Author Academy eCourse Video 3 Exercise 1

From video one we did a simple creative exercise to help you discover your book topic. It's now time to do the next step in that exercise which fits in perfectly with the topic of this video.:

Step 2. Now that you have a clear idea of what problem your book solves for your readers, it's time to write down the steps you will teach in your book. Once you have done that, it's time to organise your content in a logical order for your reader, this can be from easy to harder or from start to finish, this depends entirely on how you would like to lay your book out. The sequence you decide upon will be the direction of steps you will share with the readers of your book.

Here is an example of the exercise we shared in video one about the interviewing skills for small business owners. A possible direction of steps could look like this:

1. How to screen applications so you select the top candidates for interviews
2. Preparing a set of standard questions before the interview
3. How to read applicant's body language for clues about their attitude
4. Asking follow-up questions to probe for initiative and responsibility
5. Checking references to get the real scoop on workplace behaviour

Notice how this direction of steps follows logically with the information presented in the same sequence someone would use to prepare for an interview. It's important that the steps you present in your direction of steps follows a step-by-step progression so that it is easy for your readers to implement the steps. A confused reader will not finish reading your book and that's not what you want.

Your problem/benefit statement and direction of steps should easily fit onto one piece of paper. This way you can use it as a visual guide so that you can stay true to the purpose of your book while you are writing it. You can place this piece of paper in front of you as a constant reminder, plus it's what you will use to put into Scrivener and it will become your table of contents.

Remember to use this list of logical steps as a guide to help you sort your ideas as they develop, yes, you may have already come with many ideas, however, be prepared as these can change or be added to.

Step 1:

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Step 2:

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Step 3:

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Step 4:

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Step 5:

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