

5 Steps Before You Start Your Book Checklist

1. The first step is obvious:

_____ Decide on Your Topic
Hopefully, it is a topic that you already know about or you are willing to research fully.

2. Is there enough interest in your topic to make a book viable?

That depends on how you intend to use your book.

- _____ Sell the book on Amazon/Kindle
- _____ Use the book as a guide/manual for your coaching students/clients
- _____ Use the book as a product to sell (i.e., home study course)
- _____ Use the book as a lead generator for your business

If you want to **make money selling your book to the public**, you need a lot of people searching on your topic, meaning tens, if not hundreds of thousands.

If you are using the **book as a guide or manual for clients or prospects**, then you have a more targeted market (part of which may be built-in to your business) and you are less dependent on high volume sales.

If you are using the book as a **lead generator** for your business, you probably already have a good idea of how many people are interested in or need what you do. But if you haven't...

3. Check the Viability of Your Topic

I.e., are enough people interested in your topic?

Type the topic into **Google** search

_____ How many search results do you get?

Type the topic into **Amazon** search

_____ How many books on this topic on Amazon

Type the topic into **Facebook Group** Search

_____ Join at least 5 groups on your topic (If there aren't 5 groups, your topic is not in high demand or is highly specialized)

4. Gather Up Materials

Make a list of the material you already have on your topic:

_____ Blog Posts

_____ Webinars/Seminars/Teleconferences that you've done (Videos and Audios)

_____ Ebooks/Handouts/Workbooks that you've written

_____ Any research or other notes, case studies

_____ Any reference books or articles you want to use (Don't forget you will need to give credit to the authors of these books and articles if you quote from them.)

5. Do a Brain Dump (See worksheet on the following page)

The brain dump is the place where you put all those fantastic ideas on paper—the main points, the little details, the stray thoughts you are afraid you’ll forget. The brain dump can’t be done in one sitting—it should be done over several days. Your initial session may be one to two hours or more, just scribbling down all those thoughts. Then, over the next few days, you’ll find yourself adding to your list.

The brain dump not only gives you a starting point to work with, it clears your head so you are free to start writing. Print out the worksheet on the following page, grab a pad of paper, or start a fresh page on your laptop and start dumping.

_____ Brain Dump

_____ Look at the items to see what pieces of information naturally go together



Did you go through all the steps? Did you do the Brain Dump?

Congratulations—you just made it further than 50% of the people who want to write a book. Nine out of ten people never finish writing their book. There are any number of reasons for this, but one of the biggest is not having their book outlined. They don't take the time to think about the structure of the book, what information they want to share, and never fully develop their ideas.

I have a special bonus for you as a reward for doing the work. (You **DID** do the work, yes?)

If you like what you've done so far, I'm going to give you a sneak peek, special access pass to the first module of my home study course.

Get started now. Go to: [Module 1](#)

Your Secret Access Password is: SneakPeek
(It's case sensitive, so capital S and capital P.)

Let me know how you are progressing with your book and if I can help, email me:
Barbara@BarbaraGrasse.com

To your success,

