  
Active

## 1.2 Mission Parameters

1.2.1 Take your Why and break it down. Explain to me why you write, and why I should care about these reasons.

1.2.2 What is the difference you want to make in the lives of your readers? What is the shift in perspective that is sparked by your book(s)?

1.2.3 What will people get out of reading your book(s)? What is the #1 reason they should read your book?

1.2.4 Go deeper into what people will get out of reading your book(s). Why should they spend their precious time reading your writing?

1.2.5 What words do you want your readers to use to describe your writing? Some examples can be:

Inspirational  
Cheeky  
Beautiful

Motivational  
Cute  
Moving

Transformational  
Powerful  
Flowing

## 1.3 Your True Mission

1.3.1 Now that you have dug deep into the whys and *quois*, let's define your True Mission. Use the following formula as your guide, or come up with your own sentence:

My True Mission as an author is [insert a summary of your WHY]. I want my writing to [insert a summary of the impact your writing has on your readers]. I want my writing to impact [insert number of readers here] readers.

Write your True Mission down.

# 2

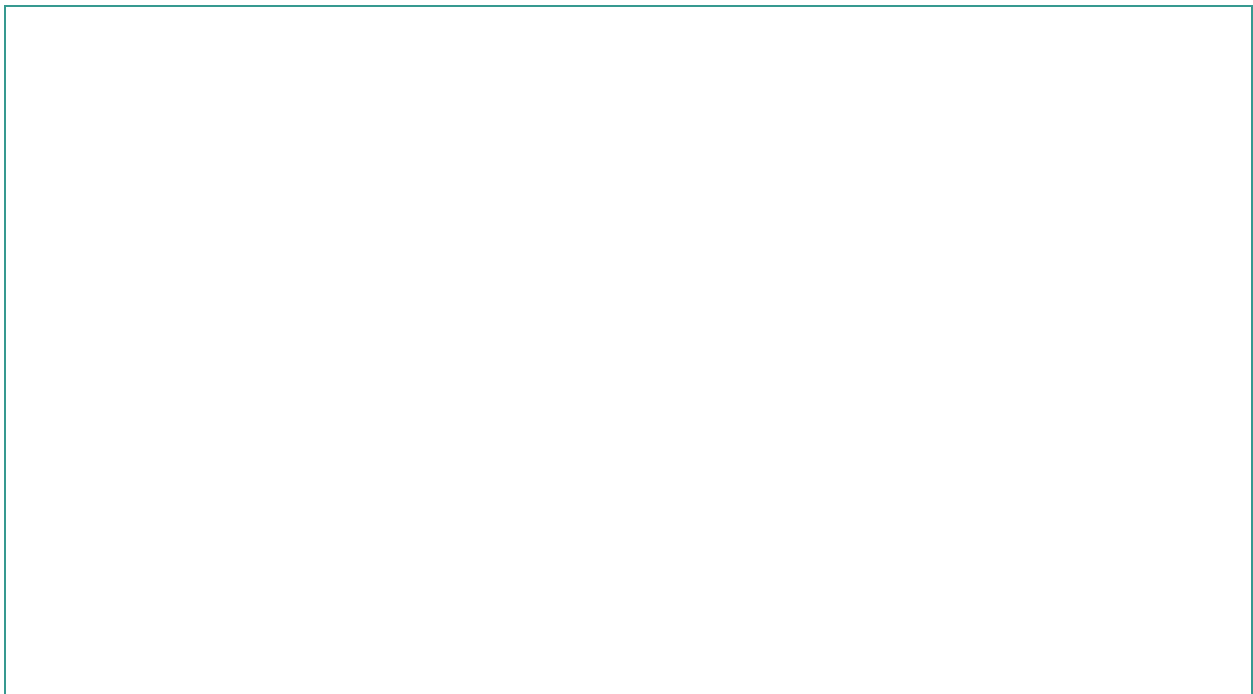
## MISSION IMPLEMENTATION

In this part, you'll answer a number of questions that will help you implement your True Mission. Again, there are no right or wrong answers, only the answers that are right for you, at this very moment in time. Think about the different things you can do to implement your mission.

You don't have to be very specific. Don't fret if you can't answer with anything beyond "hire marketing consultant", if what you need to do to align better with your mission and reach your target impact radius is increased promotion of your book.

