



Create a Take-Action Journal for Your Audience


Identify Your Journal Topic and the Key Activities for Your Readers




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What We'll Focus on in This Course

- Mod 1 – Identify Your Journal Topic and Key Readers' Activities
- Module 2 – Design Your Journal Pages
- Module 3 – Format Your Journal
- Module 4 – Publish Your Journal



Here's What We'll Cover Today



- Tips to make the most of this learning opportunity.
- How having a take-action journal can have a positive impact on your life and the lives of your readers.

1. Identify the topic for your journal.
2. Decide on the key activities you'll walk readers through.
3. Choose your daily journal prompts.
4. Design the activity pages for your journal.

Make the Most of This Learning Opportunity

- Schedule times in your calendar to work on your journal.
- Download the worksheets and templates for each module.
- Use the journal for this class or a dedicated journal or notebook. Make it a point to journal about your journal creation experience, for the next 30 days.



Get a Copy of the Journal for This Course

ShareYourBrilliance.com/takeaction



Take-Action Journals Defined



What is a Take-Action Journal

- A traditional journal typically has lined or blank pages for people to write in.
- A take-action journal is much more.
- You can guide people through a process and provide them with a way to track activity and results.
- This will allow them to accomplish a great deal while positioning you as an expert in your field.



How having a take-action journal can have a positive impact on your life and the lives of your readers.

- It can help students document their progress and experiences.
- It will help people take daily steps towards their goals.
- Help people actually put into practice what they are learning.
- It can give them a place to record their answers and thoughts.
- Help readers get more out of your books or programs.



Identify Your Journal Topic



Activities to Help You Create Your Journal

• In this module, you'll find worksheets that will walk you through the process of designing your take-action journal. You'll:

1. Decide on the topic of your journal.
2. Identify activities for your readers.
3. Design your journal pages.
4. Design your activity pages.



Decide on Your Journal Topic

A take-action journal is designed to walk people through a process that will provide them with a solution to overcome challenges they face.

The first step in designing your take-action journal is to give thought to the purpose of your journal and what you'd like readers to achieve.

Answer These Questions on the Worksheet

Getting in touch with your joy and excitement for this project, will fuel your energy and determination to bring it from idea all the way through the publishing process.

- What excites you most about creating this journal?
- What intrigues you about helping people in your audience to overcome challenges they face?

What is Your Why?

- Getting clear on your “why” can provide you with motivation and inspiration for developing what can become a powerful tool for your audience.
- What is your “why” for wanting to publish a journal?
- How will your audience benefit from your journal?
- How will you benefit by publishing a journal?

Describe Your Areas of Expertise

As you decide on a topic for your journal, you want to be clear about what it is you offer and who you serve. This will help you to identify a topic that your target audience would be interested in.

- What are your main areas of expertise?
- What are you most interested in?
- **(The Key!) What do you have both expertise in and interest in, that your audience would love to learn?**

Identify Your Target Audience

Spend some time identifying who your target audience is. This is essential as it will allow you to maximize your efforts and results while helping the exact people who need what you have to offer.

- Describe your ideal student, client, or reader
- What is your audience most interested in?
- What challenges are they seeking solutions to?
- **Based on your areas of expertise and the needs of your audience, list possible topics for your journal.**

Choose Your Journal Topic

Pick One Topic and Run with It



Refer to the Worksheets for This Activity

Decide on Your Journal Topic

A take-action journal is designed to walk people through a process that will provide them with a solution to overcome challenges they face.

The first step in developing your take-action journal is to give the rights to the content of your journal and what you'll be expected to achieve.

Complete the activities on the following pages to help you identify the focus for your journal.

What excites you most about creating this journal?

What intrigues you about helping people in your audience to overcome challenges they face?

What's Your Why?

Getting clear on your "why" can provide you with motivation and inspiration for determining what can become a powerful tool for your audience.

What is your "why" for wanting to publish a journal?

How will your audience benefit from your journal?

How will you benefit by publishing a journal?

Describe Your Area of Expertise

As you decide on a topic for your journal, you want to be clear about what it is you offer, and you want to know. This will help you to identify a journal topic that your target audience would be interested in.

What are your main areas of expertise?

What are you most interested in?

What do you have both expertise in and interest in that your audience would love to learn?

Identify Your Target Audience

Spend some time identifying who your target audience is. This is important as it will allow you to maximize your efforts and results while helping the most people who need what you have to offer.

