

# POCKET GUIDE PROFITS

How a Small Book Creates Big  
Impact and Consistent Leads

KEVIN MULLANI

## **POCKET GUIDE PROFITS**

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# INTRODUCTION

## Why Your Business Needs a Small Book with a Big Purpose

There's a quiet shift happening in how the most trusted experts and thought leaders are showing up in the world—and it's not flashy. It's not a viral TikTok or an email sequence filled with urgency. It's not a complicated webinar funnel, or a 12-week launch campaign...

It's something smaller. Simpler. Surprisingly potent.

It's the rise of the *pocket guide*—a short, purposeful book that builds authority, generates leads, and opens doors without overwhelm or gimmicks. If you're holding this guide, you're likely wondering if that kind of tool could work for *you*. You're not alone. Many experts and business owners feel stuck between two equally frustrating options: do nothing, or do *everything*. Either they avoid content altogether because it feels too big... or they get lost in the weeds of too much strategy, too many tools, and not enough traction.

This guide is a third path. A different way to think. Let's talk about why a pocket guide might just be the smartest marketing asset you'll ever create.

## Why Most Lead Magnets Don't Work Anymore

We've all heard the same advice: "Create a freebie to grow your list." The world of online business is flooded with checklists, cheat sheets, swipe files, free challenges, and endless "value-packed" PDFs.

And at one point, they worked. People were eager for any resource that could help them solve their problems faster. But now? The game has changed.

Attention spans are shorter. Expectations are higher. And most free content simply doesn't deliver what it promises. Consumers have been burned by opt-ins that lead to nothing more than a shallow overview or a thinly veiled pitch. They're skeptical—and rightly so.

You've probably seen it firsthand. Maybe you've created something to give away, shared it with your audience, and waited for the leads to come in... only to be met with silence. Or maybe you've downloaded someone else's free guide and realized, within minutes, that it wasn't worth the click.

The problem isn't with giving something away. The problem is that most lead magnets aren't positioned to build trust. They're transactional: "Give me your email, and I'll give you this thing." What's missing is the *relationship*.

In a world flooded with content, trust is your most valuable currency. And trust isn't built through tactics—it's built through clarity, usefulness, and depth.

That's exactly what a pocket guide offers.

## What Is a Pocket Guide—and Why Does It Work So Well?

A pocket guide is a short, focused book—usually between 10,000 and 20,000 words—that solves a specific problem for a specific reader. It's designed to be read in one sitting, referenced often, and shared freely. It's not a full-length book. It's a condensed piece of thought leadership that gives just enough to create transformation—and leaves the reader wanting more.



Unlike traditional lead magnets, a pocket guide positions you as an expert from page one. It shows your audience that you understand their problem and, more importantly, that you have a process to solve it. It invites them into a relationship. And it does it without trying too hard.

Think of it like this: A webinar asks for your time. A PDF asks for your attention. But a well-written, well-positioned pocket guide earns your *respect*.

It demonstrates, rather than educates, why you're someone worth listening to. And once you've earned that trust, the rest becomes easier—conversations, conversions, collaborations. They all flow more naturally when your expertise is already clear.

In essence, the pocket guide becomes your quiet, confident representative in the room when you're not there. It opens doors, softens resistance, and elevates perception—without you having to prove yourself over and over again.

## Who *This* Pocket Guide Is For

This guide was written with a specific reader in mind. You may be a coach, consultant, expert, or professional who solves meaningful problems. You likely have a framework, process, or perspective that gets results. It doesn't matter if you have a small audience, or a growing one. It doesn't even matter if you have a book already—or feel overwhelmed by the thought of writing one.

All that really matters is that you want to be taken seriously and seen as the expert you are. And you want to grow your business with a greater sense of alignment and ease.

What you probably don't want is more noise. More tech. More complexity. More strategies that feel like they take more than they give.

You want a path that feels natural—something that allows you to lead with value and still drive real results.

If any of that resonates, then you're exactly who this guide was written for.

## Why I Wrote This Pocket Guide

I've spent years helping experts write and publish nonfiction books. I've watched authors go from invisible to in-demand—not because they were louder, but because they were *clearer*. They had a message, a methodology, and the courage to put it into a form that others could hold in their hands.

But I also saw something else. I saw how overwhelming it could be to write a full book. Most entrepreneurs and business owners work twice as much (if not more) than the average 9-5 worker. They didn't have time to sit down for weeks, or months, or worse, to write their masterpiece. And even more common, most simply didn't know where to start. And I thought ... there has to be a simpler way.

The first time I tested a pocket guide, it changed everything. I created a short book that spoke directly to one key problem my audience was facing. It wasn't fancy. It wasn't long. But it was *useful*. And within days of releasing it, the response was clear.

People read it. They shared it. They opted in. They asked to work with me.

That's when I realized that a pocket guide isn't just about content. It's about positioning; influence; and giving people a chance to experience the *best* of what you offer—quickly, meaningfully, and without resistance.

I began building a process for it. I helped clients write their own. And I saw the same pattern over and over again: greater clarity, stronger leads, and a deeper sense of confidence in how they showed up in the world.

This guide is the distillation of that process.

## What You'll Learn (and What You'll Walk Away With)

By the time you finish this guide, you'll have a clear understanding of:

- Why a short book outperforms traditional lead magnets
- The answer to the question, "Where do I start?"
- How to choose the right topic to attract your ideal clients
- How to structure your guide for clarity and momentum
- How to write it—fast and without overthinking
- How to use it as a strategic tool across your business

But beyond the strategies and steps, I hope you'll walk away with something deeper: a shift in how you see your own expertise. A renewed sense of possibility, and the confidence to put your ideas into the world in a way that feels authentic—and gets results.

You don't need to wait to be "ready."

You don't need a huge audience or perfect branding.

You just need to solve one problem well—and give people a taste of what it's like to work with you.

This guide will help you do that.

## A Final Thought Before We Begin

There's no shortage of ways to build your business. You could spend weeks setting up funnels, months recording content, or tens of thousands hiring a marketing team. And for some, those routes might make sense.

But if you're looking for a faster, leaner, and more elegant solution that leads with value and shows up with clarity ... you're ready to attract the right people and build real trust ... then this guide is your first step.

We're about to unpack a framework that you can use again and again—not just to grow your list, but to grow your reputation, your reach, and your revenue.

I'll walk you through the strategy, the structure, and the steps. All you have to do is bring your expertise and your willingness to begin.

Let's get started.

# CHAPTER 1

## Why the Pocket Guide Works When Other Lead Magnets Fail

If you've been in business for any length of time, you've likely been told the same thing over and over again: "You need a lead magnet." And it's not bad advice. In theory, a lead magnet—a free piece of content given in exchange for an email address—helps attract potential clients, build your list, and begin nurturing trust.

But let's tell the truth about what's really happening out there.

Most lead magnets don't *lead* anywhere.

They sit unopened in download folders, forgotten and collecting dust. And worst of all, they fail to do what they were designed to do: make your audience feel seen, understood, and eager to take the next step with you.

This chapter is about understanding *why* that's happening—and why the pocket guide model flips these problems in your favor and actually generates leads ... which leads to profits.

## The Real Problem: Mistrust and Content Fatigue

We live in a world flooded with content. Every day, your potential clients are bombarded with "free value" from every direction—social media posts, podcasts, newsletters, online summits, mini courses, and yes, hundreds of lead magnets. They've become so accustomed to clickbait and over-promising opt-ins that their default response is skepticism.

So when you offer yet another PDF or freebie, even if it's well-meaning and helpful, there's a good chance they'll ignore it. Not because your content isn't good—but because they've been conditioned to expect that it *won't be worth their time*.

That's not just a marketing challenge—it's a trust crisis.

Your reader is asking themselves:

- *Is this going to waste my time?*
- *Is this just a teaser to upsell me?*
- *Am I going to have to figure out how to apply this on my own?*

If the answer to any of those is even a hesitant "maybe," you've lost them.

This is where most lead generation strategies fall apart. They rely on flashy hooks and baited headlines, but they fail to create a meaningful shift in how the reader sees themselves—or sees you.

## Why Pocket Guides Are Different

The pocket guide is not just a tactic. It's a positioning tool.

Unlike a surface-level checklist or "Top 10 Tips" sheet, a pocket guide allows you to go deeper. You can walk your reader through a clear idea, offer insight into your philosophy, and present your simple but valuable process—all within a compact, manageable format that respects their time.

There's no fluff. No filler. No bait-and-switch. Just a thoughtful, well-structured solution to a real problem your audience is trying to solve.

In doing so, the guide positions you not as a marketer, but as a mentor. Not as someone who's just trying to capture attention—but as someone worth paying attention to. It creates what marketing guru Seth Godin calls a “moment of enrollment”—a shift in perspective where the reader not only sees a new possibility but feels compelled to **act** on it.

## Why Other Solutions Fail

Let's break this down and take an honest look at a few popular lead magnet approaches—and where they fall short:

### 1. The Webinar

Yes, live or automated webinars can be powerful when executed perfectly. But they require scheduling, tech integration, and often a lot of “performance.” They're also high-commitment for the audience. Most people simply won't show up unless they already trust you—which defeats the whole point of the lead magnet in the first place.

### 2. The Checklist or Cheat Sheet

These are easy to create, which is part of the problem. Because they're everywhere, most feel like they are low value, almost disposable, even if they aren't. They may deliver a quick dopamine hit of “I learned something,” but they rarely offer enough depth to influence a buying decision or form a relationship.

### 3. The Free Mini-Course/Masterclass

Better in theory than practice. These tend to suffer from low completion rates, poor engagement, and often create a sense of overwhelm rather than clarity. Often, the mini-course/masterclass asks people to commit to multiple videos, large time blocks, and a multitude of action steps before they even know if they like your teaching style.

### 4. The Newsletter Sign-Up

“Join my list for updates” worked in 2006. Now, unless someone is already a fan, this offer feels vague and self-serving. People need a compelling reason to give up their email address, and “updates” just don't cut it.

