

“WRITING A BOOK” CAN HELP YOU SHAPE THE CONTENT YOU SHARE & THE OFFERING YOU SELL.

Imagine you are writing a HOW TO book that guides your clients through the very thing you want to be known for!. If your title & chapter titles are clever, emotional, or a play on words try to get more “say what you mean” and specific in your subtitles. Be sure to bullet out three key takeaways, exercises, tools, or lessons learned from each chapter.

BOOK TITLE:

SUBTITLE:

Examples might be:

How to _____, A book that will teach you to _____, _____, & _____. OR

How to _____, From _____ (before) to _____ (after) in just _____ (timeframe).

CHAPTER 1 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

CHAPTER 4 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

CHAPTER 2 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

CHAPTER 5 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

CHAPTER 3 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

CHAPTER 6 TITLE:

3 key takeaways or actions learned:

1. _____
2. _____
3. _____

If you aren't in love with your book title, look at some of your chapter titles. Are you burying your headline? Are one of your chapters actually the more specific, say-what-you-mean, title of your book?"

AUTHOR'S INTRODUCTION:

Write your “author’s bio”. This can touch on your experience, expertise, passions & hobbies, and even why you wrote this book in the first place. You can pepper in your credentials here, but this is a place to really share your true story.

WAYS TO USE THIS WORKSHEET:

- your **book title** could be the name of your offering, program, product (or even your business name!)
- your **subtitle** is your expert positioning, quickly & clearly articulated (what you want to be known for!)
- your **chapter titles** are what your clients can expect along the way (your steps + what they get!)
- the **takeaways** are what you should be sharing in your content (& talking about in your selling conversations!)
- your **author’s intro** is your personal brand (& should be blended into everything you share & sell!)