



## Module 1 Exercise - Brainstorm Your Expert Book Idea

Write down your goals for your book. Write your big, overarching professional or business goal, and the goals for this specific book that will help you achieve that big goal.

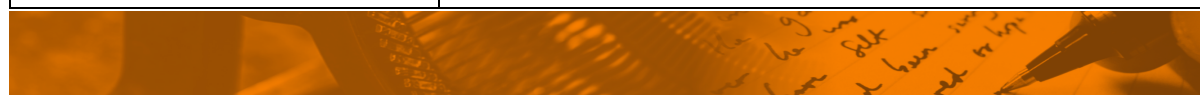
<b>Overarching Professional Goal</b>
<b>Goals for Your Book</b>





Using the questions in Step 1 of this module, brainstorm ideas for your book.

<b>What do you know a lot about?</b>	
<b>What do you blog/speak/teach often?</b>	
<b>What unique experiences do you have?</b>	
<b>What expertise are you known for?</b>	





<p><b>What referrals have you had?</b></p>	
<p><b>For which skills are you consistently praised?</b></p>	
<p><b>What do you feel the most excited to write about?</b></p>	







