



THE ONE-PAGE BOOK SUMMARY

This is the explanation page. Complete your own One-Page Book Summary on the next page.

TITLE

Select a working title for your book.

BYLINE

By saying “By YOUR NAME HERE”, you are claiming your authority over this story. You are the god of your story!

CATEGORY

Is it a travel book? Cookbook? Business book? Personal empowerment book?

IDEAL READER

Who is your ideal reader? Describe her in terms of why she is hungry for what you are offering. Start by defining who she is before she reads the book. What does she want?

- Name the external things – money, a home, a prize, a mate, etc.
- Name the internal things – confidence, faith, peace, belonging, etc.

COMPETITIVE TITLES

Who are the big players in your genre? The bestselling authors? Do some research. Pick two titles and briefly explain how your book will appeal to the readers of those books and also offer something new.

POINT

What is the point of your book? Think of this as the takeaway– what your reader will believe about human nature when they get to “the end.” It’s the argument you are making, the “bumper sticker” message for the book. If it sounds like a cliché, you are probably on the right track.

MAIN ROADBLOCK READER IS TRYING TO OVERCOME

What is preventing your ideal reader from getting what she wants? Why hasn’t she already gotten it?

- Name the external things – an evil boss, her family’s expectations, etc.
- Name the internal things – fear, a sense of unworthiness, etc.

HOW DOES YOUR BOOK HELP HER ACHIEVE HER DESIRED OUTCOME?

What is the overall shape of the journey you are taking her on? What does she have to do or learn to get what she wants, according to your methods and philosophies.

WHY ARE YOU THE BEST PERSON TO WRITE THIS BOOK?

What unique expertise do you bring to the task? What unique experience or insight?

TABLE OF CONTENTS:

Sketch out a very brief table of contents for your book.

BOOK OVERVIEW:

Summarize the entire book in just four or five sentences. This may seem impossible, but it is a skill you will need to develop. An overview is used when pitching, when writing copy for amazon entries, and at cocktail parties when people at a conference ask you what your book is about.

NIGHTMARE BOOK REVIEW

Write one sentence that would appear in your worst nightmare of a book review.

IDEAL BOOK REVIEW

Write one sentence your dream a critic would write about your book.

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