



## Book Positioning Form

1. **Basic idea:** What is the basic idea about this subject that you want to convey through the book?
2. **Your ideal audience:** Who are you writing this book for?
3. **Pain points:** What pain points does your ideal audience experience that this book will help solve?
4. **Benefits:** How does your ideal audience benefit from reading your book?





11. **Similar books:** Your book is on display at your local bookstore. What books are shelved next to it?

1.

2.

3.

12. **Why these books:** What do you like about these books? How are they similar to your book?

13. **Elevator pitch:** Quick! In ten words or fewer, tell me what this book is about.