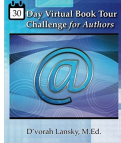
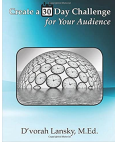





Share Your Brilliance

How to a Identify Workbook Topics
For Your Ideal Audience



What We'll Cover Today

- How to decide on the best topic for your workbooks.
- The five-step approach to designing a workbook.
- What steps you could walk readers through.
- Identify a possible topic and title for your workbook.
- Action Steps.



The Most Effective Topic for Your Workbook

- Shines the light on your knowledge of the topic.
- Demonstrates your expertise.
- Provides solutions to challenges your audience faces.
- Walks readers through a process that helps them achieve results.
- Creates a potential path back to you for those wanting to dive deeper into the topic.

The Five-Step Approach to Designing an Effective Workbook for Your Audience

- Step One: Describe your area of expertise.
- Step Two: Get crystal clear on who your niche audience is and what challenges they face.
- Step Three: Identify the steps you can walk people through to help them achieve their goals, based on your expertise.

The Five-Step Approach to Designing an Effective Workbook for Your Audience

- Step Four: Choose a compelling, benefit-driven title, eye-catching book cover and compelling back cover.
- Step Five: Identify a workbook topic, your audience could benefit from... based on your expertise.

Step One: Describe Your Area of Expertise

- Being clear on what you know and what you can help people with is the first step in identifying your workbook topic.
- While you could write a workbook on any number of topics, you and your audience are best served by you focusing on delivering content that shines the light on what you know and love.

Describe Your Area of Expertise

- What are you known for? _____
- What can you help people with? _____
- What have you written the book on or created a course on? _____
- What do you want people to pay you for? _____

Step Two: Get Crystal Clear on Who Your Niche Audience is and What Challenges They Face

- If you could stand on stage and speak to an auditorium full of people, sitting on the edge of their seats with their credit cards out, ready to buy from you... who would you want in those seats?
- Would you want just anyone?
- Or would you want the exact people who are seeking a solution to challenges they face that you can help them solve?

Get Crystal Clear on Who Your Niche Audience is and What Challenges They Face

Take some time to answer these questions:

- How would you describe your ideal audience? _____
- What challenges do they face? _____
- What solutions do they seek? _____

What is Their #1 Challenge?

What would you say is the #1 challenge your audience faces?
Their #1 challenge that you can provide the solution to!

The Ideal Solution Meets at the Intersection of Your Expertise and the Needs of Your Audience

Here's the bottom line...

- Based on your knowledge and expertise...
- **And** the needs of your ideal audience...
- What solutions can you provide?

This will help you identify the perfect topic for your workbook!

Step Three: What Steps Can You Walk People Through to Help Them Achieve Their Goals?

- Do some brainstorming and identify several tasks or exercises you can walk readers through to help them towards the solution they seek.
- What do they need to do or know first ?
- What are the next steps they need to take?

Your Workbook Can Walk Readers Through a Process

Start at the beginning, what are the first few steps you'd like readers to take?

1. _____
2. _____
3. _____

Outline an exercise you can walk readers through?

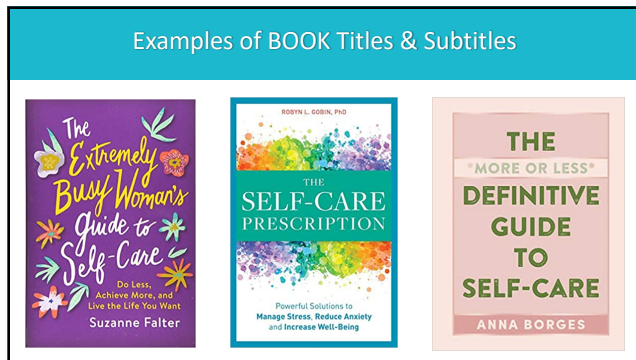
Exercise description: _____

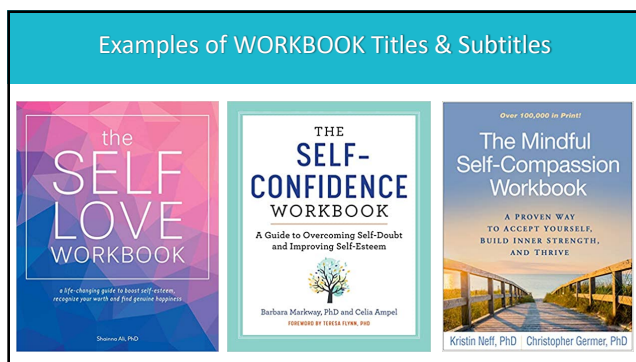
What questions do you want them to answer or write about?

1. _____
2. _____
3. _____

Step Four: Draw Readers in with a Compelling Title, Subtitle and an Attractive Workbook Cover

- Have a compelling title that draws your readers in. You want it to be intriguing or descriptive, one your ideal audience would notice.
- What is the key benefit to readers going through your workbook?
- Your subtitle expands on the compelling title and lets readers know more about what they'll find in your workbook.
- Have an attractive cover that encourages readers to find out more. Study book covers on your shelves and ones you come across and notice what attracts you and makes you want to open the book...





Exercise: Spend some time on Amazon. Browse through the books. Notice which ones attract you & make you want to find out more.

On the lines below, jot down your findings.

Book Title:	What attracted you to the title or book cover:
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<hr/>	<hr/>
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Step Five: List Potential Topics for Your Workbook

Now that you've completed the previous exercises, based on your expertise and the needs of your audience...
List potential TOPICS for your workbook.

Just for Fun... Give Your Potential Workbook a Name

What topic would you love to create a workbook on? _____

List possible workbook titles.

1. _____
2. _____
3. _____

Your subtitle describes the essence of your workbook and how readers can benefit.

- How could your reader's life be changed by your workbook? _____
- What significant outcome does your workbook offer? _____

List potential subtitles that outline the key benefit of your workbook.

1. _____
2. _____
3. _____

What Intrigues You Most About Creating Workbooks
and What Would You Like Your Workbook to Be On?



Action Steps



- Go through the exercises outlined in this training.
- Give thought to what topic you'd like to create a workbook on.
- Make a list of steps you'd like to walk your readers through.
- Carve out time in your calendar to work on your workbook.
- Consider publishing your workbook.
- Start off by having fun with this project and see where it goes.

Here's to Your Success!