YOUR NAME: Big Ideas Behind Your Book (Spring 2021)

Finding the "Big Idea" behind your book comes from what you've learned along the way – we'll focus on this exercise/activity in Week 7-8.

The following questions will be utilized to help us begin to determine your Book Positioning (ie., how we position the book to your readers and in the market). It is the starting place for the overall structure, style, tone and direction of your first draft manuscript and together with Professor Koester you'll identify the positioning. You don't have to fill out or complete everything – some of the items you'll add to over time or some may not be relevant. However, this document is a tool to get you to think about what you've done, what you need to do, and where your book goes. Plus, it'll make our positioning calls most effective.

VIDEO WALK THROUGH: For a guided video walk-through where Prof Koester guides authors through filling out the Big Idea template live, watch this video (32 minutes of walk through plus 8 minutes of Q&A): https://www.youtube.com/watch?v=3XUom3mL9qw&feature=youtu.be

Fill out the answers in as much detail as you can *(the longer and more robust your answers, the better).*

SECTION 1: FILL IN THE BLANKS (write 3-8 bullet points or sentences for each):

- **I felt I needed to write the book because** (what personally compelled you to write it? why is this important to you? what was missing out there that made your realize this needed to be done?)...
  - x
  - y
  - z

- **You will love this book if you are** (who are the ideal target readers of the book? who are the core people who would benefit the MOST? List the top 3+ types of readers who would benefit from reading it)....
  - x
  - y
  - z

- **This book explores the intersections of** (what are the key themes that this book explores – usually there are multiple themes – and it could be the intersection of 3-5 trends)...
  - x and y
  - a and b
  - c and d

SECTION 2: WHAT IS DIFFERENT ABOUT YOUR PERSPECTIVE/BOOK? You book will take a unique, different or unusual take on things. (Why is your book offering a different take? What things are/have changed? Are things different for a different audience?)

Most people think or believe:

- x
- y

- z

BUT, based on my research/interviewing/experiences/guesses, I think:

- x
- y
- z

SECTION 3: THE COOLEST STORIES/QUOTES YOU'VE HEARD, READ OR EXPERIENCED.

What is the best, coolest, most-unique (a) stories/example you've heard related to your book (summarize each in 2-3 sentences + add a link if possible); and (b) quotes:

1. **STORIES**
    a. Two stories from primary interviews you did.
        i. x
        ii. y
    b. Two stories from research (ie., secondary interview via a TED Talk, article, etc.) you did.
        i. x
        ii. y
    c. Two stories from your personal life or from the process of writing this book thus far
        i. x
        ii. y
2. **QUOTES**
    a. From a Big, Well Known Person:
        i. "___"
    b. From a person at a Key Industry Company (ie., IBM, Google, etc.):
        i. "___"
    c. From someone who has academic or research credibility:
        i. "___"
    d. From someone you interviewed or spoke to:
        i. "___"

SECTION 4: KEY CREDIBILITY BEHIND THE BOOK.

What key, valuable, helpful people and companies have you or will you **interview** for this book:

1. People
    a. x
    b. y
    c. z
2. Companies/Organizations (could be the company/organization names of the key people)
    a. x
    b. y
    c. z

What people and companies did you or will you **research** for this book:

1. People

      a. x

      b. y

      c. z

2. Companies/Organizations

      a. x

      b. y

      c. z

3. Research Studies (what research/expert insights did you find that were most compelling)

      a. x

      b. y

      c. z

SECTION 5: KEY STATISTICS. Describe the key statistics around the Industry, Problem, Trend, Theme you're exploring:

1. **What are the most compelling/surprising statistics about HOW BIG is the problem?** Ex. This affects/can help X million people; This costs/is worth X billion...

      a. x

      b. y

      c. z

2. **What are the most compelling/surprising statistics about the CHANGES of this area?** Ex. This is going to grow by 500% over the next 10 years; this is only going to grow as the population grows by 30%...

      a. x

      b. y

      c. z

3. **What are the most compelling/surprising statistics about the FUTURE of this area?** Ex. This will affect X million people in 2030...

      a. x

      b. y

      c. z

4. **I learned/found that the 'best in the world' do the following things that may be different than the rest of us** (what are the new, different or innovative approaches you found? what trends are coming? what are the ways that the rest of us can 'learn from the best'?)....

      a. x

      b. y

      c. z

Once you've completed this document, please schedule your 30-minute book positioning call with Professor Koester.
https://cal.mixmax.com/erickoester-37/book_positioning