



Bestselling BOOK COMPASS

Structure Your Book Like a Bestseller Before You
Write a Single Chapter

DREAM BOOK ACADEMY

Hey, Future Bestseller!

Welcome to *The Bestselling Book Compass*, and your sacred starting point to finally bring your book idea to life!

You know you have something you need to say, whether it's a story, a message, or a body of wisdom that could change lives, but right now, it feels like you just can't seem to make sense of all your brilliant ideas.

You might be thinking:

- *Where do I even start?*
- *What if it's not good enough?*
- *Who am I to write a book?*

I see you, because I've been there too. One of the most common things I hear from aspiring authors every day that holds them back is being unable to organize their ideas into a book outline that makes sense. This is why I created this playbook.

It's here to ground you and guide you step-by-step from idea to a bestselling book outline that moves your readers before you write a single chapter. Once your bestselling book is mapped and birthed into the world, everything changes for you:

- Your DMs fill with readers saying, "This book was exactly what I needed."
- You open up to endless opportunities: expanding your business, landing podcast interviews, speaking on stages, getting press features, and seeing your book on bookstore shelves.
- You build credibility, clients trust you instantly, and your brand becomes unforgettable.
- You make book sales in your sleep from a message that lights you up.
- You finally feel the deep satisfaction of making an impact, being seen, and fully expressed.

Right now, the world doesn't know your book exists, but it's already living inside you. The spirit of your book is whispering, and you are the conduit for bringing it to life.

Let's get started.

Much love.

Pia 

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Chapter 1:

Reader & Message Clarity

Your book isn't for "everyone."

And until you know exactly who that person is and exactly what you want to say to them, your book will feel fuzzy and scattered.

In this chapter, we'll clarify and define your Dream Reader and Core Message. These are the two most important compass points for everything else in your book journey as they are the foundational pieces that make your message magnetic, clear, and transformational.

Goal:

Clarity on your Dream Reader (who you're writing for) and your core message (the transformation your book provides).

Instructions:

Here's a step-by-step process to get crystal clear on who you're writing for and what transformation you're guiding them through.

Step 1: Define Your Dream Reader

Your Dream Reader is ONE specific person who will absolutely love your book, someone you can picture in your mind and speak directly to. Often, they're a younger version of you... someone stuck where you once were. We're not creating a basic avatar with demographics like you'd learn in a marketing class in University, but instead, creating a living, breathing soul with real fears, longings, and a desire for transformation.

Dream Reader Clarity Prompts

- Define your Dream Reader's biggest challenge or fear related to your book. (e.g., feeling stuck in people-pleasing, burnout from always being the "strong one," disconnected from their intuition, drowning in debt)
- Write their secret desires or goals, the ones they might even be too afraid to say. (e.g., to feel fully expressed, to stop self-abandoning, to live in alignment, to grow a thriving soul-aligned business, to feel worthy of ease, joy, and love)
- Now write a short paragraph bringing this person to life. (What are they feeling right now? What do they need to hear? What are they craving that your book can offer?)

Guided Visualization

There's a guided visualization available under BONUSES that can help you connect with your dream reader.

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Step 2: Clarify Your Core Message

Your Core Message is your main through line or your A-Z transformation that acts as a guide as you write your book. Think of it like the spine that holds the body together. It's also what informs your book's subtitle (and your pitch, your posts, your brand).

🌀 Core Message Prompts:

- Define where your Dream Reader is at the beginning of their journey: Point A. (e.g., feeling invisible and unheard, constantly doubting themselves, disconnected from purpose, stuck in survival mode, sluggish and tired)
- Describe where they'll be by the end: Point Z. (e.g., confidently owning their voice, taking aligned action, feeling spiritually connected and self-led, healthy and energized, passive income in their sleep)
- Map out 3-5 key phases, lessons, or shifts that move them from A to Z. (e.g., learning to set boundaries, healing their inner child, embodying their truth, reconnecting with their intuition, daily habits)

These 3-5 phases will inform the core structure of your book.

Once this clicks, you'll notice the overwhelm starting to fade as you'll know exactly what belongs in the book and what doesn't.



pro tip

When your message is clear, your reader feels seen. They don't need you to be perfect, they just need to hear your authentic truth. Speak straight to the heart of the person who's searching for the message only you can provide.

Chapter 2:

Brainstorm Your Book

You don't need to choose all the "right" ideas yet. This stage is just about getting them all out.

You want to clear the noise, so you can see the patterns and themes that bring your book to life. Allow yourself to be messy, intuitive, and fun.

Goal:

To dump EVERY SINGLE THOUGHT OR IDEA, without judgment, out where you can visually see them. Magic happens once you get your creative juices flowing and unlock ideas you never even thought of.

Instructions:

Follow this step-by-step process to brainstorm your bestselling book ideas.

Step 1: Brain Dump

Write down every idea, story, teaching, or quote that comes to mind. Use sticky notes, a journal, or a Google Doc. Don't judge your ideas or organize them yet, just get it all out.

Step 2: Group by Theme

Look at what you wrote and start clustering similar ideas together.

i.e., topics like self-worth, boundaries, people-pleasing, and identity might all fall under the theme of "reclaiming your power." You might find 3-5 main "themes" or "categories." These often become your book's core sections or chapters.

