

Elements of an Introduction

1) The Hook: Opening Interest

(The initial hook, story, or question that really kicks off the entire book)

2) The Lie: Current View

(Set the current stage of the world regarding to the topic you are exploring)

[Possibly back it up with quick Data/Stats/Research on the direct topic.]

“Everyone thinks/believes...”

3) The Truth: Your Challenge to That View

(Your view to challenge the current state of the world and offer a fresh new perspective.)

[Start with a single direct line and then briefly go into some supporting reasons.]

“But I believe...”

“The problem with that is...”

4) Your Authority: Why You

(Why are you called to write this and why are you qualified to write it)

[Using personal credentials or prior experience. If you don't have those, you can also use simple personal interest or curiosity and pull authority from other experts as you explore the topic]

“My experiences as a ____ helps me see ____...”

“I am compelled to write this because ____

“...and will be interviewing experts...”

5) Your Epic Idea

(The brief overview of the substance of what you are going to be sharing in your book)

[This is where you give about a paragraph of the meat of the concept that you will be exploring in the book and why it is important.]

“In this book, I will explore/unpack/demystify...”

6) The Audience: Who Is This Book For

[Think of your ideal reader who you are writing for/mentoring. What are they like and what do they need? Then write it in an inviting way so they know it's for them.]

Defining attributes could be (stage of life, Gender, What do they like, what they do not like, etc)

“For those who...”

“If you are looking for...”

“... this book is for you”

7) The Promise: Why Read Your Book

(Preview of coolest bits of the book, Enticing them to read the first chapter)

(This is your promise to the reader. What are you promising they will get out of reading your book.

You are promising them you will solve a problem or pain in their life, and may even go as far as subtly telling them what is at stake if they don't read it.)

“After reading this book you will find that _____”