

Your Book Is Your Hook!

Free Book & Film/TV
Workshop
with Jennifer S. Wilkov
Creator of the
"From Thought to Sales in 90 Days"TM
Book Process

To access the workshop:

<http://www.yourbookisyourhook.com/workshop>

*IMPORTANT: Please print out this workbook
in preparation for the workshop*

Your Book Is Your Hook!

What You Have the Opportunity to Learn:

1) _____

The _____ of a rich life and what it's _____.

2) Your Definition of a _____.

The value of _____ what you _____.

Website: http://www._____.com

My teachers:

Their books:

_____	_____
_____	_____
_____	_____
_____	_____

Robert Fritz, author of *The Path of Least Resistance*:

“If you limit your choices to only to what seems possible or reasonable, you disconnect yourself from what you truly want, and all is left is a compromise.”

Your Book is Your Hook!

My Strengths

1) _____

2) _____

3) _____

4) _____

5) _____

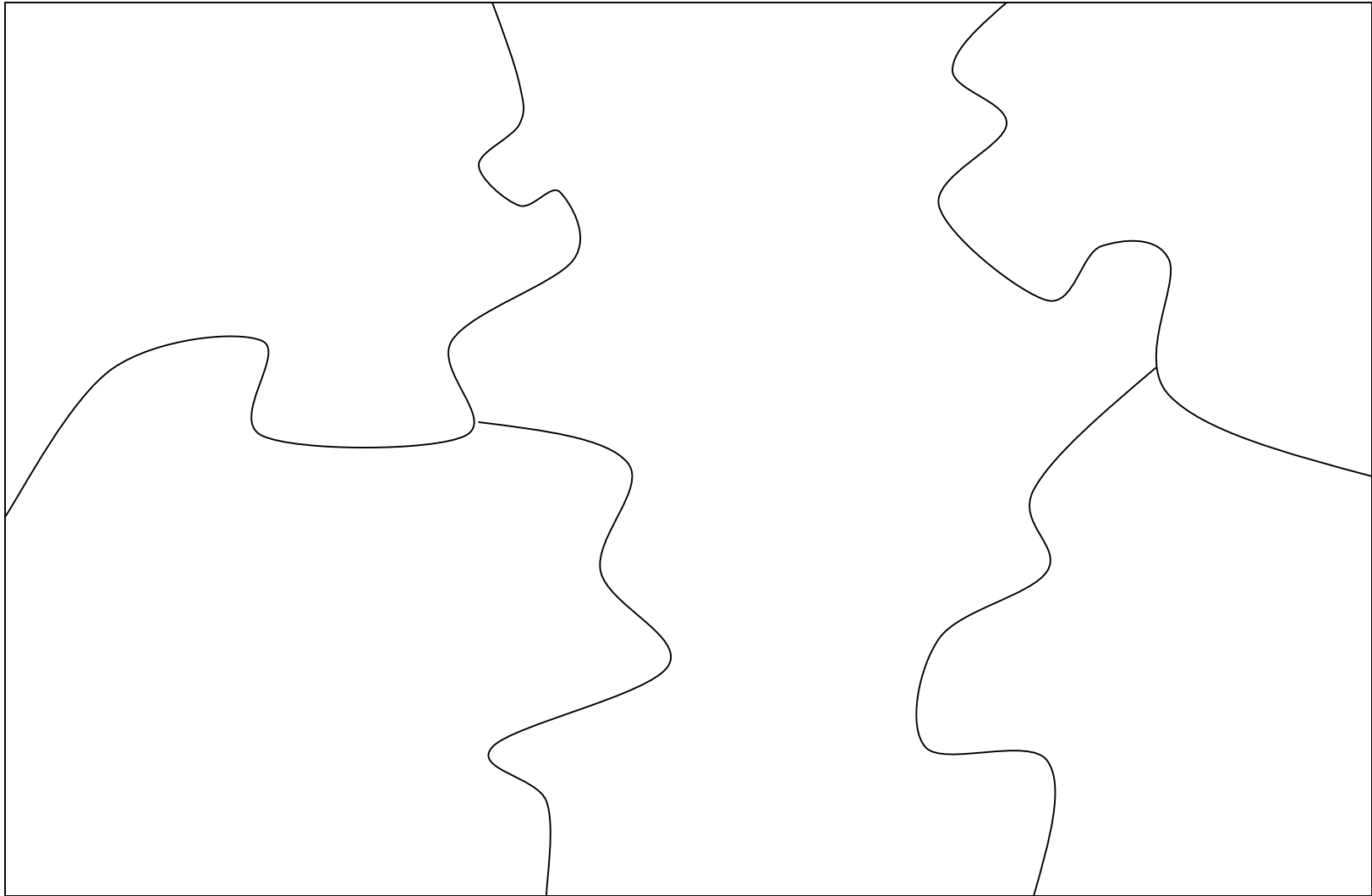
WHAT'S YOUR HOOK? To Everything There Is A Purpose...

