

THE 1-PAGE BOOK STRATEGY PLANNER

READER GROUPS

Briefly describe 3 to 5 groups of people who would benefit from reading your book.

1.
2.
3.
4.
5.

Then place a checkmark in the circle next to the group that would benefit MOST from it.

IDEAL READER PROFILE

With that reader group in mind, describe an individual (real or fictional) who would be the *perfect* reader for your book...someone who would get immense value from it and would take the kind of action you would want *every* reader to take.

Give this person a name:

READER'S NEED

With your ideal reader in mind, what do they need as it relates to your subject area? Describe this need in *their* words, not *yours*. Keep it short. Keep it simple.

On a scale of 0 to 10, with 1 being "weak" and 10 being "strong," rate the reader's need that you identified along the following three dimensions:

Awareness	Acuteness	Urgency
How aware are they of this need?	How much does this need affect their life?	How urgently do they want this need addressed?
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CENTRAL QUESTION

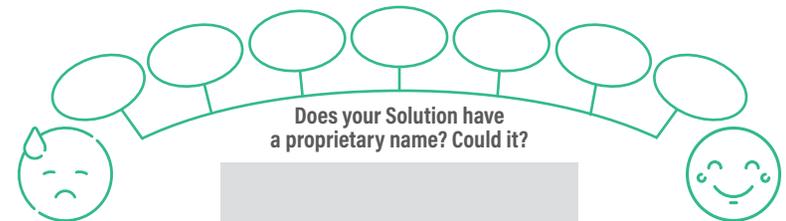
Once you're satisfied that your reader is sufficiently strong in terms of awareness, acuteness, and urgency, re-frame the need as a question - the Central Question that your book will answer. **Note:** This should be the question that your ideal reader *wants answered* when they decide to buy and/or read your book.

AUTHOR'S SOLUTION

Finally, describe your answer to the Central Question. State the main message or hypothesis and list the three to seven major themes or steps that you will need to cover that ladder up to it. This is your Author's Solution and it must successfully answer the Central Question, moving the reader from their suboptimal Current State to their desired Future State.

State your Solution (or answer) to the Central Question, clearly and simply.

List the three to seven major themes or steps you need to cover to help your reader understand and act on your Solution? This should take them on a journey (the Ideal Reader's Journey) from their Current State to a new, desired Future State.



Current State

What is life like *now* for your ideal reader that would cause them to need your book?

Use the space below to list your 3 to 7 themes or steps if you need more space than provided above:

Future State

What will your ideal reader's life be like once they read your book and apply its lessons?