

Think Like A Publisher
33 Essential Tips to Write, Promote,
And Sell Your Book
by Randy Davila
Book Pitch Exercise

1. The title of my book is:

2. This is a book about (your specific topic):

3. It's for (your target audience):

4. My book's hook is: _____. (What will the reader takeaway from your book? How will they benefit? What makes your book unique?).

5. I am qualified to write this book because:

*This exercise is a modified version of one created by my friends at Red Wheel Weiser, LLC., and used here with permission.