

NAME:

DATE:

My Book

"I think one of the bigger lessons the Internet has taught us is that 'niche' or 'subculture' are a lot bigger than anyone ever thought."

-- Warren Ellis

Use the example as a guide and begin narrowing down the scope of your book, using this structure.

(Example)

'YOUR CAREER GIFT'

My book is a step-by-step guide (the type of book)

which will help mid-management women (the reader profile)

who are dealing with redundancy (their problem)

to re-invent their career (the result you provide)

even though they don't yet know what they want. (their current obstacle)

MY BOOK TITLE:

My book is a

which will help

who are

to

even though

