

Your BOOK Proposal

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Exclusively for the use of participants in the **Get Ready to Write** programme.

Author:

Working Title:

The key Value Endeavour you want
your readers to experience:

Aim of your book proposal

Now that you have explored, in depth, your unique journey, value and expertise it is time to start shaping your book project.

We begin with this key strategic document. Traditionally, if someone wanted a publisher to look at their manuscript and consider it for publication they would have to submit a book proposal (in the form the publisher requested). Publishers would then review the book proposal and make decisions on whether to explore the project further based on its contents.

Now that you understand the role your book project can play for your entire business, it is essential that you create your own strategic development proposal. This will describe the mission of your project for the audience, for your business and yourself.

In this proposal you will create a coherent, compelling and convincing pitch for yourself as CEO of your business. Without understanding its overall position in your business and ongoing development your book will simply be a side project that either doesn't get the development time it requires or which doesn't get leveraged for the long term.

The process

Once you have completed your work in M0-M5, gather together all your documents, images, audio, video, notes, etc.

Then spend some time over a couple of days reviewing **everything**. When new ideas, adaptations or expansion thoughts occur, make sure you capture these in new notes or by updating the existing elements.

If you realise that you would benefit from doing one or more of the activities again, perhaps in more depth than your first pass, take time to do this as it will benefit your overall project.

When you sense that, when working on this book proposal, you can easily navigate your existing work to answer the questions, start to work on this proposal.

Knowing your audience and what they need

Who is the audience for this book?

Describe who they are, what they (truly) need, what distractions or snake oil they face, what pains they experience because of their challenges, why you understand their experience and are the right one to write this book... What is the key value endeavour underlying your relationship with your readers?

Knowing yourself and the value you offer

Who is the author of this book?

Describe who you are, what you have needed in the past, what distractions or snake oil you fell prey to, what pains you experience currently. Explain why your experience, insight and ability to work with your audience equips you to be the **authority** they need to guide them...

Knowing your business and the plan for the future

What is the book's role in your business?

Describe your business's history, current position (needs and challenges), your services, products and plan for growth, your mission, your vision, your values. Why did you start to think about writing a book and what is its role now for the future of your business, for future product development, etc? What could your business look like in five years time, ten years time if your book achieves its potential and you put in place the surrounding ecosystem to ensure this can happen?

Knowing how to break through the noise

Why should your message get attention?

Describe how you've communicated with the audience in the past, your successes, failures, etc. How have you been evolving your ideas about being disruptive in your approach to your audience through this programme? How will your book avoid being vanilla, bland, boring? What are the sacred cows, taboos, forbidden areas that your audience need to know are wrong/damaging/useless/inefficient? How can you create the right sense of disruption so that your audience are ready and willing to relook at everything and embrace the change you offer?

Knowing how the world works

Why is your solution/approach so much more powerful?

Describe the current operating models, simplistic solutions, narrowly focused mechanical processes that dominate your space. How has evolving your own paradigm or paradigmatic elements been shifting your own understanding of the field? How can this offer richer value for your audience, for your business and yourself as you move forward with the book and wider ecosystem elements? Describe the core material of your paradigm.

Which kind of project and why?

Of the five core project types, which do you feel will be of most value to your audience? What challenges do you anticipate when creating this kind of project? What strengths do you bring to this?

A snapshot of the reader's transformation journey

Have a look at the entire journey you want your reader to go on from page one to page 250!

What will happen to the way they think, feel, act and get results?

Describe in as much detail as possible!

Make sure you are incorporating your: Value and Pain Endeavours, Value Confirmations, Value Quotients (-N+).

Elements and approach

If you have clarity around the style of writing, your approach and the elements you feel would be most beneficial in the book, describe them here.

Don't worry if you haven't got too much clarity at this point. There will be the opportunity in The Guilds to clarify things much more.

Your personal journey

Why is this project significant for you, the author (separate yourself from the broader business agenda)? What are you looking forward to, what challenges are you aware of or nervous about, how will you resource yourself and ensure your project progresses? How will you allow your paradigm to be rooted in more and more of your daily experience? What would be the best possible result for you, on a personal level, of creating this project?

