

Outline Your Non-fiction Book in a Few Short Days

I used the below blueprint to outline my last 7 books (that sold over 7,500 copies).

The process is smooth and it really takes no longer than a few days.

It was invented by Craig Ballantyne, a Canadian millionaire who owns [EarlyToRise](#). I stripped it from all non-essentials.

Don't neglect Step 1, it really helps you to create a better book and can simplify your life at the book marketing stage.

Step 2 is actually the outlining process. You don't need to stick to it religiously, besides, the framework is flexible enough.

The better questions you figure out for your content, the better your book will be.

Bonus: Do Step 3 and you will have a draft ready for editing.

Now, write the outline, write the book and rock this world!

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1. Getting Clarity.

Start with the WHAT question (and then you'll continue on in the outline and creation of the book that is explained later, but first...let's focus on what it's about).

What is the greatest value you can offer the world? What is your ONE secret?

We'll hone the focus of your message in a moment. But first let's move on to the important Why and How questions that will help take your message to the world.

Who is your audience?

What is the benefit to the reader and is it clearly stated? What hope do you give the reader? How does it help the reader avoid pain and find pleasure (however you define those items)? Remember that people are more motivated to avoid pain than they are to seek pleasure.

Who and What are you against?

Who are you willing to repel in order to attract?

Is there crossover appeal?

How is different from all other books out there? Is it different enough to get noticed?

What problem does the book solve that hasn't been properly solved elsewhere?

What value does it add to the world that is not already out there?

Now imagine you're in an elevator with the world's most powerful book publishing executive, or a producer at the Oprah Winfrey Network. What's your 15-second elevator pitch (aka – your USP – Unique Selling Proposition) that you would use to explain why your book will stand out and be a best-seller?

Try out your USP on a few people...your friends, family, business colleagues. What is their reaction to your big idea? Take their constructive criticism and make it better. All of this work is necessary before you go and create the book. You want it done right the first time.

Why does your book deserve attention from this audience? From the media? Affiliates?

What are weaknesses of comparable books in your category that you can improve upon?

What proof do you have and what dramatic demonstrations does it provide?

How can you use stories to create a more memorable hook and teaching session?

I'll ask it again because it is so important: Why does your message deserve massive media?

Why is there a reason to believe your message?

How will you sell and promote your book? What is your marketing plan? How will you spread your message to the masses? Will you market it well enough to make it worthwhile?

Have you tested your marketing message? You might be familiar with the Tim Ferriss story about how he tested different book titles using Google Ad words. This helped him settle on, *The 4-Hour Work Week*, and the rest is history.

How will you best name your book?

What words don't belong in the title?

Does the name of your book convey a big idea to the reader?

Is the benefit of your book made clear to the reader with your title?

What's the best cover for your book?

Now here's a radical idea. Before you create your book, can you create a sales letter for the book to be used in media advertising or on your website?

When coaching people to create information products, I tell people to write their sales copy first so that they can identify how they will sell it. You, or your marketing team, should sit down and do the same for your book.

Write out 30 benefit bullet points.

Write out 30 headlines for the sales letter.

What stands out? What gets people's attention, stokes their interest, and incites their desire?

Now that you know how to sell it, tell me, what can you turn this book into?

This all starts with knowing the answers to, "What do you want this book to achieve?"

Create your vision of what your success will look like in 5 years and 1 year out after publishing your book.

Now we must look at another question.

How is your book going to be organized?

You need an organized book outline before you create the final masterpiece.

2. Outlining Process

Step #1 – You need 5 main themes that you will address.

Step #2 – Dedicate 2-3 chapters to each theme.

Step #3 – You will create 2 additional chapters for the start of your book. One will be an introduction that shows the problem is widespread and not solved anywhere else. The second is a chapter for your origin story.

Step #4 – You will also need 2 chapters at the end. One chapter is for your success blueprint, and one chapter will sum it all up and motivate people to take action.

Step #5 – Plan on having 5 sub-sections per chapter.

Step #6 – Brainstorm 3 questions per sub-section.

3. Bonus: Write the Book

Step #7 – Answer the questions ---- you can do this by audio if you don't like writing and then have the audio transcribed --- voila, instant book.

Step #8 – Have the book proofread...it doesn't need to be professionally re-written, but spelling and grammar should be corrected, and it must appear to be written, not transcribed.