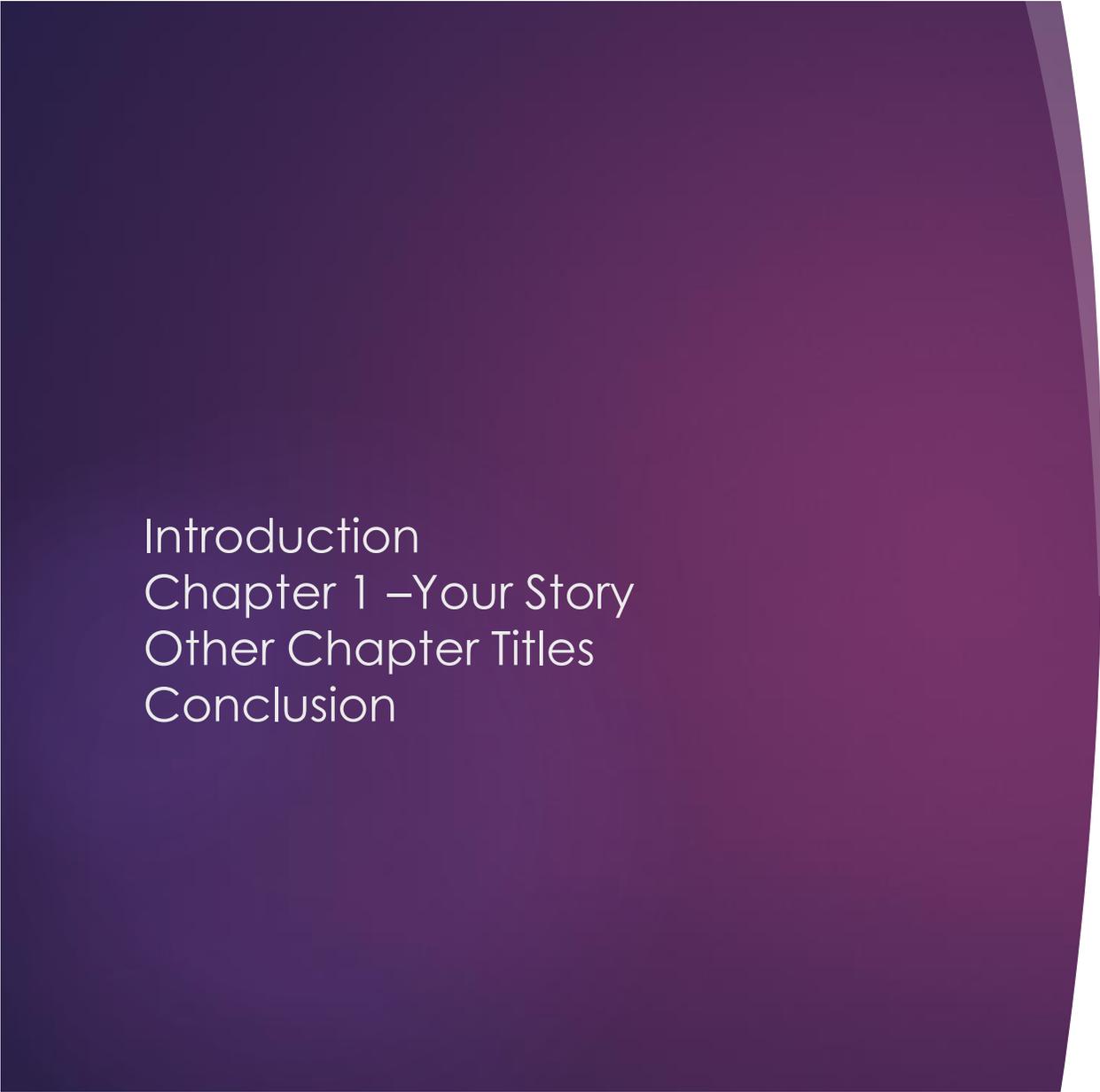


# Book Outline Formula

BY BETH JONES, INTERNATIONAL SPEAKER/AUTHOR

ADAPTED FROM AUTHOR/SPEAKER/COACH SHELLEY HITZ



Introduction  
Chapter 1 –Your Story  
Other Chapter Titles  
Conclusion

SHELLEY HITZ'S BOOK  
OUTLINE FORMULA

# Introduction

Include the benefits of what your reader will learn from this book/eBook.

The introduction is an important part of your eBook because Amazon has a “Look Inside” feature that allows potential customers to peek inside your eBook. Make it as compelling as possible to draw in the reader so he or she will want to read more and buy it. Don’t waste time at the beginning of your book, but “hook” the reader.

