

The Write a Book Challenge

WORKSHEET

Week 1: Create a business plan for your book

	Plan	Research	Draft	Rewrite	Editorial review	Design & Production	Promotion
Week 1	X	X					
Week 2	X	X					
Week 3		X	X				
Week 4		X	X				
Week 5			X				X
Week 6				X			
Week 7				X			X
Week 8				X			
Week 9					X		X
Week 10						X	X
Week 11							X
Week 12							X

Create a short business plan for your book

- Define what you want to accomplish with this project. Do you want to write this book
 - To establish yourself as an authority on a subject?
 - To make money from the book itself?
 - To promote a course, program or product?
 - Because you're just really interested in the subject?

- Who's the audience?

- What's the main subject area for this book?

- Think of about five possible “angles” or approaches you could take to writing this book, and write out the pros and cons to each approach.

- What other Kindle books have been published in this subject area? (Limit yourself to the five most relevant books)

- What books or resources do you want to read as prep for writing this book? (No more than five if possible! Do NOT get stuck in “analysis paralysis”)

- What "add on" resource will you create for this book to build your email list?
 - What resource would your ideal clients/customers/audience be most interested in?
 - Will you also ask people to connect with you on LinkedIn or on other social media platforms where you have a presence?

- Books that get quotes from experts in a given field tend to be better books. The “experts” you get quotes from can also be prospective clients or influencers in your subject area that could be helpful to you if they promoted your book even lightly.
 - Create a list of about ten to thirty people you’d ideally like to get a quote from or interview for your book.
 - Keep in mind that half of the people you reach out to may not respond to you.
 - What will you ask these people? How will you use what they share with you in their book?
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	Name	URL	What to ask about	Email/contact info
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

- How will you promote this book once it's published?

- What promotion tactics can you do now to start building interest in this book?