



Don's Book Builder Blueprint

Welcome!

If you've ever said, 'Someday, I'll write my book,' this blueprint is for you. Whether you're an entrepreneur, coach, thought leader, or simply someone with a story to tell - this guide will show you exactly how to get started.

Step 1: Define Your Purpose

Why do you want to write a book? (Credibility, lead generation, legacy, etc.)

Who is your ideal reader? (Be specific - age, profession, pain points)

What transformation will your book create for them?

Pro Tip: 'A well-defined purpose keeps you focused and motivated.'

Step 2: Craft Your Book Title & Subtitle

Make it clear, compelling, and benefit-driven.

Example: 'Romancing Your Customer: How to WOW Your Prospects, Clients, and Team Every Day.'

Quick Exercise: Draft 3 possible titles and subtitles.

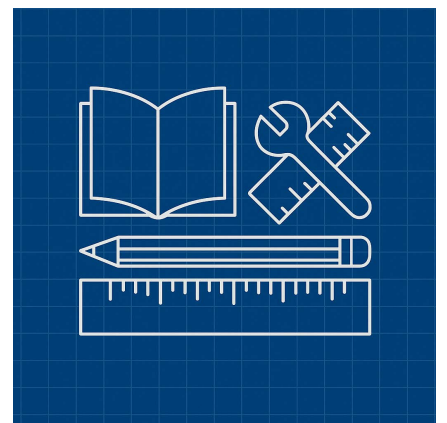
Step 3: Outline Your Book (The Easy Way)

Think in chapters as conversations.

Start with 6-10 main topics your audience cares about.

Under each topic, list 3-5 key points or stories.

Framework:



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1. Introduction (Your story & why it matters)
2. Problem (What your audience struggles with)
3. Solution (Your method, strategy, or framework)
4. Implementation (How they can apply it)
5. Case Studies or Examples
6. Conclusion & Next Steps

Step 4: Capture Your Content

Voice > Typing. Speak your book out loud.

Record yourself explaining each chapter point.

Transcribe your recordings (tools: Otter.ai, Google Docs Voice Typing).

Tip: 'Done is better than perfect. Focus on flow, not perfection.'

Step 5: Edit & Polish

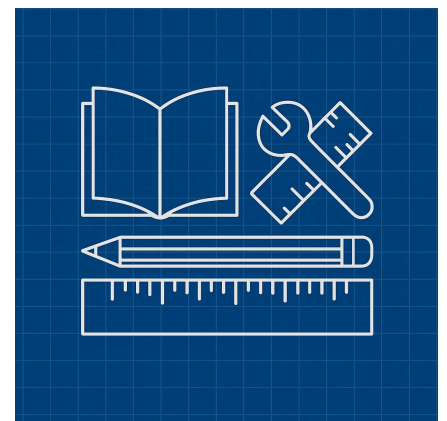
Start with your raw transcript.

Use AI tools to assist with grammar & clarity.

Keep your unique voice - don't over-edit.

Checklist:

- Clear headlines & subheads
- Short paragraphs & bullet points
- Engaging stories & examples
- Strong call-to-action at the end



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Step 6: Design & Publish

Choose a self-publishing platform (Amazon KDP, IngramSpark).

Design a professional book cover.

Format your manuscript for print & eBook.

Resources:

- Canva for DIY covers
- Fiverr/Upwork for professional help

Step 7: Launch & Leverage

Build buzz before launch (social media, email lists).

Use your book as a credibility tool.

Offer it as a lead magnet, gift for clients, or speaking engagement asset.

Bonus Tip: 'Your book is not the end goal - it's the start of new opportunities.'

Next Steps

You now have the exact blueprint to write your own book.

If you want a faster, easier path - with tools, templates, and expert guidance - check out my Book Builder Online Trainings, Conferences and Done for You Options Program.

But for today, start with this blueprint.

You're ready. Now go build your book.

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