These aren't *bad* tools. But they tend to fail when they're offered out of context, or without enough trust to support them. A pocket guide solves this trust gap by doing something radically simple: delivering value *in the form people actually want to consume*. A well-done pocket guide is inviting, not intimidating. It feels intimate and personal, which is a feeling that is disappearing from marketing more and more.

## The Pocket Guide Model: Clarity, Confidence, Conversion

The true power of the pocket guide is in its compact completeness. It's not just a teaser or a taste—it's a complete experience in miniature.

Done well, your guide will:

- **Demonstrate your thought leadership** without preaching
- **Solve one core problem** without trying to be everything to everyone
- **Create an emotional shift** that inspires your reader to take the next step
- **Introduce your method or framework** in a way that's easy to understand—and easy to trust

This is not just a lead magnet. It's your positioning asset. It's your conversation starter. It creates the “aha!” moment with the reader that's needed to set you apart from others in your field.

Your pocket guide becomes a magnet not just for emails, but for aligned clients—people who are already sold on your approach before they ever get on a call. It weeds out tire-kickers and shines a light on the path to your services for those who have proven they are ready to take action.

## Common Myths that Hold Back Your Brilliance

All too often, people don't even consider writing a short book to serve as a marketing asset. Sure, most have considered writing a full-sized book, but that takes a tone of time and effort. Doesn't it? Most people aren't even aware of this “new kid” on the block that delivers the same impact. So, let's address a few objections you might be feeling that are keeping you skeptical.

Here are the top three concerns from clients I hear, and the truths that dismantle them:

### 1. “I'm not a good writer.”

Writing a pocket guide isn't about being poetic or perfect—it's about being *clear*. You don't need to be Hemingway. You need to know what problem you solve and how to explain it simply. If you can talk someone through your process, you can create a pocket guide. Tools like A.I. can help shape and structure it if needed—you just provide the expertise.

### 2. “Books take too long to write.”

Full-length books? Yes. Pocket guides? No. With the right framework, you can complete a polished, persuasive guide in a long weekend or less—**without sacrificing quality**. In fact, the constraints of a short format help you stay focused and finish faster.

### 3. “Nobody reads anymore.”

People don't read *junk*. They don't read content that feels like homework. But they *do* read clear, short, helpful guides that solve urgent problems—especially if the promise is specific and the content delivers. Plus, you're reading this pocket guide right now, so ...

## A Shift in Perception

Let's reframe the entire concept of lead generation. This isn't about list size or click-through rates. It's about creating a **bridge between you and the people you're meant to serve**.

Your guide is a handshake, a hello, an opening offer of trust. And once you have it, it becomes a tool you can use across platforms:

- On your website as an opt-in gift
- On podcasts as a free listener bonus

- On webinars as a value-add
- In live conversations or DMs as a next step
- At speaking engagements as a digital or printed takeaway

It's not just a piece of content. It's an asset. And assets, when built well, continue to work for you and provide a real return on your investment *loooooong* after the work is done.

## Why This Is Easier Than You Think

This doesn't require a huge time investment or a complete shift in your business model. You don't have to start from scratch. In fact, you probably already have most of the content you need—in blog posts, webinars, talks, or conversations with clients.

What you need now is structure and a little focus. And, you need a framework that brings your expertise into a package that's easy to consume and impossible to ignore.

And that's exactly what the next chapters will give you.

## A Final Thought on Why Pocket Guides Work

Before we dive into the steps of creating your own pocket guide, I want to invite you into a mindset shift. Let go of the pressure to be everywhere. You don't need to go viral. You don't need to have the best funnel in the world. You just need to offer something *real*. Something helpful. Something that positions you as a leader in the eyes of the right people. You're already the expert. Let's make sure your next lead magnet reflects that.

Ready? Let's build your guide.

## CHAPTER 2

### Step Into Strategy: The First Step to Writing ANY Size Book

Before we dive into the how-to of writing your own pocket guide, I want to pause and give you something more valuable than a writing formula.

I want to give you a map. If you've ever wondered where to start when writing a book, this is it!

Because here's the truth: most books—especially lead magnets—fail because the strategy is missing, not because the writing is bad. When the message isn't clear, the audience is undefined, and the problem is too vague. And the end result is a well-meaning book that doesn't convert, connect, or create authority.

What you need isn't just structure. You need strategy.

Introducing **M.A.P.I.T.OUT**. A Framework that is designed to provide purpose to you, your business, and the reader, and give you the foundation you need for an incredibly impactful pocket guide.

### Strategy Before Structure

If you were planning a trip to a brand-new city, you wouldn't just hop in your car and start driving. You'd look at a map, decide on your destination, find the fastest route, and make sure you knew what to expect along the way.

Writing a pocket guide is no different.

Before you begin drafting or designing anything, you need to know where you're going—and who you're trying to reach. You need clarity on the problem you're solving, how your market behaves, what your competitors are doing well (and where they're falling short), and how your solution fits into that larger landscape.

Only then should you start to write.

The M.A.P.I.T.OUT framework gives you a step-by-step strategic path to follow so you don't waste time writing a book that no one needs—or worse—a book that doesn't reflect the expertise and clarity you already have.

It stands for:

- **M** – Market
- **A** – Audience
- **P** – Problem
- **I** – Inspect the Competition
- **T** – Test
- **OUT** – Outline

Each of these letters represents a tactical phase of the strategy that will shape not only what you write but *why* you write it and how it positions you once it's published. Take a brief look at an overview of each phase before we dive deeper into them.

## M — Market: Identify the Bigger Conversation You’re Part Of

Your book doesn’t exist in a vacuum. It lives in a larger ecosystem of ideas, trends, and conversations. Before you can position your guide, you need to know what broader market you’re speaking into. Are you in the health space? Wealth? Relationships? Business growth? Productivity? Each of these has its own language, audience expectations, and publishing norms.

This step will help you understand the landscape so you can choose the right lane—and stand out in it.

## A — Audience: Clarify Exactly Who You’re Talking To

It’s not enough to say your book is “for business owners” or “anyone struggling with growth.” That’s too vague. In this phase, we’ll get laser-specific about your ideal reader: what they believe, what they’re struggling with, what they’re searching for late at night, and what kind of transformation they’re hungry for.

Because the more clearly you understand them, the more powerfully you can write to them.

## P — Problem: Solve One Small Thing Really Well

Your pocket guide doesn’t need to cover everything you know. In fact, it shouldn’t. One of the most common mistakes I see is trying to write a book that offers an entire transformation when all your reader really wants is the first step ... or in some cases, *any* step!

In this phase, we’ll help you pinpoint one meaningful problem your guide can solve—something specific, urgent, and easy for the reader to say *yes* to.

## I — Inspect the Competition: Learn from the Best (and the Worst)

Rather than fearing competition, we’re going to study it. This phase teaches you how to look at other bestselling books in your category and extract valuable information: what titles and subtitles are working, what promises are being made, what readers love (and hate) about them, and how those books are priced, structured, and presented.

All of that becomes strategic fuel for positioning your own guide more effectively.

## T — Test: Validate Your Idea Before You Write

How do you know your idea will resonate before you invest time writing it? You test it. You float it out into the real world—through social posts, short-form content, or simple offers—and measure the emotional response. Not just engagement, but alignment. Not just clicks, but conversations.

This phase will show you how to test wisely so you can move forward with confidence.

## OUT — Outline: Create a Guide That Practically Writes Itself

Once your market, audience, problem, and message are validated, it’s time to outline. This is where we start to shape your actual book, using a framework that’s been tested across industries and niches. You’ll learn how to structure your Introduction, Foundation, Steps, and Conclusion so they flow naturally and lead your reader toward a clear outcome.



This final phase is where your expertise becomes a book—and your book becomes a business tool.

## Why This Framework Works

Each of these steps is designed to eliminate guesswork. Instead of wondering, “*What should I write?*” or “*Is this good enough?*” you’ll know, based on research, resonance, and relevance. Have you ever heard the phrase, “*trust the data*”?

M.A.P.I.T.OUT transforms your writing from an abstract creative exercise into a strategic business move using super focused data. And when you follow it, you’re not just creating a pocket guide. You’re building an asset—one that reflects the clarity and authority your audience has been waiting for.

## The Next Chapters: One Letter at a Time

Starting in the next chapter, we’ll explore each phase of the M.A.P.I.T.OUT framework in depth. You’ll see examples, get access to tools and prompts, and walk away with the exact information you need to apply each step to your own guide.

You don’t need to rush. Take this one phase at a time. Allow the strategy to shape your structure, and you’ll be amazed at how quickly your message takes form—and how powerfully your guide positions you when it’s done.

Let’s begin with the foundation of it all—**Market**.

## CHAPTER 3

### M — Market: Find the Right Category to Compete and Win

If you’ve ever felt like you were shouting into the void—posting, promoting, and publishing, but still not gaining traction—it might not be because your message is wrong. It could simply be that you’re standing in the wrong market.

A market is the location where people are trying to find answers. More importantly, it is the location where you will present your ideas to the hungry crowd. And just like different physical markets around town, each one has its own climate, culture, competition, and products available to consumers. If you want your pocket guide to stand out, gain attention, and lead to opportunities, you must first understand the market you’re stepping into—and how to position yourself within it.

#### Why Your Market Matters More Than You Think

When people say things like “my book didn’t sell” or “my lead magnet didn’t work,” what they often mean is, *I didn’t put it where the right people could find it.*

No matter how well-written your pocket guide is, if it’s sitting in the wrong market—or if it’s misaligned with the language and expectations of that market—it won’t perform. On the flip side, when you align your message with an active, relevant market, everything starts to click. Readers show up, engage, share, and return for more.

So, before you write a single word of your pocket guide, we’re going to take a closer look at the world it’s entering, and we’re going to do it strategically.

#### Step One: Understand the Three Core Market Categories

Every successful book, course, product—especially within business and personal development—lives in one of three *core* markets:

1. **Health** – Examples include physical well-being, mental health, nutrition, fitness, stress, aging, and healing.
2. **Wealth** – Examples are business growth, entrepreneurship, side hustles, career advancement, marketing, money management, and investing.
3. **Relationships** – Examples include personal relationships, communication, parenting, love, networking, and social connection.

