

# The Moxie Book Introduction Grid

*Print this out and fill it in when you're ready to work on your introduction*



**Your Big Book Idea**

**Your Hook** (problem/goal)

**Story Idea** (create a connection—relate to problem/goal)

**Your Promise** (why should your reader read your book)

**Set Expectations** (what will your reader get/learn/do)

**How To Use This Book**

**Why You** (introduce yourself)

**Get A Commitment** (what small step can your reader take to get started?)