

## Your Shook's Pre-Title, Title & Sub-Title

- 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.

The Cover Content



Building Block #1

## Front Cover Details

- Front cover details
  - Visuals
  - Pre-title, title and sub-title
  - Author(s)
  - Foreword by

The Cover Content



Building Block #2

## Spine Details

- Spine details
  - Title
  - Sub-title (optional)
  - Author name
  - Logo (optional)

The Cover Content



Building Block #3

## Back Cover Details

- 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)

The Cover Content



Building Block #4

## 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.

The Front Matter Content



Building Block #5

## Also By Page

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

The Front Matter Content



Building Block #6

## Title Page

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

The Front Matter Content



Building Block #7

## 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.

The Front Matter Content



Building Block #8

## Copyright Page

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

The Front Matter Content



Building Block #9

## Dedication Page

### • OPTIONAL

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

The Front Matter Content



Building Block #10

## Acknowledgments Page

### • OPTIONAL

- Your place to acknowledge people who helped you.

The Front Matter Content



Building Block #11

## Table of Contents

- The 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 outlines the story of your shook.

The Front Matter Content



Building Block #12

## 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.

The Front Matter Content



Building Block #13

## Who Should Read This Book?

- 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.

The Front Matter Content



Building Block #14

## My Promise to You

- 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.

The Front Matter Content



Building Block #15

## 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.

The Front Matter Content



Building Block #16

## Main Content Chapters

- Each of these content chapters is the main content of your shook.
- These chapters are typically 1,500 - 2,500 words in length.
- Consider ending with a chapter-specific call-to-action.
  - Call or visit you or include some valuable thing for the reader to get with no opt - in.

The Main Matter Content



Building Block #17

## Who Relies on Me/Us?

- This is a smart strategy for your shook because it reassures readers that you serve people just like them-for a specific reason.
- This chapter allows readers to "find himself/herself" and learn the specific reason others like him/her work with you.
- My suggestion is to develop at least three to five different kinds of people that you and your business match up with. Then craft a short blurb about WHY they come to you and how you help them specifically.

The Bridge Content



Building Block #18

## Your “Special Sauce”

- This chapter should describe your **Unique Value Process** which is your “special sauce” for your product or service.
- Include specific and unique details of your product/service that your targeted reader will find irresistible.
- Your goal is to turn the “ordinary into the extraordinary.”

The Bridge Content



Building Block #19

## The Next Step

- What is the “one thing” you want the reader to do?
- This is your “Active Call-to-Action” and is 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.

The Bridge Content



Building Block #20

## 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.

The Back Matter Content



Building Block #21

## Last 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.

The Back Matter Content



Building Block #22

## Book Resource Page

### • OPTIONAL

- If you have additional content that you want to give to readers and keep it “evergreen” this is a good option.

The Back Matter Content



Building Block #23

## Frequently Asked Questions

### • OPTIONAL

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

The Back Matter Content



Building Block #24

## 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.