Your guide might touch more than one area. You might even be able to make a case for all three! But for clarity—and marketing impact—it’s important to choose **one** as your *primary* core market. This will help you keep your messaging consistent from ads through the thank you page after purchase. Once you’ve mastered one core market, then you can expand into another if it makes sense.

Think about your business goals. Is your reader trying to feel better? Earn more? Improve connection? Choosing the right core market helps you craft a message that speaks to existing desires and taps into a larger, ongoing conversation.

## Step Two: Narrow Down to a Specific Niche

Once you've identified your core market, it's time to niche down. Specificity is what makes your pocket guide discoverable and desirable. Think about the way you search for a book on Amazon. Do you type in, "a good book" and hope Amazon knows what you need? No. You're probably typing something more like, "books on reducing anxiety without medication," or "books on pricing strategies for freelancers."

Your goal is to find the category (or even sub-categories) where your pocket guide can live *and* win.

Here are a few tools to help you niche wisely:

### Amazon Category Search

- Go to the Kindle Store or Books section on Amazon.
- Search books similar to what you're writing.
- Scroll down to "Product Details" and look at the **Best Sellers Rank**.
- Click the hyperlinked categories to explore related subcategories.
- Make note of where your competitors are publishing—and if those categories are good for you too.

### Google Trends & Search Suggestions

- Go to Google Trends and compare different phrases your book could target.
- Look at the rising queries and related topics.
- Use Google autocomplete to explore how people naturally phrase their problems.

**Pro Tip:** Tools like Publisher Rocket (a paid tool) can fast-track this process by pulling keyword data, competition levels, and category insights in seconds.

## Step Three: Determine Intensity of Competition

One concept, popularized by the book *Blue Ocean Strategy*, helps you think about your market through the lens of opportunity:

- A **Red Ocean** is a saturated market. It has lots of competition and noise. The market is swarmed with sharks creating bloody red water. Think weight loss or online marketing. It's harder to stand out, but easier to tap into proven demand and a guarantee there are plenty of people there.
- A **Blue Ocean** is less crowded. It may feel riskier, but it allows you to define your niche more clearly. Think AI tools for local business owners, or pricing strategies for spiritual entrepreneurs. This is often *too* new of an area and doesn't provide a good place to "fish" for prospects. Nobody is there yet, so you have to work much harder.

Your goal isn't to avoid the red ocean, or create an entirely new blue ocean. Rather, it's to carve out a blue space inside of the bloody water. This often happens by niching more deeply, solving a more specific problem, or using a unique framework to differentiate yourself.

## Step Four: Study Trends, Not Just Topics

Markets shift. What's relevant today may feel stale tomorrow. That's why it's helpful to look not just at categories, but at *trends* inside those categories.

Use these signals to guide timing and language:

- What kinds of books are climbing the charts right now?
- What problems are becoming more urgent in your industry?
- What language are your potential readers using in online forums or social media?

A well-timed pocket guide can become a powerful “authority moment”—positioning you as a thought leader just as a conversation is heating up.

**Pro Tip:** Search Reddit or Quora for your topic. Look for questions that get lots of engagement. My personal favorite is the website called [answerthepublic.com](http://answerthepublic.com). AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword. It's a goldmine of consumer insight you can use to create fresh, ultra-useful data to support your products, and services. Or in this case, your pocket guide.

## Your Market Snapshot

Take a few minutes and treat each of the sections in this chapter as an action step to determine the information you need to know about your market. By the end of this chapter, you should have a working draft of your Market Positioning Report. It should include:

- Your core market: Health / Wealth / Relationships
- Your specific niche, or subcategory(s)
- Whether you're entering a red or blue ocean—and how you'll stand out
- Some common questions or complaints from potential customers
- Keywords and trends you want to align with

If you need help organizing this data, go to [www.PocketGuideProfits.com/pg-resources](http://www.PocketGuideProfits.com/pg-resources) and download the workbook. It has worksheets for each phase of the M.A.P.I.T.OUT system to help you stay organized. Or, scan the QR code. 📱

Understanding the information in the market you “live” in will be critical. The data will guide not only what you write but *how* you write it, what tone to use, what outcomes to promise, and what examples to include.



## Final Thought on Understanding Your Market

Your pocket guide is like a seed. It may be powerful and full of potential—but if you plant it in the wrong soil, it won't grow. Choosing the right market is about choosing fertile ground. It's about ensuring your brilliance has a place to take root, expand, and be seen.

In the next chapter, we'll move from “where” to “who.”

Because once you know the right market, the next step is identifying the person inside that market who's searching for exactly what you have to offer.

Let's meet your reader.

## CHAPTER 4

### A — Audience: Speak Directly to the Right Person

One of the most common reasons a book—or a business—fails to connect is because it tries to speak to everyone. And in trying to reach everyone, it ends up reaching no one. You’ve probably heard that advice before. But when it comes time to actually define a target audience, many entrepreneurs get stuck. They say things like:

“My work can help so many people... I don’t want to limit myself.”

“I don’t want to exclude anyone.”

“What if I choose the wrong niche?”

These are understandable concerns. But here’s the where it fails the logic test: **when you try to write for everyone, the right people won’t hear you.** They won’t feel like you’re speaking to them. They’ll skim, shrug, and move on—because nothing about your message stands out in their world and shouts, “Hey, this solution is specifically for you!”

So in this chapter, we’re going to get specific. We’re going to find *your* reader—the one person you’re writing your pocket guide for. The person who’s already looking for a solution. And, the one who will read your words and feel like they were written just for them.

Because once you speak *directly* to *that* person, everything else becomes easier.

#### Why You Need One Clear Reader

It’s tempting to generalize. You want your guide to help coaches and consultants and service providers and creatives and corporate folks and maybe people in transition too. But while your *offerings* may eventually serve a wide range of people, your **pocket guide needs a narrow focus.**

Think of it like a conversation at a networking event. If you stood in the middle of a room and shouted general advice to a crowd of strangers, you’d likely be ignored. But if you walked up to one person, looked them in the eye, and said something that perfectly described what they’re struggling with... you’d have their full attention.

This chapter is about crafting that one-on-one conversation. Not to limit you—but to liberate you from vague messaging that doesn’t land.

#### Who Are You *Really* Trying to Help?

Let’s begin by asking a better question than “Who is your audience?” Ask yourself, “Who am I most called to help improve their life?” That word—*called*—matters. Your reader shouldn’t be just a target market. They should be someone you understand, respect, and someone whose transformation genuinely excites you. That kind of connection translates into your writing. It adds empathy, focus, and makes your words feel alive.

A follow-up question would be, “Who am I most capable of helping improve their life?” Somewhere in the middle of this Venn Diagram is the perfect reader for you.

Start by answering these prompts:

- Who have I helped before with great results?
- Who seems to “get” me and what I do?
- Who is already in my ecosystem, even if just quietly watching?
- Who would I love to work with more?

Write down your answers. Look for patterns. You’re not just looking for data—you’re feeling for resonance.

## Building Your Reader Avatar

Once you’ve identified the type of person you want to reach, it’s time to build your **Reader Avatar**. This is a profile that captures their mindset, motivations, and struggles. You don’t need to fill out a 50-question form. You need to know just enough to write like you’re speaking directly to them. Download my Reader Avatar Worksheet to make the process easier and more organized at [www.PocketGuideProfits.com/pg-resources](http://www.PocketGuideProfits.com/pg-resources).

Here are the essential elements:

### Psychographics (what they believe)

- What do they think the problem is?
- What have they already tried?
- What are they tired of hearing?
- What are they hoping someone will finally say?



### Pain Points

- What’s frustrating them right now?
- What are they sick of dealing with?
- What feels urgent or unsustainable?

### Desires

- What do they wish could be easier?
- What does success look like for them?
- What kind of results would make them feel empowered, relieved, or excited?

### False Beliefs

- What are they telling themselves that’s holding them back?
- What myths or assumptions need to be gently dismantled?

### Demographics (as needed)

- Age, industry, business type, income range
- Where do they spend time online?
- Do they read books, listen to podcasts, or scroll Instagram?

**Pro Tip:** Don’t invent this from scratch. Look at past clients, testimonials, or even your own journey. Often, your ideal reader is a version of your past self.

## Speak Their Language, Not Yours

Once you've defined your reader, the next step is to use *their* words, not your internal industry terms. This is a common trap for experts.

We say “transformation,” they say “relief.”

We say “clarify your offer,” they say “figure out how to get more clients.”

We say “framework,” they say “steps that actually work.”

Speak in plain, emotional language that reflects how your reader *feels*—not how you, as the expert, describe the process. The more familiar your pocket guide language feels, the more it will be trusted.

**Pro Tip:** Go to Amazon reviews of books in your niche. Copy down exact phrases readers use to describe their frustrations and “aha” moments. Use those as language guideposts. They may also get insights from [answerthepublic.com](http://answerthepublic.com).

## A Tale of Two Books

Let's say two people write guides on helping entrepreneurs set pricing for their services.

**Author A** titles their book: “*The Dynamic Revenue Framework for Service-Based Professionals.*”

**Author B** writes: “*Stop Guessing Your Prices: A Pocket Guide to Charging What You're Worth.*”

Which one do you think gets downloaded more?

Author A is technically accurate. But Author B speaks directly to the real pain. The confusion. The self-doubt. And the desire for confidence. Don't try to sound super professional, or clever. Just be clear and deeply familiar.

## It's Just as Important to *Exclude*

There's a myth in marketing that if you narrow your audience, you're losing opportunity. The truth is the opposite. When you define your audience clearly, the right people find you faster and they trust you more deeply. You don't need 10,000 downloads from people who don't get what you're saying. You need 100 aligned readers who say, “This person *gets* me.”

Your pocket guide doesn't need to go viral—it needs to go *deep* for the avatar. It needs to create resonance, relevance, and real relationships. That happens by writing to someone **specific**.

