



Make This Your Year to Publish! **Book Planning Workbook & Checklist**

We're so glad you decided to download this workbook. Publishing a book is a tremendously powerful way to build your business.

Publishing a book helps:

- Brand your business
- Boost your credibility and authority
- Provide value to your audience
- Increase profits
- Broaden your reach
- And much more!

Your book can also serve as the source and foundation for future content pieces including social media posts, blog content, articles, and emails.



By the way, we can [help you with the book creation process](#) in any way you need. From research to ghostwriting and all the way to, proofreading and editing, we're here to serve.

Writing a book – heck just coming up with an idea for a book – can be a significant challenge for many online business owners. That's why we've created this workbook and checklist for you!

The book planning workbook is an actionable item, meaning you'll want to set time aside to work through it thoughtfully. When you're finished, you'll have a solid book plan, including a title for your book. Use the checklist and you'll be sure that everything necessary to write and publish is completed, and done on time.

What You Need to Get Started:

Over the years we've helped clients write numerous books and reports, many of which have gone on to become Amazon Bestsellers. This process works!

We've provided the questions to ask and the steps to take. You simply need:



- **Time** – It may be helpful to set aside an hour or two over the course of several days. You'll find that as you begin planning your book, new and innovative ideas will come to you. Give yourself the time you need to integrate these ideas into your book writing plan.
- **Writing instrument** – Consider starting your book plan the old fashioned way. Pen and paper tend to help people think more creatively, innovatively, and freely. You can then transfer your plan to a computer document when it's finalized.
- **Paper** – You can print this workbook out and use the space provided, although you may need additional space to document your thoughts and ideas.

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Ready to get started?

Step #1 Create A List of Problems

Make a list of 25 problems your audience faces. For example, if you have an affiliate website for tablet computers, then protecting that tablet from damage, security issues, and theft may be common problems. Additional problems may be knowing when it's time to upgrade or choosing the right tablet for their needs.

On the other hand, if you're a marketing coach for personal trainers, their problems may be finding their audience or finding time to connect with their clients and build relationships. For now, don't filter ideas. Simply make a list of at least 25 problems that your prospects deal with and want resolved.

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Step #2 Rewrite the Problems As Questions



It's much easier to answer a question than it is to try to write on a topic. Turn your list of audience problems into questions. For example, for the problem of knowing how to choose the right tablet for your needs, the question might be "How do I choose the right tablet?"

It's a simple but important step. This step is the first step you'll take to narrow your options and choose the book topic that's best for you, your goals, and your audience.

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Step #3 Pinpoint Your Passion and Enthusiasm

For the moment, choose five of the topics from the list above that you feel excited about. The topics that excite you should take priority because they're topics that will be easier, and more enjoyable, for you to write about.

Your enthusiasm and passion for the topic will translate in your writing. Your readers will have a more positive experience.

Simply put a star next to the items above or write them in the space below.

1. _____
2. _____
3. _____
4. _____
5. _____

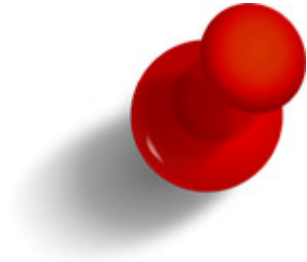
Step #4 Conduct a Little Research

Head to the major online retailers; Amazon, Barnes & Noble, etc., and search for books on the same topic as your top five.

If possible, review their tables of contents and their approaches to the topic. Take notes on what they do well and what you can do better or differently.

1. _____

2. _____



3. _____

4. _____

5. _____

Once you've completed this research, you may have narrowed your top five down to two or three choices. Does one stand out for you? If not, consider asking your readers or subscribers which topic appeals most to them. You might post a survey on your blog or social media pages. SurveyMonkey.com allows you to create a free survey that you can embed on your blog and Facebook page.

Step # 5 Brainstorm Your Book's Title

With the topic you've chosen, create 10-20 different book titles. For example, "How do I choose the right tablet computer?" Might become:

- 101 Tips to help you choose the best tablet computer for your needs and goals
- 10 Simple Steps to Buying the Best Tablet Computer

Don't filter your ideas. Let loose and really try to think creatively on this one. Your book's final title will have an immediate impact on your prospects. It affects their decision to buy. Really stretch yourself to come up with twenty titles.

