BOOK TITLE

(Main title in all caps)

Ensure your title is memorable and grabs the attention of readers. The title should clarify what the book is about and must be easy to say. Avoid complex-sounding titles that are difficult to pronounce or sound embarrassing when said out loud.

If you already have a specific title in mind, that’s great. But if you don’t, then you need to look at the goals of your book. For example, if you want to build your brand, then mention your brand in the title. If you want to establish yourself as an expert, then ensure your title sounds authoritative. If you just want to generate attention and sell copies, then make it provocative, exciting, or controversial.

The quality of the title determines the quality of the content. Therefore, ask yourself specific questions, such as: What value do I want to add to the reader’s life? What do they want to learn about? What are the goals of the target audience and how will this book help them achieve that? In essence, try to enter the mind of your audience.

When generating a list of potential titles, try to play around with relevant keywords that are popular on Google and Amazon searches. Think about your genre/target audience and then create a title that makes a promise or offers a solution to a problem. For example, “Raising Wonderfully Tough Kids in a Tough World” or “Six Secrets of Closing a Million-Dollar Deal.” Avoid creating a title that is already popular as this will prevent your book from standing out. We will use the first example (Raising Wonderfully Tough Kids in a Tough World) to illustrate how to generate ideas for a book.

Book Subtitle

(Capitalize first letter of each word in subtitle)

A good subtitle must provide deeper insight into the topic so that readers can understand exactly what is in the book. For example, a main title like “Raising Wonderfully Tough Kids in a Tough World” might benefit from a subtitle like, “How to Strengthen Your Child’s Mindset and Prepare Them for Life.”

**By**

(Insert Author Name)

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It is not legal to reproduce, duplicate, or transmit any part of this document in either electronic means or printed format. Recording of this publication is strictly prohibited.

This book is dedicated to:

Insert content here…

This section is optional and often personal in nature. Mention and thank one person or a group of people who are close to you or have supported you in your life. They can be family members, close friends, inspirational figures, etc.

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# Introduction

Insert content here…

To write a good introduction, follow these steps:

1. Congratulate the reader on purchasing the book. (This is optional and only for the eBook version!)
2. Introduce the topic of your book.
3. Clarify the problem that the book will solve. You already know who your target audience is, so state the problem the reader has.
4. Provide snippets of a solution(s) that the book offers. (For example, “This book will teach you how to bring up kids who are mentally resilient and …”)
5. Highlight your credentials as an authority on the subject. If possible, use a personal/professional story to show how you gained your expertise. (For example, did you learn by studying child psychology for decades? Did you learn from being part of a large family of 12 kids and then ended up raising 10 children of your own?)
6. Highlight the benefits of the book. (For example, “This information will help your children grow up confident and able to ...”)
7. Provide proof of the book’s benefits. State how the information has helped either you or someone else.
8. Warn the reader not to wait too long after buying the book. Gently remind them not to extend their problem. (For example, if they have young kids, the earlier they start using this information the better.)
9. Give a call to action to get them to read the book!!

#

# PART I: Insert Title of the Part (Style: Heading 1)

(Capitalize first letter of each word in part title)

Begin a new part here…

For long books that cover a lot of detailed information, structure your book into parts. Dividing your book into parts is great for writing on historical or conceptual topics. Your book can have as many parts as necessary, with each part covering a different theme. However, all parts must point to the overall book title.

For presenting information in a step-by-step manner, arrange your parts in a logical sequence.

Part I of a book is generally introductory where you are essentially covering the basics of the topic. Sticking with the example used in the book title section, suitable title options for Part I include “Life of Parenting” or “Learning to be a Parent.”

Once you have decided on topics and content for each part of the book, create a list of relevant chapter titles. Take the time to plan out the whole book. Do research on the topic to know what to cover, what to leave out, and how to arrange your content so that it flows well.

You can have as many chapters as you want in a part. It is also okay if some parts have more chapters than others. Chapter lengths vary considerably as it’s difficult to maintain the same length for each chapter differing in content.

## Chapter One: Insert Chapter Title Here (Style: Heading 2)

(Capitalize first letter of each word in chapter titles)

Begin a new chapter here…

The first chapter introduces the topic to the reader. As an example, the title of the example book’s first chapter is “Understanding Your Child.” Start off providing a brief overview of what the chapter contains and then transition smoothly into your supporting points. Try to keep the language simple and understandable to generate rapport with the reader and keep them engaged.

One way to generate rapport with readers is to start your chapter with a quote from a famous person. Make sure the quote is relevant to the chapter topic so that you can use it later to illustrate the key points made in the chapter. If you begin the first chapter with a quote, stay consistent and begin every successive chapter with a quote.

Alternatively, you can begin a chapter with “Did you know …?” Follow up with some statistics that most people may not be aware of. You can apply this technique in different sections of your book and not just in your introduction. Asking the reader questions (sometimes rhetorical) is a good way to keep them engaged and often entertained.

