



Module 1 Cheat Sheet - Brainstorm Your Expert Book Idea

- ✓ Set goals for your expert book, select a topic and write a description

Choose Your Goal(s) for Your Book

- ✓ Before you begin, set a goal for your book
- ✓ Get clarity on the purpose, and stay focused and motivated as you work through
- ✓ State a big long-term goal, then short-term smaller goals for your book to get you there
- ✓ This could look something like:
 - Ultimate goal:
 - To become widely recognized as an expert in my field
 - Short term book goals:
 - Help boost credibility
 - Open doors to things like speaking engagements
 - Build an email list
- ✓ These goals will also influence your choice of marketing tactics





Choose Your Book Topic

- ✓ You need to do some research into possible topics
- ✓ Narrow down results to find the best topic for you to write first

Step 1: Brainstorm

- ✓ Ask yourself the following questions:
 - What do you know a lot about?
 - What do you blog/speak/teach often?
 - What unique experiences do you have?
 - What knowledge do people know you for?
 - What referrals have you had?
 - For which skills are you constantly praised?
 - What do you feel most drawn to write about?

- ✓ Write your ideas down
- ✓ Use bullet points, or a mind map
- ✓ If you have a lengthy selection, narrow it down
- ✓ Think about what problems your market faces
- ✓ What do you have to offer to solve those problems?





Step 2: Research

- ✓ Carry out market research on your list of possible topics
- ✓ Amazon
 - What books already exist?
 - Use keywords to do a search for popular examples
 - Is there a gap in the market?
 - Don't be discouraged by something because it's been covered before
 - Use reader reviews for inspiration
 - Is there potential for a series of books?

Find Out What Your Market Wants

- ✓ Carry out a survey on your blog, or in your Facebook group
 - Suggest some topics based on initial research
 - Ask people to suggest their own topics
- ✓ Engage people in a discussion
 - Email your list and ask them what their biggest problem is
 - Start a discussion on Facebook about possible topics
 - Ask them what they're currently reading
- ✓ Your competitors
 - What books have your competitors published?
 - It's ok to publish something similar





- It will be unique with your knowledge, experience and perspective
- ✓ Quora
 - Search for what people are asking about your niche
 - You'll find inspiration for not only the topic, but the content
- ✓ Keep a note of any subtopics or key content ideas you generate

Step 3: Choose Your Topic

- ✓ Create a shortlist of two or three topics
- ✓ Which will best show off your expertise and meet your goals?
- ✓ Which topic do you know the most about?
- ✓ Don't get side-tracked by something too difficult
- ✓ Choose a topic that's the combination of something you can write about and will showcase your expertise

Step 4: Define

- ✓ Write a one-sentence description of your book that says who it's for
- ✓ This will give you a sense of direction
- ✓ Example:
 - My book helps _____ to _____ so that they can _____ .

