

6-Step

**Book**   
**Planning**  
**Worksheet**

BRIAN TRACY

## 6-STEP BOOK PLANNING WORKSHEET

**Y**ou have the ability, right now, to write and publish a book on a subject that is important to you. Like riding a bicycle, learning how to write a book is a skill that you can master with practice and repetition.

Many books are written by people who are not particularly good at writing. Instead, they hire a “writer-for-hire” who interviews them, takes notes on their ideas and insights, and then works it into a book which they go on to publish under their own name.

Many of the bestselling books on the New York Times lists were not written by the person whose name appears on the cover. They were written by other writers.

There are more than 2,000,000 books published each year and yours can be one of them. The key to writing a book is to “Just Write!” Writing is one thing that you cannot get worse at by doing it.

### STEP 1: YOU MUST SET ASIDE TIME TO WRITE YOUR BOOK.

List three times during the week when you could work on your book:

- 1) \_\_\_\_\_  
\_\_\_\_\_

2) \_\_\_\_\_

\_\_\_\_\_

3) \_\_\_\_\_

\_\_\_\_\_

Elbert Hubbard, one of the most prolific writers in American history was once asked the key to successful writing. He replied, “The only way to learn to write is to write and write and write and write, and write and write and write.”

My own story might be instructive. I did not graduate from high school, and I failed high school English. I fantasized about writing a book for many years before I decided to “Just write!”

In 1981, I began giving talks and seminars to ever larger groups. To speak effectively, I had to do hundreds of hours of research, and read hundreds of books over the years. To keep current, I read dozens of magazines and thousands of articles. I’d read many of them several times.

When I developed my one-to-three day seminars, I would structure the materials so that the seminar started strong, in the first session, and then developed progressively, step-by-step through to the last session, where it ended on a strong, positive note.

When I began to write books, I used the same structure. I learned later that this is a powerful formula for successful books. Start with a strong chapter that

gives a lot of value and benefits to the reader, develop the subject throughout the book, and end with a strong chapter that summarizes and emphasizes the main points. It is a simple formula, but it works, over and over.

## **STEP 2: START WITH A MESSAGE, IDEA, OR STORY THAT YOU REALLY WANT TO SHARE WITH OTHER PEOPLE.**

This must be something for which you have a passion, something that you believe in. One of the best definitions of a writer is; “A person who cannot not write.” What are you writing about? What do you have a passion for?

What knowledge, expertise or belief do you have that could benefit the lives of others?

- a) \_\_\_\_\_  
\_\_\_\_\_
- b) \_\_\_\_\_  
\_\_\_\_\_
- c) \_\_\_\_\_  
\_\_\_\_\_

List three valuable ideas, insights or instructions you could offer a reader of your book:

a) \_\_\_\_\_

\_\_\_\_\_

b) \_\_\_\_\_

\_\_\_\_\_

c) \_\_\_\_\_

\_\_\_\_\_

### **STEP 3: YOU MUST BE AN EXPERT ON YOUR SUBJECT.**

You must know ten words for every word you write, or the reader will know that you are talking off the top of your head.

- If you want to write on success, you must already be successful.
- If you write on money, you must already be rich.
- If you write on relationships, you must be in a happy, loving relationship.

What area, subject or topic do you have experiences in that make you an authority on a subject?

- a) \_\_\_\_\_  
\_\_\_\_\_
- b) \_\_\_\_\_  
\_\_\_\_\_
- c) \_\_\_\_\_  
\_\_\_\_\_

## STEP 4: EXPAND YOUR KNOWLEDGE

Continuously expand your knowledge on the subject.

Read and find out everything you can about other authors, books or articles dealing with the same subject. Make sure that your material is different and better than other people writing in your field in at least three ways.

List three ways that your book is superior to others in this area:

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_

3) \_\_\_\_\_  
\_\_\_\_\_

## STEP 5: GATHER THE INFORMATION

Gather all the information that you will need to write your book. Do your research and homework before you start to write.

Do you have all the information you need to write your book?

\_\_\_\_\_

Do you have solid examples and/or experiences that explain and back up each of your book points?

\_\_\_\_\_

If not, what pieces are you missing?

\_\_\_\_\_

Where will you find the missing pieces?

\_\_\_\_\_

Is there any area that you're unclear on?

\_\_\_\_\_

---

Paul Johnson, one of the best writers in the world today, describes how he gathers 1500 pieces of information and then organizes them from beginning to end, in a logical structure, before he begins writing a book on any subject.

