[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

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| **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

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| **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]

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| **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]

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| **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]

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| --- | --- |
| **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]

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| --- | --- |
| **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

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| **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.**

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| --- | --- |
| **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.”*
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