

# Proven Book Structure for Concept + Story Format

## Utilize Ethos (character), Logos (logic) & Pathos (empathy)

### 1. Introduction / Big Idea

- Hook the reader with a problem they deeply feel (“This affects nearly everyone, but few know why...”).
  - Share a personal story or striking statistic that makes the issue relatable. Ideally this is your journey of transformation where you go through an arc of change.
    - Your world before
    - Call to adventure – the new way of living
    - Obstacles
    - Your initial refusal to respond
    - Who or what tried to block you?
    - What there a guide (mentor?)
    - What was the demarcation line that made you go for it?
    - The critics, tests, enemies and allies
    - Was there a moment of utmost pressure?
    - Was there a moment when you had a permanent break from the past – no more going back to the old ways?
    - Was there a moment when it seemed to die? Massive failure or disappointment.
    - Was there an epiphany that got you through that dark time?
    - What is life like now on the road back?
  - State the **core promise** of the book (what life could look like if they grasp and apply your concept).
  - Be relatable
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## 2. Framework of Key Concepts

Organize your book around **3–7 big principles**. Each principle becomes a chapter (or even a section with several chapters). Within each principle, use the following flow:

### Chapter Template – STORY SANDWICH

#### 1. Open with a story – THE BREAD

- A vivid real-life or historical example that draws the reader in.
- Can be your story, someone else's, or even a famous case study.
- The story should illustrate the *problem* or *truth* you're about to explain.

#### 2. Explain the concept – THE MEAT

- Lay out the lesson, insight, or truth in clear, simple terms.
- Use analogies, metaphors, or visuals to make it stick.
- If research or Scripture applies (depending on your angle), include it here.

#### 3. Amplify with more stories/examples – THE CONDIMENTS

- Show the concept at work across different contexts (business, relationships, health, faith, etc.).
- This helps readers see it's universal, not isolated.

#### 4. Practical Application – THE DOGGIE BAG

- Give readers a takeaway: a step, reflection question, or exercise they can try.
- This makes the book actionable, not just inspirational.

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## 3. Case Study / Deep-Dive Stories

After introducing all your key concepts, consider including a few chapters that are primarily stories, showing how the whole framework works in real life. These become memorable illustrations that stick with readers.

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#### 4. Conclusion / Call to Action

- Reiterate the big idea.
  - Remind readers of the transformation possible.
  - End with an invitation — not just to believe the concept, but to *live it out*.
  - Often this is another powerful story that ties the journey together.
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#### Extra Tips

- **Story Ratio:** Aim for 50% story, 50% teaching. Readers remember stories more than abstract principles.
  - **Chunking:** Keep chapters fairly short (8–15 pages) so momentum stays strong.
  - **Thread:** Weave a recurring theme, metaphor, or personal journey throughout so the book feels cohesive.
  - **Reader Engagement:** Reflection questions, journaling prompts, or “this week, try this. It makes the book interactive.
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