

I'm working on a _____ book about _____
tone / format
 _____ for _____.
topic audience

Pitch & Outline

Now that you have a better idea of what you want to write about, it's time to start creating your proposal. Don't worry about the writing being perfect yet—this is more about having all the ingredients right than polishing your prose. Once you have the basics down, you can work on making the writing feel more compelling.

Working title: _____

Elevator pitch:

_____ is a _____,
working title *descriptor (e.g., "practical")*

_____ that
descriptor (e.g., "friendly") *type of book (e.g., "guide," or "intro")*

will help _____ who are
audience

struggling to _____ by
challenge/pain point

_____.
what the book will accomplish

When they're done, readers will be ready to:

- I. _____
key takeaway 1
2. _____
key takeaway 2
3. _____
key takeaway 3