# Chapter One

Either in your Introduction or Chapter 1, include your story ~ or at least a little bit about you so that your reader can connect with you and get to know you. Remember the KLT factor (Know, Like, Trust) is important to build relationships with others and to build your business. It's a business, not a book!

In your story, you can include:

- What your life was like before
- The turning point of your life (this could be a great thing or a crisis)
- The results after the turning point (how your life changed). Inspire others!

# Main Chapters

These will be the meat of your book, where you'll be telling the main story or sharing the most important information of your book/eBook. Shelley encourages you to write conversationally if it's a non-fiction book, as if you're having coffee with a friend. (I love that!) If it's a fiction book, use your powerful creative imagination to tell an intriguing story. Pray and ask God to anoint your writing!

I encourage you to make at least a basic outline, writing out the titles of each chapter or at least ideas of what each chapter will be about. You can do this outline with the FreeMind software Shelley recommends, paper and pen, on your computer, on sticky notes, or on a whiteboard.

You can always change the chapter titles/ideas and even the order of the chapters later. I don't usually outline my books, but the last several I have outlined the chapter titles with ideas for the chapter for a basic framework for the book

# Outline Each Chapter

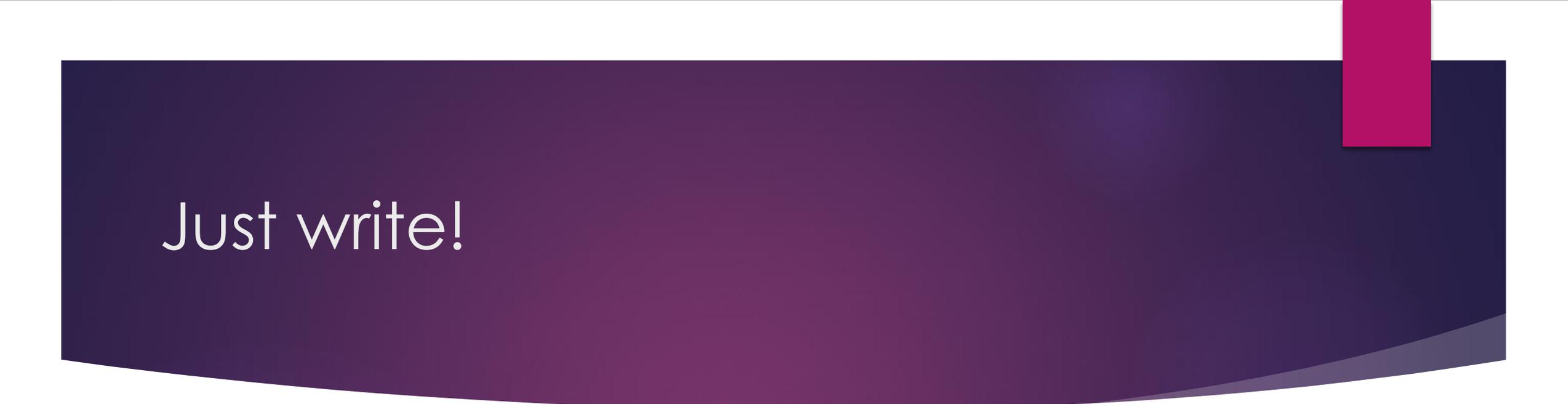
- Next, put 3 to 5 points for each chapter. These are the main ideas about the chapter. You don't have to do this but have a general idea of what your book and chapters will be about. Without some kind of direction, just as with GPS, you will get lost! Aim at nothing, hit nothing.
- Some chapters may have more points, depending on their length.
- Shelley recommends that you write a short eBook first for Amazon, with the length being about 10,000 words (anywhere from 6,000 to 20,000 words is good for an Amazon eBook). This can be fiction or non-fiction, although most of hers have been non-fiction. I also recommend writing a short eBook FIRST. Then you might write your novel/longer story book later.

# Conclusion

Your conclusion can simply be a summary of everything you have included in the book/eBook or just your own thoughts, wrapping things up. It's good to include all the main points from your book/eBook or practical or action steps your reader needs to take. Whether you are writing fiction or non-fiction, you don't want to leave your reader frustrated and feeling like the ending left him or her dissatisfied.

This content helps to solidify the content of your book/eBook in your reader's mind and brings closure to the book/eBook.

I also strongly recommend a Call To Action at the beginning and end of your book/eBook: another product you may have for sale (a \$10 to \$25 price range is good to help the reader take a next step), sharing about your speaking or coaching, or at the very least inviting the reader to sign up with his or her name and email address on your website.



# Just write!

The main thing is to just get started and WRITE! No excuses! Eliminate as many distractions as possible, time block to write a certain time of the day or certain days, get off social media, the internet and your phone, and make writing your priority! This is the year to write your book!