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Acknowledgements / Dedication

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INTRODUCTION

“YES” OPENER

**Ask the question they will say “yes” to. Your book will give them answers.**Do you want…

* to Stop Smoking
* to Lose Weight
* Motivated Employees
* More Facebook Followers

Of course.... Who wouldn’t…

COMMISERATE & VALIDATE

**Describe the pain, symptoms, fear, what they may have tried so far**

* Have you noticed… (unfair circumstances occurring)
* But despite your best efforts, it may seem like… (still facing obstacle)
* There are a lot of myths, misconceptions and misinformation out there about what it takes to… (get what they think they want)
* It may seem like (it’s hard or it should be done this way) … but it’s not
* However, it’s something you need to (achieve outcome) …

IS THIS YOU?

**Describe the pain, symptoms, fear, what they may have tried so far**

* How many times have you…
* Have you ever...
* Are you tired of…
* Do you struggle with
* You’ve probably been told...
* Maybe you’ve even…

But (still in the same situation) …

EMPATHIZE

**Let them know their problem is real and they aren’t alone.**

* You are not alone
* A lot of people are experiencing…
* They’re feeling… And they just want…

THINGS HAVE CHANGED

**Let them know the solution may not be what they thought it would be and describe the real cause of their symptoms.**

* Provide statistics and social proof of how this is impacting others like them.
* The real problem is due to a lack of ….
* Because without …. (this happens)
* That’s why it seems like… (re-validate)

THE GOOD NEWS

**Let them know that there is a solution and that others like them have successfully used the information in this book to overcome the same obstacles.**

* It doesn’t have to be this way…
* If you are ready to... (concrete results recipes can achieve)
* I’m about to show you... (your strategy name)
* What you are about to learn has helped others …. (overcome obstacles)
* And I’m confident it can help you

SET THE STAGE

**Provide some background on the origin and logical premise your solution it’s based on.**

* Backstory...
* Until recently… (misconception)
* What if I told you…(contradict misconception)

WHY THIS WORKS

**Give them logical reasons your solution works and what it has that they’ve been missing.**

* Doesn’t rely on…
* Allows you to…. without….
* Provides the… that you you’ve been missing

WARNING

**Warn them that things are about to change and they need to stop approaching the problem the same way they did before.**

* Before you go any further…
* Don’t even think about doing… again

SET EXPECTATIONS

**Describe the short term & long term benefits/results they should expect from the recipes you’ll be providing?**

* There’s no good reason for you not to be… (experiencing desired outcome)
* If you apply the (recipes, principles, methods…) I’m about to share with you
* In as little as a (day, week, month…results they can expect)
* But you won’t want to stop there because (describe long term benefits)

RECIPE ONE

SHORT RECIPE OVERVIEW

Let the reader know what this recipe will enable them to do and and the specific benefits it will provide. Be sure and include any tools and resources they will need to complete the recipe.

RECIPE STEPS

When describing the steps, be sure to include what to do, how to do and why they are doing it.

First…

Then…

Next…

Finally…

ADDRESS “WHAT Ifs”

Address common mistakes, misconceptions, fears, or unknown pitfalls the reader might face applying the steps in this recipe.

EXAMPLE / CASE STUDY

Provide an example or short case study on how you, your clients or others have benefited from applying this recipe.

ACTION ITEMS

Include Action Items / Checklist that will make it easy for the reader to apply the recipe.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RECIPE TWO

SHORT RECIPE OVERVIEW

Let the reader know what this recipe will enable them to do and and the specific benefits it will provide. Be sure and include any tools and resources they will need to complete the recipe.

RECIPE STEPS

When describing the steps, be sure to include what to do, how to do and why they are doing it.

First…

Then…

Next …

Finally …

ADDRESS “WHAT Ifs”

Address common mistakes, misconceptions, fears, or unknown pitfalls the reader might face applying the steps in this recipe.

EXAMPLE / CASE STUDY

Provide an example or short case study on how you, your clients or others have benefited from applying this recipe.

ACTION ITEMS

Include Action Items / Checklist that will make it easy for the reader to apply the recipe.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RECIPE THREE

SHORT RECIPE OVERVIEW

Let the reader know what this recipe will enable them to do and and the specific benefits it will provide. Be sure and include any tools and resources they will need to complete the recipe.

RECIPE STEPS

When describing the steps, be sure to include what to do, how to do and why they are doing it.

First…

Then…

Next…

Finally…

ADDRESS “WHAT Ifs”

Address common mistakes, misconceptions, fears, or unknown pitfalls the reader might face applying the steps in this recipe.

EXAMPLE / CASE STUDY

Provide an example or short case study on how you, your clients or others have benefited from applying this recipe.

ACTION ITEMS

Include Action Items / Checklist that will make it easy for the reader to apply the recipe.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RECIPE FOUR

SHORT RECIPE OVERVIEW

Let the reader know what this recipe will enable them to do and and the specific benefits it will provide. Be sure and include any tools and resources they will need to complete the recipe.

RECIPE STEPS

When describing the steps, be sure to include what to do, how to do and why they are doing it.

First…

Then…

Next …

Finally …

ADDRESS “WHAT Ifs”

Address common mistakes, misconceptions, fears, or unknown pitfalls the reader might face applying the steps in this recipe.

EXAMPLE / CASE STUDY

Provide an example or short case study on how you, your clients or others have benefited from applying this recipe.

ACTION ITEMS

Include Action Items / Checklist that will make it easy for the reader to apply the recipe.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RECIPE FIVE

SHORT RECIPE OVERVIEW

Let the reader know what this recipe will enable them to do and and the specific benefits it will provide. Be sure and include any tools and resources they will need to complete the recipe.

RECIPE STEPS

When describing the steps, be sure to include what to do, how to do and why they are doing it.

First…

Then…

Next…

Finally…

ADDRESS “WHAT Ifs”

Address common mistakes, misconceptions, fears, or unknown pitfalls the reader might face applying the steps in this recipe.

EXAMPLE / CASE STUDY

Provide an example or short case study on how you, your clients or others have benefited from applying this recipe.

ACTION ITEMS

Include Action Items / Checklist that will make it easy for the reader to apply the recipe.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WRAP UP

CONGRATULATE

Congratulate the reader on taking the steps in this book and making a commitment to overcome their challenges.

ENCOURAGE

Encourage the reader to follow through. Reinforce the positive results and benefits they can achieve.

INVITATION TO CONNECT

Invite the reader to connect with you directly if:

* Want to share a success they had using the recipes in the book.
* They have specific comments or feedback about the recipes in the book.

Invite the reader to connect with you via your website or social media for updates and announcements.



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VALUE

**CALL TO ACTION**

Reward the reader for taking action on what they have learned in the book. Don’t just offer a simple freebie download. The reward could be based on:

* Submitting results of completing a recipe
* Providing a testimonial or case study
* Showing any evidence that they took action are ready to take the next step.

ABOUT THE AUTHOR



Add the author bio

TESTIMONIALS

“Testimonial text”.
 - Name

“Testimonial text”.
 - Name

“Testimonial text”.
 - Name

“Testimonial text”.
 - Name