# THE DECISION WORKBOOK

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## SECTION 1:

## ROLE:   WHAT IS THIS BOOK MEANT TO DO?

1. **If this book worked perfectly, what would it change in your business or authority within 12–24 months?**
   *(Be specific. Visibility is not an outcome.)*

2. **What would make this book a failure, even if it was well written?**
   *(This reveals misalignment immediately.)*

3. **Is this book meant to be a product, a lever, or a signal?**
   - o  Product (direct revenue)
   - o  Lever (clients, speaking, authority)
   - o  Signal (positioning, credibility, legitimacy)

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# SECTION 2:

# AUDIENCE:   WHO IS THIS BOOK FOR (AND NOT FOR)?

4. **Who must recognise themselves immediately in this book for it to work?**
   *(Role, context, level — not demographics.)*

5. **Who should *not* feel catered to by this book?**
   *(If the answer is "everyone should benefit," that's a red flag.)*

6. **What does this audience already believe that you are either reinforcing or challenging?**

(Authority comes from alignment or disruption, not neutrality.)

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## SECTION 3:

# EXCLUSION:   WHAT DOES NOT BELONG?

7. **Which ideas, stories, or expertise are you most emotionally attached to, even if they may not serve the book's role?**

8. **If this book had to be 30% shorter, what would be removed first?**

9. **What would you be relieved to *not* include?**

(Relief is often a better signal than excitement.)

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## SECTION 4:

# LEVERAGE:   WHAT DOES THIS ENABLE NEXT?

10. **What opportunities should become easier once this book exists?**
    (Clients, speaking, partnerships, advisory, credibility, etc.)

11. **If nothing changes after the book is published, what was missing in the design?**

12. **What must already be true in your business for this book to work?**

(A book cannot compensate for missing foundations.)

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## SECTION 5:

## COST:   WHAT ARE YOU REALLY INVESTING?

13. **What will this book cost you in time, attention, and opportunity over the next 12 months?**

14. **What would it cost you to write the *wrong* book?**
    (Credibility, confusion, distraction, positioning drift.)

15. **Is avoiding this decision work actually safer — or just more comfortable?**

## SECTION 6:

## THE DECISION

Please choose one.

☐ **This book should not be written**
☐ **This book should not be written yet**
☐ **This book should be written, but only if it's strategically designed**

Final question:

16. **What decision are you avoiding by staying in the idea phase?**

## Before You Close This Workbook

If you've completed the pages in this workbook, pause here.

Not to do more.
Not to "take action."
But to recognise what has actually changed.

This workbook was not designed to help you write a book.

It was designed to help you **decide correctly**.

That distinction matters.

## What You Now Know

By completing this workbook, you should now have clarity on:

- Whether this book should exist at all
- Whether now is the right time to write it
- The role the book would need to play if it does
- The audience it must be written *for*… and *not for*
- The expectations you were quietly placing on the book

These are not small insights.

They are the decisions most people skip, and the reason most books never quite work.

If your conclusion was:

- *This book should not be written*, or
- *This book should not be written yet*

This workbook has done its job.

There is nothing more to resolve here.

Clarity is the outcome.

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## What This Workbook Does Not Do

This workbook intentionally does **not**:

- Design the structure of your book
- Decide what belongs in or out
- Shape your messaging or positioning
- Connect the book to your offers, clients, or authority pathway
- Tell you how to write, outline, or publish

That is not a gap.

It is a boundary.

Those are **design decisions**, not decision decisions.

And they cannot be solved well through prompts or self-guided templates.

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## If Your Decision Was: "This Book Matters"

If your conclusion was:

*This book should be written, but only if it's strategically designed*

Then this workbook has brought you to the correct edge.

The next phase is not execution.
It's not drafting.
And it's not "making progress."

The next phase is **design**:

- locking the job of the book
- sharpening the authority it establishes
- deciding what belongs, and what must stay out
- and building the pathway from book to business *before* you write

This is the phase most people rush or skip.

And it's where most expensive mistakes are made.

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## One Final Note

Do not confuse *clarity* with *completion*.

Knowing the book matters does not obligate you to move forward immediately.
It obligates you to move forward **intentionally**, or not at all.

Respect the decision you've reached.

That restraint is part of what makes a strategic author.

When, and only when, you're ready to design this book properly, you'll know exactly what kind of support to look for.

Close this workbook with that clarity intact.

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## If You're Ready to Design This Book Properly

There is a very clear difference between:

Knowing this book matters… and knowing how to design it so it actually works.

This workbook brings you to the edge of the right decision.

But it cannot take you through the design phase that makes the book commercially, strategically, and authoritatively powerful.

Because that phase is not reflection.

It's architecture.

It's where we determine:

• what this book is really for
• what authority it must establish
• who it is precisely for, and who it excludes
• what belongs in the book and what must stay out
• how the book leads readers into your deeper work without relying on persuasion or CTAs

This is the stage where most authors guess.

And guessing here is what creates helpful books instead of powerful ones.

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## This Is Exactly What *Book to Bank Fast Track* Exists For

Book to Bank Fast Track is not about writing.

It is the design phase that happens before writing begins.

It exists to take the clarity you now have and turn it into a deliberate authority pathway, so that when you do write, the book is already positioned to work.

Not by accident.
Not by hope.
But by design.

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## If This Workbook Brought You to:

**"This book should be written, but only if it's strategically designed"**

Then you are at the exact point where Book to Bank Fast Track becomes relevant.

Not because you're ready to write.

But because you're ready to design the book correctly.

You can learn more about Book to Bank Fast Track here:
https://www.authoracademy.com.au/book-to-bank-fast-track/

Only explore this if you're ready to move from decision into design.

Otherwise, let the clarity from this workbook do its job.

*End of workbook.*