Another opening strategy is to ask the reader to imagine a specific situation. For example, “Imagine a world where every single child is trained to …” The goal here is to draw the reader in from the get-go and hold their attention.

The key to starting each chapter is to do so consistently throughout.

### Insert Subheading 1 (Style: Heading 3)

(Capitalize first letter of each word in subheadings.)

Insert content here…

Divide your chapter into sections with relevant subheadings. Subheadings guide the reader through the chapter and help in showing how you perceive the topic. Always have more than one subheading per chapter and make sure they are always related to your chapter topic.

When researching content for a particular chapter, any key highlights you come across can act as a subheading. For example, Subheading 1 can be “How Well Do You Know Your Child?” You can use a real-life story and talk about the importance of knowing your child.

### Insert Subheading 2

Insert content here…

An example for Subheading 2 is “Identifying Your Child’s Strengths and Weaknesses.” This chapter would talk about strategies and steps that are used to study a child’s personality.

### Chapter Summary/Key Takeaways

Insert content here…

Remind the reader of the key points of the chapter in a short paragraph. Alternatively, use a bullet point format as shown below:

* If you want to help your child get ahead in life, learn their strengths and weaknesses.
* Point 2 from your text…
* Point 3 from your text…
* etc.

In the next chapter, you will learn…

To logically transition smoothly from chapter to chapter, inform the reader of what is coming next. When ending your chapter, link the next chapter’s information with what has already been learned.

## Chapter Two: Insert Chapter Title Here

Begin a new chapter here…

In the second chapter, go a little deeper into the book’s topic. As an example, the title of the example book’s second chapter is “Parenting in Today’s World.” Start off by providing a brief overview of what the chapter contains and transition smoothly into your supporting points. Try to keep the language simple and understandable to generate a rapport with the reader and keep them engaged.

### Insert Subheading 1

Insert content here…

Divide your chapter into sections with relevant subheadings. Subheadings guide the reader through the chapter and help in showing how you perceive the topic. Always have more than one subheading per chapter and make sure they are related to your chapter topic.

When researching content for a particular chapter, any key highlights you come across can act as a subheading. For example, Subheading 1 for this chapter is “It’s a Tough, Tough World.” You can talk about how society has changed, why it’s so hard to raise kids in today’s world, etc.

### Insert Subheading 2

Insert content here…

For Subheading 2, use a subtitle such as “Why Today’s Kids Can’t Cope.” This subsection explains the differences between traditional and modern parenting styles, the role that technology has played in parenting, the decline in value systems, etc.

### Chapter Summary/Key Takeaways

Insert content here…

Remind the reader of the key points of the chapter in a short paragraph. Alternatively, use a bullet point format as shown below:

* The TV and other digital devices today play the role of the parent in the home.
* Point 2 from your text…
* Point 3 from your text…
* etc.

In the next chapter, you will learn…

To logically transition smoothly from chapter to chapter, inform the reader of what is coming next. When ending your chapter, link the next chapter’s information with what has already been learned.

# PART II: Insert Title of the Part

Use successive parts to cover the more detailed or complex areas of the book’s topic. Since Part I defined the topic/problem, consider using this section to provide solutions. In this case, a suitable example title is “Identifying the Right Parenting Strategies” or “Bulletproofing Your Child’s Mindset.” Don’t forget that the chapters in this part of the book must align with the Part title you have chosen.

## Chapter Three: Insert Chapter Title

Begin a new chapter here…

For the purposes of this example, this chapter’s title is “Developing a Bulletproof Mindset.” This means that this chapter will be dealing with strategies for strengthening the mind. Start off by providing a brief overview of the information contained in the chapter and then transition smoothly into your supporting points. Try to keep the language simple and understandable to generate a rapport with the reader and keep them engaged.

### Insert Subheading 1

Insert content here…

Divide your chapter into sections with relevant subheadings. Subheadings guide the reader through the chapter and help in showing how you perceive the topic. Always have more than one subheading per chapter and make sure they are always related to your chapter topic.

When researching content for a particular chapter, any key highlights you come across can act as a subheading. For example, Subheading 1 for this chapter is “Mental Discipline.” Offer the reader practical strategies for training a child to develop fortitude, awareness, etc.

### Insert Subheading 2

Insert content here…

For Subheading 2, use a subtitle such as “Self-Confidence.” This example chapter provides practical steps and tips on how to train a child to become courageous, self-confident, etc.

### Chapter Summary/Key Takeaways

Insert content here…

Remind the reader of the key points of the chapter in a short paragraph. Alternatively, use a bullet point format as shown below:

* Developing mental resilience is an important part of achieving success in life.
* Point 2 from your text…
* Point 3 from your text…
* etc.

In the next chapter, you will learn…

To logically transition smoothly from chapter to chapter, inform the reader of what is coming next. When ending your chapter, link the next chapter’s information with what has already been learned.

