



THE DREAM AND PREP YOUR BOOK EXPERIENCE

BEGINNING TO END BOOK PROCESS

CHECKLIST

- I understand the differences between the seven *main* types of non-fiction books that coaches often write:
 - “Signature Program”-based book
 - “My Story”
 - Interview book
 - “How-to” book
 - Survival Guide
 - “First Steps” book
 - Inspirational book / Devotional book
- I have decided on the book type I will write
- I have identified my primary keywords—the ones people will use to search
- My book brands me with a strong, memorable identity
- My book will be transformative
- I know what the transformation point and/or take-away from my book will be
- I am genuinely excited by sharing the information in my book
- I have asked myself why I want to write the book
- I have committed to writing my book:
 - I have drawn up a schedule that includes research, writing, editing and formatting
 - I am committed to writing _____ words per day OR _____ hours per week

- I have given myself a deadline: __/__/20__
- I have allotted a realistic lead time for:
 - Research
 - Material collating
 - Interviews
- I have made a list of people I want to interview for my book
- I have sent out interview requests
- My letter states:
 - Who I am and whether or not my subject has met me
 - What motivated me to select them
 - What I specifically want to talk about or ask
 - Where their responses will appear
 - What I will do for them in return [optional]
- I am aware that it is always better to cite sources (and when using information or quotes given by certain types of experts, absolutely essential)
- I am committed to, at the very least, acknowledging my sources—even if only in acknowledgements at the front or an appendix at the back of my book—including:
 - Who said it
 - Where I got it from
 - Specific date/details information or quote originally appeared
- I am:
 - Employing a fact-checker
 - Meticulously doing my own fact-checking
- I am using offline sources for research too, including:
 - Print periodicals
 - Reference materials
 - My local librarian
 - Local experts

- Other _____
- I have been proactive in learning what I need to know about writing a book to “fill in the gaps”
- I want my book to:
 - Reinforce a signature program I have already created
 - Familiarize people with a signature method I have put together
 - Convince people that if I can do it, they can too
 - Other _____
- My title endows me and my book with a strong, clear identity
- I know what I want to be known for
- I have identified my ideal, target reader
- I have ensured my book is targeting:
 - The right demographic
 - Readers with an action-taking mindset—and motivation
- I have identified primary keyword searches this reader uses on book-selling platforms
- I have studied similar books to mine in Amazon’s (your category) category, and I have particularly taken note of:
 - Those with “best seller” status
 - Keywords that reappear frequently in book descriptions and reviews
 - The reviews and ratings
- When it comes to reviews on the books I am studying and comparing, I am paying particular attention to:
 - What each reviewer specifically liked about the book
 - Repeating keywords in these reviews
 - What the reviewer felt was missing or disappointing
 - Recommendations reviewers made
 - Other _____
- As soon as I have finalized my topic and angle, I will commission professional book cover art

- I understand that the book's cover will be vitally important in hooking my ideal reader, and I will give it my fullest attention
- I have created a tight outline for my book (before ever writing a word)
- I have weeded out tangents from my outline
- I have ensured every outline chapter and point:
 - Stays on topic
 - Leads to fulfilling my book's promise and goal
- My book has:
 - A beginning
 - A middle
 - An end
- My first chapter lays the groundwork for and states:
 - What the book is going to be about/do
 - Who I am (and where I've been)
 - What it promises to do
 - Why I am writing it
- I have determined an estimate of my book's final length: _____ words
- I have decided how many words per day *or* hours per day I will commit
- I have calculated how long writing my _____ word book at __ words per day/hours per day will take me:
 - Total: _____ days
- I have defined my chapters
- I have decided on and allowed for other necessary "housekeeping" pages (the "legals"):
 - Title Page
 - Copyright page
 - Acknowledgments or dedication page
 - Disclaimer Page
 - TOC (Table of Contents)
 - Appendices

- Citations
- Other: _____
- I am using professional outline samples or examples
- I am studying other similar authors' TOCs to see how their books are laid out
- I am working on speaking in my book with my unique, authentic voice
- My voice:
 - Stands out from all the other voices
 - Sounds like myself
 - Has a distinct character and flavor
- I am paying attention to:
 - Pacing
 - Flow
- I am resisting the urge to edit as I write
- I am having fun writing my book and being myself
- I understand that book chapters help readers (and authors):
 - Organize their perceptions
 - Continue on to find out "what happens next" till readers reach the final promise/resolution
 - Assimilate information more easily
 - Have specific structure components
- I understand that chapters are a microcosm of the book in which they are contained; each having a beginning, a middle and an end
- I understand that chapters are often most effective when the conclusion of the chapter involves an invitation and incentive to read the next chapter
- I am opening each chapter with a statement or premise that sets my reader up to expect the chapter topic—and any promise made in the opening
- I aim to provide a dynamic and pleasing mix of different chapter components (e.g. narrative, anecdote, instruction, etc.)
- My title endows me and my book with a strong, clear identity and my sub-title spells out my book promise

