

<b>Ten things I want from a Factual Book</b>	<b>5 Good to 1 Bad</b>
1. Story/Idea – does it have an interesting story or new idea to communicate, one that I can relate to?	
2. Readability and momentum – does it make me want to keep going/come back to it or is it always hard work?	
3. Clarity – is the English clear or do I have to hack through the undergrowth of the text?	
4. Structure – is there a logical structure. Does it build a convincing argument? Does it then summarise clearly?	
5. Empathy – If it's a factual story, do I relate to the characters, do I care what happens to them?	
6. Do I learn relevant new stuff that I value?	
7. Was it inspirational? Will it change what I do?	
8. Does it have Fun?	
9. Do I get an insight that gives a new perspective? A better model of the world?	
10. Recommendation – would I recommend it to a friend?	

**Bottom line:**