Why this book, film, episodic or
project?

The purpose of my book, film or episodic project is to:

When someone reads my book, watches my film or
episodic project, the reader/viewer will learn:

Book/Project = Jigsaw Puzzle



Your Book Is Your Hook!

Book/Project Jigsaw Puzzle

I ----> M _____ → _____

Albert Einstein ~ "It's fun to do the impossible."

C ----> C _____ → _____

"Just when you figured out where it's at, somebody moves it."

USP _____

"If you what you always did, you'll get what you always got."

Your Book Is Your Hook!

Book/Project Jigsaw Puzzle

O _____

Thoreau ~ "In the long run, we only hit what we aim at."

Key Principle: _____

A. _____

B. _____

C. _____

Your Book Is Your Hook!

Book/Project Jigsaw Puzzle

M _____

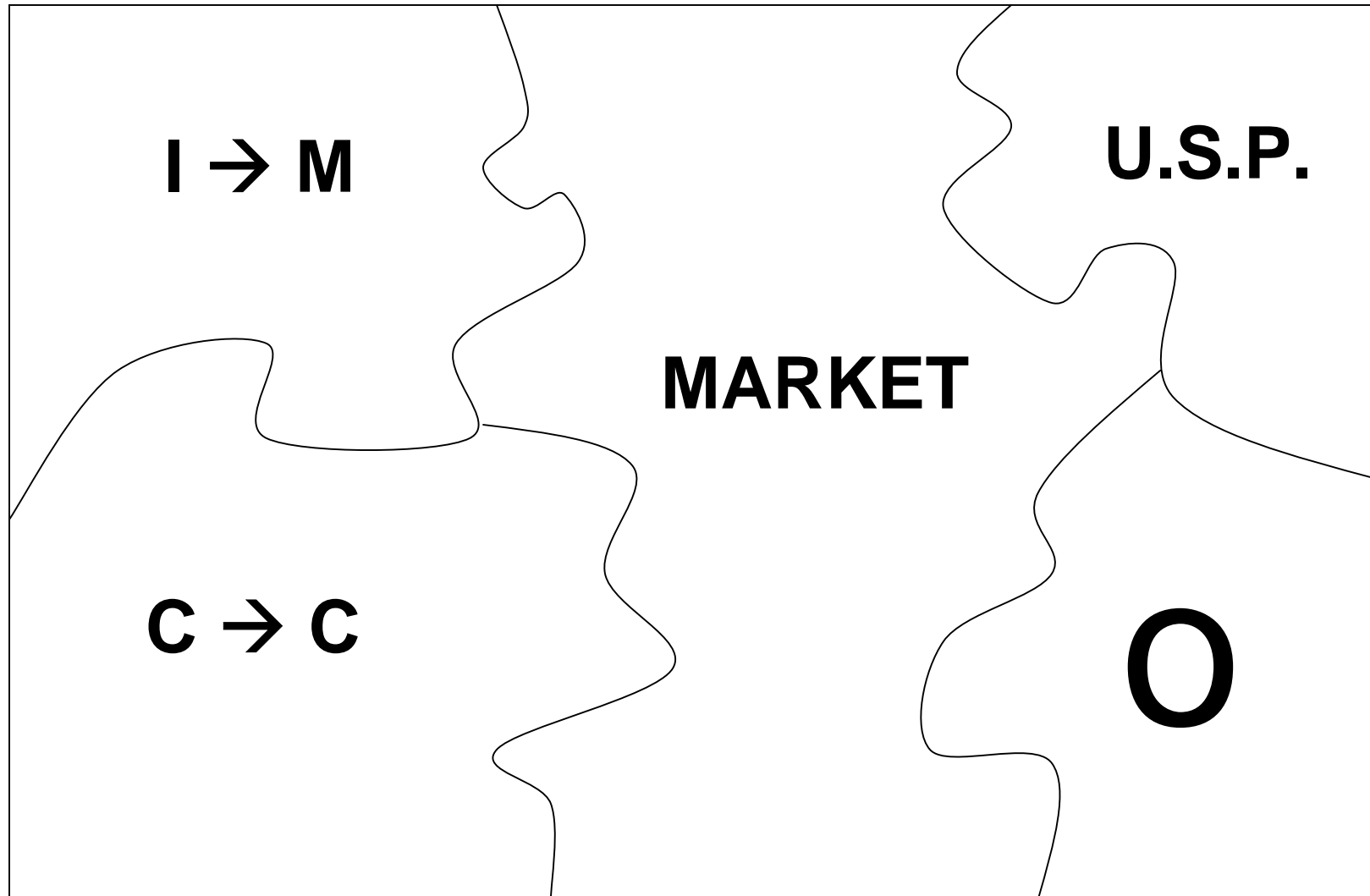
Mae West ~ "Too much of a good thing can be wonderful."

