What follows is a general template for structuring your eBook to both connect and convert. The prompts provided are meant to guide your thought process in a way that will align your expertise with your client's most pressing need and ultimately funnel into your business goals.

Introduction

a) **ENGAGE** - Ask a question or provide a prompt to demonstrate that you are tapped into your audience's needs. I.e. "Have you ever wondered…" "Do you ever wish…" "If you're reading this eBook then you…"

b) **THE "WHAT"** - i.e. "This book is meant to…" "I wrote this because…" "After reading this you will…"

c) **WHY THEY SHOULD TRUST YOU** - Demonstrate that you can relate; share your story and your qualifying facts. What makes you an expert on this? I.e. "For years I…" "I wasn't always this way…" "I struggled for so long because…" *** *Abridged! They don't need the whole saga, just the defining moments.*

d) **YOUR BIG A-HA MOMENT** - i.e. "But then I realized…" "Then it happened…" "Then I found out…"

The Content - pages 2-10 typicalling include your 3, 5, 7 or 10 main pieces of teaching content.

a) **Key Point One** - Includes: What it is, followed by why it's important, followed by how to implement. I.e. If your book was about building an audience.

   CREATE COMPELLING CONTENT (key point one)

   (*Example of why it's important*) Content is the key to your ideal client's heart… and checkbook. The more value your provide, the more trust you create. Clients who feel taken care of are happy to open their wallets to dive deeper into your work.

   (*Example of how they can immediately begin to implement*) Types of content you can create:

   : Free reports
   : eBooks
   : Blog posts
   : Social media posts
   : Podcasts
   : Video trainings

b) **Rinse and repeat** step a for each of your key points.

Conclusion

a) **What you hope they take away** - i.e. "By now I hope you're feeling…" "By now, you can see how…" "Isn't it amazing that in just a few minutes you've…"

b) **What should they do next?** - The all-important "Call to Action"!

Soft Call to Action - A soft call to action can suggest they do something, i.e. "Did you like this information? Share on Facebook, etc." or "If you are buzzing with enthusiasm and want to learn more, check out my… profram by clicking here." This may be placed higher up in the book.

Your soft call to action is:

And leads them to:

Hard Call to Action - A concrete direction i.e. "Click here" "Download immediately" "Buy now".

Your hard call to action is:

And leads them to:

About the Author
Your street Cred

a)   Short bio that re-states your position as the go-to authority on the subject.

b)   Re-state a call to action or offer a way for them to learn more

c)   Photo

Tips

- Seed your high end offer - let them know early on (casually in half a sentence) that you go deeper into a certain key point in your (insert name of program)
- Sprinkle calls to action throughout the book - did you write a blog post about a particular key point? Link to it.
- Make yourself easily shareable. If there is a particular line in the book that you love, suggest that they tweet it.
- Use graphics and quotes.
- Validate your topic BEFORE writing. Survey your audience to find out if the topic speaks to their needs. Don't have an audience yet? Do a Google keyword search to find out if the topic is heavily searched.
- Use the language that your audience would use.
- Be real. People buy from people. Make sure that it's clear that there is a person behind the content. (We do this by sharing our story, occassionally using the first person, infusing our sense of humor, preferences, etc.)
- Map it out first - Draw a square in the middle of a piece of paper with your topic inside of it. Draw several branches of subtopics (your key points) and branches from those (your implementation steps).
- It's ok to include metrics that already exist. Did someone famous say something awesome about this topic? Include it with the source. Did someone already write an article about this that spoke to you? Quote from it, citing source.
- Use universally known examples. "Wish you had Oprah money?" or "Is your messaging feeling as phony as a Kardashian?" Movies, celebrities, government, world famous brands, etc.

*** Use graphics and have your colors align to your website. Use a headshot with your bio.**