

# FIND YOUR MONEY-MAKER

## PLAYSHEET: BOOK IDEAS

### LET'S BRAINSTORM SOME BOOK IDEAS

Even if you have never thought of writing a book before you'll understand the value of doing so in Module 2 of this programme. And it doesn't have to be as arduous a task as you might imagine. For instance, there is no rule that a book has to contain 50,000 words. It could be just 20,000 words long or perhaps be simply quotes with graphics to go with them.

You don't need a book deal either. You could self-publish or make it simple for yourself and create it as a PDF to sell on your website. Alternatively you could give it away as an incentive to sign up to your newsletter.

So what could *you* write a book on? Let's have some fun with it...

Read the questions below one by one to help you think of book ideas. Enter your answers for each one on the table overleaf. See if you can come up with 5-10 book ideas. Don't worry, you're not committing to writing them, this is simply an exercise to open your mind a little to the world of books.

### BOOK BRAINSTORMING QUESTIONS

1. What have I amassed a lot of professional expertise in that I could write a book on?
2. What do I have a lot of life experience in that I could write a book on?
3. What book could I write simply to raise my profile in my current work or in my new business?
4. What subjects or industries am I most excited about at the moment that I could write a book on by interviewing experts in that field?
5. What book ideas have I had over the years that I have never acted on?
6. What books by other authors have I loved so much that I would be excited to try writing a book in the same area?

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#	BOOK IDEAS – enter as many as you can come up with
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	