

Exercise 1. Your book's story profile

Consider your next business book (or book idea). Then answer the following questions:

1. Who is your audience?
2. What is their problem?
3. How will you help solve their problem?
4. What differentiates your approach?

Exercise 2. Testing your idea

Consider the idea at the center of your next business book. Then answer the following questions:

1. What is the idea (one sentence)?
2. What makes it big?
3. What makes it new?
4. Why is it right? (What is your evidence?)



Exercise 3. Rank these priorities

Consider your plans for your next business book. Then rank the following qualities:

Qualities of book experience

Ranking (1-5)

Fast path to market	
High quality product	
High prestige	
Low cost	
Great author service from publisher	



Exercise 4. Start your book plan

Fill in the table for the first few chapters of your book:

<u>Chapter Number</u>	<u>Chapter Title</u>	<u>Reader Question</u>
1		
2		
3		
4		
5		

Exercise 5. Source material

Think about your upcoming book. Where will you get the following types of source material?

1. Where will your stories come from? (List a few that you know about already.)

2. Who else will you interview? (List 2-3 names.)

3. Where will your quantitative data (if any) come from?

4. What secondary (Web) research topics will you investigate?

Exercise 6. Promotional resources

Think about your upcoming book. What promotional resources are available to you?

1. What platforms can you tap for *reach*? (Social media followings, newsletters, speaking gigs, podcasts, columns in online sites, . . .)

2. What assets could you create for *spread*? (Infographics, short videos, long-form videos, . . .)

3. What promotional assets do you have that no one else has?