## Final Thought on Defining the Audience

You're not writing this guide for a crowd. You're writing it for one person who's sitting somewhere right now, staring at a blinking cursor, an overwhelming inbox, or a half-baked idea—and wondering if they're ever going to figure this out. That's the person who needs your guide. Write it for them.

In the next chapter, we'll take everything you've learned so far—your market, your audience—and connect it to the real engine of your guide—the **one problem** you'll help them solve.

## CHAPTER 5

### P — Problem: Identify One Problem You Can Solve Quickly

You’ve identified your market. You’ve clarified your ideal reader. Now comes the most important piece of your guide—and arguably the most difficult for many entrepreneurs—choosing just one problem to solve.

This is hard because as an expert, you likely solve *lots* of problems. You may have an entire process or program designed to take clients from confusion to clarity, or from stuck to successful. And so, when it comes time to write a lead-generating pocket guide, the instinct is to showcase everything you know. Or worse yet, not write one at all because you *think* they *need* your whole process or they can’t feel successful.

But that doesn’t serve the goal of the pocket guide.

A pocket guide is not a curriculum. It’s not a masterclass or a 12-step program to enlightenment. It’s the first step. It’s a micro-achievement that leads your reader to an “aha” and creates just enough trust and momentum that they want to go further with you. In simple terms, it’s a small win.

To achieve that, your pocket guide must focus on solving **one specific, meaningful, and urgent problem**.

#### Why One Problem Is More Powerful Than Many

In marketing, there’s a phrase that rings especially true here, “*If you confuse, you lose.*” When someone encounters your pocket guide—whether it’s on your website, your social media profile, or recommended by a colleague—they’ll make a snap judgment in seconds asking themselves:

- “Is this for me?”
- “Do I need this?”
- “Will this help me solve something I care about *right now*?”

If your guide promises too many outcomes, your reader won’t take the next step. They won’t believe the promise is possible to deliver in such a short book. A guide that tries to do too much gets ignored—save that for your full-sized book you write later on. But a guide that solves *one thing* really well gets shared, remembered, and acted on.

#### The Anatomy of a Good Problem to Solve

Not all problems are created equal. The right problem for your pocket guide will have three characteristics:

##### 1. It’s Specific

It’s not “be more confident.” It’s “the five steps to set perfect pricing in your agency.”  
It’s not “grow your business.” It’s “get your first five clients through direct messaging.”

The more tangible the outcome, the more magnetic the guide.

##### 2. It’s Relevant and Emotional

The best pocket guide problems are not just business problems. They’re *personal problems that show up in business*.



Examples:

- “I’m tired of posting online and getting crickets.”
- “I’m afraid to raise my prices.”
- “I know I need to write a book... but I don’t know where to start.”

These problems have emotional weight. They create friction and frustration that the reader is actively trying to solve.

### 3. It’s Connected to What You Sell

Your guide should create a natural bridge to your core offer. If your problem is disconnected from your business, you’ll attract leads—but not the *right* leads. This is also critical to serve both the business and reader.

**Pro Tip:** Ask yourself: *If someone solved this problem, would the next logical step be to hire me, enroll with me, or buy from me?* If yes, you’re on the right track.

### How to Choose Your One Problem

Here’s a process that will help you land on the perfect focus for your guide:

#### Step 1: List Out All the Problems You Help Solve

Include everything from early-stage challenges to high-level breakthroughs.

#### Step 2: Circle the Ones That Are

- **Common:** Problems you see again and again
- **Conversational:** The kind people openly talk about
- **Costly:** In time, energy, confidence, or money
- **Solvable in a Short Guide:** Can be addressed meaningfully in 9,000–16,000 words

#### Step 3: Ask These Questions

- What’s the first step most of my clients need?
- What breakthrough could they have before they ever hire me?
- What pain point are they already aware of—and searching for help with?
- Is there a small part of my larger framework can be explained and accomplished easily?

### Sample Problem Transformations

Let’s look at a few examples of how general concepts can be turned into powerful, pocket-guide-worthy problems:

| General Topic   | Pocket Guide Problem                                    |
|-----------------|---|
| Time Management | Stop Wasting Your Mornings: A Simple Routine That Works |

| General Topic     | Pocket Guide Problem                                      |
|-------------------|---|
| Copywriting       | How to Write a Homepage That Gets Clients to Say “I’m In” |
| Wellness Coaching | Beat the 3PM Crash Without Coffee or Sugar                |
| Sales Strategy    | How to Sell Without Feeling Sleazy                        |
| Branding          | Clarify Your Message in 30 Minutes or Less                |
| Public Speaking   | Stop Rambling: How to Open Your Talk With Confidence      |
| Course Creation   | Validate Your Course Idea Before You Build It             |

Notice how specific and outcome-focused these are. They solve a single, relatable problem—and they make a promise the reader cares about.

## Avoiding the Trap of “But I Need to Teach More!”

One critical mindset shift to let guide you is, your pocket guide is not the full journey. It’s the *entry point*.

Trying to teach everything dilutes the impact of your expertise. By solving one problem deeply and clearly, you build trust and open the door to bigger conversations. You don’t need to give away everything. You just need to prove that your process works so the reader wants to choose you to guide them the rest of the way.

Think of your pocket guide like a free sample at the farmer’s market. It’s not the full product—it’s a bite. But if that one bite is *delicious*, people will gladly buy the whole jar.

## Final Thought on Solving One Problem

When someone finishes your guide, they should be able to say something like:

“That was the person who helped me finally stop undercharging.”

“That’s the expert who showed me how to fix my sales page.”

“That’s the coach who made me see my burnout in a whole new way.”

That clarity begins with the problem you choose to solve. So take your time, choose wisely, and once you’ve landed on it, let that problem guide every word you write. In the next chapter, we’ll study what others are doing in your space—and how to position your guide so that it feels both familiar and refreshing.

It’s time to **Inspect the Competition**.

# CHAPTER 6

## I — Inspect the Competition and Position for a Bestseller

By now, you’ve identified the market you want to be in, the specific person you want to help, and the one problem your guide will solve. You’re starting to see how it all fits together—and how your message can lead to both trust and traction. Now it’s time to look outside your bubble.

Because even though this pocket guide is about positioning your expertise, it doesn’t exist in a vacuum. It’s part of a larger ecosystem—of books, guides, tools, thought leaders, and messaging. And if you don’t take the time to understand what’s already out there, you risk writing something that either feels too familiar and gets lost in the noise, or feels too foreign and gets ignored for being too out of sync.

The solution is to gather intelligence on what your direct competition is doing. In this chapter, you’ll learn how to inspect the competition—not to copy them, but to carve out a unique position for your pocket guide that stands out *and* belongs.

### Why Competitive Research Isn’t Just for Marketing Gurus

When people hear the phrase “competitive research,” they often think it’s something reserved for marketing teams or big companies. But as an author—even of a short guide—it’s one of the most important things you can do.

Great positioning doesn’t happen by accident. It’s created intentionally by asking:

- What are others in my niche doing well?
- Where are they falling short?
- What promises are they making that I can improve on—or challenge?
- What gaps are they leaving open that I can close for the reader?

Answering these questions will give you strategic clarity not just for your guide, but for your business as a whole. And, even though you will be researching full-sized books, the data will absolutely apply to your pocket guide. The competition doesn’t have to also be a small book. It just has to solve the same problem or make a similar promise.

### Step 1: Identify the Top 5 Books in Your Category

Use Amazon and identify the top 5 books in your category that solve the same problem or make a similar promise. There are other places to search, but Amazon is the largest public database of real-world book performance—and it’s free.

Here’s how to gather your list:

1. Go to the Amazon Kindle or Books section
2. Search for books using terms related to your guide’s topic
3. Make note of the top 10–15 titles that come up most consistently
4. Narrow the list down to the top 5 titles that:
  - Have strong rankings (low Amazon Best Seller Rank = better sales)
  - Have 20+ reviews (which signals market engagement)
  - Are similar in theme, promise, or audience to your pocket guide

## Step 2: Analyze Their Positioning

For each of your top 5 competitors, ask the following:

### Title & Subtitle

- What promise (outcome) are they making to the reader?
- Are they offering a transformation, a tool, or a solution?
- Is the language emotional, technical, or results-driven?

### Price Point & Format

- Are they priced at \$0.99, \$9.99, or higher?
- Are they short reads, full-length books, or print-only?

### Keywords & Phrases

- What words keep appearing in the titles and descriptions?
- Which phrases feel magnetic, tired, or overly generic?

### Cover Design

- Are they bold and bright, or minimalist and clean?
- What colors, fonts, and imagery trends show up?
- Do they feature icons, photos, or illustrations?

**Pro Tip:** Screenshot the five covers and paste them into a document to make it easier to compare patterns and design elements side-by-side.

The Pocket Guide Profits workbook has placeholders for all the elements discussed above. Download your free copy at <http://www.pocketguideprofits.com/pg-resources>, or scan the QR code.



## Step 3: Read the Reviews (The Goldmine)

Reading the customer reviews of your competition is one of the most valuable parts of this research. Here you will find the gold nuggets that customers give you that says exactly what they love and hate about the book. You can also get the exact language readers are using to replace some of your technical jargon like recommended earlier in this pocket guide.

Don't ignore the 5-star and 1-star reviews, but I've found these to be more of the outliers on occasion. These tend to be the people who love the book too much and don't really provide useful input, or their book showed up ripped and they punished the author with a 1-star review. I typically find the most valuable data in the 2, 3, and 4-star reviews. These customers took time to think about their rating a little more and can provide truly valuable insight.

You're not just looking for praise or complaints—you're looking for *clues*.

What readers loved:

- “This made everything click.”
- “I finally understood \_\_\_\_.”
- “This was more helpful than [other book/tool].”

These tell you what resonates. It’s what your readers *want more of*.

Where it fell short:

- “Too basic.”
- “No clear steps.”
- “Just a long sales pitch.”

These gaps are your opportunity. If readers are consistently asking for something they didn’t get—this is a perfect element to make sure you include. So if readers of several books say, “I wish this came with a workbook,” you would want to make sure your pocket guide has a companion workbook.

