

# E-BOOK BRAINSTORM

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4 Steps to Perfect E-Book Topics

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## WELCOME TO THIS QUICK GUIDE TO BRAINSTORMING E-BOOK TOPICS.

Whether you're planning to create a PDF e-book to give away as an incentive to grow your newsletter (opt-in) list or creating it to sell as a product, e-books are simple way to share your brilliance with your ideal clients and establish yourself as an expert in your niche.

**The sooner you do this the sooner your list (and your business) will grow!**

This brainstorming workbook will help you answer the first question you need to answer in the e-book creation process: **WHAT SHOULD I WRITE?**

**There are four steps. 1:** Set Your Intentions, **2:** Indulge Your Ideal Clients, **3:** Excavate Your Expertise and **4:** Find Precious Connections.

Grab a notebook and answer the questions for each step. After you've worked through these steps you'll have several topic ideas to choose from and you'll be ready to pick one and get started writing.

**LET'S GET STARTED! >**



Tip: For each step number your answers 1, 2, 3, etc. to make it easier to organize and sort.

## STEP 1: SET YOUR INTENTIONS

First be very clear about why you are creating this pdf e-book for your business. Knowing where you want to end up in this e-book journey is a key ingredient.

**Grab your notebook and answer these questions:**

*A. What business results do you hope to get out of creating a pdf e-book?  
Short-term results and long-term results.*

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*B. What do you want to be know for in your niche?*

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*C. What action do you want your ideal client to take after they've read  
your pdf e-book and soaked in your expertise?*

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*D. What does your brand stand for? Think about someone experiencing  
your brand for the first time. What do you want them to feel when they  
see and read your pdf?*

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## STEP 2: INDULGE YOUR IDEAL CLIENTS

You've set your intentions. You know what you want to accomplish with your PDF e-book. Now it's time to focus on your ideal clients.

You are here to help them get what they want out of life. You have the answers to their problems. You can answer their questions so they can make an informed decision about whether or not to work with you or buy your product.

So let's indulge them.

**10-minute brainstorming:** Grab your notebook. Set your timer for 10 minutes and write everything you can think of that answers the following questions. Don't filter or second guess yourself, just write and keep writing until your timer beeps.

*A. What problems do your ideal clients have that you can solve?*

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*B. What details about how you work do they need to know before they work with you?*

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Need a quick timer while you're online?  
Try <http://e.ggtimer.com/>

### STEP 3: EXCAVATE YOUR EXPERTISE

You've looked at things through your ideal client's eyes. Now it's time to shine a light on your expertise.

**10-minute brainstorming:** Grab your notebook. Set your timer for 10 minutes and write everything you can think of that answers the following questions. Don't filter or second guess yourself, just write and keep writing until your timer beeps.

*A. What do you do so well (w/in your niche & elsewhere) that you don't even think about the steps?*

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*B. What are the questions that your current clients ask over and over again about your product/service or your niche?*

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*C. When someone needs help w/ \_\_\_\_\_ (fill in the blank) they always ask you.*

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*D. Who have you helped recently? and What did you help them with?*

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## STEP 4: FIND PRECIOUS CONNECTIONS

Now it's time to sort through all that you've unearthed and come up with ideas for your PDF e-book.

In this step you are looking for the connections between your answers in **Step 2: Indulge Your Ideal Clients** and **Step 3: Excavate Your Expertise**. What connections, overlap of topics, do you see between your answers in Step 2 and Step 3?

Make a new list to compile these idea connections: *Precious Connections = Indulging Clients + Excavating My Expertise*

Now look at this list using the intentions you set in **Step 1** as a filter.

**Which topics best support your intentions?** Rank each idea in the list in order of how well it supports the intentions you set for yourself in Step 1.

**Look at your top 3 topic choices and make a decision which to start with first.**

**Now you're ready to write.**

### **WRITING HINT #1:**

Before you start writing take stock of the content you already have that matches your list of topic choices. This could be blog posts, course materials, videos, etc. You may be able to repackage this information or use it as a starting point for your e-book.

Check out this post: Mining Your Blog for Content Gold for tips.

<http://jewelsbranch.com/mining-your-blog-for-content-gold>

### **WRITING HINT #2:**

Stumped on a title for your e-book, download this workbook: Ripped from the Headlines for quick tips.

<http://jewelsbranch.com/wp-content/uploads/2012/04/RippedfromtheHeadlines.pdf>



### **WANT MORE FEEDBACK?**

Sign up for a free 15-minute E-Book Brainstorming Session:

<https://my.timedriver.com/Y4Z6C>

**Want to learn how to write, design and produce your own PDF e-book with feedback from me?**

**The PDF Workshop starts August 27, 2012.**

To reserve your spot or get more details email me: [christie@jewelsbranch.com](mailto:christie@jewelsbranch.com)

Early Bird Beta Pricing: \$200 (good through July 27, 2012)

Beta Pricing: \$250

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If you love what you've learned to do with this workbook come on over to **Jewels Branch Creative** and get to know me better {**Christie Halmick**}. I'm a reformed magazine designer who helps smart, savvy, quirky, and creative women entrepreneurs nourish and polish their personal online brands with full service marketing strategy and design services.

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