

Things to consider:

- 1) Adding in a personal chapter right away, telling the reader why they should listen to me. Give my personal story and tell them that I am not a doctor.

Chapters to Write and outline for each:

Intro and why I wrote this book. Guide to what will be learned in this book and how it can help to lose weight but also become healthier in general.

- 1) Soda as a cheat code
- 2) Chapter Two: Sugars Deepest Darkest Secrets On Display
 - a) Secret One: Not all Sugar is Bad
 - b) Secret Two: What is Sugar?
 - c) Secret Three: The Difference Between Real and Added Sugar
 - d) Secret 4: Glycemic Index and Glycemic load Unpacked.
 - e) Secret 5: Tricky Added Sugar Names
 - f) Secret 6: Sugar Substitutes: A Good Alternative?
- 3) The anatomy of a sugar beast
 - a) How it really messes things up
 - b) How sugar intake leads to insulin resistance by raising insulin levels in too many amounts
 - c) Sugar's effect on Leptin. The bigger the fat cells are the more leptin they secrete thus meaning that more fat should equal more leptin and thus the body is supposed to tell itself that it is full. If our brain becomes unaware of the increased Leptin and we become leptin resistant then we crave more food and burn less of that fat cells that we already have. **-Make an example with this.**
 - d) Mechanism #3: Fructose does not make you feel full after a meal in the same way as glucose, which leads to an increase in overall calorie intake.
 - e) Refined carbohydrates and sugar feed the unhealthy bacteria in our gut and disrupt the balance between good and bad bacteria. Recent [research](#) indicates the composition of our gut flora may actually influence how much sugar we crave and how we balance our blood sugar.
 - f) Excess cortisol. Talk about cortisol
 - g) What does the thyroid have to do with weight loss and sugar intake and such- <http://paleoleap.com/carbs-weight-loss/>

h) Is glucose a sugar or a carb?

<https://www.reference.com/food/glucose-carbohydrate-69e28de0b2c63ab0>

- 4) Why do we crave sugar?
 - a) Research on the addictiveness of cocaine and such
 - b) Sugar causes opiate and dopamine activity in the reward centers of the brain, just like drugs of abuse like cocaine (6).
 - c) Eating sugar gives us “pleasure” and releases opiates and dopamine in the reward system of the brain, specifically in an area called the Nucleus Accumbens (8). These are the same areas stimulated by drugs of abuse like nicotine and cocaine.
 - d) Reward seeking behavior is empowered by sugar and thus the negative consequence of weight gain, sluggishness, and low self esteem are just not enough to combat it.
- 5) Be mindful and recognize, the first step in the gameplan
 - a) Types of high sugar foods and alternatives to each
- 6) Keep it simple stupid
 - a) Reduce sugar
 - b) Increase Protein
 - c) Increase Fiber
- 7) How to reduce sugar intake and reduce cravings: a gameplan for immediate action.
 - a) Maybe a 4 step action plan such as recognize, research, act, and then stay consistent.
 - b) You cannot blame food companies, you must take ownership
 - c) Learning about different foods to eat-
 - d) Never restrict your fruit and vegetable intake, unless of course directed by a doctor or someone smarter than me
 - e) You are in control: Personal responsibility
 - f) Altering your environment
 - g) Fiber
 - h) Exercise
 - i) CHoose an okay alternative
 - j) Readjustments midcourse and beyond.
- 8) Why should you go on a reduced sugar diet and become more aware of what has sugar in it. Maybe put this chapter first? But have to make sure I don't repeat myself..
 - a) Sugar causes inflammation and how this can become a chronic condition over time.
 - b) The Health benefits
 - i) Sugar can cause brain fog
 - ii)

- c) Success stories?
http://www.huffingtonpost.com/rick-foster/no-sugar-diet_b_1397439.html
 - d) My own struggle with sugar?
 - e) Research what sugar can do to you.
 - f) Mention diabetes and explain it to folks
 - g) Exactly what you'll experience when you ditch the sweet stuff will depend on the size of your sugar habit; people on the high end of the sugar-consumption spectrum show addict-like withdrawal symptoms, including anxiety, restlessness, and even depression, [research has shown](#).
 - h) Societal implications
- 9) What common foods have Sugar and other more surprising finds.
- a) How bread is high in sugar.
 - b) Milk
 - c) Sports drinks
 - d) <http://www.prevention.com/eatclean/foods-with-most-sugar>
 - e)
- 10) What are good alternative foods to eat that are low in sugar
- a) High fiber foods
 - b) Kind Bars
 - c) Any foods that don't have a bunch of extra unnecessary sugar.
 - d) Fruits and vegetables
 - e) Here is a list of carbohydrates do not trigger such a strong insulin response and instead provide long-term, stabilized energy: apples, oranges, pears, plums, grapes, bananas (not overly ripened), grapefruit, oatmeal, brown rice, whole wheat spaghetti and egg fettuccine, whole-wheat pasta, bran cereal, barley, bulgur, basmati, Kashi and other whole grains, beans, peas (especially chick and black-eyed), lentils, whole corn, sweet potatoes, yams, milk, yogurt (preferably low-fat or fat-free) and soy
- 11) Call to Action and Wrap Up: Brandish your sword and fight?
- a) Remind again about the importance of reducing sugar intake
 - b) Send them to FG for more resources
 - c)

