

**CONTENT IDEAS
FOR YOUR FIRST
(OR NEXT!) BOOK**

THE WORKBOOK

INTRODUCTION

WRITING A BOOK IS A TASK ON MOST
PEOPLE'S BUCKET LISTS.
BUT MOST OF THOSE PEOPLE NEVER
END UP WRITING A BOOK.

Why? Because when most people think of "writing a book," the first things that come to mind are the dozens upon dozens of decisions that have to be made in order to write a book.

And the most important decision of all?

What to write about.

And that decision is the one that trips most people up. They might have too many ideas, or too few. They might doubt that they have anything interesting to write about, and shy away from the prospect of ever publishing a book.

But you, you my friend, are different. You are dedicated to writing a book, and definitely would try it out if you had some guidance along the way.

And that's why I created this workbook, and other free resources like it. I want to help you through all of the scary and important

choices that need to be made when it comes to writing a book, creating content for your blog, or typing up copy for website.

Sound good? **Awesome.**

On the following pages, you'll find dozens of different exercises, prompts and suggestions that will help you eventually pick the *perfect* book topic.

Let's get started!

BRAINSTORM

LET'S START BY GETTING ALL OF YOUR
IDEAS OUT ON PAPER.

What are some of your hobbies/interests?



What industry/field are you currently in?



In a paragraph or two, describe each of the events that led you to where you are today (your current job, your family, your major experiences etc.).



**Do you have a blog/website? If so, what is
it's main focus?**

What were 3 of the biggest struggles you faced on your journey to become who you are today?

1

2

3

If you could go back in time, what would you tell yourself? What would you do differently?

What do you wish you had known?

**What were the 3 biggest mistakes you made
on your journey to become who you are
today?**

1

2

3

BRAINSTORM PART 2

NOW LET'S ANALYZE YOUR RESPONSES TO THE PREVIOUS QUESTIONS AND DO A SECOND BRAINSTORMING SESSION— ONLY THIS TIME WE'RE BRAINSTORMING BOOK TOPICS!

UNDER EACH OF THE 10 CONTENT IDEAS FROM THIS BLOG POST, BRAINSTORM AS MANY BOOK TOPIC IDEAS AS YOU CAN.

1. WRITE ABOUT ONE OF YOUR HOBBIES/INTERESTS.



2. WRITE ABOUT HOW YOU GOT WHERE YOU ARE RIGHT NOW.



3. WRITE ABOUT WHAT YOU WISH YOU HAD KNOWN.



4. RESPOND TO A TOPIC OR IDEA THAT YOU STRONGLY AGREE/DISAGREE WITH



5. ANALYZE THE BESTSELLING BOOKS IN YOUR INDUSTRY



6. IMAGINE THAT YOU ARE A BEGINNER IN YOUR FIELD/INDUSTRY



7. TURN ONE OF YOUR BLOG POSTS OR A BLOG POST SERIES INTO A BOOK



8. ASK YOUR AUDIENCE FOR THEIR INSIGHT



9. WHAT MISTAKES DID YOU OR OTHERS IN YOUR INDUSTRY MAKE?



10. YOUR SYSTEMS, ROUTINES AND LIFESTYLE TIPS



FINALIZE

AFTER THAT MEGA BRAINSTORMING SESSION, IT'S TIME TO GO BACK AND COMB THROUGH ALL OF YOUR EPIC IDEAS. WHICH ONES JUMP OUT AT YOU AS SOUNDING THE MOST APPEALING AND FUN TO WRITE ABOUT? WHICH ONES DO YOU THINK YOUR AUDIENCE WOULD MOST ENJOY?

LIST THE TOP FIVE ON THE NEXT PAGE!

BOOK TOPIC IDEAS

1

2

3

4

5

Now draw a star next to your top 3!

FINALIZE PART 2

FROM YOUR TOP 3, PICK THE ONE TOPIC IDEA THAT YOU WANT TO USE AS YOUR BOOK TOPIC. HERE ARE A FEW GUIDING QUESTIONS TO DETERMINE WHICH TOPIC YOU'LL USE:

- **Will this topic *solve a key problem* for my audience?**
- **Has this topic been *written about before*?**
- **Will I *enjoy writing about this topic*?**
- **Do I *know a lot about this topic*?**

NOW THAT YOU'VE MADE YOUR
DECISION...

MY NEW BOOK TOPIC IS:



BRIEF OUTLINE OF THE TOPIC:



GOOD LUCK!

NOW THAT YOU'VE DECIDED ON AN EPIC
BOOK IDEA, YOU'RE READY TO START
WRITING!

You can get more writing inspiration and
more guidance over at:

ainsleycunningham.com

And you can access the rest of our free
resources and downloads by clicking [here](#).

GOOD LUCK ON YOUR BOOK-WRITING JOURNEY!