### 2.1 Aligning Yourself with Your Mission

2.1.1 Read over your True Mission as an author. Think about the work you have done so far with your book(s). Does it align with your mission? If not, how can you make it align with your mission better?



Some ideas to help your work align with your True Mission include:

- Editing your current book(s) to reflect your True Mission
- Working on a new book to reflect your True Mission
- Adding bonuses to accompany your current book(s) to reflect your True Mission

## 2.2 Calibrating Your Impact and Impact Radius

2.2.1 Read over the statement in your True Mission that talks about the difference your writing makes in your readers' lives. Are your readers saying similar things about your book? If not, how can you change that?

2.2.2 Look over your impact statistics. Are they in line with the number of readers you want to impact? If not, what can you do to hit that impact radius goal?

Some ideas to help your work align with the impact you want to create include:

- Running some promotional campaigns to increase follower/reader numbers
- Reaching out to media outlets to spread the word about your book(s)
- Getting your book(s) translated into different languages to reach new markets



# 3

## Next Step Identification

In this part, you will identify what is the next step you want to take to start implementing your True Mission. As always, there is no right or wrong answer, only the answers that are right for you, at this very moment in time. You'll notice that some steps require breaking down, while others are mostly work that you will outsource. There is no harm in listing them, as even for work that you will outsource, you will need to check-in regularly with the consultant or agency you outsourced to, and follow up with them on the work they're doing for you.

### 3.1 Next Step Defining

3.1.1 Now that you know what things you can do to implement your True Mission, choose one of them to be the next step you take in your journey as an author. Write it down here.

3.1.2 Think about the step you have chosen. Is there any research you need to do before you can work on it? If so, write down how you will go about doing that research in clear, defined steps.


3.1.3 If you don't need to do any research, write down the actions you need to take to fulfill your next step. If you did research, consolidate your notes and summarize them into actions in the space below.

## 3.2 Next Step Refining

3.2.1 Think about the time you can allocate every day for your next step. Write it down below. I recommend no more than an hour daily, so that you don't overwhelm yourself.

3.2.2 Now that you know how much time you have per day, think about the size of your next step. Is your next step too big? For example, if you have 100 followers on Instagram and your next step is getting 100,000 followers, you might want to break that down a bit. Write down the results you think you can achieve in 30 days.

3.2.3 Now write down the various tasks you can do, within the time you have allocated. For example, if you have allocated 30 minutes to growing your Instagram following, one task could be looking around for Instagram pods to join, while the other could be engaging on Instagram with fellow authors, book bloggers, and readers. Make sure to vary your tasks so it doesn't get too boring. I recommend choosing 3 – 5 tasks.

A large, empty rectangular box with a thin black border, intended for the user to write down their tasks for growing their Instagram following.

# 4

## 30-DAY ACTION PLAN

In this part, you're going to schedule the tasks from Part 3 into this calendar, so you can do at least one task daily over the next 30 days. You can skip weekends if you like, but consistency is key, so try not to do so.

	Monday	Tuesday	Wednesday
Week 1	Day 1	Day 2	Day 3
Week 2	Day 8	Day 9	Day 10
Week 3	Day 15	Day 16	Day 17
Week 4	Day 22	Day 23	Day 24
Week 5	Day 29	Day 30	

Thursday	Friday	Saturday	Sunday
Day 4	Day 5	Day 6	Day 7
Day 11	Day 12	Day 13	Day 14
Day 18	Day 19	Day 20	Day 21
Day 25	Day 26	Day 27	Day 28

# CONCLUSION

## Day 31: Reflection

Today, take some time to look at your action plan, and how things went. Did you do everything you intended to do?

Did you get the results you were expecting?

How do you feel after implementing this action plan?

Do you need to repeat your action plan, or start on a new one? What will you do differently this time?

# Congratulations!

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you have discovered your True Mission as an Author!

Aurora Hikma is a digital agency that provides translation, content creation, public relations, and social media services in Arabic, exclusively, for English speakers who cannot otherwise reach the rapidly growing, emerging digital and physical markets of the Arab world.

We're working on a hassle-free, done-for-you package that will allow authors to translate their books into Arabic, publish and promote them in the Arab world, and connect authentically with their Arabic-speaking readers.



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