

Final Result Example: Publish. Promote. Profit.

Front Matter

Call-to-Action

Dedication

TOC

(Endorsements) Praise for Rob and Best Seller Publishing

Preface

Foreword

Introduction

Chapter 1: Why a Book? (My Big Break)

Section One: Publish

Chapter 2: S'mores Anyone? (Laying the Foundation)

Chapter 3: Lions, Tigers, and Bears?

No—Titles, Subtitles, and Contents: Now That's Scary

Chapter 4: The Problem with Writing Is the Writing

Section Two: Promote

Chapter 5: Rocket Man (or Woman) Book Launch Success

Chapter 6: The 800-Pound Gorilla

Chapter 7: Launch Party

Section Three: Profit

Chapter 8: Fiesta (Birthday) Time

Chapter 9: Options, Options, and More Options

Chapter 10: The Power of Speaking

Chapter 11: Media Fame, Shall We?

Chapter 12: The Lifeblood of Business

Chapter 13/Conclusion: Tick Tock, Tick Tock

Back Matter

About the Author

(cont'd, Simple Model)

Simple Model

Introduction

- Chapter 1: The World
- Chapter 2: The Problem
- Chapter 3: The Solution
- Chapter 4: Idea or Step 1
- Chapter 5: Idea or Step 2
- Chapter 6: Idea or Step 3
- Chapter 7: Idea or Step 4
- Chapter 8: Idea or Step 5
- Chapter 9: Preparations (Solution in-action)
- Conclusion (Call-to-Action)

General Example A: Simple Model

Introduction

- Chapter 1: Books and Enterprise
- Chapter 2: Writer's Block (*And the Obstacles of Improvisation*)
- Chapter 3: Flow (*The Benefits of Structure and Proactivity*)
- Chapter 4: Step 1: Table of Contents (*Your Book Simply Put*)
- Chapter 5: Step 2: Lessons (*The Real Meat of Your Chapter*)
- Chapter 6: Step 3: Stories (*The Context and Illustration of Your Lesson*)
- Chapter 7: Step 4: Next-Steps (*Resources for the Reader & Opportunities for You*)
- Chapter 8: Step 5: Back End Offerings (*Where Will Your Reader Go?*)
- Chapter 9: Unblocked (*Writing Your Book with an Outline*)
- Conclusion (*Email Me If You Need help*)

(cont'd, Gen Example B)

General Example B: Two Parts

Introduction

Part I: So You Think You Know Books

- Chapter 1: Scribes and Rolls
- Chapter 2: The Printing Press
- Chapter 3: Philosophy & 7 Point Publishings
- Chapter 4: Self-Help & Authority Marketing

Part II: Well, Let's Make a Book!

- Chapter 5: Table of Contents (*Your Book Simply Put*)
- Chapter 6: Chapter Structure (*Lessons and Stories*)
- Chapter 7: Next-Steps (*Resources and Lead Magnets*)
- Chapter 8: Simple Outlines (*Proactivity Made Short and Sweet*)
- Chapter 9: Where Does The Time Go? (*Making Time for Writing and Sticking to It*)

Conclusion (*Email Me If You Need Help*)

(cont'd, Gen Example C)

General Example C: Three Parts

Introduction

Part I: So You Think You Know Books

- Chapter 1: From Scribes to Printing Presses
- Chapter 2: Philosophy & 7 Point Publishings
- Chapter 3: Self-Help & Authority Marketing

Part II: What Can You Put In Your Book?

- Chapter 4: Lessons *The Real Meat of Your Chapter*
- Chapter 5: Stories *(The Context and Illustration of Your Lesson)*
- Chapter 6: Next-Steps *(Resources for Readers & Opportunities for You)*

Part III: I Think You Can Write Your Book!

- Chapter 7: A Proactive Task *(From TOC to Simple Outline)*
- Chapter 8: Follow Your Lead *(Using an Outline to Write)*
- Chapter 9: Where Does The Time Go? *(Making Time for Writing and Sticking to It)*

Conclusion *(Email Me If You Need Help)*

(cont'd, Gen Example D)

General Example D: Four Parts

Introduction

Chapter 1: Cat Got Your Pen? (*The Four Steps of Avoiding Writer's Block*)

Part I: What Are You Writing? (Step 1)

Chapter 2: Table of Contents (*Your Book, Simply Put*)

Chapter 3: The Outline (*Getting Ready for Proactivity*)

Part II: Step 2: What Are Your Chapters? (Step 2)

Chapter 4: Lessons, Stories & Links (*The Meat, The Context, and Resources*)

Chapter 5: Notes for Outlines (*Preparing Simple Notes for Later*)

Part III: Step 3: When and How Are You Writing? (Step 3)

Chapter 6: Where Does The Time Go? (*Making Time for Writing and Sticking to It*)

Chapter 7: Follow Your Lead (*Using an Outline to Write*)

Part IV: Step 4: What Are You Doing With Your Book? (Step 4)

Chapter 8: Ready for Publishing (*Working with Editors and Formatters Alike*)

Chapter 9: Media Placement (*Using Books to Appear on Shows*)

Conclusion (*Email Me If You Need Help*)