



# **The Book Idea Workbook: 10 Can't-Fail Steps To A Book Your Prospects Can't Wait To Read (And You're Excited To Write!)**

*Kimberly Eldredge*

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## **The Book Idea Workbook: 10 Can't-Fail Steps To A Book Your Prospects Can't Wait To Read (And You're Excited To Write!)** Kimberly Eldredge

Do you want to write a book that will get your message out to your prospects about what you do but you're worried that nobody will want to read it?

You need the PERFECT idea for your book that will make your prospect say "Yes! THIS is what I want to know!" You can easily discover the topic for your book that your prospects can't WAIT to buy and read.

On the surface, writing a book seems so easy and straightforward, right? You just sit down and put everything you know into a book and

### **WHAMO!**

Instant credibility and people are banging down your door to get more of your mojo. But somehow you can't figure out how to get started writing your book...

Does any of this sound familiar?

- You're completely overwhelmed with ideas and have no idea how to narrow it down to ONE red-hot topic.
- OR you have no idea how to generate a book-length idea that your prospects want to read.
- AND you're worried you'll put all your good stuff into one book and your coaching business will suffer

What's missing is the magic bullet:

### **WHAT to write about!**

Here's a hint: not every idea is a great book idea. You need a single red-hot idea that:

- Proves you're an expert in your niche – you wrote the book on it after all!
- Attracts just the right prospects to your book and encourages those prospects to BUY your book
- Delivers exactly what you promised (offering your reader a powerful transformation) and nothing else
- Leaves room for the reader to want to contact you to find out more about what you do – you solved their immediate pain BUT you didn't give away the farm; there's more to learn from you!

Step #1 in writing a book is THE IDEA

Here's what you'll learn in this breakthrough book:

### **Module 1: Coming Up With Lots of Ideas**

Before you can write the PERFECT book you need to find the perfect idea. And we both know ideas don't grow on trees! You'll complete three exercises to unlock your mind AND give you plenty of ideas and prompts for lots of future projects.

## **Module 2: Refining Your Ideas & Uncovering Your Book's Topic**

Here you'll take your raw list of ideas and uncover the topics YOU'RE most excited to write about. Then, you'll learn how to figure out which of these topics makes your prospects sit up and take notice.

## **Module 3: Organizing The Book & Writing Your Outline**

You'll have narrowed your book down to ONE red-hot topic and now it's time to put flesh on the bones of your idea and create the skeleton of your book. Not only will you make sure you've collected all your ducks, you'll get them in a row and make sure that you're not giving away the farm!

PLUS you'll receive MP3 trainings to go along with the workbook, 100% free!

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#### **David Hernandez:**

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#### **Robert Garcia:**

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#### **Mark Smith:**

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