Describe your ideal student, client, or reader.


What is your audience most interested in?


What challenges are they seeking solutions to?

Based on your areas of expertise and the needs of your audience, list possible topics for your journal. Circle your top choice.

Take-Action Session - Refer to the Worksheets

Identify the Topic for Your Journal





Take-Action Session

Set Your Timer for Approximately 15 Minutes

You may need more or less time.

Pick a Handful of Activities You'd Like to Walk Readers Through and Create the Activity Pages for Your Journal



Describe and Title Your Journal

- The topic of my journal is: _____
- Journal title: _____
- Journal subtitle or tag line: _____
- Journal description: _____
- The main benefits my audience will experience by using my take-action journal.

What Will Your Readers Track

- In addition to daily journaling pages, a take-action journal can provide readers with activities that walk them through a process.
- What does your audience want to achieve that your journal will help them with?
- What activities will you walk your readers through?

What Activities Will You Walk Readers Through?

- Activity 1: _____
- Activity 2: _____
- Activity 3: _____
- Activity 4: _____

Refer to the Worksheets for This Activity

Describe & Title Your Journal

The topic of my journal is _____

Journal title _____

Journal subtitle or tag line _____

Journal description _____

The main benefits my audience will experience by using my take action journal _____

What Will Your Readers Track

In addition to daily journaling pages, a take action journal can provide readers with activity sheets that walk them through a process.

What does your audience want to achieve that your journal will help them with?

☐ _____

☐ _____

☐ _____

☐ _____

What activities will you walk your readers through?

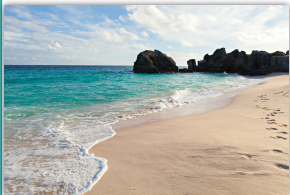
☐ _____

☐ _____

☐ _____

☐ _____

Take-Action Session - Refer to the Worksheets
Pick the Activities You'll Walk Readers Through



Take-Action Session
Set Your Timer for Approximately 15 Minutes
You may need more or less time.

Chose Your Daily Journal Prompts



What Things Would You Like Readers
to Journal About Each Day?

- Once readers have gone through the activity pages you offer in your journal, you can provide them with a 30-day journal.
- Journaling for 30 days will reinforce their efforts and help them to track their activity and their results.
- This will also create consistency and help to develop new habits!

Outline Your Journal's Activities

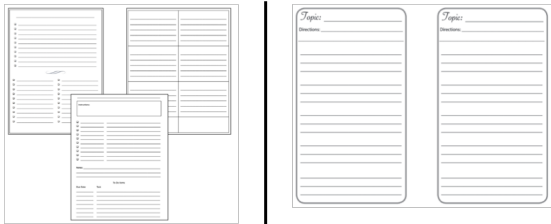
- In addition to activity pages, you can provide your readers with daily journal pages to help them track their activity and results.
- Look at the *sample journal page* on the following slide, that provides four daily writing prompts.
- You'll find a template in your worksheets that you can use to capture ideas for your potential journal pages.



How to Get Ideas for Your Activity Page Design

- Flip through journals and workbooks at the book store or view the “look inside” feature on Amazon.
- Jot down ideas and illustrate examples of page layouts that catch your eye.
- Refer to the page layout examples in this module’s handouts.
- Let your activity pages dictate what’s needed: checklist, questions to answer, fill-in-the-blanks, etc.

Refer to the Worksheets for This Activity
Layout Examples – More Examples in Handouts



Sketch Out Ideas for Your Activity Pages
Activity 1: _____

Sketch Out Ideas for Your Activity Pages

Activity 2: _____

Sketch Out Ideas for Your Activity Pages

Activity 3: _____

Sketch Out Ideas for Your Activity Pages

Activity 4: _____

Take-Action Session - Refer to the Worksheets


Design Your Activity Pages




Take-Action Session
Set Your Timer for Approximately
30 Minutes
You may need more or less time.

Action Steps

- Print out the worksheets for this module.
- Schedule time in your calendar to go through the exercises.
- A. Decide on your journal topic.
- B. Identify your take-action activities.
- C. Map out your daily journal pages.
- If you'd like, order the take-action journal for this course.
<http://ShareYourBrilliance.com/takeaction>



What Excites You Most About Creating
a Take-Action Journal for Your Audience?