

## Is There a Book in You?

| <b>Area</b>                   | <b>Approach</b> | <b>Action</b> |
|-------------------------------|-----------------|---------------|
| <b>Identifying Topics</b>     |                 |               |
| <b>Testing Topics</b>         |                 |               |
| <b>Picking Chapter Titles</b> |                 |               |
| <b>Arranging Title Order</b>  |                 |               |
| <b>Creating Dossiers</b>      |                 |               |
| <b>Arranging Materials</b>    |                 |               |
| <b>Writing Strategies</b>     |                 |               |
| <b>Editing Strategies</b>     |                 |               |
| <b>Publishing Strategies</b>  |                 |               |
| <b>Going Mainstream</b>       |                 |               |
| <b>Marketing</b>              |                 |               |