

Give your story a shape.

Use this brief for a memoir, fiction, poetry collection or practical guide. It can evolve as you write.

Working title and type of book

A temporary title is fine. What kind of reading experience do you want to create?

Who are you writing for?

Picture one reader. What do you want them to feel, understand or take away?

Your book in three sentences

What is it about? Why does it matter? Where does it lead?

What material do you already have?

Notes, recordings, existing chapters, photographs, research or a rough outline.

Bring your idea, notes or a manuscript in progress.

Make the brief useful.

A clear scope helps you and your writer agree what the finished project should contain.

Map five chapters or sections

Write a heading and one sentence about the purpose of each section.

Agree these details before production

- ☐ Target word count, language, audience and type of book.
- ☐ Whether the work includes writing, editing, formatting or illustrations.
- ☐ Digital and print formats needed; confirm print specifications before layout.
- ☐ How feedback, revisions and factual checking will work.
- ☐ A realistic delivery plan, project price and payment arrangement.
- ☐ Permission for photographs, quotations and other material you supply.

This is a planning worksheet, not a print-ready book template. Retailers and printers set their own current file requirements. Confirm those for the chosen format before producing final files.