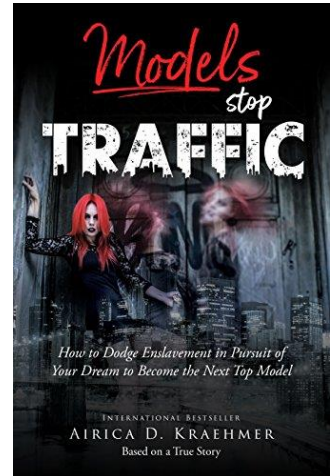


## *STORYTELLING MARKETING'S BESTSELLING NOVEL OUTLINE*



### 1. WHERE ARE YOU GOING?

YOU MUST KNOW WHERE YOU ARE GOING BEFORE YOU CAN START THE WRITING JOURNEY, OR YOU WILL END UP LIKE ALICE GOING DOWN SEVERAL RABBIT HOLES.

THINK ABOUT WHAT PROBLEM OR PURPOSE THIS BOOK IS SOLVING? ARE YOU HELPING SOMEONE? ENTERTAINING THEM?

YOU ARE THE TOUR GUIDE! WHAT MAKES SOMEONE WANT TO SIGNUP FOR YOU TO SHOW THEM AROUND?

PEOPLE LIKE TO KNOW GOOD THINGS AND VALUE IS AHEAD WHEN THEY KNOW THEY ARE PICKING UP YOUR BOOK! GIVE THEM THIS ASSURE IT IS NOT A WASTE OF THEIR TIME!

FOR EXAMPLE, WITH MY BOOK [MODELS STOP TRAFFIC](#):

THE PURPOSE OF MODELS STOP TRAFFIC IS TO HELP YOUNG WOMEN IN THE MODELING INDUSTRY AVOID EXPLOITATION IN THEIR MODELING CAREERS.

## 2. PUT THE THOUGHTS TO PAPER

BASED OFF MY EXPERIENCE AND THE PURPOSE OF THIS BOOK WHY AM I THE PERSON FOR THE JOB? THE EXPERT TOUR GUIDE HERE!

IF YOU CAN'T CONVINCe YOURSELF, YOU ARE THE BEST ONE TO RUN THIS TOUR THEN HOW WILL YOU CONVINCe ANY ONE ELSE?

IF YOU A HIGHLY VISUAL PERSON THINK OF IT LIKE THE BOARD FROM THE GAME CANDYLAND OR LIFE. THERE WERE STEPS ON THE WAY TO WINNING THE GAME. YOU CAN DRAW OUT THOSE STEPS LIKE THEY DREW OUT THE PLUM FOREST OR HEADING TO COLLEGE!

THIS WORKS FOR ENTERTAINING BOOKS TOO! JUST THINK ABOUT WHAT VALUE EACH PART OF THE STORY HAS TO OFFER THE READER!

## 3. A LITTLE BIT OF STORYTELLING MARKETING

AS HUMANS WE LIKE SYMMETRY, EVEN IF WE DO NOT REALIZE IT!

FOR EXAMPLE, WE REMEMBER THINGS IN 3'S EASILY AND WE LIKE IT WHEN DIFFERENT CATEGORIES ARE EVENLY DIVIDED. WE FEEL THROWN OFF WHEN ONE CHAPTER IS EIGHTEEN PAGES AND THE NEXT IS ONLY ONE.

NOW, YOU CAN USE THIS BOTH WAYS DEPENDING ON THE EMOTION YOU ARE TRYING TO IMPACT FOR THE READER!

FOR EXAMPLE, IN MY BOOK [MODELS STOP TRAFFIC](#) THE CHAPTER *DON'T CARESS FIRE* IS ONLY ONE PAGE. SEVERAL READERS HAVE TOLD ME THIS ONE PAGE WAS THE MOST IMPACTFUL CHAPTER OF THE BOOK BECAUSE IT DROVE OUT THE HEAVY EMOTION I NEEDED TO CONVEY TO THE READERS. PART OF THAT IS BECAUSE IT WAS SO SHORT AND HEART WRENCHING FOR BOTH THE READER AND I TO WRITE.

- PROLOGUE/INTRODUCTION
- SECTIONS (WORKS WELL FOR YOUNGER AUDIENCES)
- WHAT IS YOUR PURPOSE AND VALUE IN EACH CHAPTER AND SECTION?
- WHY SHOULD YOUR READER BE TAKING TIME TO READ THIS CHAPTER?
- HOW CAN YOUR READER APPLY THIS TO THEIR LIVES? (NONFICTION BOOKS)
- CAN I TELL A STORY WITHIN MY STORY TO HELP MY PURPOSE?
- DID MY READER GAIN KNOWLEDGE ON WHAT I WAS TRYING TO HELP THEM WITH?

## 5. WRITE, WRITE, WRITE

THERE ARE A LOT OF TOOLS OUT THERE FOR JOURNALING TO NOVEL WRITING, AND EVEN BRAINSTORMING. THE LITERATURE AND LATTE WEBSITE IS A GREAT WEBSITE FOR CREATING VISUALS IF YOU DO NOT WANT TO USE A PEN AND PAPER.



MOST OF THE TIME I OVERWRITE AND DELETE CHAPTERS. SOMETIMES THEY END UP IN THE RECYCLE BIN AND OTHERS THEY END UP IN SEQUELS.

BASICALLY, MY FIRST DRAFT IS MORE ABOUT DISCIPLINE THAN QUALITY. WRITE ALL YOU KNOW DOWN AND THEN PULL AND ADD AS NEEDED IN YOUR EDITING PROCESS. IF YOU ARE ONE OF THOSE THAT ARE NOT GRAMMAR EXPERTS, THEN STORYTELLING MARKETING HAS GREAT EDITING SERVICES AVAILABLE.

WE EVEN HAVE BESTSELLING AUTHOR CLASSES AVAILABLE [HERE](#).

IN LIFE WE OFTEN NEED ROAD MAPS, GPS, OR TO STOP AND ASK FOR DIRECTIONS. DEVELOPING A SOLID OUTLINE WILL REALLY HELP YOUR WRITING PROCESS.

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