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| --- |
| Hi There.  Thanks for downloading this free resource.    We hope you find it useful.  Feel free to customize it your way. And, remember, there’s more where it came from. Head straight to [www.maddabookmedia.com](http://www.maddabookmedia.com) to explore our author toolkit library packed with free templates. |
| **Need a guide on how to use it? [Click to Learn More](http://www.maddabookmedia.com/blog)** |

# How to Use This Template

Use the *Primer Book Outline Template* tool to clarify your book-worthy idea. It has been designed to aid nonfiction authors, especially first-time authors who are busy professionals. There are two main sections. Section 1 covers **pre-writing** essentials. While Section 2 covers **first draft** essentials.

* Section 1:Helps you get clear on the essence of your nonfiction book such as titles, audience, theme, and executive summary or elevator pitch.
* Section 2: Helps you brainstorm your book’s contents and outline your table of contents.

The tables also contain prompts [in square brackets] to help you jump-start your response.

Feel free to customize, expand, and add sections as you, please.

# Pre-writing

## 1. Title:

Reflect the essence of your book in as few words as possible.

| **Working Title** | *[Primer Dream Launcher]* |
| --- | --- |
| **Working Subtitle** | *[Unlock your story to the world. Build a legacy.]* |
| **Authored By** | *[Madda Book Media]* |

## 2. Audience:

Who will interact with and benefit from your book the most?

| **Reader Tribe** | *[Stay-at-home single moms in Southern Nigeria]* |
| --- | --- |
| **Demographics** | *Age, location, religion, profession, position, industry, personality, motivations, goals, and frustrations. List all that comes to mind.* |
| **Persona** |  |
| **Problem** | *[Persona] is suffering from…* |
| **Effect** | *This problem is affecting [persona] in ways such as…* |
| **Desired Outcome** | *[Persona] desires a solution that…* |
| **Value** | *How will [persona] benefit from implementing the idea in your book?*   1. Value One 2. Value Two 3. Value Three |

## 3. Idea:

Discuss your core message/logic; how it works; and how it will solve for [persona].

| **Premise** | *My book is about… It was prompted by… And it’s critical because…* |
| --- | --- |
| **Promise** | *[Persona] will get…out if they read and apply my book.* |
| **Pitch** | *My book is for Xs who want Y so they can achieve Z.* |

## 4. Celebration:

You’re now an author, how will you celebrate your new status? And at what point?

| **Main Milestone** |  |
| --- | --- |
| **Celebration** |  |

## 5. Compass:

An executive summary prompt to capture your big picture. See if it's worth committing to.

| *I am writing a [genre] book titled [WT: WST] for [Reader Tribe] who want [Desired Value] so they can achieve [Lasting Outcome]. Thus, by impacting my readers I will reach [ROI]. I now pledge to finish this transformational project that I have started. When I do, I will celebrate my authorship by [Celebration].* |
| --- |

# Shitty First Draft

## 1. Brainstorming

Brain-dump the ideas and stories you have that could go into your book. Focus on what information your reader needs to solve their problem and achieve transformation.

|  |  |
| --- | --- |
| |  | | --- | | 1. Opening Big Idea (Ch. 1):  *The goal of your opening beat is to immediately command the audience’s attention. Your introductory discussion should represent the struggle and tone of your story, giving a snapshot of your reader’s main problem before your book’s dive starts in earnest.* | |

## 2. Chapters

Now, break down your information into your table of contents.

| **Chapter** | **Working Title** | **Keypoint** | **Key Takeaway** | **Written?** |
| --- | --- | --- | --- | --- |
| **One** |  |  |  | **Yes** |
| **Two** |  |  |  | **Yes** |
| **Three** |  |  |  | **No** |
| **Four** |  |  |  | **No** |
| **Five** |  |  |  | **No** |
| **Six** |  |  |  | **No** |

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