

The Google Docs Template I use on new book projects. For a short explanation check <https://diegocarrasco.com/writing-useful-books-template/>

Pre-work

There are 2 types of motivations according to the book.
Fill the table with your notes.

Emotional motivations (why do I want to write this book?)

Emotional motivations	Description	Personal Note	Does this apply to this book?
Beginnings	to explore, plant a flag and build a reputation in an interesting space where the author intends to remain		
Closure	to capture the lessons from some stage of life, allowing the author to move on		
Impact	to spread important knowledge beyond the author's direct reach		
Curiosity	to spend the time researching, wrestling with, and deeply understanding an irresistible topic		
Craft	the author simply love the act of writing or teaching		

Financial motivations (how will I publish this book and how will I sell it. Publishing)

Financial goal		
Freedom with royalties		
Increased earnings via reputation		
Entrepreneurship via audience-building		

Profitability: all models above are profitable depending on what you want to achieve.

Content and Form

Audience

Clear promise

What is the Promise of your non-fiction book? Be clear enough about your book promise so that people can decide they don't need it.

It may seem counterintuitive to try to drive potential readers away. But good books receive bad reviews after making too broad of a promise and luring the wrong people into buying. (Rob Fitzpatrick, page 13 of "Write Useful Books")

(write your answer here)

What should the reader expect to learn?

(write your answer here)

Decide who is not for and what does it not do.

To decide on which people should not read a book is as important as deciding who should read it. Why? Because, if you explain the foundations of a topic, an expert will not find the same content as a beginner as interesting. And, if you go for the advanced explanations, the beginner will not understand that and won't get any value from your work. There is a context for each potential reader, and we, as authors, should tell them beforehand if it makes sense for them to invest their time and money in reading our work, or if it isn't the best match right now. And the best way to do that is to clearly explain who the book is for and who is it not for.

Who is this book for (or who should read this book)

(write your answer here)

Who is not this book for (or who should not read this book)

(write your answer here)

Scope

the range of a subject covered by a book, programme, discussion, class, etc.

- Cambridge Dictionary

According to the book, the scope of the book is

... it's like the executive summary of a new business. It's an as-brief-as-possible description of what it is, who is it for, and why they'll pay for it.

As a formula, it is:

scope = Promise + reader profile + who it's not for + what it won't cover (plus recommend-ability and longevity)
(write your answer here)

3 questions to strengthen your scope:

1. what is your reader trying to achieve by reading your book and what will change for him/her after reading it?
2. what does your ideal reader already know? (Which means you should not explain it again).
3. Who is your book not for and what will it not do?

DEEP

- desirable: readers want what the book is promising.(see Clear Promise above)
- effective: the book delivers real results for the average reader
- engaging: the book it's front-loaded with value, has high value-per-page, and feels rewarding to read. In other words, it does not have filled to make the page or word count higher than it needs it to be to explain something.
- polished: the book is professionally written and presented

DEEP+:

This makes sense. It takes time and energy to write a book, and you don't want to have the need to update it every year, do you?

- pick a promise that will remain relevant and important for 5+ years
- avoid over reliance on temporary tools, trends, and tactics that are likely to become outdated