

How to Use These Building Blocks

- Print this PDF out and cut each block into its own “card.”
- Go through all the cards and select those blocks you want to include in your 100-Page Book.
- Arrange in the order you want to include.
- This is now the start of your book’s blueprint—use the cards as prompts as you begin the creation process.

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

BEFORE YOU START

Identify Your Personal Goal(s)

- What is your personal **BIG GOAL** with your shook?
- What are you trying to accomplish?
- How will you know you have accomplished it?
- What metrics will you use to know if your shook is doing what you want it to do?

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BUILDING BLOCK 1

Identify Your Ideal Reader

- Identify your ideal reader.
- This should be your eventual ideal customer/client/patient.
- List any important demographics, psychographics, details we should keep in mind when crafting the book’s content.
- If you can focus on one “type” of reader, the better.

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BUILDING BLOCK 2

Identify Your Readers’ Goal(s)

1. What do you want your readers to achieve after reading your shook?
2. What do you want your readers to do after reading your shook?

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BUILDING BLOCK 3

Develop Your Big Idea

- What is the **BIG IDEA** or **BIG PROMISE** with your book?
- How are you trying to help your readers?
- Why should anybody read your shook?
 - What BIG problem will your shook start to fix for your reader?

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BUILDING BLOCK 4

Create Your Active Call-to-Action

- What is your Active CTA?
 - Call you
 - Visit you
 - Schedule a call or visit with you
 - Etc.

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BUILDING BLOCK 5

Create Your Passive Call-to-Action

- What is your Passive Call-to-Action (CTA)?
- What *new pain* have you created you can solve with additional information that can be watched, read or downloaded?
 - Tip sheet
 - Report
 - Video
 - Etc.

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BUILDING BLOCK 6

Consider Including

- No-Optin Required Downloads
 - This is a strategy where you embed various download links in your shook to give additional helpful resources and do not require the reader to give his or her information.
 - This shows goodwill and that you truly want to help readers and that it's not always about you trying to get their info.

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BUILDING BLOCK 7

Consider Including

- Customer Success Stories and Proof
 - I highly encourage you to include real-world proof that illustrates how you help your customers.
 - These could be in the format of short “case studies” or simple testimonials.
 - Consider including photos and related graphics.
 - Make sure you have their approval to use.

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BUILDING BLOCK 8

Your Shook's Pre-Title, Title & Subtitle

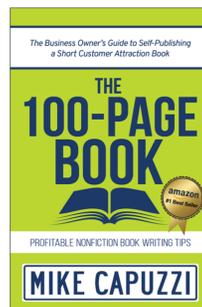
- The pre-title—describes your target audience and big benefit.
- The title—articulates your BIG IDEA.
- The sub-title—describes the specific content you are sharing.
- You can use all three (I typically do) or just the ones you want.
- These various titles should deliver a clear and compelling benefit or worthy goal, etc.

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BUILDING BLOCK 9

Your Front Cover Details

- Visuals.
- Pre-title, title and subtitle.
- Author(s)
- Foreword by?
- Star burst offer?



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BUILDING BLOCK 10

Your Spine Details

- Title and author name.
- Logo?

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BUILDING BLOCK 11

Your Back Cover Details

- Price (and book category if selling by retail).
- Reason to read headline.
- Book description and “what’s inside” bullets.
- Author bio and website URL.
- ISBN and barcode (if selling via Amazon or other retailers).

First Page—Reader Bonus/Gift Offer

- This is your shook’s “Passive Call-to-Action” and is the secondary action you want a reader to take.
- This one-page offer is designed to give the reader a valuable bonus/gift if they visit your website and exchange their contact information for free gift or call your business.
- This should be something of value that the reader would want.
- The offer should include a simple web URL for the reader to visit or phone number to call.

Also By Page

- **OPTIONAL**
- If you have written/created other books, reports, trainings, etc., you should include them on this page.

Title Page

- This page includes your title, subtitle and your name.
- It should be designed in such a way to give you an area for you to sign and personalize your shook.

Testimonial Page(s)

- **OPTIONAL**
- If you want to distribute pre-release copies of your shook to your inner circle, important people you know, customers, etc., for them to send you a shook testimonial you would include them on these pages.
- Testimonials should inspire others to read your shook.
- They should be short, sweet and specific.

Copyright Page

- Copyright ownership—typically you or your business name.
- Publisher information
 - Optionally you can use your company or brand as the publisher.
- Any important legal information and disclaimers.
- Consider adding a date code to track shook versions.

Dedication Page

- **OPTIONAL**
- Your place to dedicate your shook to
 - Important person to you.
 - Group of people, industry, niche, etc.
 - Etc.

Acknowledgments Page

- **OPTIONAL**
- Your place to acknowledge people who helped you.

Table of Contents

- A Table of Contents is important to have and one of the most important parts of a nonfiction book.
- Your section and chapter headings should be clear and inform the reader what's in store.
- A good table of contents tells the story of your shook.

Foreword

- **OPTIONAL**
- If you can get a notable person to write the foreword for your shook, this can be quite powerful.
- Optionally, you can have a customer write it, etc.
- The idea is to have a third-party endorsement of your shook.

Who Should Read This Book?

- **OPTIONAL**
- If you want to connect even more, while also repelling others, you can include this section where you are specific about who should read the book (and who shouldn't).
- This is a bold strategy, but it can strengthen the bond with your target reader.

My Promise to You

- **OPTIONAL**
- Starting your shook off with a bold promise is smart.
- It keeps you focused on exactly what you need to convey in the shook and reminds you of its purpose.
- It prepares your reader for what to expect in the pages to come and sets an important tone on how you conduct your business.

Introduction

- Reason why intro.
- Here's what you'll discover in this shook.
- Here's why this is different.
- Why this is important to you now.
- Personal invitation to contact you.

Main Content Chapters

- Each of these are the main content of your shook.
- These chapters are typically 1,000-2,000 words in length depending on how many chapters you have.
- Consider ending with a chapter-specific call-to-action.

How I/We Help...

- This chapter is the “bridge” between your helpful information and content to the “selling” of your products and services.
- Here is where to include a high-level overview and specific details of your products/services

The Next Step

- What is the “one thing” you want the reader to do?
- This is your “Active Call-to-Action” and the main thing you want a reader to do after reading your shook.
 - Typically call your place of business or visit.
- Give explicit and detailed instructions on what to do next.

Author Bio

- Your professional bio and important details, including:
 - How long in business.
 - Why you got into this business.
 - Important awards, credentials, inventions, etc.
 - Personal details.
 - Your personal website if you have one.
 - A professionally shot photograph.

Frequently Asked Questions

- **OPTIONAL**
- If you have many frequently asked questions about your products and services, consider including the top ones in your shook.

Author Resources & Other Books

- **OPTIONAL**
- If you have other offerings you want to put in front of your readers, include them here.

Author Podcast

- **OPTIONAL**
- If you have a podcast related to your book, include your podcast information here.

A Small Request

- **OPTIONAL**
- If your book is going to be on Amazon, consider having a page where you ask readers to submit a book review if they found your book helpful.
- I suggest creating your own redirect link from your website directly to the review page on Amazon.

Last Page—Reader Bonus/Gift Offer

- This is your book's "Passive Call-to-Action" and is the secondary action you want a reader to take.
- This one-page offer is designed to give the reader a valuable bonus/gift if they visit your website and exchange their contact information for free gift or call your business.
- This should be something of value that the reader would want.
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