## Step 4: Find Your Positioning Edge

Now take all the notes you’ve gathered and answer this question:

**What will make my pocket guide feel fresh, useful, and unique in this category?**

You don’t need to be revolutionary. You just need to be clear and intentional.

Here are a few positioning edges you might choose:

- Solve the same problem, but for a narrower audience (e.g., “Pricing for spiritual coaches” instead of “Pricing for all business owners”)
- Offer a faster result (e.g., “Do it in 5 days” vs. “Deep 12-week dive”)
- Provide templates or tools the others don’t
- Focus on *action* instead of theory
- Lead with story instead of strategy—or vice versa
- Use a more conversational, emotionally intelligent tone

## Final Thought on Inspecting the Competition

The goal of competitive inspection isn’t to find what others are doing and avoid it. It’s to understand what the reader is already familiar with—so you can meet them where they are and invite them somewhere better. You want your guide to feel familiar enough that they trust it... and different enough to think, “That sounds like something I haven’t tried.”

In the next chapter, we’ll move from insight to action. You’ve done the research. You know your market, your reader, your problem, and your position. Now it’s time to **test your idea in the real world—before you start writing**. Let’s explore a few ways to validate your concept before putting pen to paper.

## CHAPTER 7

### T — Test: Validate the Concept Before You Write

Congratulations! You’ve done the strategic thinking and made hard decisions to really clarify the purpose of your pocket guide. You might be feeling the creative energy start to stir—ideas for chapters, stories, tips, and frameworks dancing in the margins of your mind. But I’m going to ask you to do one more step before generating your outline.

Because no matter how sharp your strategy is, or how clear your outline becomes in the next chapter, the single most important question still remains unanswered: Will the right people respond to this idea?

That’s where testing comes in.

This chapter is not about content creation. It’s about *concept confirmation*. It’s your opportunity to make sure the message you’re about to shape into a book resonates with your audience in the real world—not just in theory. Testing your idea doesn’t have to be complicated or time-consuming. But it does need to be intentional.

#### The Purpose of Testing is Signal, Not Approval

Let’s clear something up right out of the gate. Testing your idea is not about asking for permission. It’s not a vote on whether you’re “good enough,” or whether you’re allowed to call yourself an expert. It’s not about your credentials. It’s about your concept.

The goal is to get a reaction from the people your book is meant to serve. Does the problem resonate? Does the title attract attention? Does the outcome you’re promising feel desirable, timely, and useful? Do the action steps actually lead to the achievement promised?

Testing helps you measure emotional and intellectual interest before you invest time, energy, and creativity into a guide that may or may not connect. Imagine testing as dipping a toe in the water—not to see if the pool exists, but to find out if it’s warm enough to dive into.

#### Why Experts Often Skip This Step

You might be thinking, “I’m an actual expert in my subject and I know what my readers need.” But please don’t fall for that trap of the ego. I know this is a bad path because I learned the hard way myself.

Several years ago when I was developing the Expert Book Formula (my framework for structuring and writing a full-sized book), I decided the information was too good to keep to myself. I wanted to create a course and sell it online so I could make the “easy” money like the other digital entrepreneurs.

I wrote out my entire training plan, mapped out the modules, created the content, and gathered a dozen eager business owners who wanted to learn the steps. I knew the framework was solid. I knew it was complete, because I was using it every day in my publishing company. What I didn’t expect was a recurring theme of questions throughout the training that focused on confidence and imposter syndrome. Eight of the twelve participants didn’t believe in themselves, their experience, their content, or some other element that made them freeze when it came time to actually write their books.

I pivoted in my training plan and spent the next week creating an entire module on imposter syndrome. If I hadn't taught the local class live and listened to one of the main reasons they were not writing a book, I would have created that content and people would have just sat on it, without taking action, due to some internal beliefs that they weren't good enough.

The moral of the story is, please don't skip this step just because you are the expert in your field. Unless ... unless you have already been teaching your framework in some format (live workshop or online course, etc.) where you've had the opportunity to get feedback and answer questions. Then, you may skip this step and go straight to your outline. Otherwise, please read on!

## What Exactly Are You Testing?

Contrary to what some might think, you're not testing your entire book. You're not asking people to critique your writing style or edit your first draft. You're testing something much simpler—and far more powerful. You are testing the clarity and appeal of your concept and the ability for readers to achieve the promised outcome.

This includes:

- Your working title and subtitle
- The core problem you're solving
- The specific promise or outcome of the guide
- The emotional hook or headline you plan to lead with
- The effectiveness of your action steps to solve the problem

In essence, you're trying to determine if your idea generates interest, curiosity, and relevance for the person you want to serve. And, you're trying to ensure the framework provided achieves the result I claim it should achieve.

## Principles of a Good Test

Let's ground this in a few guiding principles before we talk about methods.

Real audience, not just peers — Feedback from other coaches, friends, or people who know your work is kind—but it's often too close. You want to hear from people who resemble your actual reader: someone who hasn't yet worked with you, but who might if this guide lands well.

Clarity over consensus — You don't need 100 likes or a flood of applause. One or two thoughtful, emotionally engaged responses can be more valuable than a dozen neutral clicks.

Emotional engagement is more important than statistical validation — You're not running a split test at scale. You're looking for spark: "Yes! This is what I've been needing." When someone mirrors your promise back in their own words, you know you're onto something.

## Testing Method 1: Social Media Testing

This is the simplest way to start: share your guide's idea publicly.

Choose the platform where you already have access to your audience—whether that’s Facebook, LinkedIn, Instagram, or an email list—and post a version of your title and problem statement.

You might say:

“I’m thinking of creating a pocket guide called ‘*Stop Undercharging: How to Set Prices That Reflect Your Value.*’ Would this be useful to you?”

Or:

“Which of these two ideas feels more helpful to you right now?”

A) ‘How to Sell Without Feeling Salesy’

B) ‘How to Attract More Clients Without Ads’

Let me know what speaks to you.”

Watch what happens. Do people respond? Do they vote? Do they ask when it’s coming out? Do they tag others or share the post?

That’s an important signal. And even if you don’t get a huge response, pay attention to the **quality of the comments**, not just the quantity. If one person writes, “Oh wow—this is *exactly* what I’ve been struggling with,” that may be all the confirmation you need.

## Method 2: Private Feedback Conversations

If your online audience is small or not particularly engaged, don’t worry. Direct conversation is often more powerful—and yields deeper insight. Reach out to 3–5 individuals who represent your ideal reader. These could be past clients, colleagues, or people in a Facebook group or mastermind.

Ask questions like:

- “If someone gave you a free guide that helped you [insert problem/outcome], would that interest you?”
- “Is that something you’d actually read—or are you tired of free guides like this?”
- “What do you wish someone would just *explain clearly* about [topic]?”

These responses are gold. You’ll learn not only whether your idea is viable, but how to talk about it in your reader’s own words.

**Example:** You might think your guide is about “finding your unique brand voice.” But your reader might describe their problem as “I sound like everyone else and I don’t know how to fix it.” Use their words. That’s what connects.

## Method 3: Teach A Small Live Workshop

You can do this either online, or in person. Most hotels have small conference rooms that they rent out at very reasonable prices. The venue isn’t really important, but getting your ideal reader in the “room” is.

- Reach out to local or online groups if they’d like to learn your system to solve their problem



- Offer to teach the class to them for free, as long as they agree to give you a testimonial at the end. This helps get the feedback you need to confirm your pocket guide is on the right track and will get you early social proof when it comes time to sell it.
- Teach the class and gather feedback. It's that simple!

## What to Look for in the Results

After running one or more tests, review what you've gathered. You're looking for a few key signals:

- **Curiosity:** Did people ask questions? Did they want to know more?
- **Recognition:** Did anyone say, "This sounds like me" or "This is exactly what I've been looking for"?
- **Pushback:** If someone didn't like the idea, what was missing? What confused them?
- **Patterns:** Are people reacting more to the title, the outcome, or the problem you're naming?

Sometimes, the testing process reveals a better title. Sometimes it reveals that you've been using expert-level language for something your reader describes more simply. And sometimes you realize you missed a key element you wouldn't have otherwise included, like my experience. Every insight is useful.

## What If the Feedback Isn't Great?

First, don't panic. This is why we test early—before spending time writing.

If the response is lukewarm, take a step back and review:

- Is the problem too broad?
- Is the title too vague or "safe"?
- Have I chosen the right audience—or am I asking the wrong crowd?
- Did participants achieve what I said they would achieve?

Often, a 10% shift makes all the difference in the positioning aspect. A better word. A stronger promise. A more emotionally grounded headline. When it comes to the achievement ... ASK! Ask why they didn't like the process or what was missing. They will tell you what you needed and you can fix it. Just ask.

## Final Thought on Testing Your Idea

Testing works best when you approach it with curiosity instead of confirmation bias. You're not looking to be proven right. You're looking to be sharpened. Challenged. Refined.

Once you've tested the concept, everything else becomes easier. Your title will be tighter. Your introduction will write itself. Your confidence will grow. And most importantly—your guide will serve the right people in the right way.

You're almost there! In the next chapter, we'll use everything you've learned so far to build the full outline for your guide—so writing it becomes a matter of filling in the blanks, not staring at a blank screen.

## CHAPTER 8

### OUT — Outline Your Pocket Guide Using the Framework

You’ve done the hard part.

You’ve clarified your market, your audience, and your message. You’ve studied your competition, positioned your guide, and even tested your concept with real people. At this point, you’ve built a foundation that most aspiring authors skip entirely—and because of that, you’re about to experience something rare:

Writing your book won’t feel like guesswork.

That’s the power of a good outline. It turns writing from a creative challenge into a strategic expression. It gives your ideas a container. It prevents you from overexplaining or underdelivering. And perhaps most importantly, it ensures that every chapter in your guide leads your reader toward a clear, purposeful result.

This chapter will walk you step-by-step through how to create a compelling, high-converting pocket guide outline—using a proven structure designed specifically for short, lead-generating nonfiction books.

Let’s go!

