

Working Title(s) & Subtitle(s)

1

Book Summary

How would someone recommend this book to a friend or colleague at work or a cocktail party?

2

Competitive Titles

The titles of books that are similar to your book or meant for similar audiences.

Audience Segments

The groups of people who will want to read your book. e.g. "Parents with children under 5" or "Front Line Managers".

Marketing Plan

How will you get the message of your book in front of people? e.g. "Search Engine Ads", "Guest Blogging", and "My 20,000 Person Mailing List".

Chapter Outline

What are some of the chapter topics of your book?

4

Author Information

What makes you the right person to write this book? Think what will they write on the dust jacket about you.

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