1) Who are you talking to?

2) Brainstorm with others

Ask: "Who would read this book or watch this film/program?"

Book/Project = Jigsaw Puzzle



Your Book Is Your Hook!

Positioning Your Book/Film/Episodic as Your Hook Creating Your Platform in the Marketplace

- 1) Tell people about your _____.
- 2) Position yourself as an _____.
- 3) Become a _____ in your field of expertise and industry.
- 4) _____ others in your methodology and system.
- 5) Share findings from _____ and _____ with interesting people.
- 6) Tell your _____ _____ _____.
- 7) Attract your _____.
- 8) Give as a _____ to clients.
- 9) N_____.
- 10) _____ .com
- 11) _____ .com

Your Book Is Your Hook!

Positioning Your Book as Your Hook

Creating Your Platform in the Marketplace

12) _____ .com

13) _____ .com

14) Create a _____.

15) Become a _____ for
continuing education courses.

16) Get on _____,
_____, etc.

17) Become a _____.

18) Create a _____.

Your ideas:

Your Book Is Your Hook!

Make \$ with Your Book, Film or Episodic Project

- 1) _____ sales
- 2) _____ websites
- 3) _____ programs
- 4) _____ sales
- 5) _____ with other
like-minded programs and individuals.
- 6) Have a _____.
- 7) _____ it and sell it on _____.

"Everything you want is just outside your comfort zone."
~ Robert Allen, author of *Nothing Down* and *Creating Wealth*

Your Book Is Your Hook!

To get your book, film or episodic project done,
you gotta do something.

“The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small, manageable tasks, and then starting on the first one.”

~ Mark Twain, celebrated American author and humorist

“Take the first step in faith. You don’t have to see the whole staircase. Just take the first step.”

~ Martin Luther King Jr.

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Thank you.

I appreciate your time,
interest, and dedication
to your book, film or
episodic project.

Please email questions with subject
line “Workshop Question” to:

yourbookisyourhook@gmail.com

Warmly with Gratitude and Grace,

~ Jennifer