

BRAINSTORM to RAINSTORM

Find a person or two with publishing or copywriting experience. Invite them to discuss your book idea openly. Keep your mind open, but never fall in love with a bad idea.

STEP 1: Ask a professional (search your existing contacts and don't be afraid to approach new people). List at least 10.

STEP 2: Schedule a brainstorming session. Write down words, ideas, and focus on the benefits to readers. Record it.

Date _____ Time _____ Attendees _____

STEP 3: Distill 3-4 outcome-based titles from your discussion. Get a transcript from your discussion for future use. Mix and match title and subtitle to create curiosity or a word puzzle.

Title _____ Subtitle _____

Title _____ Subtitle _____

Title _____ Subtitle _____