

20,000 Word Goal 8-10 chapters 2000 words each with an introduction, preface, and Epilogue

Working Title Ideas:

- 1) **And Now What? How to take that next step and reach your ultimate potential**
- 2) **And now What? Bridging the Gap between Thought and Action by Transforming your ideas into reality**
- 3) **And Now What? Turning your dreams into reality**
- 4) **And Now What? How to get your rear in gear and take that next step**
- 5) **And Now what? Stop learning and Start Doing: How to Achieve your dreams and reach your ultimate potential through persistent action**
- 6) **And Now what? Getting unstuck in a sticky world: Why Action is the key to unlocking your ultimate general potential, or take action to... or just “take action to get unstuck in a sticky world”**

## Possible Keywords to use

- 1) How to achieve your goals
- 2) Goals in life
- 3) Achieve your dreams

## How Will I market this book?

- 1) Fiber Guardian
- 2) Website for just the book itself
- 3) Legacy Website, used as a lead magnet of sorts? Or just using that website to promote the book. Do i even need a website for it?
- 4) Do I want to use KDP?
- 5) Use just a few boosts on one or two days to get it out there. However, launch at 99 cents still. Then hopefully get enough momentum to get more books sold at 2.99
- 6)

## Purpose of book:

- 1) This book is for anyone that has learned something and wants to take that next step
- 2) This book will stop people from stopping at that point in their mind that says I would like to do that, and actually doing that thing
- 3) Talking about the biggest flaw that most people have, in that they learn something but don't actually do anything about it
- 4) Talking about the different pits to fall into, research, fear, self-doubt etc.
- 5) For anyone that has just read a fascinating book, attended a conference, had an impactful conversation with someone, had an idea, etc.
- 6)

### Title tips:

- 1) The perfect mix of keyword phrases and an interesting saying
- 2) Promise what the book will deliver
- 3) Demonstrate voice and attitude
- 4) Cut through the competition
- 5) Spy on the competition
  - a) Collect titles of top 10 titles of books in the field
- 6) Titles like “doesn’t suck” what not to do
- 7) Embrace your inner keyword ninja
  - a) Use google keywords tool for ideas for title
  - b) At least 1000 searches
  - c) Download the file
  - d) Collect 10 -20 keywords
- 8) Find your place on MT rushmore
  - a) More important to be different than better?
  - b) What is my personality? - Funny, storytelling personality
  - c) What language would best resonate with my readers?
    - i) Tone, vibe, personality
- 9) Put it all together in a blender
  - a) Take keywords- “How to write a book”- phrases that are at least 3-4 words long
  - b) Words that make it stand out- “That doesn't suck” “That will work” “Made Easy” “Tips and tricks” “Insider’s Guide”
  - c) Add in a subtitle
  - d) 10 different title combinations
  - e) Pitch the title list, to Dad and Miranda!
- 10) It means a lot, get a good freaking title
- 11) SEO keywords with a unique “gotcha!” phrase to create a compelling title

## Outline Steps from “How to Write a book that Doesn't Suck”

- 1) Begin with the end in mind- What result do I want readers to achieve by writing my book?
  - a) What changes?
  - b) Clear and concise
  - c) Plot of the book on one post it note.
  - d) 8-10 chapters with a prologue and an epilogue
- 2) Ask the right and wrong questions. This is the bread and butter. Top 12-15 questions.
  - a) Figure out what questions our readers are already asking
  - b) Questions mentioned again and again
  - c) Blog posts with how, why, what?

- d) Technical subtopics
  - e) Fellow authors have covered- look through the TOC of no sugar diet books
  - f) Source of confusion
  - g) Amazon review questions
  - h) Write down the top 10-12 questions on index cards
- 3) Build your frankenstein monster
- a) Put cards in seequence
  - b) 3 tips or strats for each question/card to determine if the question is worth a full chapters attention
- 4) Cut the fat and move the good stuff
- a) Looks over topics to:
    - i) Remove topics
    - ii) Combine chapter topics
    - iii) Remove tangent topics
    - iv) Remove advanced topics
    - v) Cut down 12-15 to 8-10

## Action Book Outline

Question 1: What result do I want readers to achieve by writing my book?

