



Write Your Expert Book Online Course

How to Write & Launch a Best-Selling Book... and Show Off Your Expertise to the World

Module 2 – Writing Your Book



- Creating an outline of your book is key to getting it done
- Start creating your writing plan with goals and deadlines



Create Your Draft Book Outline

- A roadmap that takes you from the first sentence to finishing the book
- Keeps you focused and organised



Step 1. Brainstorm Your Key Content

- The ideas you generate can be used for chapter titles, subtopics and key points
- Set a time limit and write as many ideas as you can



- Frame your ideas as questions your readers might ask
- Record brainstorming



Step 2. Write Your Draft Outline

Chapter titles

- Start by organising and writing your chapter titles
- The main purpose now is to guide the logical flow of the content



Subtopics and Key Points

- Add the subtopics and key points you want to use from your brainstorming
- This is only a high-level outline



The Key Elements of a Nonfiction Book

The following is a guideline for what to include in your book:



Copyright page

- Components such as your book title, subtitle and copyright statement

Dedication

- Add a dedication to someone special

Acknowledgements

- Acknowledge the help of the people who played a part in creating the book

Table of Contents

- List chapter titles and any subheadings

Foreword

- A short introduction written by someone other than the author

Preface/Introduction

- Include things like
 - Your background
 - Who the book is for
 - What the reader can expect

Chapters

- The main body of your book content

Bibliography


- List any sources you've drawn from

About the Author

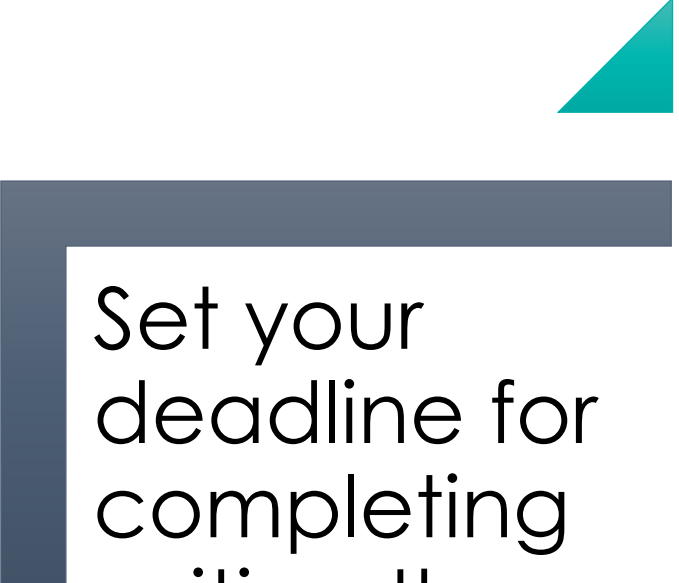
- Your bio and any contact details you want to share




Create Your Writing Plan



Set your deadline for completing research



Set your deadline for completing writing the main body



Set deadlines for completing each part of your book



- Make writing goals manageable
- Write down tasks you need to complete in order of completion and schedule dates



- Work backwards from finish date
- Make writing a habit and a priority



Write Every Day

- Set a goal of writing a certain amount of words a day
- The more you write, the easier it gets

