

CONCLUSION FRAMEWORK

- Congratulations or starting statements
 - Depends on your tone throughout the book.
 - If upbeat, it's always nice to congratulate the reader on reaching the end of the book.
 - If serious, usually it's good to address the common thread of the book.
- Hindsight Walkthrough
 - Bookends the Expectations (Roadmap) of the Introduction.
 - Remind the reader what they've read and provide any main takeaway points you want them to keep in mind.
 - Can be chapter by chapter, or part by part depending on structure.
 - It definitely does not need to be a TOC!
 - It can just be reflective in general, while abiding by the order of operations.
- Fear/Encouragement
 - Re-hash on any of your personal struggle(s) shared on the topics within your book.
 - Share your motivations and sources of strength as you made important changes addressed.
 - Encourage the reader towards making such changes for themselves.
- Call-to-Action
 - Explain the intentions surrounding your offerings (usually builds off of Fear/Encouragement)
 - Walk the reader through your offerings/services
 - Invite them to take part and check more of your content out online
 - If you have facebook groups and email lists, invite them to join.
- Thanks/Farewell
 - Special thanks can surely be included here (for your coaches and team members)
 - Thank the reader for their time and for reading your book.
 - Wish them well as they live their life beyond the page!