#### Why You Need a Clear, Repeatable Structure

Writing without an outline is like building a house without a blueprint. You might eventually get walls and a roof up, but you’ll probably spend a lot of time rebuilding sections, wondering if things are aligned, or trying to figure out where to go next.

That’s why this framework exists—not to limit you, but to *liberate* your creativity and provide a clear direction.

The structure I’ll show you here follows a proven sequence that guides your reader from curiosity to clarity to commitment. It’s short enough to be digestible but deep enough to be transformational. It’s the structure you’re experiencing right now, as you read this very guide.

#### Anatomy of a Pocket Guide (The Full Arc)

Here’s the high-level structure we’ll break down together:

1. **Introduction** – Establish trust, identify the reader’s problem, and set the tone
2. **Foundation of the Solution** – Agitate the problem, break false beliefs, and introduce your unique approach
3. **Steps / Core Framework** – Present 5–7 key steps or pillars (in this case, the M.A.P.I.T.OUT model)
4. **Conclusion** – Reinforce the transformation and build emotional buy-in
5. **Next Steps** – Offer a clear, helpful pathway to deeper engagement with you
6. **Reader Request** – Ask for a testimonial, share, or support
7. **Bonus (Optional)** – Include any tools, prompts, or templates that accelerate results

Each section plays a role—not just in delivering value, but in *building a relationship* with your reader.

Let’s go through each one.

## 1. INTRODUCTION

*Goal: Build trust, show relevance, and give your reader a reason to keep going.*

Your introduction is where you make the first—and most important—connection. This isn't about impressing the reader with credentials. It's about demonstrating that you *understand them*.

A strong introduction includes:

- A clear hook (a statement or insight that instantly resonates)
- A short description of the problem your reader is facing
- An explanation of who this guide is for (and who it's not for)
- Your “why” for writing this guide
- A brief origin story of how you discovered or created this solution
- A promise of what they'll walk away with
- A light, early call to action: “Stay with me. You'll be glad you did.”

**Pro Tip:** Be warm, confident, and conversational. Let your personality show. You're not just writing *at* the reader—you're walking *with* them.

## 2. FOUNDATION OF THE SOLUTION

*Goal: Show the reader why this approach matters—now—and why others have failed.*

This section lays the groundwork for your methodology. Think of it as the “before and after” picture. You're helping your reader recognize what hasn't worked in the past—and why your approach is different.

This section may include:

- A restatement of the reader's struggle, in more detail
- A look at why other attempts or advice have fallen short
- A few common false beliefs the reader might hold (“I'm not ready,” “This is too hard,” “No one wants to hear from me”)
- A reframe: “Actually, you're closer than you think...”
- A simple explanation of your unique solution or philosophy
- Encouragement that this can be easier than they imagined

This is your chance to replace fear with hope—and to open the door to your framework with trust.

## 3. STEP-BY-STEP SOLUTION (Your Core Framework)

*Goal: Deliver your method clearly, step-by-step, so your reader can follow and implement it.*

This is the heart of your guide—and where the real value comes through. This section is often organized into 5–7 steps, each of which deserves its own mini-chapter or section. In this guide, of course, we're using the **M.A.P.I.T.OUT** framework.

For each step, follow this simple pattern:

### ***a. Name the Step***

Use a clear, memorable label that reinforces the concept. In this case: Market, Audience, Problem, Inspect, Test, Outline.

### ***b. Explain Why It Matters***

Don't assume your reader understands the value. Tell them what this step unlocks for them—and what happens when it's skipped.

### ***c. Show Them How***

Offer practical advice, examples, questions to ask, and mistakes to avoid.

### ***d. Add a Story or Metaphor (optional but powerful)***

If you have a personal story, a client example, or even a vivid analogy (“It’s kind of like…”), this is where it belongs. It helps the reader feel what you’re teaching—not just understand it. That said, don’t overdo it. Notice I only used one story within my framework to really drive home to not skip testing your idea. I needed to make sure to break that belief, and a story is the best way to do it.

### ***e. End with a Transition or Takeaway***

Wrap each step with a short summary or preview of the next.

**Pro Tip:** Don’t over teach. Remember, your goal is to give a *win*, not a full transformation. Each step should be actionable, but not overwhelming. Only teach what the reader needs to know to move on to the next step. This is another difference between a pocket guide and a full book.

## **4. CONCLUSION**

*Goal: Reinforce the transformation, and emotionally anchor the reader’s progress.*

After your steps are complete, bring the reader full circle. Revisit the problem they started with—and remind them of the shift that’s now possible.

A strong conclusion might include:

- A summary of the journey: “We started with [problem] and now you have [solution].”
- Encouragement to take the next step—even if it’s small
- A note about the long-term impact of this first step
- A final reminder: “You don’t need more information. You need implementation—and this guide is your starting line.”

Think of this like the final scene of a great movie. Leave your reader with a sense of closure—but also forward motion.

## **5. NEXT STEPS**

*Goal: Offer a clear, easy way to go further with you.*

This section is *not* a hard sell. It’s an invitation.

Here, you gently let your reader know how they can get more support, go deeper, or explore a related offer or program. Ideally, what you offer should feel like the natural next step for someone who resonated with your guide.

A good Next Steps section might include:

- A thank you for reading
- A reminder of the work you do and how this guide fits into that
- An offer for the next tier of support (e.g., strategy call, course, community)
- A direct call to action with a link or QR code

**Pro Tip:** Position the offer as a continuation of momentum, not a switch to “sales mode.”

## 6. READER REQUEST

*Goal: Ask for support in a way that builds community and credibility.*

People like to support people who’ve helped them. This is your chance to make a simple ask:

- Leave a review
- Share the guide with a friend
- Tag you on social media
- Post a takeaway or testimonial

Be sincere. Tell the reader why it matters—and how much it helps.

This small ask can lead to big visibility over time.

## 7. BONUS SECTIONS (Optional)

If you want to go above and beyond, you can include a bonus section or two at the end. These might include:

- A list of GPT prompts for expanding on your guide
- A quick checklist or template
- A link to a workbook or online tool
- A “cheat sheet” for applying your method

These extras should be optional, not essential. Think of them as **accelerators**. More content is not always better, so only include bonuses that enhance the reader’s success—not ones that distract from the core message.

## Final Thought on the Outline

Outlining your guide isn’t about starting from scratch. It’s about organizing what you already know—what you’ve lived, practiced, taught, and refined—into a format that’s easy for your reader to follow and benefit from. If you’ve followed the M.A.P.I.T.OUT framework up to this point, you already have the ingredients. Your outline simply pulls them together into a clear, focused arc. Once you have that structure, writing becomes an act of simply filling in the blanks.

In the next chapter, we'll walk through how to bring this guide to life: from publishing and pricing to distributing and promoting it effectively. Because a guide doesn't change lives until it's in people's hands.

## Bonus Mini-Chapter

### Unlock Mach Speed to Go Farther Faster!

Congratulations — you’ve made it farther than most ever will!

You’re not just dreaming about writing a pocket guide—you’re building a real foundation that will set you apart from the crowd. It shows that you are the kind of person who likes working smarter (not harder). You want to use strategy and a proven system to ensure a great product. But this work still takes a fair amount of time and effort ... which you may not have.

Understanding the busy life of business owners and experts, I’ve created a shortcut to drastically reduce your time. The M.A.P.I.T. process takes 4-6 hours on average for someone who knows what they’re doing. This was too much time when we have technology on our side. So, I created something special for you. Something that follows my M.A.P.I.T. process and creates a report that you can use within a couple of minutes instead of hours.

The **MAPIT Generator** is your VIP shortcut through the heavy lifting so you can get straight to the creative aspect of outlining your pocket guide.

Instead of doing all the market research, competition hacking, and positioning analysis manually, you can plug in a few quick answers — and boom — a full, professional marketing report is generated for you. It’s fast and powerful, and it’s designed for action-takers like you who want to move from idea to execution without getting stuck in the weeds.

Here’s what the **MAPIT Generator** delivers:

- Deep market and audience insights
- Problem simplification or suggestions based on the audience
- Top 5 competitor breakdowns
- A crystal-clear unique selling proposition

**Don’t slow down now**—get the **MAPIT Generator** by scanning the QR code  or by visiting the link [www.pocketguideprofits.com/mr-generator](http://www.pocketguideprofits.com/mr-generator)

Now ... Keep reading because the following chapters discuss how to get your pocket guide produced and published after it’s written, how you can use it in your business, and ... there is be one more powerful tool waiting for you at the end of this guide! Let’s start with what to do after the pocket guide is written.



## CHAPTER 9

### Bring Your Pocket Guide to Life: Publishing, Printing, and Promoting

There's a special kind of satisfaction that comes from finishing a manuscript ... even if it's short. You've put your message into words, shaped the structure, and turned insight into action. It's exciting to know you're holding something with the potential to create real transformation for the person who reads it. Furthermore, it's exciting to know you used your own creativity and skills to create an asset for your company that will never stop working for you! But writing the pocket guide is only half the journey.

The second half is just as important—**getting it into people's hands**. In this chapter, we'll walk through the most effective ways to publish and distribute your pocket guide, depending on your goals. You don't need to be tech-savvy or have a six-figure budget. But you do need a plan, because no matter how powerful your message is, it won't make the impact it's capable of unless people can access it easily.

#### Start With the End in Mind

Before we dive into technical details, it's important to come back to **your primary goal**. Why did you write this guide? Your publishing and pricing strategy should be shaped by your intention. Is your guide meant to...

- Build your list?
- Establish your authority by becoming a bestseller?
- Serve as a pre-call primer or onboarding tool?
- Generate leads in momentum for your business?
- Position you for podcast interviews or speaking gigs?

Knowing your purpose helps you decide **how to distribute it, where to host it, and what call to action to attach** inside the back of the pocket guide.

Don't panic! You can absolutely change how you use your pocket guide at any time. I actually recommend a combination of uses to my clients to serve multiple purposes. But, pick a primary method at first that aligns with your highest priority so everything feels aligned from the start.

