

# The Moxie Book Call To Action Grid

*Decide what type of ending you want for your book, then print this out and fill it in,  
and you're ready to end your book on a high*



## 1. The "Why Should We Care?" Ending

### Your Big Book Idea

**Looking Forward** (what changes will your reader see personally if they put your book into practice?)

**Business & Life** (how will your reader's wider life change if they succeed?)

**Industry** (what does your Big Idea mean for your industry?)

**Consequences** (what will happen if your reader does nothing?)

**CTA** (what should your reader do now?)

## 2. The "What's Next?" Ending

### **Your Big Book Idea**

**The Final Step** (the last thing your reader must do to get the result they want)

**The Next Step** (how to put your book into action to get tangible results)

**Continual Improvement** (how can your reader keep building on what they've learned?)

**Invitation** (join your programme or buy a course)

**CTA** (what should your reader do now?)

### 3. The "Where Are They Now?" Ending

**Your Big Book Idea**

**How Has Your Reader Changed**  
(since reading your book)

**How You Changed** (as you went  
through this process yourself)

**Future Change** (how will your  
reader change in future when put into  
practice everything they've learned  
from you?)

**Case Studies** (share some client  
success stories)

**CTA** (what should your reader do now?)

#### 4. The “Cliffhanger” Ending

**Your Big Book Idea**

**What’s Next?** (signpost your next book)

**Benefits Of Continuing** (why should your reader stick with you? What else do you have coming up for them?)

**CTA** (what should your reader do now?)