

# OUTLINE YOUR BOOK

with  
Leaders Press

[WWW.LEADERSPRESS.COM](http://WWW.LEADERSPRESS.COM)



# GOALS AND BRANDING WORKSHEET

## MAIN GOALS

What are your **three main goals** for this book (e.g., increase clients, establish yourself as a thought leader, create a legacy piece or inspirational memoir)?

## SUCCESS STORY

What does success look for you after this book is released? What will make you think, "my book did just as I wanted it to do"?

**Why does your company exist?**

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**What is your company's story?**

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**What problems do you help your customers solve? Why do your customers trust you over your competitors?**

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**How do you want to be known? What do you want people to think when they see your name in an article or on the bookshelf?**

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# TABLE OF CONTENTS

In order to create your table of contents, please look at your showcase ideas. It's important to now arrange these ideas into a logical progression that develops your book idea.

It might seem overwhelming, but please don't worry - writing a book is an organic process and it's normal to move topics around as you write and new conclusions or forgotten elements occur to you. Consider the below Table Of Contents as a launching pad for your genius.

## INTRODUCTION

More details on how to construct your Introduction are provided below.

## CHAPTER 1: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 2: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 3: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 4: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 5: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 6: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 7: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 8: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 9: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CHAPTER 10: PLACEHOLDER TITLE

Write a one to two sentence summary of the chapter, and/or include a list of subtopics below.

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## CONCLUSION

Your conclusion will comprise a satisfying ending - call back to the major points of each chapter, if appropriate - and **call to action** so that your readers know how to continue their journey with you now that they've finished your book.

### **Note:**

We generally find that ten well-developed chapters will give you a book of around 40,000 to 50,000 words. Depending on your needs, it's perfectly fine to have more or less chapters.

# INTRODUCTION

It is a good idea to write your introduction last as it often contains an inviting summary of your book's main points, meant to captivate your audience. Writing it last will also allow you room to accommodate any changes you make to your book's outline and flow as it develops. Brevity is key, keep your introduction short and to the point so you don't lose your reader.

## START WITH A BANG

Open your book with a bang. It's almost a cliché how important your opening line is, but with the advent of the Internet and so many competing sources of information, it's more important than ever.

Summarize your book concept in one line or paragraph in an attention grabbing manner.

## CLIFFHANGER ANECDOTE

This should be a cliffhanger anecdote that both grabs the reader's attention and begins establishing your expertise by showing how you got out of a given situation (for instance, the CEO of Disney spent eight years building a park in China and on the day of its launch, two attendees were shot, how would they handle this?).

## ESTABLISH YOUR EXPERTISE

Firmly establish your expertise and reputation. Sentences such as, "When I handled a 10 million dollar deal..." do a good job of framing your expertise in both scale and competence.

## MAKE A PROMISE

Make a big promise that will benefit your reader and that your book will deliver on; paint a rosy picture of what life with your solution or expertise will look like.

## SEGUE TO YOUR FIRST CHAPTER

Now lead your readers directly into your first chapter; e.g., "Now that you know the basics, let's make you an expert."