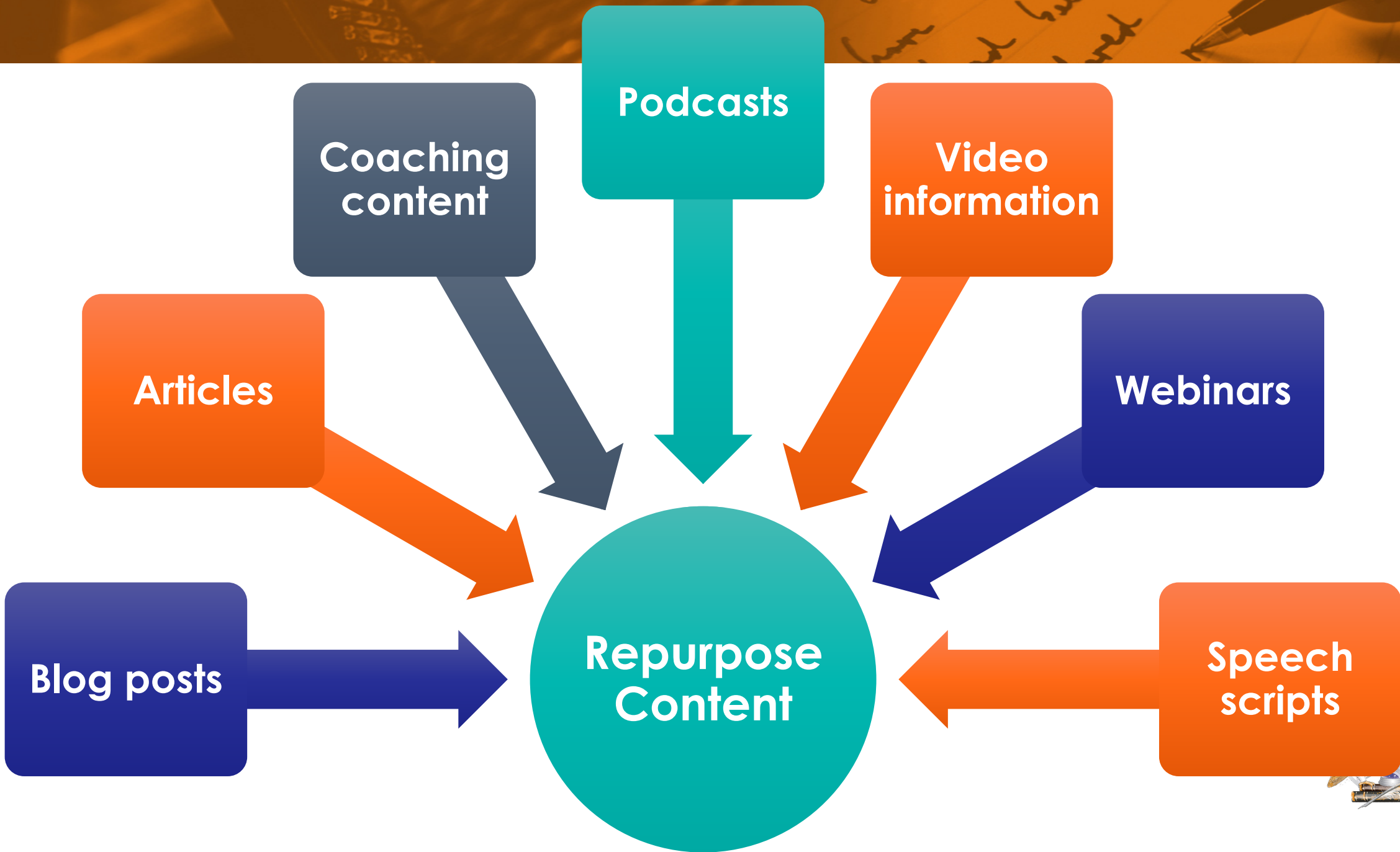


It's Time to Write Your Book!

Gather Content You Already Have and Organise it

What relevant content can you repurpose?





Research Content Ideas

- Research will help expand your subtopics, key points and concepts
- Get info from print books, online content, or surveys



Set a deadline for research so you don't spend too long



Tools for Writing Your Book

- You can use a regular word processor or try writing-specific software
- Other valuable tools include OneNote and/or Evernote



Tip

- Start writing main content first
- You'll feel like you're making progress quicker



Action Steps:

Using the **Outline & Planner**:

1. Brainstorm content ideas for your book outline.
2. Using your ideas, create a draft outline of your book.
3. Create your writing plan with goals and deadlines. Use your book outline as your guide. Set a date for finishing your book.





What's Next?

Module 3

Publishing Your Book