- I am working from an outline that consists of a chapter topic plus carefully-chosen, progress points outlining what needs to happen next—not just a book topic or chapter topic alone
- I am making sure each well-chosen point drives my narrative forward
- I have noted the big take-away for each individual chapter
- I am resisting the temptation to constantly go back and edit
- I am focusing on telling my story in one draft before returning to do any editing
- I am keeping the story moving forward
- I am keeping in mind that my reader should want to know “what happens next”
- I understand outlining is a process, and that I should go back over my outline when ready to write, to analyze whether or not:
 - Certain points needs to be given a chapter of their own
 - Other points needs to be moved to a different chapter
 - Other points needs to be deleted altogether
- Every point in my chapter deals with or relates directly to the chapter topic and/or take-away
- Each paragraph has one single point
- I am using visual aids to help with message clarity, including:
 - Bullet points
 - Screenshots
 - Diagrams
 - Photos
 - White Space
 - Steps
 - Lists
- I am not overthinking my structure, but now that I am aware of structure, I am allowing my story to flow smoothly and naturally—while working closely from my revised outline

- I understand that I should and probably will change my opening hook and paragraphs after the first draft is completed. For now, I am focusing on just getting started—and writing!
- I am doing my best to start with an active, dynamic opening sentence/paragraph/scenario that will instantly drag my reader in
- As I write new points, I am getting into the habit of asking myself “why will my reader care?”
- I am keeping my Reader bio in mind as I write (focusing on that specific reader)
- I understand that I should not strive to make everyone care—just my ideal reader!
- My book title and sub-title directly reflects the book’s tone and content, and is geared to attract my ideal reader
- Every paragraph advances the story and/or the book goal, until it has fulfilled the book’s sub-title promise
- I have ended the book when my book promise has been fulfilled—and no later
- I am putting extra related but non-story-advancing information on appendix-type pages or working them into my “story” earlier (or in the prologue/acknowledgements/other front-level pages)
- I understand that I should end my book with a strong, cheerful, direct call-to-action
- I understand that I should place more than one CTA at several natural points within the body text of my book
- I am ensuring that CTAs do not take people out of my book before they have finished reading it—except to my own:
 - Sign-up page
 - Offers
- I am putting all CTAs that take people away from my book at the end, after the conclusion
- I am looking for natural opportunities to insert the perfect and most logical CTA:
- I understand what the CTAs should generate

- I am including essential CTAs that tell my readers what to do next
- I have products, resources and services ready for those readers who will want more
- If applicable, I am letting my reader know that more of me/my products/my services is available—and how to get it
- I am ending with blatant, direct invitations to follow me on social media or sign up for my newsletter/updates/list
- I plan to keep on writing—and make it a habit
- I have factored in time-saving strategies such as writing my book by re-purposing material I have already written
- I understand I can adjust my final word count to fit my daily schedule/launch schedule
- I am not getting hung up on the precise number of words. Rather, I am concentrating on making my book's message as clear and palatable as possible
- I am allowing necessary time in my schedule for research, including any or all of the following types:
 - Setting up interviews with experts
 - Interviewing experts
 - Organizing notes I have taken
 - Visiting libraries, stores or other external locations
 - Reading through research material
 - Locating reliable primary sources
 - Vetting out interesting secondary sources
 - Other _____
 -
- I have also factored editing time into my promotions
- I am planning for my editing process in an informed manner, to make the most of my time
- I understand that if I start editing repeatedly while still in the process of writing my first draft, I risk destroying:
 - My book's unique voice

- The flow and pacing
- My confidence as I repeatedly second-guess myself
- I understand that resisting the urge to edit during first-draft writing can greatly reduce the “resting” period I will need between writing and the editing stage
- I have factored in time for putting my book aside between completing the first draft and editing, so that I will have fresh eyes (and mind) when I start to edit
- My editing process will follow the right order
- On my read-through, I will focusing on readability
- I am only allowing other seasoned writers to read through my book
- I understand that the only time I should let a non-writer read through my book is to help with simple, mechanical “de-bugging” (finding spelling mistakes, missing words, etc.)
- I have considered sending my book out to a professional editor, after my own preliminary editing
- I have familiarized myself with the different types of editor I could use—or don’t need
- I am aware that I need to prepare books to be submitted to traditional publishers differently than eBooks
- I have considered using a product-fulfillment company like CreateSpace or Lulu.com as an alternate way to produce printed hard-copy books on demand
- I understand the pros and cons of traditional publishing.
- I have decided whether or not I will pursue a traditional publisher.
- I have thoroughly checked out my ePublishing platform’s guidelines and instructions, to see if I feel up to formatting my book myself
- I have considered hiring a formatting specialist in my exact ePublishing platform instead of doing it myself
- Depending on my distribution choices, I have created a Kindle, iBooks, Kobo and/or Smashwords account.
- I have created my back cover copy.

- My back cover copy has been proofread.
- I have reviewed the online platforms' cover image requirements.
- I have made my decisions about:
 - Mass Distribution or Kindle Select
 - Keywords
 - Category
 - Price
 - Book description
- I have an ISBN#
- I have decided on royalty structure.
- I have planned an actual book launch and I am coordinating it with my promotion plan
- I have created my author bio.
- I have decided how I will promote my book.
- I have chosen my online promotional avenues.
- I have chosen my offline promotional avenues.
- I have a promotional schedule along with my writing schedule.
- I have a team of reviewers standing by.
- I understand all the of the beliefs, excuses and mindsets that could hold me back from my book.
- I have strong, courageous boundaries in place to protect my writing plan.
- I am committed to my purpose of seeing this book dream fulfilled.
- I have a support system / community in place to support me.
- I have guidance to instruct and keep me accountable.
- I believe in my message!