



Content Framework Worksheet

When it comes to structuring the content of your book, it's important to lead the reader seamlessly through the reading experience. Here are two time-tested approaches that underpin many best-selling books.

Use an Acronym to Organize Your Book - This approach involves taking a key word or concept and turning it into an acronym, where each letter in the word becomes the beginning of it's own word or phrase. Here are a couple examples

The DEAL Framework

From *The Four-Hour Workweek*

By: Timothy Ferris

D - Definition

E - Elimination

A - Automation

L - Liberation

The Vision-MAP Framework

From *Lifestyle Entrepreneur*

By: Jesse Krieger

V - Vision

M - Mission

A - Action

P - Product

Notice how each of these acronyms helps organize the book content into a work which also relates to the content. Acronyms are helpful for setting up the overarching structure of your book into a manageable and accessible word or phrase.

What word or phrase could YOU use that would help organize some, or all, of your book's content?



Use Multi-Step Process to Organize Your Content - This approach involves using a numbered or sequential process to structure your book's content. This helps readers know exactly what is involved to achieve the promise and benefits your book offers. Here are a couple examples to get your mind working:

The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen Covey

- 1 - Be Proactive
- 2 - Begin With the End in Mind
- 3 - Put First Things First
- 4 - Think Win-Win
- 5 - Seek First to Understand, Then be Understood
- 6 - Synergize
- 7 - Sharpen The Saw

Launch Your Business: The 5-Step Solution to Do What You Love, Quit Your Job and Have the Freedom to Travel and Live Life on Your Own Terms by Rosetta Thurman

- 1 - Get Focused
- 2 - Get Clarity
- 3 - Get Paid
- 4 - Get Online
- 5 - Get Out There

As you can see each of these authors organizes their content around a multi-step process that leads the reader through a sequence of steps or ideas, culminating in them achieving a benefit or outcome.

How could you structure your book to lead the reader step-by-step to achieve their goals or understand a concept?