

[Note this book outline is inspired by *The Scribe Method: The Best Way to Write and Publish Your Non-Fiction Book* (2019) by Tucker Max and Zach Obront
<https://scribemedi.com/scribe-method-book>]

The Scribe Method

[Working Book Title]

[Working Book Subtitle]

By [Author Name]

Book Positioning

1. Your Objectives

How do you want your book to serve your readers? What will they get out of it?

1.

2.

3.

Imagine it's two years after your book was published, and we're looking back on the results together. **What's the book done for you that made the effort worthwhile?**

1.

2.

3.

What is the ***single event*** that will happen because of the book, that'll cause you to "break out the Champagne" and celebrate?

2. Your Audience

Who Is Your **Primary Audience**? (Who do you want to be a hero for?)

Describe a typical person in your Primary Audience (**your avatar reader**). What are they like? Who are they, and where are they in their life?

What **pain is this person experiencing** because they've not read your book?

What **transformation will this person get in their life** because they read and implement your book?

3. Your Idea

In one paragraph (150 words max), describe ***what your book is about, who the ideal reader is, and what will they get from the book?***

What's the "**cocktail party pitch**" of your book? (i.e., the one sentence explanation your ideal reader would actually use to recommend your book to their friends)

4. Your Book North Star

Write this sentence with your positioning, and make sure this is the book you want to write:

*"I will use my book to target **[primary audience]**, by teaching them **[book idea]**, which will lead to my ultimate goal of more **[objectives]**."*

Chapter Brainstorming

This section is for all your notes and ideas for your book, before you start putting them into the Table Of Contents.

Parking Lot

In this section, put all your really good ideas that DO NOT fit in *this* book. You may end up realizing you have one, two, or more books in you. You can write those later; this section is so you don't lose any of those ideas as you write this one.

Table of Contents

Introduction	
Chapter 1:	[INSERT CHAPTER] <i>One-sentence key takeaway</i>
Chapter 2:	[INSERT CHAPTER] <i>One-sentence key takeaway</i>
Chapter 3:	[INSERT CHAPTER] <i>One-sentence key takeaway</i>
Chapter 4:	[INSERT CHAPTER] <i>One-sentence key takeaway</i>
Chapter 5:	[INSERT CHAPTER] <i>One-sentence key takeaway</i>
	(repeat for the remaining chapters)
Conclusion	

Book Chapters

Chapter 1: [WORKING CHAPTER TITLE]

Chapter Hook	<ul style="list-style-type: none">• [Insert story or anecdote that sets up chapter]
Thesis of chapter	<ul style="list-style-type: none">• [One sentence chapter thesis, same as in ToC]
Supporting content	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Stories	<ul style="list-style-type: none">• [Insert stories that back up content]• [Insert stories that back up content]
Key reader takeaways	<ul style="list-style-type: none">• OPTIONAL: [Insert key takeaway for the reader]• OPTIONAL: [Insert key takeaway for the reader]
Callback to Hook & segue to next chapter	<ul style="list-style-type: none">• OPTIONAL: [Insert callback to opening story]• OPTIONAL: [Insert segue to next chapter]

Chapter 2: [WORKING CHAPTER TITLE]

Chapter Hook	<ul style="list-style-type: none">• [Insert story or anecdote that sets up chapter]
Thesis of chapter	<ul style="list-style-type: none">• [One sentence chapter thesis, same as in ToC]
Supporting content	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Stories	<ul style="list-style-type: none">• [Insert stories that back up content]• [Insert stories that back up content]
Key reader takeaways	<ul style="list-style-type: none">• OPTIONAL: [Insert key takeaway for the reader]• OPTIONAL: [Insert key takeaway for the reader]
Callback to Hook & segue to next chapter	<ul style="list-style-type: none">• OPTIONAL: [Insert callback to opening story]• OPTIONAL: [Insert segue to next chapter]

Chapter 3: [WORKING CHAPTER TITLE]

Chapter Hook	<ul style="list-style-type: none">• [Insert story or anecdote that sets up chapter]
Thesis of chapter	<ul style="list-style-type: none">• [One sentence chapter thesis, same as in ToC]
Supporting content	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Stories	<ul style="list-style-type: none">• [Insert stories that back up content]• [Insert stories that back up content]
Key reader takeaways	<ul style="list-style-type: none">• OPTIONAL: [Insert key takeaway for the reader]• OPTIONAL: [Insert key takeaway for the reader]
Callback to Hook & segue to next chapter	<ul style="list-style-type: none">• OPTIONAL: [Insert callback to opening story]• OPTIONAL: [Insert segue to next chapter]

Chapter 4: [WORKING CHAPTER TITLE]

Chapter Hook	<ul style="list-style-type: none">• [Insert story or anecdote that sets up chapter]
Thesis of chapter	<ul style="list-style-type: none">• [One sentence chapter thesis, same as in ToC]
Supporting content	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Stories	<ul style="list-style-type: none">• [Insert stories that back up content]• [Insert stories that back up content]
Key reader takeaways	<ul style="list-style-type: none">• OPTIONAL: [Insert key takeaway for the reader]• OPTIONAL: [Insert key takeaway for the reader]
Callback to Hook & segue to next chapter	<ul style="list-style-type: none">• OPTIONAL: [Insert callback to opening story]• OPTIONAL: [Insert segue to next chapter]

Chapter 5: [WORKING CHAPTER TITLE]

Chapter Hook	<ul style="list-style-type: none">• [Insert story or anecdote that sets up chapter]
Thesis of chapter	<ul style="list-style-type: none">• [One sentence chapter thesis, same as in ToC]
Supporting content	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Stories	<ul style="list-style-type: none">• [Insert stories that back up content]• [Insert stories that back up content]
Key reader takeaways	<ul style="list-style-type: none">• OPTIONAL: [Insert key takeaway for the reader]• OPTIONAL: [Insert key takeaway for the reader]
Callback to Hook & segue to next chapter	<ul style="list-style-type: none">• OPTIONAL: [Insert callback to opening story]• OPTIONAL: [Insert segue to next chapter]

Conclusion

Chapter Hook	<ul style="list-style-type: none">• [Lead with anecdote or story that wraps up the book]
Thesis of book	<ul style="list-style-type: none">• [Re-state book's main idea/thesis]
Tie together each chapter's takeaway with overarching theme of book	<ul style="list-style-type: none">• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]• [Insert chapter content]
Call to Action	<ul style="list-style-type: none">• What should the reader do when they finish the book?

Introduction

IMPORTANT NOTE: The Introduction obviously goes FIRST in the book, but we recommend writing it last. Once written, place it first in the book manuscript.

Book Hook	<ul style="list-style-type: none">● [Insert first sentence, or scene, or conversation or anecdote that grabs the reader and forces to them keep going]
Frame the reader's pain	<ul style="list-style-type: none">● [This should be similar to what you wrote in the Audience section]
Frame the reader's benefits	<ul style="list-style-type: none">● [Insert chapter content]● [Insert chapter content]● [Insert chapter content]● [Insert chapter content]● [Insert chapter content]● [Insert chapter content]● [Insert chapter content]
Tell them what they'll learn in the book	<ul style="list-style-type: none">● [Insert key takeaways for the reader]● [Insert key takeaways for the reader]
Describe author's background/origin of book	<ul style="list-style-type: none">● Why should the reader trust the author?
Tell them what the book <i>is</i> and <i>isn't</i>	<ul style="list-style-type: none">● Make sure you signal clearly to the right readers
Segue to first chapter/Call to Action	<ul style="list-style-type: none">● <i>"Are you ready to [objective]? Keep reading."</i>