

## How to Write a Book in 30 Days (Outline)

1. Start Writing
  - Developing good writing habits
  - Creating a writing schedule
2. Gather Ideas
  - Using PostIt notes
  - Non-linear thinking
3. Plotting Your Course
  - Arranging your ideas - logical progression
  - Culling out duplicates and irrelevancies
  - Note: include infographic
4. Creating an Outline
  - Thinking linear
  - Creating sub-ideas (bullets)
  - Notes
5. Creating Chapters
  - Fleshing out ideas
  - Testing your ideas
6. Determine Your Audience
  - Who is your reader?
  - Is there a market for your message?
  - Note: research Amazon bestsellers
7. Determine the Benefit
  - What value are you offering the reader?
  - Why should the reader choose your book?
8. Determine Your Book's Theme
  - Idea vs. Theme
  - Audience and benefit
9. Research
  - What you don't know
  - Where to find out
  - How to document other people's work
10. Write Craft
  - How to use words
  - Cut mercilessly
  - Note: recommended reading
11. Balancing Chapters
  - Size and style
  - Segues (funny word!)
12. Concluding
  - Wrapping up your idea
  - Giving the reader 'take-aways'
13. Introduction
  - Preparing the reader
  - Why we do this after the book is written
14. Endorsements
  - Social proof
  - Tapping endorsees early
15. Tying Your Book Digitally
  - Creating a connection
  - Digital magnets
16. Frontmatter
  - Packaging the book
  - Thanking/acknowledging
17. Backmatter
  - Next opportunity
  - Call to action
18. Author Bio
  - People connect with people
  - What not to include