

PASSION <sup>2</sup> PUBLISHED



**Best Selling Framework**

# Here's the real deal...

Failing to plan is planning to fail. I once heard Brian Tracy say, “Every minute spent planning saves 5-10 minutes in execution.” Book writing is no different. The more time you spend brainstorming, researching and creating the framework of your book on the **frontend**, the more coherent, polished and successful it will be on the **backend**.

I know outlines and frameworks aren't sexy. I've been guilty of skipping them and jumping right into the “meat” of a program because I was so excited to get started that I didn't want to put it off any more than I had to. Every time I did this, I regretted it and the finished product wasn't as good as it should have been.

Please, block out a couple hours and do your homework. In the end, you'll be glad you did...I guarantee it.

- Scott  
*Creator, Passion 2 Published*



**Title:**

**Subtitle** (based on Tagcrowd.com research of best selling titles):

*Examples:*

**Helping X (type of person) do Y (solve a specific problem)**  
*“Helping Entrepreneurs Spread their Message and Create Passive Revenue Streams.”*

**The X (System or Formula) for Y (type of person)**  
*“The Amazing Fat Burning Formula for Busy People Who Hate to Workout.”*

**How to do X (specific thing) for/with Y (a simple, easy change)**  
*“How to Invest in Profitable Real Estate for Less Than the Cost of One Mortgage Payment.”*

**Foreword by (optional):**



# Dedication, Epigraph or Quote

*Examples:*

## **Dedication**

*“Dedicated to my family, friends and pets.”*

**Epigraph (asking a question on a separate page to set the tone for the book)**

*“To be or not to be? That’s the question.”*

## **Quote**

*“Only when we remove our self-imposed limitations will we ever realize our fullest potential.”*



# Book Description

Your book description will appear on the back cover of your print book, on the main page of Amazon for your eBook and Print Book, as well as iTunes and Audible (for your Audiobook). It is CRITICAL that it is good. Some important notes:

- **Start with a strong, compelling headline.** It needs to interrupt their pattern and grab their attention. You have 5-7 seconds for them to want to learn more about your book, which gives you 2-4 sentences, maximum. Try to make a connection with the reader.
- **Focus on benefits to the reader.** Why should they purchase the book? What will they learn? What will they get? What will your book allow the reader to do that they couldn't do before? Bullet point the benefits. By reading your book, they will discover:
  - [benefit]
  - [benefit]
  - [benefit]
  - [benefit]
- **Make a strong call to action at the end.** Something like, *“These strategies have helped thousands of X’s do Y. It will show you the way too.”*

**Your Book Description:**



# Sample Book Description

*(from my #1 Best Selling running book)*

I tried everything. Changing shoes, changing nutrition, changing my running form and changing my training plan. I even prayed to the running gods! It didn't matter. Every time I'd bolt out the door for a run something new would hurt. I was a broken down, frustrated runner. The most common pain was in my calves and I used to joke that you could flip a coin for which one was going to hurt that day. Because of this, I wasn't getting fitter and my times certainly weren't getting faster (in fact, they were getting slower). Running wasn't fun.

Even though it seems like only yesterday, that was five years ago. At the time, the more things I changed, the more it felt like I was wasting my time. But slowly my running started to improve. My body felt better...and healthier. I got fitter...and I got faster. I'm an experimenter at heart – I love tinkering with different things and trying to figure out not only what works...but what works the BEST. In this case, I was after the secret sauce of running.

And I believe I've found it.

In this book you'll receive not only the 50 Best Tips EVER for Running Fitter, Faster and Forever, you'll also receive:

- Instructional videos on running drills, flexibility and running-specific strength training
- Training pace calculator
- 6 audio downloads for mental toughness
- 8 training programs ranging from 5k to marathon
- 5 bonus videos on barefoot running, overuse injuries and how building a better butt will lead to a better life :)

And MUCH MORE!

If you're just starting out and you think this book isn't for you because you're "not a runner," it is! It will get you started on the right foot and help you get the most out of your running...whatever that means to YOU.

Scroll Up To Grab Your Copy Now and Start Running Better Today!



# Sample Disclaimers

(use at your own discretion)

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This book is not intended as a substitute for the medical advice of physicians. The reader should regularly consult a physician in matters relating to his/her health and particularly with respect to any symptoms that may require diagnosis or medical attention.

## *For Books about Earning Income:*

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# Introduction

Your introduction is the “kick start” to your book. It should bring some firepower and draw the reader in immediately. Keep in mind – when your book is on Amazon, almost every prospective buyer will “Look Inside” your book before deciding whether to buy it and, usually, they will be able to read your introduction before needing to make a purchase. This is why it has to be strong and keep the reader wanting more.

One of the best ways to make a great introduction is through the use of **stories**. Please note – it’s okay if the reader starts reading and says, “*where is he/she going with this?*,” when you start your story. That’s GOOD. It’s intriguing, and it means they have to keep reading to find out.

A key story makes a connection with the reader and makes it relatable. A story could be from someone who fits your target niche or highlight one of your own personal experiences. You’ll see from my *Sample Book Description* (this also became a large part of my Introduction) that I started with a story about myself.

The other part of the introduction is to give the reader a “preview to the movie.” You don’t need to tell them everything about the book. After starting with a story, give a quick overview of WHY you’re writing the book and also highlight why you are QUALIFIED to write the book. You don’t need to give your entire bio but you DO need to let the reader know why you’re an authority and why they should listen to you.

*Story to use in introduction:*

*WHY you are writing the book:*



# Chapter Framework

## Chapter 1:

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Chapter 2:

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Chapter 3:

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Chapter 4:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Chapter 5:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Chapter 6:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Chapter 7:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Chapter 8:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Chapter 9:**

Sub-chapters, points to include or relevant stories to make a connection:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# Conclusion

A conclusion brings everything together and summarizes the main points from your book. The conclusion is NOT the time to introduce anything new (you should have done that in your chapters). The conclusion is your takeaway points and you have to make them **crystal clear**.

Psychology studies talk about the primacy and recency effects, which means that someone will remember most clearly the first and last things they read (or hear). So, assuming someone reads your book start-to-finish, they're going to clearly remember your conclusion. Summarize your key strategies and, if applicable, give the reader an **action plan** that they can do on their own to get results. If you choose to list an action plan, consider also using a story that emphasizes the results someone has seen by employing these strategies. It will reinforce why the reader should take action.



# Final Table of Contents

**Testimonials** (“*Praise for Your Book*” – can be done later)

**Dedication, Epigraph or Quote** (optional)

**Foreword** (optional)

**Disclaimer**

**Introduction**

**Chapter 1**

**Chapter 2**

**Chapter 3**

**Chapter 4**

**Chapter 5**

**Chapter 6**

**Chapter 7**

**Chapter 8**

**Chapter 9** (insert or omit any other chapters)

**Conclusion**

**Acknowledgements** (optional)

**About the Author** (a page with your bio, a professional picture, your website and more info about your programs and services)

