

| <b>Ten things I want from a Factual Book</b>  | <b>5 Good<br/>to<br/>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:**