

Planning Template

Title:

- Needs:
- Options:
 -

Subtitle:

-

Audience:

- 1.
- 2.

What are they wanting to get away from?

- 1.
- 2.

Where do they really want to be?

- 1.
- 2.
- 3.

Quote:

Major considerations:

Structure:

- Intro -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Chapter 1 -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Chapter 2 -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
 -
- Chapter 3 -
 - Hook:
 - Major lesson:
 -

- Action item/takeaway:
■
- Supporting points (Stories):
- Transition:
- Call to action:

- Chapter 4 -
 - Hook:
 - Major lesson:
■
 - Action item/takeaway:
■
 - Supporting points (Stories):
 - Transition:
 - Call to action:

- Chapter 5 -
 - HHook:
 - Major lesson:
■
 - Action item/takeaway:
■
 - Supporting points (Stories):
 - Transition:
 - Call to action:

- Chapter 6 -
 - HHook:
 - Major lesson:
■
 - Action item/takeaway:
■
 - Supporting points (Stories):
 - Transition:
 - Call to action:

- Chapter 7 -
 - Hook:
 - Major lesson:

- - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Chapter 8 -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Chapter 9 -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Chapter 10 -
 - Hook:
 - Major lesson:
 -
 - Action item/takeaway:
 -
 - Supporting points (Stories):
 - Transition:
 - Call to action:
- Conclusion

Big Rocks