#### PDF Only: Quick, Free, and Scalable

The fastest, easiest way to share your guide is to distribute it digitally—typically as a downloadable PDF. This is probably my least favorite method to use a good pocket guide as it starts to feel like every other lead magnet. If you are going to choose this distribution method, I recommend publishing on Amazon as well just so people can see that you've produced a real book, not just another cheap PDF. With this method of delivery, there are a few options for how to use your pocket guide:

##### Option 1: Traditional PDF Lead Magnet

This is the most classic format that has been used for ages. The reader gives you their email address and they receive the guide. Here are some tips on how to set it up:

- Upload your PDF to a file host (Dropbox, Google Drive, your email marketing platform)
- Create a landing page with a simple opt-in form
- Set up an automated email that delivers the guide



- Add follow-up emails that continue the conversation
- Drive traffic to your landing page

### **Recommended tools:**

- ConvertKit, MailerLite, or ActiveCampaign for email automation
- Clickfunnels, or your website builder for the landing page
- Canva for design and layout

One problem with this method is that you have to get traffic to a landing page before anyone can access the PDF. So, if you're just starting out this may not be the most effective delivery system. A similar method that keeps your pocket guide in simple PDF format, but can drive more engagement is to use social media.

### **Option 2: Lead Magnet Through Social Media**

Want a more personal approach? Invite people to reply to a post, or DM you to receive the guide. This works especially well if you're active on social or doing a live launch. Even if you don't necessarily have a large following, but you participate in several social media groups that contain your target reader, you can be successful with this approach.

### **How to do it:**

- Post about your guide on LinkedIn, Instagram, or Facebook
- Ask people to comment or message you to get it
- Manually email it as a PDF attachment or link

**Why it works:** It creates direct conversation. You're not just building a list—you're building relationships. Even though your pocket guide may not be in the most valuable format, the engagement helps remove the transactional feeling. That makes this a very economical and practical method for getting your pocket guide into lots of hands.

## **Use Print on Demand**

### **Option 1: Publish to Amazon (KDP)**

Create a small but powerful revenue stream, or position yourself as a published author. Amazon KDP (Kindle Direct Publishing) is a free, self-service platform that allows you to distribute your guide as a Kindle eBook or paperback. I recommend using this even if you don't want to sell your book through Amazon as a primary option. This allows potential customers to visit Amazon and see that your pocket guide is a "real book" and not just another PDF like everyone else is offering.

Even if your main goal is lead generation, having your guide available on Amazon can:

- Establish professional credibility
- Allow for "bestseller" campaigns
- Create shareable proof of expertise
- Give you a permanent "digital business card" on the world's largest book platform

### **Steps to do this:**

- Have your manuscript formatted as an ePub file

- Have your manuscript designed for print to meet KDP specifications
- Have a professional cover designed
- Create an author account on KDP ([kdp.amazon.com](https://kdp.amazon.com))
- Set your categories, keywords, and meta-data
- Upload your file, set your pricing, and publish as eBook and Paperback

**Pro Tip:** Offer a free downloadable resource inside your pocket guide (via link or QR code) to build your list even when the book is sold outside of your site.

## The Power of Holding It in Their Hands

How many times have you downloaded a valuable PDF, put it in a folder on your desktop to read later, then totally forgot you had it? I know I've done that many times. The beauty of a physical book is that it will sit next to someone's computer, in their office, or even on their nightstand. It is a constant reminder of your presence and that you can help them. Even if they don't read it the day it arrives, the fact that it's physically present will increase the chances that they do by 10X.

There's something undeniably impactful about handing someone a small book. It feels real and more permanent. It is a tangible asset that feels more like a gift than a sales journey. It's not a fleeting post or disposable PDF—it's a tool they can touch, reference, and remember you by.

Trust me when I tell you, this is totally worth the extra time, effort, and money.

## Option 2: Local or Bulk Printing

If you want to personalize your books, hand them out in person, or send physical copies from a free + shipping offer, you can print them in small batches through a local printer or online through Amazon KDP. Amazon will let you purchase up to 999 author copies at a time, which will be significantly cheaper than using boutique companies like Lulu or Bookbaby.

If you use a local or digital printer you will have more control over paper quality, binding, and customization—but you'll also need to manage inventory and shipping. Companies like ShipZoom can handle the logistics if you start selling a lot of pocket guides.

One critical factor to keep in mind is that printing books takes time. Amazon KDP will need 2-3 weeks lead time to get books printed and shipped to you. Digital printers usually run 6-8 weeks on average. Offset printers can be longer, so depending on what you need books for and how quickly, plan early!

## Let a Publisher Help You

The third method is really a way to accomplish the first set of options without the learning curve. You can still choose to use your pocket guide as a PDF lead magnet, a book on Amazon, or a free + shipping offer. The big difference is that all of the detailed production work and logistical management will be handled for you.

Smaller hybrid publishers, like Innovator Press, have large networks of proven editors, designers, printers, and logistical solutions that you don't have to find yourself. One of the most important services Innovator Press helps with is the bestseller launch campaign. There are many small details to make launching a bestseller possible, but if you don't know what they are you are making your own job harder. And, making your pocket guide less valuable of an asset. So don't be afraid to tap into these incredible companies for assistance and drastically speed up the timeline for your pocket guide's success.

If you'd like to focus on being the creative force that keeps generating revenue instead of learning an entire new industry, outsource some of your dirty work to Innovator Press. I will put an offer for different levels of service we provide at the end of this pocket guide.

## Making the Most of Your Format

Once you've chosen how to deliver your guide, make sure it's set up to do its job—convert curiosity into connection. You already did the work to ensure the pocket guide will serve the reader, now it's important that you use this asset to serve you and your business as well.

Here are a few recommended elements to include **inside the guide**, regardless of format:

- **Short Author Bio:** Remind the reader who you are and how you can help
- **Contact Info or Website:** Always include a way for them to find you again
- **Optional QR Codes:** Link to free resources, lead capture pages, or booking calendars
- **Visual Flow:** Use subheads, bullets, and callout boxes to keep the reader engaged
- **Clear CTA at the End:** "If you found this helpful, here's what to do next..."

## Promote With Purpose

Creating the guide is only part of the journey. Getting it into the world is where the magic happens.

Whether you're launching to a list of 20 or 200,000, here are a few high-impact promotion strategies:

### Launch Week Plan

- Tease the guide on social media for a few days
- Collect early interest via a "waitlist" or pre-launch sign-up
- Announce the launch with a post and an email to your list
- Share behind-the-scenes content or author insights
- Use testimonials or first-reader quotes to build momentum

**Pro Tip:** You don't need viral reach. You need *relevance*. Speak directly to the people who need what you've created. That said ... relevance and viral outreach certainly wouldn't hurt!

### Podcast & Guest Speaking Integration

Use your pocket guide as a listener bonus or a "thank you" gift for audience members.

Example:

"If this conversation helped you, I've got a free pocket guide that dives deeper. Just go to [YourLinkHere] to grab your copy."

It's non-salesy, generous, and memorable.

### Ongoing Social Use

Think of your pocket guide not just as a one-time promotion, but as an evergreen asset. Have someone on your team break it into multiple posts so you can share:

- Quotes or excerpts as carousel posts or reels
- Reader takeaways or testimonials
- A monthly “feature” of the guide for new followers
- QR codes at events or in printed materials

## Final Thought on Publishing, Printing, and Promoting

You’ve created something real. Something generous that reflects your voice, your clarity, and your desire to help others move forward. Even if it’s not perfect yet, don’t fall into the perfectionism trap and let it delay your launch. Somebody out there needs exactly what you are offering to improve their life or business. Let them have it! You can always improve it later.

And don’t underestimate the ripple effect of a well-placed small book. Your pocket guide is more than a marketing tool. It’s an invitation to start a conversation with you and form a relationship built on trust. In the next chapter, we’ll explore how your guide can do even more than attract leads—how it can serve as a *strategic asset* throughout your business, building trust and authority wherever you use it.

Let’s talk about how to go beyond the opt-in.

## CHAPTER 10

### Using Your Pocket Guide Beyond the Opt-In

By this point in the journey, you've done more than simply outline or write a pocket guide—you've designed a thoughtful, intentional asset with the potential to change the way people see you, and more importantly, how they relate to the services you provide.

You've built it on solid ground: clarity of market, alignment with audience, focus on a specific problem, and strategic positioning in your niche. You've taken time to test your idea, structure your content, and publish in a way that's congruent with your goals. And now that the guide exists, it's time to unlock its full potential.

Because while the most obvious use of a pocket guide is to capture leads—to serve as the entry point into your business—it's capable of far more.

The best tools are those that stretch. That evolve with you. That show up in different rooms, in different conversations, and still hold their value. A well-positioned pocket guide is one of those tools. It can meet your audience at various stages of their journey, and just as importantly, it can meet *you* at various stages of yours.

This chapter is about thinking beyond the opt-in form—beyond the first download or welcome email—and considering how your guide can become a *foundational asset* that works across every part of your business.

Let's explore what that looks like.

### Your Pocket Guide is a Bridge, Not Bait

When most people talk about lead magnets, they treat them like bait—a way to attract people into an email list, or a funnel. But that language often comes with a transactional undertone, and it subtly shapes the way we treat what we've created.

What if you thought of your pocket guide as a bridge, not bait?

A bridge from anonymity to awareness.

From attention to trust.

From confusion to clarity.

From cold leads to warm conversations.

In that light, the guide is no longer a disposable incentive. It's an *invitational document*—one that introduces your thinking, offers something helpful, and demonstrates who you are before a sales conversation ever begins. That's the shift we're making here. From a short-term tactic to a long-term trust-building tool.

### Reimagining the Journey: Where a Guide Belongs

Consider for a moment the entire lifecycle of someone encountering your business. Not just a browser on your homepage, but someone hearing you speak at a conference. Someone listening to you on a podcast. Someone referred by a colleague. Someone who hasn't visited your website but is about to have a discovery call with you.