To write an excellent non-fiction book, you will have to have a lot of information available to you.

Make a preliminary list of 50 thoughts, ideas, stories, methods, techniques and insights that you could include in your book. This list then becomes the outline of your plan to write your book.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_



---

9) \_\_\_\_\_

10) \_\_\_\_\_

11) \_\_\_\_\_

12) \_\_\_\_\_

13) \_\_\_\_\_

14) \_\_\_\_\_

15) \_\_\_\_\_

16) \_\_\_\_\_

17) \_\_\_\_\_

18) \_\_\_\_\_

19) \_\_\_\_\_

20) \_\_\_\_\_

21) \_\_\_\_\_

22) \_\_\_\_\_

---

23) \_\_\_\_\_

24) \_\_\_\_\_

25) \_\_\_\_\_

26) \_\_\_\_\_

27) \_\_\_\_\_

28) \_\_\_\_\_

29) \_\_\_\_\_

30) \_\_\_\_\_

31) \_\_\_\_\_

32) \_\_\_\_\_

33) \_\_\_\_\_

34) \_\_\_\_\_

35) \_\_\_\_\_

36) \_\_\_\_\_

---

37) \_\_\_\_\_

38) \_\_\_\_\_

39) \_\_\_\_\_

40) \_\_\_\_\_

41) \_\_\_\_\_

42) \_\_\_\_\_

43) \_\_\_\_\_

44) \_\_\_\_\_

45) \_\_\_\_\_

46) \_\_\_\_\_

47) \_\_\_\_\_

48) \_\_\_\_\_

49) \_\_\_\_\_

50) \_\_\_\_\_

## STEP 6: ORGANIZE YOUR MATERIAL

Organize your material into seven, ten, twelve or twenty-one chapters, each following in a logical order, from beginning to end.

When I began writing, I converted my audio programs, each of which had twelve parts, into a series of twelve-chapter books.

Thinking in terms of a number of chapters forces you to decide what will be contained in each chapter, and how each of the chapters will be organized in relationship to each other.

Make a list of at least seven chapter titles where you break down your subject into smaller subjects:

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_

- 4) \_\_\_\_\_  
\_\_\_\_\_
- 5) \_\_\_\_\_  
\_\_\_\_\_
- 6) \_\_\_\_\_  
\_\_\_\_\_
- 7) \_\_\_\_\_  
\_\_\_\_\_

For example: To write a book on selling, you could start with an introduction and then seven parts of the selling process to form each chapter.

Chapter 1: Prospecting

Chapter 2: Establishing Trust and Building Credibility

Chapter 3: Identifying Customer Needs

Chapter 4: Making Effective Presentations

Chapter 5: Answering Objections

Chapter 6: Closing the Sale

Chapter 7: Making Repeat Sales and Getting Referrals

Summary

With this kind of outline, you can begin placing different ideas in each of the chapters.

## ABOUT THE AUTHOR

**B**rian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations.

Brian's goal is to help you achieve your personal and business goals faster and easier than you ever imagined.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 69 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of over 70 books that have been translated into 42 languages.

He has written and produced more than 500 audio and video learning programs, including the worldwide, best-selling *Psychology of Achievement*, which has been translated into more than 28 languages.

He speaks to corporate and public audiences on the subjects of Personal and Professional Development, including the executives and staff of many of America's largest corporations. His exciting talks and seminars on Leadership,

---

Selling, Self-Esteem, Goals, Strategy, Creativity and Success Psychology bring about immediate changes and long-term results.

Prior to founding his company, Brian Tracy International, Brian was the Chief Operating Officer of a \$265 million dollar development company. He has had successful careers in sales and marketing, investments, real estate development and syndication, importation, distribution and management consulting. He has conducted high level consulting assignments with several billion-dollar plus corporations in strategic planning and organizational development.

He has traveled and worked in 107 countries on six continents, and speaks four languages. Brian is happily married and has four children. He is active in community and national affairs, and is the President of three companies headquartered in San Diego, California.

Brian is the president of Brian Tracy International, a company that helps individuals and businesses of all sizes achieve personal and professional goals.

To learn more about Brian Tracy, please visit [www.briantracy.com/AboutBrian](http://www.briantracy.com/AboutBrian).

If you have any questions about Brian Tracy learning programs and services, please email [Support@BrianTracy.com](mailto:Support@BrianTracy.com) or call 1-858-436-7300.