

Solidify Your Book Idea

A Brainstorming Exercise

Template format inspired by [Scribe Media](#)

Exercise created by [Jessica Sherer](#)

This template is a guide to help you solidify and strengthen the idea for your book. Not only will it help you actually write the first (or next) draft, it will also help you position and promote your book down the road.

To make a fillable copy for yourself, in the menu above, select *File* and then *Make a copy*. Type a name and choose where to save the copy, then click/tap *Make a copy*. If you don't have a Google account, you can download an MS Word document, PDF, or other file type by selecting *File*, then *Download*.

Fill this out as best as you can. It's fine if you need to leave some things blank or respond with "I don't know yet." You can come back to these later.

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Book Positioning

Your Idea

In one paragraph (150 words max), describe **what your book is about**.

What's the "**referral pitch**" of your book? (i.e., the one-sentence explanation a reader would use to recommend your book to their friends)

Your Audience

Who is your **target audience**? (Who do you want to reach?)

Describe a typical person in your target audience (your **avatar reader**). What are they like? Where are they in their life?

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What pain (i.e., difficulty, challenge, frustration, limitation) is your avatar experiencing because they've not read your book?

--

What transformation will your avatar get in their life once they've read and implemented the guidance in your book?

--

Your Objectives

What are your primary goals for your book? How do you want your book to serve your readers, your industry, and your colleagues?

1.
2.
3.
4.

Imagine it's two years after your book was published. **What's the book done for you that made the effort worthwhile?**

1.

2.

3.

What is the **main event** you want to happen because of the book, the thing that'll make you "break out the champagne" and celebrate?

Your Mission Statement

Write this sentence with your positioning, and make sure this is the book you want to write:

*"I will use my book to target **[primary audience]** by teaching them **[book idea]**, which will lead to my ultimate goal of **[objectives]**."*

Chapter Brainstorming

This section is for all your **notes and ideas** for your book before you start putting them into the Table of Contents.

Parking Lot

In this section, put all your really good ideas that **DO NOT fit in *this* book**. You may end up realizing you have one, two, or more books in you. You can write those later; this section is so you don't lose any of those ideas as you write this one.

Table of Contents

Introduction	[Primary purpose/vision]
Chapter 1:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 2:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 3:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 4:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 5:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 6:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 7:	[INSERT CHAPTER TITLE]

	[Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 8:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 9:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Chapter 10:	[INSERT CHAPTER TITLE] [Sub-section heading] [Sub-section heading] [Sub-section heading]
Conclusion	[Final thoughts/encouragement]

Book Chapters

Chapter 1: [WORKING CHAPTER TITLE]	
Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence]

	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 2: [WORKING CHAPTER TITLE]	
Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]

**Callback to hook
and segue to next
chapter**

- [Insert callback to opening]
- [Insert segue to next chapter]

Chapter 3: [WORKING CHAPTER TITLE]

Chapter hook

- [Story or anecdote that sets up chapter]

Thesis of chapter

- [One-sentence main point]

Supporting content

- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]

**Examples and
stories**

- [Insert example/story that illustrates content above]
- [Insert example/story that illustrates content above]

**Key reader
takeaways**

- [Insert key takeaway for the reader]
- [Insert key takeaway for the reader]

**Callback to hook
and segue to next
chapter**

- [Insert callback to opening]
- [Insert segue to next chapter]

Chapter 4: [WORKING CHAPTER TITLE]

Chapter hook

- [Story or anecdote that sets up chapter]

Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 5: [WORKING CHAPTER TITLE]	
Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]

Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 6: [WORKING CHAPTER TITLE]

Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 7: [WORKING CHAPTER TITLE]

Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 8: [WORKING CHAPTER TITLE]

Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]

	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]
Callback to hook and segue to next chapter	• [Insert callback to opening] • [Insert segue to next chapter]

Chapter 9: [WORKING CHAPTER TITLE]	
Chapter hook	• [Story or anecdote that sets up chapter]
Thesis of chapter	• [One-sentence main point]
Supporting content	• [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence] • [Insert supporting claim] • [Insert supporting evidence]
Examples and stories	• [Insert example/story that illustrates content above] • [Insert example/story that illustrates content above]
Key reader takeaways	• [Insert key takeaway for the reader] • [Insert key takeaway for the reader]

Callback to hook and segue to next chapter

- [Insert callback to opening]
- [Insert segue to next chapter]

Chapter 10: [WORKING CHAPTER TITLE]

Chapter hook

- [Story or anecdote that sets up chapter]

Thesis of chapter

- [One-sentence main point]

Supporting content

- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]
- [Insert supporting claim]
- [Insert supporting evidence]

Examples and stories

- [Insert example/story that illustrates content above]
- [Insert example/story that illustrates content above]

Key reader takeaways

- [Insert key takeaway for the reader]
- [Insert key takeaway for the reader]

Callback to hook and segue to next chapter

- [Insert callback to opening]
- [Insert segue to next chapter]

Conclusion

Chapter hook

- [Story or anecdote that wraps up the book]

Thesis of book	• [Re-state book's main idea/thesis]
Tie together each chapter's takeaway with overarching theme of book	• [Insert connective content] • [Insert connective content] • [Insert connective content] • [Insert connective content] • [Insert connective content]
Call to action	• What should the reader do when they finish the book?

Introduction

IMPORTANT NOTE: The Introduction obviously goes first in the book, but it's usually best to write it last. Once written, place it first in the book manuscript.

Book hook	• [Insert scene, conversation, or anecdote that grabs the reader and compels them to keep going]
Frame the reader's pain	• [Explain the pain your reader is experiencing as described in the Audience section above]
Frame the book's solution	• [How does your book address the reader's pain?]
Frame the book's unique value	• [What makes this book different from other books on this topic?]
Describe your background	• [Why should the reader trust you? What are your credentials, qualifications, experience, education, etc.?)]
Tell the reader what they'll learn in the book	• [Action and outcome for the reader] • [Action and outcome for the reader] • [Action and outcome for the reader] • [Action and outcome for the reader]
Segue to first chapter	• [Encourage reader to keep reading]
