

Four-Steps To The WRITE Book

WHAT?

1) **Overarching Topic - Broad Topic**

EXAMPLE: Productivity

Ideas you want to write about:

2) **Specific Topic**

EXAMPLE: How I grew my business using the 90-Day Year Program.

In a few words, describe the specific topic of your book.

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Reach? Who do you want to help?

Infrastructure

3) **Outcome**

What do you want the person to think, feel, or do after reading your book?

What stories do you want to share?

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Creating a Foundation Sentence

Model:

Every person can ... by ...

Example:

Every person can be more productive by using the 90-Day Year System.

Create a foundation sentence for your entire book and for each chapter.

Draft your foundation sentence:

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Teach

4) **How? How can they achieve this outcome?**

The “how” is the body of your blog post, book, or talk.
Your Value Content.

EXAMPLE: How can every person be more productive?

- 1) Set Goals
- 2) Create a Plan
- 3) Block & Tackle
- 4) Set a routine

What is your HOW question?

How can every person _____?

List Topics for entire book OR 3-4 ways you can help your reader for each chapter.

1. _____

2. _____

3. _____

4. _____

Expand & Edit