

**[BOOK TITLE]**

**By**

**[Your Name]**

**Deadline: [Date]**

**Word Count Goal: 15,000 to 20,000 words**

**SECTION 1**

Let’s start by positioning your book.

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| **What is the purpose of your book?** What will readers get out of it? |
| The purpose of this book is to…. |

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| **What is the best thing that could come out of this project?** What will make this effort worthwhile? |
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**SECTION 2**

Now, let’s talk about your readers…

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| Who Is Your **Primary Audience**? (For whom do you want to be a “hero”, leader, or teacher?) |
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| Describe a typical person in your Primary Audience (**your avatar reader**). What are they like? Who are they, and where are they in their life? If they were sitting in front of you, what would they look like? |
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| What **pain is this person experiencing** because they've not read your book?  |
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| What **transformation will this person get in their life** because they read and implement the steps/knowledge in your book? How will their life be different? What will they know, feel, or do differently after encountering your book? |
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**SECTION 3**

Summarize the book, now.

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| In one paragraph (150 words max), describe ***what your book is about****, w****ho the ideal reader is, and what will they get from the book?*** |
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| What's the "**cocktail party pitch**" of your book? (i.e., the one sentence explanation your ideal reader would actually use to recommend your book to their friends) |
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**SECTION 4**

Create a “mission statement” for your book. Be sure to consider your “why” for writing this book!

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| Complete this sentence *"I will use my book to reach* ***[primary audience]****, by sharing/teaching* ***[book idea]****, which will lead to my ultimate goal of* ***[objectives]****."* |
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| Chapter Brainstorming

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| **What are the topics you want to talk about? What do you want to share?**  |
| Remember: **Introduction –** How do you want to warm people up when they get started? What will you share?**Foundation –** What’s your story? Which topics make up the “background” to your story**Helpful Information –** which helpful lessons did you learn?**Setup –** Why does the reader need this solution and what do they need to know to implement it? Remember, hint, build the suspense**Climax –** The solution; the reason your reader chose your book; your BIG TRANSFORMATION, what it is, how to achieve it, benefits of it**Conclusion/Summary –** Describe the new life will the reader experience, summarize what they should now know, feel, or be able to doAlso, decide whether you will thread one story through your entire book, or if you’ll tell a number of different, but related stories. For example, I used my biggest failure in business in my last book – while I had lots of stories from that one failure, there was a theme – the lessons I learned about business. |

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**BOOK OUTLINE**

(Note, you write the intro LAST)

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| Chapter 1: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 2: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 3: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 4: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
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* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 5: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 6: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 7: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 8: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 9: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Chapter 10: [WORKING CHAPTER TITLE]

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| **Chapter Hook** | * [Insert story or anecdote that sets up chapter]
 |
| **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC]
 |
| **Supporting content** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Stories**  | * [Insert stories that back up content]
* [Insert stories that back up content]
 |
| **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader]
* OPTIONAL: [Insert key takeaway for the reader]
 |
| **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story]
* OPTIONAL: [Insert segue to next chapter]
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| Conclusion

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| **Chapter Hook** | * [Lead with anecdote or story that wraps up the book]
 |
| **Thesis of book** | * [Re-state book’s main idea/thesis]
 |
| **Tie together each chapter’s takeaway with overarching theme of book** | * [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
* [Insert chapter content]
 |
| **Call to Action** | * What should the reader do when they finish the book?
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| Introduction **IMPORTANT NOTE: The Introduction obviously goes FIRST in the book, but we recommend writing it last. Once written, place it first in the book manuscript.**

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| --- | --- |
| **Book Hook** | * [Insert first sentence, or scene, or conversation or anecdote that grabs the reader and forces to them keep going]
 |
| **Frame the reader’s pain** | * [This should be similar to what you wrote in the Audience section]
 |
| **Frame the reader’s benefits** |  |
| **Tell them what they’ll learn in the book**  | * [Insert key takeaways for the reader]
* [Insert key takeaways for the reader]
 |
| **Describe author’s background/origin of book** | * Why should the reader trust the author?
 |
| **Tell them what the book *is* and *isn’t*** | * Make sure you signal clearly to the right readers
 |
| **Segue to first chapter/Call to Action** | * *“Are you ready to [objective]? Keep reading.”*
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