

Business book brief template

Version 10 October 2026 · greenfieldpublishers.com

1. THE READER

Describe one reader, their role and the situation in which they would reach for this book. Avoid trying to address every audience at once.

Reader and situation: _____

Problem they want to solve: _____

What they already know: _____

What they should be able to do after reading: _____

2. THE CENTRAL ARGUMENT

Complete: This book helps [reader] make [decision or change] by explaining [your method, experience or argument].

Why your approach matters: _____

What the book deliberately leaves outside its scope: _____

3. YOUR SOURCE MATERIAL

☐ Talks or presentations

☐ Articles, notes or research

☐ A partial or complete draft

☐ Interview availability

☐ A documented method or framework

☐ Permissioned examples

Source / location / intended chapter: _____

What can be shared with a writer: _____

What requires permission or anonymisation: _____

Claims that need independent support: _____

4. A CHAPTER MAP

Draft five to eight chapter questions before choosing clever titles.

For each chapter record: reader question, key idea, example, supporting source and practical takeaway. Each chapter should move the argument on.

Chapter question: _____

Key idea: _____

Example and permission status: _____

Supporting source: _____

Reader takeaway: _____

5. VOICE AND REVIEW

Three words describing your voice: _____

One paragraph or talk that sounds like you: _____

Voice or tone to avoid: _____

Author reviewer and availability: _____

Other reviewers and their role: _____

How conflicting feedback will be resolved: _____

6. PROJECT SCOPE TO DISCUSS

Starting material and approximate length: _____

Interview, writing and research needs: _____

Editing, design and edition needs: _____

Preferred timing and real external deadlines: _____

Author responsibilities and approvals: _____

Revision rounds, files, rights and account access to agree: ____

7. A USEFUL SUCCESS DEFINITION

Describe the intended use: explaining a method, supporting a talk, preserving an argument or making expertise accessible to readers.

Separate deliverables you can approve from sales or publicity outcomes that depend on readers, distribution and promotion.

Intended use: _____

Deliverables and approval criteria: _____

Prepared with AI assistance. This original worksheet is a planning aid.

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