- 1) I want them to be able to start taking steps to change their lives.
- 2) I want to stress that this book can be used as a means of accomplishing any goal, it doesn't have to be a weight loss goal or a work goal or a life goal.
- 3) Once the book is finished I want the reader to take a step of action. Be sure to add several CTA's in the back of the book.
- 4) I want them to feel empowered and to believe that they can do it.

Question 2: What major questions do readers have about taking action?  
What are the top 12-15 questions that people have that relate to this topic?  
-Remember to use why, what, and then how! Focus big on the how

Preface: Why Did I write this book?

## Book Chapters:

### 1) What do you mean by “taking action?”

- a) Bring about change that affects others as well as yourself
- b) Not acquiring knowledge but going out and laying the brick foundation
- c) Getting your hands dirty
- d) Re-prioritizing your life
- e) Doing something new and out of the ordinary in order to bring about change.
  - i) Listening to your spouse
  - ii) Date night
  - iii) Starting your book
  - iv) Running outside
- f) Sometimes it is putting the feet to the pavement and sometimes it is typing on the keyboard.
- g) Action is the physical manifestation of an idea
- h) Action taking is knowing when enough is enough and pursuing the actuality of your dream
- i) “Never has there been a map, however carefully executed to detail and scale, which carried its owner over even one inch of ground.” – Og Mandino taken from <http://startupbros.com/overthinkers-guide-taking-action-complete-guide/>
- j) Action is having the courage to act when it is much easier to say “nah, im good ill just sit here.” Martin Luther King was a man of action. Put in his story here and format it in a way that will be interesting to readers.
- k) Analysis paralysis
- l) What constitutes an action? Why isn't learning an action?

### 2) Why is it important to go from thoughts to taking action?

- a) The only thing necessary for the triumph of evil is for good men to do nothing. Edmund Burke
- b) If we sit around all day and read we are not changing anyone but ourselves
- c) Learn and apply, stop learning and start doing!
- d) Our world will only benefit from action takers. If we sit around and wait all day for the right timing, or just the right amount of knowledge we won't succeed.
- e) Inaction doesn't hurt now, but it will later on

### 3) Can I use this book to cover any aspect of my life? Does this apply to business, church, relationships, hobbies, and endeavors? Not taking action means potential failure in all aspect of life.

- a) Examples from people of all walks of life. How pastors need it, how business leaders need action, and how you need action
- b) If we don't take consistent action in our relationships (getting flowers, writing a love note, surprise dates, etc) we will start to lose.

### 4) Why is it so hard to take action in the first place?

- a) What people had a hard time- do research and find examples here of people that struggled to start
- b) The wright brothers
- c) Most of the time the gratification is delayed. It is hard to stay consistent and take action when we are not seeing the fruits of our labors. I am only starting to slowly earn money from my website that has been up and running for a year and half. I am only starting to see the returns on my time investment.

**5) What are the stakes?**

- a) If we sit back and read all of our lives, we are changing no one but ourselves. We do not matter in the end.
- b) We will achieve much more satisfaction in the end from doing good for others
- c) The world is a place that needs us. I urge you to stand up, find your why, and crush your goals

**6) How do I get the ball rolling in order to take action and achieve my dreams? How do I get unstuck? The nitty-gritty hardcore strategy to taking action (but seriously it gets real here)**

- a) Tips to starting
- b) Trying new things
- c) Action as research. Don't read the next book if you haven't taken that step towards the what you read.
- d) 4 huge steps to taking action Figure out your goal, find your lead measure, make a scoreboard, and stay accountable to that consistent action. Reference my weight loss and writing my first book.
- e) Make sure that everyday is a success in some fashion
- f) Setting small goals and reaching them, documenting success on a white board, notebook, or journal.
- g) Don't wait for help, you need to take charge of your future
- h) Shift your focus to one overall task at a time (list task examples) and then start to do one of those things
- i) Once you start it gets easier and easier! You just have to train your mind to remember what it felt like in that moment, what it felt like to be at the gym as opposed to not wanting to go to the gym.

