

BUSINESS BOOK PLANNING WORKSHEET

The question for any serious business owner or thought leader wanting greater visibility, growth, sales, and respect isn't *if* you're going to write a book: it's *when*.

The additional revenue stream, increased engagement, boosted sales, new clients and customers, and the admiration and respect of peers you get makes writing a book the most powerful investment you can make in your business for now, and for your future.

This **3-part worksheet** will guide you through the important early planning of your book:

- **Define** what your book is about, whom it's for, and how you will help readers gain clarity, healing, and insight
- **Create** a meaningful "elevator pitch"
- **Begin** a working outline

Let's get started!

Part I. Define the Book

- **What is your business or area of specialization?**
- **Why would you want to write a book about this subject?**
- **Who is your target audience?**
- **What problem does your reader have that you are in a position to solve?**
- **What is your plan for helping them solve their problem?**
- **Describe the transformation your reader will undergo as they implement your suggestions, strategies, etc. *Example: Where they are, what they move through, and where they end up.***

Part II. Creating a Compelling Elevator Pitch

1- Write why your reader should read your book on this subject over another book.

2- Plug your book's points into this sample overview:

[Present the problem your reader faces and how it affects them now, and if left unchecked for the long term, what it will result in later on.] [What will this book do or help your reader accomplish?][How? With what strategies/techniques/insight?]
[After reading this book, what result will your reader experience/how will they or this aspect of their lives change?]

Example: Entrepreneurs, business owners, and thought leaders know that having a book greatly enhances their sales, visibility, and overall prestige, but if they don't know how to write the book or where to begin, they often never make it happen and lose out on the valuable opportunity to grow. This program breaks down the business and self-development book-writing process into manageable steps by providing a framework of lessons, resources, micro-assignments, and a personal mentor, so you get your book written in only 4 months and can begin effecting significant change for you- and for your business.

(con't. on next page)

Part II. Creating the Elevator Pitch (con't.)

2- con't.

3- Your turn to try writing an "elevator pitch": This book will take readers who feel X through a process that offers Y so they can get to Z.

Example: This fun interactive cookbook guides parents of picky eaters through cooking for- and with!- their kids, so their children get nutritious meals and snacks that they love, and you know you're setting them up for a life of healthy eating habits.

Part III. Beginning the Outline

List any points you feel would support each of the three sections. These points will eventually become the book's outline.

1- Identify the problem and how it affects your reader, and the broader problem and how it affects others

2- Provide actionable solutions: what methods or strategies will you share to fix the problem

Part III. Beginning the Outline (con't.)

3- Explore how those solutions will lead to knowledge/awareness for long-term change

This 3-part list will help you begin your book's outline and overall approach to the topic. The more items you have on your list, the more you'll be able to start identifying a shape and purpose for the book.

Congratulations, my business-owning thought-leading friend! You've just created the framework for your book.

From here, you connect the dots until you have an entire book draft in your hands!