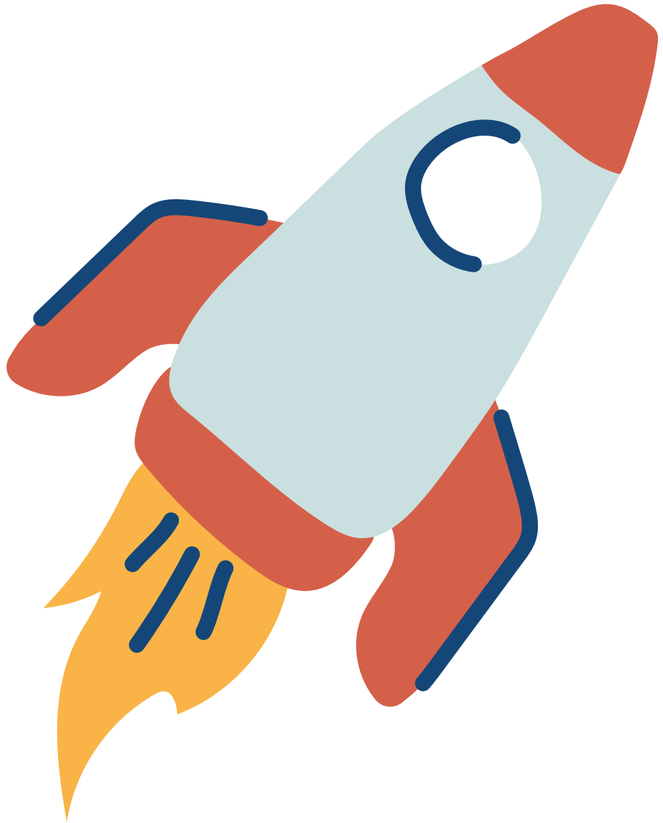
Forward Framework

GO FROM BLANK PAGE TO PUBLISHED BOOK



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01

Book Outline

Have you ever heard of the saying: If you don't know where you're going, any road will take you there? That same wisdom applies to your book.

It's essential to have a roadmap for your writing so that you can stay on topic and produce meaningful work.

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Here is an example structure for your book outline

- Dedication
- Acknowledgement
- Introduction
- Chapter
- Story
- Content
- Story
- Subchapter
- Story
- Content
- Story
- Subchapter
- Story
- Content
- Story

01

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Content Creation

One of the biggest things aspiring authors experience is writer's block. Even though you are the expert of your life and you have such valuable knowledge in your field, it can be challenging to put your thoughts on paper.

02

Here are 17 questions to ask yourself when writing the chapters of your book so that your reader engages with your content:

1. What happened?
2. What did you do?
3. What did you think?
4. What did you see?
5. What did it taste like?
6. What did it smell like?
7. What did it sound like?
8. Who was there?
9. What were you wearing?
10. What lesson did you learn?
11. Why is this important?
12. How has your life changed?
13. How does it affect others?
14. How does it affect your reader?
15. How can your reader apply it to their lives?
16. Why should they care?
17. What is the long term impact?

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BONUS

Phrases the will connect your content with the reader:

- Have you ever felt like...
- Do you remember when... Imagine if...
- How do you feel when...
- What would happen if...
- When was the last time you...
- How much are you...
- Think about a time when
- Consider looking at..

Speak or Write

You may communicate more effectively when you speak rather than write. Thankfully technology helps us to do both.

03

Here’s how to be successful if you want to Speak your book:

- Use a voice recording app on your phone
- Record in a quiet environment
- Speak as if you are explaining the concept to someone who knows absolutely nothing about the topic
- Prepare notes in advance to keep your thoughts on track
- Avoid pauses, ums, ahhs, excessive use of filler words such as “like”
- Keep each chapter to 20-30 minutes

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Here’s how to be successful if you want to Write your book:

- Use Google docs so that you can collaborate with your editors in the future
- Don’t strive for perfection by laboring over every word
- Give yourself the liberty to write freely, don’t let grammar and punctuation slow you down
- Limit first person narrative
- Connect to the reader using bridge phrases such as: Have you ever…
- Use subchapters to break up the text
- Check the word count periodically to avoid writing too much or too little
- Your book should be 6 x 9 in dimension once formatted, and 110 - 120 pages max
- 2,000 - 3,000 words per chapter or 6-8 pages Microsoft Word double spaced, 12pt font

04

Create a Schedule

Success begins with a schedule. I believe that what is not scheduled, does not get done.
Make a writing plan that you can commit to.

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Here are 5 questions to ask yourself when developing your writing schedule:

1. What are the best times of the day for me to be undistracted?
2. Can I commit 30 minutes twice a day to develop content?
3. Where is the best location for me to write or speak my book?
4. How much time do I need to meet my daily word count goal?
5. When do I want to have my book published and in my hand? This date is a lifeline when your book comes alive, not a deadline.