Step #6 Consider Page Count and Format

Start thinking about how long you want your book to be and how you'd like it to be formatted and organized. For example, a tips book will have a different layout than a chapter book. The page count doesn't matter in terms of reaching your goals. You can sell just as many 10 page reports as you can 100 page ebooks. The goal is to make sure you have a solidly informative and valuable book.

Use the space below to take notes on your book's layout and page count.

Step #7 Establish Your Book Plan

Depending on the layout and format of your book it can be helpful to embrace the 10 pages per chapter idea. For example, if you decide that you want to create a 100 page book then, embracing the 10 pages per chapter rule of thumb, you know that you'll need to have ten chapters. Each chapter can be a question that supports your book's overall topic.



For example, 10 Simple Steps to Buying the Best Tablet Computer might include the following chapters:

1. Identify your goals – what do you need/want your tablet to help you accomplish?
2. Establish your budget – what's available for every budget
3. What features and functions do you want/need?
4. What review sites can I trust?

And so on. Note that writing your chapter titles as questions will help you come up with the answers. Each chapter, assuming you use the 10-page per chapter guideline, could then have ten supporting points, and each point will comprise about one page. This format makes it very easy to write and also to plan. You might decide to write two pages a day. With a solid outline you can write on any page or topic you're inspired to create and then easily pull it all together before publication.

So for this step, outline your chapter titles, write them as questions, and then create a bulleted list of ideas or topics that you want to cover in each chapter. Your plan will look something like this:

1. Identify your goals – why do you need/want your tablet to help you accomplish?
 - a. Why goals are important
 - b. What are examples of types of goals
 - c. Business goals? Personal goals? Or both?
 - d. My child will be using it too, and we have conflicting goals. Now what?
2. Establish your budget – what's available for every budget
 - a. How do I establish a budget?
 - b. Tablets for less than \$200
 - c. Tablets for less than \$500

- d. Tablets for less than \$1000
- e. Is buying a used tablet a good idea?

If you're creating a tips book or using some other format then outline how you want to organize your book.

For example, you might decide to collect essays written by experts in your niche. Each essay may need to address a different topic and be organized in a manner that makes sense to your reader.

Finally, start making a list of resources that you have to make your book plan a reality. Consider:

- Writers
- Editors
- Graphic artists
- Stock photos
- Book formatters
- Babysitters
- Assistants
- Book reviewers
- Book contributors

What help do you need to create and publish your book? Who do you know who can help you get the job done? What do you want to handle yourself and what do you want to outsource? Use the space below to list your resources. Also, you might want to set a budget for your book if you plan on outsourcing some or all of its creation.

Finally, if you're going to manage the entire book creation process yourself, how will you do it? Create an action plan with milestones and daily tasks. For example, if you're writing a 100 page book you might write three pages a day. You'll have the book done in just over a month. You can then use the rest of the second month to add images and design a book cover, have it edited, and format it for publication.

Book Creation and Publication Checklist

- Book Purpose
- Book Goals
- Book Vision
- Launch Deadline
- Book Creation
 - Title
 - Outline
 - Forward
 - Writing schedule
 - Editors
 - Formatting
 - Book cover
 - Interior graphics
 - Book summary – for publication sites.
 - Book keywords – for publication.
- Publication
 - Print book
 - Digital/ebook
 - Both print and digital
 - Amazon
 - KDP
 - KDP Select
 - Create Space
 - Smashwords
 - Barnes & Noble
 - iBooks
 - Sony
 - Kobo
 - ISBN
 - Other _____
- Marketing
 - Press Release
 - Social Media Posts
 - Free Sample
 - Blog Posts
 - Email Marketing
 - Book Reviews
 - Special Promotions
 - Other _____

Let Us Help Make Your Book Publishing Dream a Reality

Now that you have a step-by-step plan to help you write and publish a book, it's up to you to decide where you'll go from here. There's a lot to get done, so focus on taking small steps and creating a pattern of success.

But remember, you don't have to do it all yourself and we're to help if you need it. We can assist with everything from proofreading to content creation.



Check out our [full range of content services](#) designed to make it easier to create and publish your book. Choose our full-service packages to make it simple, or select one of our a la carte services like editing or research. Visit us at AllCustomContent.com and we'd be delighted to get started.

To your content marketing success,



Alice Seba and Annette Elton
Allcustomcontent.com