



S.T.E.P.S. Book Strategy Planner

Don't just write a book. Write one that builds your authority at scale and grows your business




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The STEPS Strategy Planner™

We're strong believers that you should *think* before you *ink*. Use this planning canvas to set your foundation for a book that builds your authority at scale and grows your business.

Author name:

Business name:

1. Business Strategy

Too many entrepreneurs make the mistake of thinking that all they need to do is write a book and they'll increase their authority and grow their business. A book can do this, however, it must be good, and it must be strategically linked to your business if it's going to be effective. In this section, map your business strategy to your book strategy as the first critical step in writing a high-impact book.

1.1 Core Business Strategy

a) What is currently working well in your business?

b) What are the top 3 business problems you need to address?

1.2 Book Business Strategy

a) Given the current state of your business, what are the top 3 goals you hope to achieve by writing a book?

- | | |
|---|--|
| <input type="checkbox"/> 1. Increase authority | <input type="checkbox"/> 5. Influence opinion |
| <input type="checkbox"/> 2. Generate leads | <input type="checkbox"/> 6. Codify knowledge |
| <input type="checkbox"/> 3. Expand my reach | <input type="checkbox"/> 7. Build new capabilities |
| <input type="checkbox"/> 4. Launch new business or products | <input type="checkbox"/> 8. Sell books |

Visit www.grammarfactory.com/steps-self-assessment/ for a free interactive quiz to determine which of these goals is most likely to benefit you and your business most.

2. Customer and Reader Strategy

The most effective book to grow your business is one that resonates intensely with your customers and prospects. Understanding your customer and why they work with you is foundational in writing a book that does just that. Further, directly connecting the solution you offer in your book to how you serve your customers creates a natural path to turn readers into customers.

2.1 Customer Strategy

a) Who is the ideal customer for your business? Be specific. Focus on those you create the most value for and who you love serving.

b) What is the major pain your business helps its customers solve? And what's the payoff for them when it's addressed?

c) Do you have a proprietary method you use to get them results? If not, could you articulate your approach in steps or themes?

2.2 Reader Strategy

a) Who is the ideal reader for your book? Describe a specific person as though you will write exclusively to them.

b) What is the central question your book will answer that ties into the big problem you help customers solve?

c) What's your solution to this question? Mirroring your approach to helping customers can result in powerful content for your book.

3. Book Overview

Before putting pen to paper (or fingers to keyboard), make sure you know where you're heading with your book. You've already clarified who you're writing for, what question your book will answer, and what your solution will be to that question at a high level. It's time to go a step further and think about the key elements your reader will consider when deciding if they'll buy and/or read your book. Get clear on that, and you stand a much better chance of delivering on it when you get down to the business of writing.

3.1 Working title

3.2 Book Type

There are many types of books on the market, but there are four that are best suited to entrepreneurs hoping to enhance their professional reputation and positively impact their business. Writing becomes easier and your message clearer when you pick one type of book and stick with it. What type of book will *you* write?

- **How-to book:** Teaches how to achieve a desired outcome
- **List book:** Provides a collection of tips, tactics, resources, etc.
- **Essay book:** Changes how readers think about a topic
- **Parable book:** Teaches by taking readers on a fictional journey

3.3 Back Cover Blurb

Write the blurb or description that will appear on the back cover of your book to convince your ideal reader to open it up and learn more. In less than 200 words, describe the problem your ideal reader is experiencing, the central question your book will answer for them, and the major benefits they'll enjoy from having read your book and eliminating that problem from their life.

3.4 Contents Outline

Finally, draft an outline of the contents of your book. Every book needs introductory and concluding chapters, but what topics do the chapters that go between these cover in your book? Aim for five to ten chapters. If you expect more, group them into parts, each with three to five chapters each. This may change as you write, but having a map to guide you will give you much needed clarity for writing.

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Visit www.grammarfactory.com/steps-self-assessment/ for a free interactive assessment tool to help you decide if a published book can work for you and your business.



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