

**FOR SPEAKERS, COACHES, BUSINESS
OWNERS & SERVICE PROFESSIONALS**

BOOK PLANNER

Write & Publish a Book to:

- * ESTABLISH CREDIBILITY**
- * INCREASE AUTHORITY**
- * BECOME A KNOWN EXPERT**

**FROM USA TODAY &
WALL STREET JOURNAL
BEST SELLING AUTHOR
DONNA KOZIK**

WWW.WRITEWITHDONNA.COM

Welcome!

This planner has been created and designed by award-winning and USA Today/Wall Street Journal bestselling author Donna Kozik. Use it to get your publishing project organized and on track to completion.

Want more specific direction about getting your content together and how to publish your book? Check out the resources below and throughout this planner.

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Resources

Write a Book in a Weekend	www.WriteWithDonna.com
Done for You Publishing	www.DoneForYouPublishing.com
Book Writing/Publishing Support	www.MyBigBusinessCard.com

"Writing a book is a tremendous experience. It pays off intellectually. It clarifies your thinking. It builds credibility. It is a living engine of marketing and idea spreading, working every day to deliver your message with authority. You should write one." ~ Seth Godin

Write a Book 
in a Weekend®

Done for 
You Publishing



Getting Started...Vision

1

WRITE A BOOK IN A WEEKEND

My Working Title: _____

My Vision Statement

How my life will look when my book is done:

My Reader Avatar

A description of the ideal reader who will love this book:

My Primary Book Structure

- ___ How-to/ Self-help
- ___ Quote Book +
- ___ Personal Memoir
- ___ Case Study

My Message

What are the key points I want to share?

- 1.
- 2.
- 3.
- 4.
- 5.

Take part in a weekend writing party!

Sign up at www.WriteWithDonna.com

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in a Weekend[®]

Getting Started...Outline

2

WRITE A BOOK IN A WEEKEND

My Working Title: _____

Message / Idea / Step

What do I want to say?

Message / Idea / Step

What else do I want to say?

Message / Idea / Step

Another thing I want to express is...

Message / Idea / Step

I have more to say about...

Message / Idea / Step

This is important for me to include:

Devote time to doing this!

Sign up at www.WriteWithDonna.com

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in a Weekend®

Getting Started...Introduction

3

WRITE A BOOK IN A WEEKEND

My Working Title: _____

What am I writing about?

Define and describe the subject.

Why is it important?

Why is this subject of interest?

Who am I?

Describe my background related to the subject.

Why am I the one to write this?

Describe my experience related to the subject.

Get your book started--or done!
Sign up at www.WriteWithDonna.com
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Finishing Touches

My Working Title: _____

What content is missing?

Does it contain all steps it needs to?

Can the reader reach conclusions?

Does the reader know what to do next?

Is everything clear?

Will the reader understand it?

Are thoughts and concepts complete?

Do the thoughts build on each other?

Does it have good flow?

Does it take the reader "down a path?"

Do the chapters or sections "stack" neatly?

Do I recap thoughts along the way?

Do I introduce, explain and conclude ideas?

Does it have the right tone?

Am I a "leader to my readers?"

Am I friendly yet firm?

Do I sound patronizing?

Do I apologize or undermine my credibility?

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You Publishing** 

Publishing Checklist

5

My Working Title: _____

Front Cover

Standout title & subtitle?

Author name & appropriate designations?

Starburst? Testimonial? Inside bonus?

Copyright Information

Name? Company name?

Website? Email address?

Mailing address?

ISBN (optional)

Call to Action

Compelling headline?

Features and benefits?

Clear call to action?

Working website or email address?

Back Cover

Compelling headline?

Leading summary sentences?

Bullet list of benefits?

Price? ISBN? Author photo? Short bio? Testimonials?

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Done for
You Publishing 

Book Launch Checklist

6

Publishing Date: _____

Copies Go To (Family)

Copies Go To (Mentors)

Book Launch Party

Date:

Location:

Items: Books, pens, cake...

Virtual Book Launch

Social media

Amazon Author Central

Blog posts

Email to friends, family and clients

Friends/colleagues blog posts

Get your book published and on Amazon!

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You Publishing** 

My Goal Tracker

7

Goal statement: _____

Times I've Put Energy Toward This Goal

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