**7) How to stave off laziness and take consistent action**

- a) Re-evaluate and reassess
- b) Take on new challenges and keep taking action
- c) You have started, all you need to do now is finish the task at hand.
- d) If you are writing a book then you need to keep on writing that book, If your goal is to become a full time author then you need to write multiple books (talking to myself here! ha!). If your goal is to have a long lasting marriage then you need to spend each day working at it. Miranda and I have a wonderful relationship, but there has been hurt along the way. There is no way we could be where we are today without a little bit of pain along the way, no pain no gain right?

- e) Your breakthrough could come at any time! This is why you need to keep working.

**8) Is it ever easy to take action?**

- a) Action is actually cheaper than learning
- b) Action is form of learning
- c) Not at first
- d) Example of working a full day and how you feel at the end. Surely you are tired and worn out, but you have a sense of completion. Compare this to spending an entire day watching TV or playing video games. No matter how bad your job is or how hard your boss drives you, you will almost always find more satisfaction from completing the task at hand. This is because you are working towards something and not being lazy. Laziness and relaxation are good in their place, but can lead to inaction over time.
- e) Don't look at stats, or at least, don't be intimidated by them
- f) We have an undefined future, but thinking about all the different possible paths we could take will paralyze us. We will only eventually be taking ONE path, so we need to start on that path
- g) Remembering that there is only so much we can do on a given day, do the best we can and ultimately forget the rest

**9) What to do when things slow down? How to know when to Re-assess and Re-evaluate things**

- a) How to deal with setbacks and disappointments
- b) They are going to happen, it is unavoidable
- c) The only way to surely fail is to never start

**10) What are the most popular de-railers or non starters to taking action? And How to fight off each one**

- a) Not knowing where to start
- b) The timing isn't right
- c) Feeling overwhelmed
- d) No measureable progress
- e) Thinking that we don't know enough. If I just read one more book...
- f) What new ideas could I possibly offer?
- g) I can't do a new thing, I already have so much to do
- h) The feeling of taking action, but actually doing nothing
- i) I don't have the right resources, or the money to even get started
- j) How do I conquer the fear of failure? How do I become anti risk-preverse?
- k) Thinking that we need more research! Actually doing the thing is all we

**11) What do I now? The epilogue (and what books to read next)**

- a) Once you put down this book you will be tempted to do many things, only one of which is probably to watch TV
- b) Believing in yourself

- c) Remember that you are always making a difference when taking action. If you are just sitting around not accomplishing your goals you are not getting anything done and you aren't helping anyone.
- d) For example in my book: Talk about writing it, the effect it had on people, and the potential unknown effect it is has on people, even people that haven't even read my book.
- e) You have something worthwhile to say, you have something worthwhile to do. You have the power to influence people! Never forget that.
- f) What is stopping you?

### Question 3: What major things should my book cover?

- 1) Find Pat Flynn's podcast on action taking and how he said to stop listening and DO something
- 2) Many of us know what we need to do, so why aren't we doing it?
- 3) Reference the book, it starts with why. Once they know why they are doing it then they can do it through utilizing my book
- 4) Make sure the title of my book is clear in the preface
- 5) Be sure to add good quotes throughout, use batterson and others. Quotes for each chapter
  - a) We need to stop living as if the purpose of living is to arrive safely at death
- 6) Remember the why, the what, and then the HOW
- 7) Use the stars quote from a knight's tale
- 8) Use lots of examples from real life and nerd life. Yoda used the force but didn't take action often enough.
- 9) Make sure to put my title throughout the book, utilize the keywords!