Title Of the Book

Subtitle

Author’s Name

Editor’s name

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# Dedication/Acknowledgements

I’d like to thank my loving wife and beautiful children for all of their support throughout my life. I’d also like to thank Story Ninjas for making this book possible. Without their expertise, I wouldn’t have been able to get this book published.

# Premise/Preface

## Why was this book written?

I wrote this book to help my clients learn to format non fiction projects.

## Who would benefit most from this book?

Throughout time books have served as the ultimate tool for driving traffic to your company, educating customers, and acting as a lead magnet for new prospects. Furthermore, books help you create authority in your industry and make it easier to get speaking engagements. Not to mention, a book is a great legacy tool to pass down to family members and loved ones. Anyone who wants to write a non-fiction book based on their professional expertise would benefit from this book.

# Introduction

## Who is NAME?

NAME is the co-founder of YOUR BUSINESS and a OTHER JOB TITLE YOU’VE HELD. He’s written both fiction and non-fiction books. NAME helps clients COOL THING their projects….

## Main Concept

Introduce the main concept of the book.

## Major Problem This book will fix

What is the major problem/desire the reader is experiencing? Explain Why it’s important.

## What you’ll get out of the book

In this book you’ll learn/discover

* How to get x without y
* How to achieve x in less than # days
* How to do AMAZING THING, even if you’ve never done X ever in your life

## The Main Points

Briefly introduce Three/Five/Ten main points of the book.

* + Main Point One (MP1)
  + Main Point Two (MP2)
  + Main Point Three (MP3)

Now that you have an overview of the overall concepts, let’s take a closer look at MP1.

# Chapter 1

## Main Point 1

*BLUF of MP1 or Famous quote regarding MP 1*

## Importance

Highlight the importance of main point one

* + - Research
    - Data
    - Anecdotes

Your thoughts on Main P1

How Main Point One relates/fixes the problem

## Examples/Compelling evidence

* + - Examples of what to do
    - Examples of what not to do
    - References/quotes

## Interpretation

* + - Explain in layman's terms exactly how this relates to the problem/solution

## Action items/tips/hacks

* + - Tip 1
    - Tip 2
    - Tip 3
    - Remind reader of any websites/products/services that you’ve created which might help the reader accomplish these

## Reversal (if applicable)

* + - Are there any instances where the main point could not be appropriate?
      * Instance 1
      * Instance 2

## Summary of MP1

*Related quote (optional)*

Transition (if applicable): EXAMPLE--Now that we’ve discussed MP1, let’s take a look at MP2.

# Chapter 2

## Main Point 2

*BLUF of MP2 or Famous quote regarding MP 2*

## Importance

Highlight the importance of main point one

* + - Research
    - Data
    - Anecdotes

Your thoughts on Main P2

How Main Point 2 relates/fixes the problem

## Examples/Compelling evidence

* + - Examples of what to do
    - Examples of what not to do
    - References/quotes

## Interpretation

* + - Explain in layman's terms exactly how this relates to the problem/solution

## Action items/tips/hacks

* + - Tip 1
    - Tip 2
    - Tip 3
    - Remind reader of any websites/products/services that you’ve created which might help the reader accomplish these

## Reversal (if applicable)

* + - Are there any instances where the main point could not be appropriate?
      * Instance 1
      * Instance 2

## Summary of MP2

*Related quote (optional)*

Transition (if applicable): EXAMPLE--Now that we’ve discussed MP2, let’s take a look at MP3.

# Chapter 3

## Main Point 3

*BLUF of MP3 or Famous quote regarding MP 3*

## Importance

Highlight the importance of main point one

* + - Research
    - Data
    - Anecdotes

Your thoughts on Main P3

How Main Point 3 relates/fixes the problem

## Examples/Compelling evidence

* + - Examples of what to do
    - Examples of what not to do
    - References/quotes

## Interpretation

* + - Explain in layman's terms exactly how this relates to the problem/solution

## Action items/tips/hacks

* + - Tip 1
    - Tip 2
    - Tip 3
    - Remind reader of any websites/products/services that you’ve created which might help the reader accomplish these

## Reversal (if applicable)

* + - Are there any instances where the main point could not be appropriate?
      * Instance 1
      * Instance 2

## Summary of MP3

*Related quote (optional)*

Transition (if applicable): EXAMPLE--Now that we’ve discussed MP3, let’s take a look at MP4. (Continue chapters as needed)

# Conclusion

Now that we’ve discussed MP3, let’s review what we’ve covered so far. The problem is that… But in order to overcome this issue, you can apply MP1, MP2 and MP3.

* + Clincher (what are the one or two things the reader cares about in real life that will cause them to take action today?)
  + Call to action
    - Remind reader of any websites/products/services that you’ve created which might help the reader accomplish these

# Selected Bibliography

Campbell, Joseph, and Bill Moyers. The Power of Myth New York: Doubleday, 1988.

# About The Author

Write your author bio here. NAME is the co-founder of YOUR BUSINESS and a OTHER JOB TITLE YOU’VE HELD. He’s written both fiction and non-fiction books. NAME helps clients COOL THING their projects….

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