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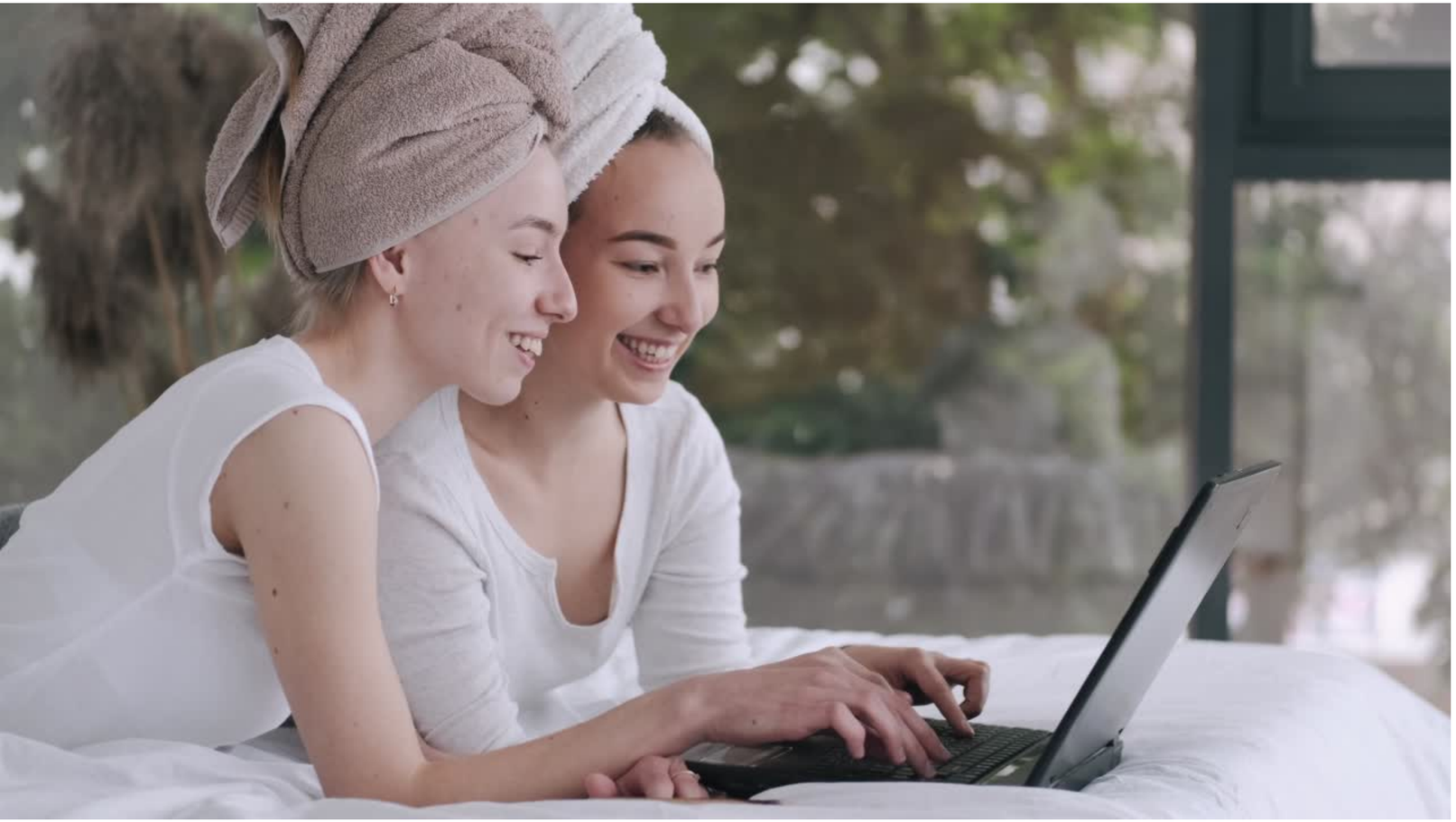

05

Accountability Partner

Team work definitely makes the dream work. It's essential that you have someone in your corner who will give you

a gentle nudge when needed and a kick in the butt when necessary .

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Here are 3 things to consider when choosing an accountability partner to support you on your journey to becoming a published author:

1. Can they commit to showing up for you in a way that you will respond to? (FB messenger, phone call, email, etc)
2. Do they have the right experience to know what to expect from you? i.e. publishing experience
3. Are they willing to spend time coaching you through your ideas?

Design a Winning Book Cover

People will actually judge a book by its cover so it’s important for you to make a good first impression.

06

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Consider combining 2 - 3 of these elements for the title:

1. Use numbers, e.g. “7 Steps to …”
2. Use a short title and a subtitle: “On a Mission: 21 Secrets for College Success”
3. Use a one word title along with a subtitle: “Soar! Build Your Vision From The Ground Up”
4. Explicitly state the problem that you are solving: “Healed: How to overcome diabetes with a vegan diet”
5. Be controversial: “Just Facts: Women are smarter than men”

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Consider this when deciding on the image and/or graphic for your cover:

1. Most new authors put their pictures on the front for brand recognition
2. Choose either your professional picture or an image, don't choose both
3. Avoid cursive writing
4. Select complimentary colors that pop
5. Use the colors of your brand
6. Get inspiration from books you love
7. Post your top 3 sample book covers and let your social media audience choose
8. Keep it simpleJust Facts: Women are smarter than men"

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Editing Dream Team

Your book will either fly or flop based on your writing. But just because you may not be the best writer, does not mean you can't be an outstanding author.

Forming an editing dream team makes the difference!

07

Here are 3 types of editors you absolutely need for your book:

1 Developmental Editor

Helps with:

- Storyline
- Consistency in thought
- Reorganizes content
- Elaborates on and expands ideas
- Makes suggestions for improvements
- Character development
- Plot development and continuity

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Here are 3 types of editors you absolutely need for your book:

2 Copy Editor

Helps with:

- Fact checking
- Grammar Typos
- Punctuation
- Redundancy
- Informal language (jargon, cliche, slang)

Here are 3 types of editors you absolutely need for your book:

3 Proofreading

Helps with:

- Punctuation
- Typos
- Formatting consistency

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Formatting

The best books look as good on the outside as they do on the inside.

That’s where book formatting becomes essential.

08

Selecting the right book formatter means they are:

- Able to use InDesign
- Willing to make edits after formatting
- Able to produce ebook in epub and mobi format
- Able to work with graphics and chartsVersed in producing books for multiple publishing formats besides KDP

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CONGRATULATIONS!

You are now equipped to write your book!

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