[Note this book outline is inspired by *The Scribe Method: The Best Way to Write and Publish Your Non-Fiction Book* (2019) by Tucker Max and Zach Obront

<https://scribemedia.com/scribe-method-book> ]

**The Scribe Method**

[Working Book Title]

[Working Book Subtitle]

### 

## By [Author Name]

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| Book Positioning |

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| 1. Your Objectives |

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| **How do you want your book to serve your readers?** What will they get out of it? |
| 1. |
| 2. |
| 3. |

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| Imagine it's two years after your book was published, and we’re looking back on the results together. **What’s the book done for you that made the effort worthwhile?** |
| 1. |
| 2. |
| 3. |

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| What is the ***single event*** that will happen because of the book, that’ll cause you to “break out the Champagne” and celebrate? |
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| 2. Your Audience |

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| Who Is Your **Primary Audience**? (Who do you want to be a hero for?) |
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| Describe a typical person in your Primary Audience (**your avatar reader**). What are they like? Who are they, and where are they in their life? |
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| What **pain is this person experiencing** because they've not read your book? |
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| What **transformation will this person get in their life** because they read and implement your book? |
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| 3. Your Idea |

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| In one paragraph (150 words max), describe ***what your book is about****, w****ho the ideal reader is, and what will they get from the book?*** |
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| What's the "**cocktail party pitch**" of your book? (i.e., the one sentence explanation your ideal reader would actually use to recommend your book to their friends) |
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| 4. Your Book North Star |

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| Write this sentence with your positioning, and make sure this is the book you want to write:  *"I will use my book to target* ***[primary audience]****, by teaching them* ***[book idea]****, which will lead to my ultimate goal of more* ***[objectives]****."* |
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| Chapter Brainstorming  |  | | --- | | **This section is for all your notes and ideas for your book, before you start putting them into the Table Of Contents.** | |  | |

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| Parking Lot  |  | | --- | | **In this section, put all your really good ideas that DO NOT fit in *this* book. You may end up realizing you have one, two, or more books in you. You can write those later; this section is so you don't lose any of those ideas as you write this one.** | |  | |

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| Table of Contents |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Introduction** |  | | **Chapter 1:** | **[INSERT CHAPTER]**  *One-sentence key takeaway* | | **Chapter 2:** | **[INSERT CHAPTER]**  *One-sentence key takeaway* | | **Chapter 3:** | **[INSERT CHAPTER]**  *One-sentence key takeaway* | | **Chapter 4:** | **[INSERT CHAPTER]**  *One-sentence key takeaway* | | **Chapter 5:** | **[INSERT CHAPTER]**  *One-sentence key takeaway* | |  | **(repeat for the remaining chapters)** | | **Conclusion** |  | |  |  | |  |  | |  |  | |

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| Book Chapters |

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| Chapter 1: [WORKING CHAPTER TITLE]  |  |  | | --- | --- | | **Chapter Hook** | * [Insert story or anecdote that sets up chapter] | | **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC] | | **Supporting content** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Stories** | * [Insert stories that back up content] * [Insert stories that back up content] | | **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader] * OPTIONAL: [Insert key takeaway for the reader] | | **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story] * OPTIONAL: [Insert segue to next chapter] | |

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| Chapter 2: [WORKING CHAPTER TITLE]  |  |  | | --- | --- | | **Chapter Hook** | * [Insert story or anecdote that sets up chapter] | | **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC] | | **Supporting content** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Stories** | * [Insert stories that back up content] * [Insert stories that back up content] | | **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader] * OPTIONAL: [Insert key takeaway for the reader] | | **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story] * OPTIONAL: [Insert segue to next chapter] | |

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| Chapter 3: [WORKING CHAPTER TITLE]  |  |  | | --- | --- | | **Chapter Hook** | * [Insert story or anecdote that sets up chapter] | | **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC] | | **Supporting content** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Stories** | * [Insert stories that back up content] * [Insert stories that back up content] | | **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader] * OPTIONAL: [Insert key takeaway for the reader] | | **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story] * OPTIONAL: [Insert segue to next chapter] | |

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| Chapter 4: [WORKING CHAPTER TITLE]  |  |  | | --- | --- | | **Chapter Hook** | * [Insert story or anecdote that sets up chapter] | | **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC] | | **Supporting content** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Stories** | * [Insert stories that back up content] * [Insert stories that back up content] | | **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader] * OPTIONAL: [Insert key takeaway for the reader] | | **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story] * OPTIONAL: [Insert segue to next chapter] | |

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| Chapter 5: [WORKING CHAPTER TITLE]  |  |  | | --- | --- | | **Chapter Hook** | * [Insert story or anecdote that sets up chapter] | | **Thesis of chapter** | * [One sentence chapter thesis, same as in ToC] | | **Supporting content** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Stories** | * [Insert stories that back up content] * [Insert stories that back up content] | | **Key reader takeaways** | * OPTIONAL: [Insert key takeaway for the reader] * OPTIONAL: [Insert key takeaway for the reader] | | **Callback to Hook & segue to next chapter** | * OPTIONAL: [Insert callback to opening story] * OPTIONAL: [Insert segue to next chapter] | |

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| Conclusion  |  |  | | --- | --- | | **Chapter Hook** | * [Lead with anecdote or story that wraps up the book] | | **Thesis of book** | * [Re-state book’s main idea/thesis] | | **Tie together each chapter’s takeaway with overarching theme of book** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Call to Action** | * What should the reader do when they finish the book? | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Introduction **IMPORTANT NOTE: The Introduction obviously goes FIRST in the book, but we recommend writing it last. Once written, place it first in the book manuscript.**   |  |  | | --- | --- | | **Book Hook** | * [Insert first sentence, or scene, or conversation or anecdote that grabs the reader and forces to them keep going] | | **Frame the reader’s pain** | * [This should be similar to what you wrote in the Audience section] | | **Frame the reader’s benefits** | * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] * [Insert chapter content] | | **Tell them what they’ll learn in the book** | * [Insert key takeaways for the reader] * [Insert key takeaways for the reader] | | **Describe author’s background/origin of book** | * Why should the reader trust the author? | | **Tell them what the book *is* and *isn’t*** | * Make sure you signal clearly to the right readers | | **Segue to first chapter/Call to Action** | * *“Are you ready to [objective]? Keep reading.”* | |