## Chapter Four: Insert Chapter Title

Begin a new chapter here…

For the purposes of this example, this chapter’s title is “Establishing Social Values.” It covers the social/community aspect of a child’s wellbeing. Start off by providing a brief overview of the information contained in the chapter and then transition smoothly into your supporting points. Try to keep the language simple and understandable to generate rapport with the reader and keep them engaged.

### Insert Subheading 1

Insert content here…

Divide your chapter into sections with relevant subheadings. Subheadings guide the reader through the chapter and help in showing how you perceive the topic. Always have more than one subheading per chapter and make sure they are related to your chapter topic.

When researching content for a particular chapter, any key highlights you come across can act as a subheading. For example, Subheading 1 for this chapter is “Getting Along with Others.” Offer the reader practical strategies for teaching their child how to coexist with others, why it’s important to do so, etc.

### Insert Subheading 2

Insert content here…

For Subheading 2, use a subtitle such as “Developing Emotional Intelligence.” It provides practical steps on how to help a child to read social cues, talk about any negative emotions, etc.

### Chapter Summary/Key Takeaways

Insert content here…

Remind the reader of the key points of the chapter in a short paragraph. Alternatively, use a bullet point format as shown below:

* Instilling social values and ethics in a child will help them integrate well into society.
* Point 2 from your text…
* Point 3 from your text…
* etc.

In the next chapter, you will learn…

To logically transition smoothly from chapter to chapter, inform the reader of what is coming next. When ending your chapter with a paragraph, link the next chapter’s information with what has already been learned.

## Chapter Five: Insert Chapter Title

Begin a new chapter here…

Assuming this is your last chapter in the book, create a title that is somewhat forward-looking, for example, “Today’s Kids, Future Parents.” Here, present an outlook of how the strategies in this book, as well as new scientific insights, will shape the future. Also discuss what the world will look like if kids are not taught how to strengthen their mindset.

### Insert Subheading 1

Insert content here…

Divide your chapter into sections with relevant subheadings. Subheadings guide the reader through the chapter and help in showing how you perceive the topic. Always have more than one subheading per chapter and make sure they are related to your chapter topic.

When researching content for a particular chapter, any key highlights you come across can act as a subheading. For example, Subheading 1 for this chapter is “Adapting to Change,” where you then discuss the importance of developing adaptability and flexibility, etc.

### Insert Subheading 2

Insert content here…

For Subheading 2, use a subtitle such as “Leaving a Legacy.” Here, wrap everything up by discussing how all the strategies provided will ensure a better tomorrow for all.

### Chapter Summary/Key Takeaways

Insert content here…

Remind the reader of the key points of the chapter in a short paragraph. Alternatively, use a bullet point format as shown below:

* In the future, survival will depend on the ability to adapt to a fast-changing environment.
* Point 2 from your text…
* Point 3 from your text…
* etc.

# Epilogue/Conclusion

Insert content here…

Keep it short and sweet. Mention the key highlights of the book and the action steps to solve the problems. Remind the reader of how taking the said action steps will benefit them.

# Bibliography

Below is an example of a list of works cited using APA style. Arrange your list of references alphabetically.

When citing books, use the format as shown in the following examples, applying Bibliography style to the format:

Author’s last name, first initial or initials. (Publication date). *Book title*. Additional information. City, State of publication: Publishing company.

King, S. (2000). *On writing: A memoir of the craft.* New York, NY: Pocket Books.

When citing online resources, use the format as shown in the following examples:

For internet documents

Author’s last name, first initial or initials. (Date of publication). Title of article. *Title of work*. Retrieved from full URL

Amir, N. (2018, October 17). 4 tips for staying on track with your writing. *Write Nonfiction now!* Retrieved from http://writenonfictionnow.com/tips-staying-track-writing/

For online periodicals

Author’s last name, first initial or initials. (Date of publication). Title of article. *Title of Periodical*, volume and page numbers. Retrieved from full URL

Brewer, R. L. (2018, October 4). How to write better titles: 7 effective title tips for books, articles, and conference sessions. *Writer’s Digest.* Retrieved from http://www.writersdigest.com/whats-new/how-to-write-better-titles

When citing magazines, use the format as shown in the following examples:

For magazines and periodicals

Author’s last name, first initial or initials. (Publication date). Article title. *Title of periodical*, *volume number (issue number if available*), inclusive pages.

McPhee, J. (2013, April 29). Draft No. 4. *New Yorker*, *89*, 20-25.

For more details and guidelines, consult the APA Publication Manual.

# Acknowledgments

Insert content here…

Thank the key people who inspired you and helped you throughout the process of writing and publishing your work. This is somewhat similar to the dedication page, except here you can elaborate and include more people.

# About the Author

Insert content here…

Write this page in the third person. (For example, use “the author” or your name, not “I.”) The information within establishes your credibility with readers. Avoid being too wordy. Simply provide your background and expertise on the topic of your book, as well as other information that will build trust. For example:

* Professional and personal achievements related to the topic at hand
* List of other published works and a link to your website
* Educational background
* Mention other notable experts in the field that you have worked with
* Your area of residence, family status, hobbies, etc.