Working Title Ideas:

- 1) The Reduced Sugar Diet That Actually Works: Destroying the Sugar Beast Inside Your Soul
- 2) How to Stop Eating So Much Sugar: The Ultimate Guide to conquering the Sugar Beast Inside Your Soul
- 3) The Realistic No Sugar Diet: How to Stop Eating Sugar and become sugar aware
- 4) Fighting the Sugar Addiction: A plan to conquer the sugar beast Inside Your Soul
- 5) How to Stop Sugar Cravings: The Ultimate user friendly guide to reducing sugar intake
- 6) Sugar Cravings Mastery: The no sugar diet plan that actually works
- 7) Master your sugar cravings and Stop Letting the Sugar Beast win: how to reduce sugar intake
- 8) How to Stop Craving sugar: the reduced sugar diet that Actually works
- 9) The Truth About sugar: How to reduce sugar cravings, and finally win the battle against the sugar beast inside your soul
- 10) How Put a Stop to Sugar Cravings: Action Steps to conquering the sugar beast inside your soul
- 11) Sugar is the enemy: How to Emerge victorious and fight sugar cravings in a world filled with sugar
- 12) Saturated with Sugar? How to fight Sugar cravings by winning the war against sugar
- 13) Fighting The world's most pervasive fiend: master your sugar cravings and learn how to end your sugar addiction.
- 14) The Weight Loss Antagonist: End your sugar cravings and conquer your sugar addiction by...
- 15) Defeat the Beast: Eat Less Sugar and thrive
- 16) F*ck you cake: How to reduce sugar cravings and meet your weight loss goals
- 17) The Lifesaving magic of saying no to sugar: Reduce sugar cravings and lose weight
- 18) Conquer the sugar beast inside your soul: Reduce sugar intake get get on the path to success.
- 19) Say no to Sugar. Reduce sugar cravings by taming the sugar beast inside your soul.
- 20) Defeat the Beast: Reduce Sugar Intake by Taming the Sugar Beast inside your soul
- 21) The White Toxin: Reduce Sugar intake by Taming the Sugar Beast Inside Your Soul
- 22) The White Toxin: Reduce Sugar Intake to live longer, feel better, and lose weight
- 23) The White Toxin: The dirty truth about sugar and why you should reduce sugar intake
- 24) The Sweetest Toxin: Managing your sugar intake to lose weight, live longer, and be happier

- 25) The Sweetest Toxin: Stare down that chocolate cake and say no to sugar cravings
- 26) Not so Crystal clear: The truth about sugar and how to reduce sugar intake
- 27) Sweet and Savvy
- 28) Peace with Sweets: The Healthy & (fresh) way to manage sugar intake and reduce sugar cravings.**
- 29) Sweet Piece: Get Candy out of your mind
- 30) Ingrained granulations
- 31) Strike down the sugar habit,
- 32) A Dash of sugar
- 33) A spoonful of sugar makes the medicine pointless
- 34) Treat Yo Self: Just not a lot
- 35) The Sugar Truce
- 36) Defeat the Sugar beast: Find peace with sweets by reducing sugar cravings to lose weight
- 37) Vanquish the Sugar Beast: The healthy and fresh way to reduce sugar intake and win the war on sugar

Possible Keywords to use

- 1) [Sugar Cravings](#)
- 2)

Purpose of book:

- 1) To educate people on sugar and what it does to our bodies. How to Lose weight by reducing our sugar intake. The truth about how to counteract sugar and an easy way to learn what has sugar in it and what doesn't. The different types of sugar
- 2) To show people that a no sugar diet is pretty stupid (unless you are a diabetic) and that avoiding sugar completely might not be the best approach
- 3)

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

Sugar Book Outline

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

- I want my readers to learn more about sugar
- I want them to lose weight
- I want them to recognize what sugar really is and how it is in almost everything
- I do not want them to have a book of recipes
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Question 2: What major questions do readers have about sugar? 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

- 1) How do you actually put a no sugar or reduced sugar diet into practice? Books seem to lack a clear action step. Needs to do more than just remind the reader that too much sugar is bad. Simplify the process.
- 2) Why Should I look to reduce my sugar intake?
- 3) What studies exist to show that reducing sugar intake is in fact good for your health?
- 4) How do I reduce sugar if I am a vegan?
- 5) How does a no sugar diet fit into all of the popular diets out there?
- 6) How does sugar affect your metabolism?

- 7) What foods contain sugars?
- 8) What are the different kinds of sugars? Which ones do we need to avoid?
- 9) Do I have to cut out meat in order to reduce my sugar intake? (review question)
- 10) What do insulin levels and leptin have to do with the sugar battle?
- 11) Focus on the reverse, the idea that sugar might be good for you? But is sugar good for me?
- 12) Is a calorie really a calorie?
- 13) How do you become addicted to sugar?
- 14) Symptoms of a sugar addiction
- 15) What diseases are caused by sugar?
- 16) How do I stop drinking calories?
- 17) Should I consider a sugar detox?
- 18) Why do we crave sugar?
- 19) Good carbs and bad carbs
- 20) The importance of nutrient density
- 21) What are some low sugar foods?

Why!

What!

How!

Write the book in a funny way. Crack jokes but talk about the sugar beast but give tips on how to defeat the beast.