Step 3: Cut the Extras

If it doesn't serve your book's main transformation or your reader's journey, let it go! You don't need to cram everything you know into one single book. This just overwhelms your reader.

Step 4: Highlight the Gems

Underline the ideas that feel most exciting, potent, or necessary. These will become the anchor points of your outline. Let your intuition guide you. You don't have to be perfect, your only goal here is to see your book taking shape.

You did it!

You've just unlocked a TON of ideas that have been swirling inside you and now they're out in the open where they can actually become something. By dumping, grouping, cutting, and highlighting, you've started to see the shape of your book come to life!

Chapter 3:

Outline Your Book

Now that your ideas are out of your head and into view, it's time to give them shape, structure, and flow.

Now we get to see your brainstorm become a real book outline, one your future readers will want to follow from start to finish. This process helps you move from chaos to clarity.

Goal:

To organize your book ideas into a cohesive, structured outline. This will be the “roadmap” or “journey” you take your reader on. If you already offer coaching/courses, you can apply the same structure to your book.

Instructions:

Follow this step-by-step process to outline and structure your bestseller.

Step 1: Sequence for Flow

Now look at your grouped themes from the previous brainstorming chapter and ask: “In what order should my reader experience this journey?”

Arrange your chapters to create a **natural progression**. Think of it like building a foundation:

- Start with context or background knowledge
- Then move into transformation or tools
- End with integration, next steps, or embodiment

For example, a manifestation book, it might look like:

- Introduction
- What Is Manifestation?
- The Science of Energy & Belief
- Healing Your Subconscious Blocks
- Manifestation Methods
- Putting It All Together
- Final Thoughts / Next Steps



Step 2: Slot Your Smaller Ideas Into Chapters

Once your main chapters are in order, go back to your brainstorm and start tucking the **smaller ideas** into the chapters they belong to. Ask:

- Does this story support this theme?
- Could this be an exercise, sidebar, or example?
- Is there something missing here?

Going back to the manifestation book example, maybe you have personal stories of manifesting large sums of money or the love of your life. These stories get tucked into the related chapter they belong in to clarify your points further; perhaps in the Manifestation Methods chapter to showcase how a method worked for you personally.

Step 3: Fill in the Gaps (Optional Research)

Write down anything else you'll need to gather for each chapter:

- Personal stories or client examples
- Statistics, quotes, or research
- Tools, exercises, or techniques

This helps you prep for the writing phase with everything at your fingertips.



pro tip

Think of your book outline like a Table of Contents. It gives your reader a bird's-eye view of what to expect. When they flip to it, make sure the path ahead feels clear, coherent, and compelling.

Chapter 4:

Set Your Launch Date & Make a Commitment

🌹 Let's set your launch date and make a commitment:

When you make the decision and commit to writing your book, your identity shifts and brings you into a new timeline. On a post-it note or piece of paper, complete the sentences below, and place it somewhere you will see it every day, such as your bathroom mirror or computer monitor.

"My working title and subtitle is: _____

I will publish my book on: _____(date)_____!

My book helps ___A___ learn how to ___B___ so that they can ___C___."

A – your dream reader adjective + noun

B – the result from your book's purpose or "why"

C – the benefit or their ultimate goal (usually always relates to more confidence, more money, more freedom, or more health – this is the bigger picture FEELING)



Chapter 5: Your Next Steps — Bring Your Book to Life! 🔥

Congratulations!

If you've made it this far through the playbook, you should now have the outline of your first (or next!) bestselling book! *How exciting is that?!*

I personally know how hard it can be to dream about writing a book but feel completely overwhelmed by where to begin or how to organize all the ideas swirling in your head.

But you did it, and took the first big step!

And as your Book Doula, my mission to support you doesn't stop here. I'm still here to guide you all the way to publishing a **#1 Bestseller!**

Here's what comes next:

- ✦ Finish your first draft in just 30 days
- ✦ Edit your manuscript, design your book cover, and format the interior pages
- ✦ Set up your Amazon account and upload your book files
- ✦ Plan and execute your Bestselling Book Launch
- ✦ Sell with soul and get your book into the hands of your Dream Readers!

It might feel like a lot, but imagine the moment you finally hold your published book in your hands, how many lives it will change, the doors it will open, and the pride you'll feel. A book is a portal to opportunities you can't even imagine yet.

If you're feeling overwhelmed and want expert guidance, that's exactly why I created *Dream Book Academy*!


Dream Book Academy is the #1 program for aspiring nonfiction authors, teaching the most powerful writing, self-publishing, marketing, and mindset strategies in the industry.

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This is where we make your dream book real, just like I did for myself:

"Hi, I'm Pia, a 5x bestselling author, book doula, and editor who pioneered the Hygge movement, generated multiple 6-figures in book sales, got translated into several languages worldwide, was featured in Elle, MindBodyGreen, BuzzFeed, and built a thriving publishing business helping others do the same. All because I decided to take a chance on my dreams."

 **If you want to quantum leap into a whole new version of yourself, and this feels like an aligned *hell* yes, scan the QR code below or join us at:**

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And if you have questions, fears, doubts, or just need to talk something through, I'm here to support you.

Much love,

Pia ❤️



Thank you!

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