

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?

MIKE CAPUZZI’S 100-PAGE BOOK BLUEPRINT

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.

MIKE CAPUZZI’S 100-PAGE BOOK BLUEPRINT

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?

MIKE CAPUZZI’S 100-PAGE BOOK BLUEPRINT

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?

MIKE CAPUZZI’S 100-PAGE BOOK BLUEPRINT

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.

MIKE CAPUZZI’S 100-PAGE BOOK BLUEPRINT

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.

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

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.

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

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.

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

BUILDING BLOCK 8

Your Shook's Pre-Title, Title & Subtitle

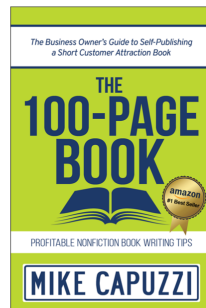
- The pre-title—describes your target audience and big benefit.
- The title—articulates your BIG IDEA.
- The sub-title—describes the specific content you are sharing.
- You can use all three (I typically do) or just the ones you want.
- These various titles should deliver a clear and compelling benefit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

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

BUILDING BLOCK 9

Your Front Cover Details

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



MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

BUILDING BLOCK 10

Your Spine Details

- Title and author name.
- Logo?

MIKE CAPUZZI'S 100-PAGE BOOK BLUEPRINT

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.
- The offer should include a simple web URL for the reader to visit or phone number to call.