In every one of those situations, your pocket guide can play a role. It can introduce you before you ever shake hands. It can extend your voice beyond the time you're physically present. It can reinforce the value of your process without you needing to repeat yourself. And in some cases, it can even help someone *decide for themselves* that they're ready to take the next step with you—before you ever get on a call.

That's the power of having your message condensed and curated in this way. You no longer have to rely on scattered content or on-the-fly explanations. You've already done the thinking. You've already shaped the narrative. Now it's about knowing where to place it.

Let's walk through a few areas of your business where your guide can make a meaningful difference.

## Speaking and Guest Interviews

Whether you're delivering a keynote, teaching a workshop, or being interviewed on a podcast, you're likely sharing a condensed version of your expertise in a short window of time. And while great delivery matters, what truly extends your impact is what happens *after* you speak.

Offering your guide as a follow-up gift is a simple but powerful gesture. It provides continuity. It gives your audience something to take home—or download immediately—that reinforces what they just heard. More than that, it gives them a next step that's helpful, low-commitment, and aligned with what you just spoke about.

Think of how much stronger your presence becomes when you're not only remembered for your ideas, but for being the person who gave them a tool they could actually use.

## Pre-Call and Post-Call Conversations

If you've ever found yourself repeating the same explanation on sales calls, or struggling to convey the full depth of your approach in a single conversation, your pocket guide can become an essential part of your client engagement flow.

Sending it ahead of time creates shared context. Instead of spending the first half of your call explaining your philosophy, you get to begin the conversation with a foundation already in place. The prospect arrives having “met” your thinking in advance, which raises the quality of the conversation and increases the likelihood of alignment.

Likewise, if someone isn't ready to say yes right away, your guide becomes a thoughtful follow-up. It's not a push—it's a gesture. A resource that acts as a reminder of the value you bring and the clarity you offer.

There's a difference between someone walking away from a call with a vague memory and someone walking away with a personalized, high-quality asset in their inbox. One fades. The other lingers.

## Client Onboarding and Delivery

Once someone says yes to working with you, there's often a moment of excitement—and sometimes anxiety. What comes next? What can they expect?

Your pocket guide can be the perfect onboarding tool. It sets the tone, introduces your process, and reinforces the value of what they've just stepped into. If your guide covers the foundational beliefs, myths, or frameworks that underpin your work, it saves you time and adds value before your first session even begins.

Some practitioners even give physical copies of their guide to new clients as a welcome gift. It becomes a tangible expression of professionalism, care, and readiness. It says, “You’re not just in good hands—you’re in an organized, intentional experience.”

And if you’ve written the guide well, it continues to support them throughout the engagement. It becomes something they can refer to between sessions, or share with a colleague who’s curious about what they’re learning.

## Referral and Partnership Opportunities

The easiest way to generate referrals is to make it easy for others to talk about what you do. But most people—even those who love your work—struggle to explain it as clearly as you do. That’s where your pocket guide comes in.

When someone in your network says, “I know someone who could really use what you offer,” it helps to give them something they can pass along. Instead of asking them to paraphrase your offer, you give them a tool that does it for them.

You can even personalize versions of your guide for strategic partners—adding their logo to the cover, or including a co-branded page with a message from them inside. This small touch goes a long way in deepening relationships, and it turns your guide into a collaborative tool, not just a solo asset.

And because it’s helpful, not salesy, people are more likely to share it.

## Supporting Visibility and Authority

One of the lesser-discussed benefits of a pocket guide is the subtle authority it creates. Being an author—even of a short book—changes perception. It signals that you’ve put in the effort to codify your ideas. That you’ve taken your thinking seriously enough to make it tangible.

When you include your guide in a media kit, a speaker proposal, or a press pitch, you stand out. It shows initiative, clarity, and credibility. And for event planners, podcast hosts, and PR teams constantly sifting through noise, that kind of clarity is a refreshing gift.

Even something as simple as mailing a printed copy with a handwritten note to a podcast host can open doors. It’s rare. It’s intentional. And it speaks volumes without you having to say a word.

## The Compound Effect of Repetition

Many entrepreneurs release a guide once, mention it a handful of times on social media, and then quietly retire it when it doesn’t go viral. The truth is, however, the best business assets are not lightning bolt ... they are *campfires*. Your pocket guide needs to burn steadily and consistently and over time, that steady flame can warm a lot of people.

Your job is not to keep creating more. Your job is to keep *placing* the guide you’ve already created—consistently, thoughtfully, and strategically—where the audience that needs it is most likely to find it. That might mean referencing it in a blog post. Embedding it into a nurture sequence. Mentioning it during a webinar. Offering it as a thank-you after a networking call, or any of the other ideas mentioned already in this pocket guide.

These moments may feel small on their own, but they build presence, recognition, and familiarity over time. And familiarity, when coupled with value, leads to trust.

## Final Thought on Using Your Pocket Guide Beyond the Opt-In

As your business evolves, your pocket guide continues to serve. You may update it, expand it, or eventually write a second one that supports a new audience or offer. But the asset you've created now can stay relevant far longer than you think. The power of a pocket guide is not in its length. It's in its *clarity*. It gives people a reason to pause, to trust, and to see you not just as another expert, but as someone who gets them—someone worth listening to.

So don't relegate your guide to a folder or a forgotten link. Let it move and circulate. Let it find its way into conversations, inboxes, and hands. It's not just a lead magnet. It's a bridge that opens many doors.



# CHAPTER 11

## Closing Invitation to Go Further with Me

If you've made it to this final chapter, I want to pause and offer a genuine thank you.

Not just for reading, but for doing the deeper work this kind of book invites. You didn't just skim tips or glance at a checklist—you engaged with the structure, the strategy, and the intention behind what a pocket guide can really do.

That tells me something about you. It tells me you care—not only about growing your business, but about how you show up in that growth. You want to lead with value. You want to create with purpose. And you want the tools you use to provide useful service to your future clients.

That's exactly why I wrote this guide.

I've seen too many brilliant people overthink marketing and create tools that are too complex, or get stuck in perfectionism, or chase content strategies that never quite feel like them. I've also watched what happens when they finally put their message into a small, clear, generous book. Everything begins to shift. Conversations open. Referrals happen. Their confidence rises. And their business starts to feel more aligned—because they finally have a way to express who they are and how they help others.

So if this pocket guide sparked something in you—if it helped you see your message more clearly, or gave you a roadmap to finally create that asset you know you needed, but didn't know how to create—I want to invite you to go a step further with me.

Not out of pressure. But out of possibility.

I support experts, entrepreneurs, and business owners who want to turn their ideas into powerful, strategic tools—whether that means creating a pocket guide as a marketing asset, or writing a bestselling book. So if you need deeper support—or if you'd like to explore what it might look like to partner together—I'd love to hear from you. I can help take you from idea to holding a book (of any length) in your hand. Just send me an email at [kevin@innovatorpress.com](mailto:kevin@innovatorpress.com) and let me know what level of publishing service you are looking for.

Even if this is where our journey ends, I hope you carry this with you:

Somebody needs the expertise you have to offer, so don't rob them of an easier path forward. One clear pocket guide placed in the right hands can make a real impact.

Thank you again for trusting me to walk alongside you for a few chapters.

I can't wait to see what you create.

Oh, and there's one more bonus at the end ... 😊

## Reader Request

### Your Voice Helps This Work Reach Others

Before we close completely, I want to present one small but meaningful request.

If this guide helped you—if it clarified something, sparked momentum, or made you feel more confident about how to share your message—I'd be deeply grateful if you'd take a moment to share that.

Whether it's leaving a short review, telling a friend, tagging me in a post, or even sending a quick email, your voice helps this work reach others who might be waiting for exactly what you've just received.

It may seem like a small gesture, but it makes a real difference. It tells the Amazon algorithms that the content matters and helps future readers decide to give this short book a chance. And it reminds me that what I've created here is landing in real hands, with real people, doing meaningful work.

You don't need to write something long or fancy. Just speak from your experience.

And if you do share, please know how truly appreciated that is.

Thank you for being the kind of person who not only seeks clarity—but helps spread it.

## BONUS: The Easiest Way to Create Your Pocket Guide Without Starting from Scratch

If you've been reading this guide and thinking, *"I want to create something like this... but I wish it was even easier and faster still."* I have some good news for you ...

The very guide you're holding right now—the one you've been reading, underlining, and reflecting on—was written using a tool Ray Brehm (the Summit Guru) and I created specifically to streamline this process.

As a summit expert, Ray was collecting a ton of recorded interviews from experts talking about their services. One of those interviews was with me, talking about pocket guides. Together, we were brainstorming ideas on how we could collaborate and I said, "Wouldn't it be cool if we could take any presentation, like the ones you create for summits, and turn it into a pocket guide!" Ray loved the idea and we both thought it was the perfect tool to help others use existing content to create a brilliant marketing asset like a pocket guide.

So, imagine having the power to take any talk, workshop, or webinar you've ever given — and turn it into a high-converting, authority-building pocket guide... **without starting from a blank page.**

### Introducing the Presentation 2 Pocket Guide Generator

This powerful tool allows you to upload the transcript (or even notes) from any of your presentations and *instantly* convert it into a clear, strategic pocket guide.

No more guessing. No more wondering where to start. No more getting stuck in overwhelm.

#### Here's why it's a total game changer for experts like you:

- **Save 30+ hours** of writing and outlining time
- **Leverage what you've already said** instead of reinventing the wheel
- **Organize your expertise** into a polished, publish-ready guide
- **Position yourself as a trusted authority** even faster

This tool follows the same proven structure you've been learning in this guide—but automates the heavy lifting so you can focus on what you do best—sharing your wisdom. Plus, you can use the MAPIT Generator from earlier in this pocket guide to create the reader avatar for this generator. Boom! Now your pocket guide will be perfectly crafted, speaking to your exact audience with appropriate tone and language.

If you're serious about building your authority, growing your list, and creating a scalable marketing asset, **don't let this bonus opportunity pass by.**

Get instant access to the Presentation 2 Pocket Guide Generator here:

<https://raybrehm.gumroad.com/l/presentation2pocketguide>

Or, scan the QR code to get instant access ➞

