Date: Email: Website:

1. What are the working titles for your book, if any?

*It is useful to note down several of your ideas – don’t worry: the final and right title will develop at the right time during writing.*

1. What main question does your book answer?

*E.g. “How can I use social media effectively and efficiently for my business?”, “How can I keep the cost and stress down – and still have my dream wedding?”, “Why is there no treatment that works for my chronic back pain?”, “How does a SMSF work – and what do I need to know to run my own?”*

1. Who is the target audience / target market for your book?

*Consider who you are writing your book for: demographics, psychographics – the "why" behind purchasing / their interest in your service / product and book –, geographies.*

1. Have you tested your main question with your target audience – how?   
   What have you learned?

*What important conclusions / feedback do you need to incorporate into the book?*

1. Which specific issues will you be able to solve for your reader – and how?
2. X
3. X
4. X
5. X
6. X
7. Therefore, what ultimate benefit does your book deliver for your reader?

*Once they have ready my book they can / will know how to / are able to / will no longer / achieved xxx*

1. Are there any already published titles that may compete with your book?   
   If so, how is your book different to each of those books?
2. What makes your book different and unique?

*What additional aspects are not covered in similar books? What is your niche? How are you and your experience different from everyone else’s?*

1. About the author

*Why should the reader trust what you have to say? What makes you an expert on your book’s subject?*

1. Motivation & purpose – why are you writing this book?
2. Marketing – how are you planning to use and promote your book? What are your goals?

*Why are you choosing these avenues; what outcomes are you targeting?*

1. Key dates / periods

*Please list any “must have” from / to periods, or specific dates, as needed and known.*

Deliver Manuscript Final Draft –

Editing –

Production –

Launch –

Distribution –

Marketing Initiatives –

Other Key Dates:

1. Xx
2. xx
3. Book mind map – please drop into this document (file or URL) if you developed one

*The structure of your book, broken down into its parts. Break down the mountain into clear, manageable molehills: with the main question / benefit delivered at its heart, followed by sections, then chapters, then each chapter’s main points. We recommend downloading the free version of XMind for your mind map if you are not already using another software.*

1. Anticipated overall length of final manuscript

*Your purpose of writing this book may dictate the length of your book; if no predetermined requirements exist we generally recommend a minimum of 30,000 words in the final document (meaning you should write at least 40,000 in your pre-edit draft) for a business book aimed at raising your profile with a time-poor reader / prospect.*

1. Synopsis – outline of your book   
   *Central theme, benefits to reader, your credentials, etc.; approx. 1,000 words.*
2. Table of contents (TOC) page – DRAFT

*The central theme(s) & structure of your book*

1. Introduction / Foreword / Acknowledgements
2. <OTHER>
3. PART A: xxx

Chapter 1: xxx

Chapter 2: xxx

Chapter 3: xxx

1. PART B: xxx

Chapter 1: xxx

Chapter 2: xxx

Chapter 3: xxx

1. …
2. Conclusion
3. Glossary / References / Notes / Disclaimer
4. About the Author
5. Beyond text – illustrations, photos, charts, index, glossary, dedication, disclaimer, etc.

*Your ideas, and industry / other requirements*

1. Sample chapter

*Include a typical sample chapter, if available; otherwise outline the structure of a typical chapter, e.g. chapter name, quote, main text, 1 illustration, case study, etc.*

1. Back cover blurb – DRAFT

*E.g. a short author bio, testimonials, description of the book.*