

Sneak
Peek



Workbook Start-Up Kit

Your 5 Step Guide

TO CREATE AN ENGAGING
WORKBOOK



CREATED BY THERESA MCNEILLY
WWW.DOTHEWORKBOOKS.COM

Hi there!



Welcome to your workbook creation guide! Thank you for downloading this Workbook Start-Up Kit. This kit will help you to plan and structure your very own workbook.

I started *do the work* **BOOKS** to help entrepreneurs teach their passions to a greater audience. Publishing a book gives immediate credibility and authority in your field. Creating a workbook does just that and also ensures your readers apply what you teach to generate successful results. I strive for creative and transformational workbooks.

My more than 10 years experience in design and product development has taught me that the creative process works successfully when you have a strategic plan. Changes are bound to occur but your goal always remains the same.

My enthusiasm for creating a product from beginning to end helps you on your publishing journey. Whether it is an extended workbook, an abbreviated worksheet or marketing materials for your business, I create digital and printed graphic designs to help you serve your audience with more authority.

do the work **BOOKS** goals are to: add value for your audience; upgrade your content; engage and expand followers; teach with an effective tool. My mission to create custom designed creative workbooks for heart-centered entrepreneurs aims to inspire your audience to do the work.

Together, we can create an impactful workbook your readers need to instill knowledge and generate successful results.

Have fun and enjoy the journey!

Sincerely,

Theresa McNeilly

do the work **BOOKS**

Before you begin...

The average book is simply words on a page. These words express your teachings but may not help the reader learn the material. You teach, they read...however, they might not actually learn and understand the information. The best way to learn is by doing. By giving the reader an action, they will be able to absorb what they have read and truly understand it.

A workbook will give your reader the experience of acting on what they have learned. A workbook will prompt the reader to do the work you are setting them up to achieve.

PURPOSE: The purpose of this Workbook Start-Up Kit is to help you plan the creation process of your workbook. It is intended to be a detailed starting point for you to think about why, what and how you want your workbook to be structured.

CONTENTS: This guide has 5 steps to start you on your workbook journey:



Step 1: Your Path



Step 2: Your Why



Step 3: Your Vision



Step 4: Your Book



Step 5: Your Work

INSTRUCTIONS: I encourage you to print out this PDF document so that you can physically write out all your answers, thoughts and ideas. Handwriting is a powerful activity that engages different parts of your brain, forces you to process your thoughts clearly, and helps to remember and understand concepts more effectively.

At the bottom, left of each STEP page are icons which represent the interactive tools used within each STEP. These tools are explained in Step 5 so that you can go back to each STEP page and review how these tools were used in this workbook. This provides you with examples of how you can apply different interactive exercises for your own workbook.

So, go ahead, get started and enjoy the creative process!



Step 1: Your Path

What is the route you will take to create your workbook?

Maybe you already have a book? Or maybe you already teach your material? Maybe you don't? Which path are you taking to create your workbook? Find out which route you need to take depending on what you already possess.

Turn your existing BOOK into a WORKBOOK

- Do you already have a book and want to increase its value to your audience?
- Do you need to upgrade your content in a comprehensive way to achieve better results?
- Do you want to promote, expand, engage and inspire your readers?
- Do you want to accelerate transformational results by creating actionable steps?

Straight into DEVELOPING a WORKBOOK

- Do you want to have a book and want to start teaching to your audience?
- Do you already teach your expertise and want to share with others what you already know?



Turn your TEACHING into a WORKBOOK

- Do you offer workshops, courses or seminars and want to present and share your knowledge?
- Do you want a tangible, effective, and interactive tool for learning?
- Do you want to help people with your skill, expertise or service?
- Do you want to share your services effectively and give your customers something they can actually use to help them learn?

Turn BOOK into a WORKBOOK



Straight into a WORKBOOK



Turn TEACHING into a WORKBOOK



In any case, you are here because you want to start a workbook. Do you have any reason or obstacles from stopping you? _____

What is holding you back from taking your path?

- time money resources motivation other _____

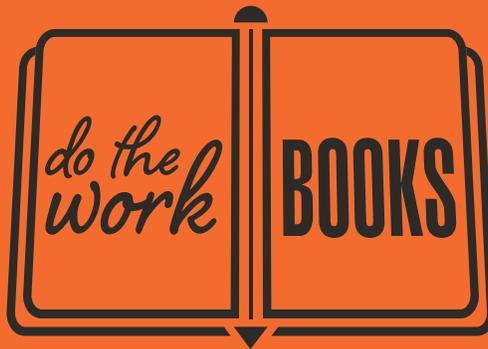
What would make you start? _____



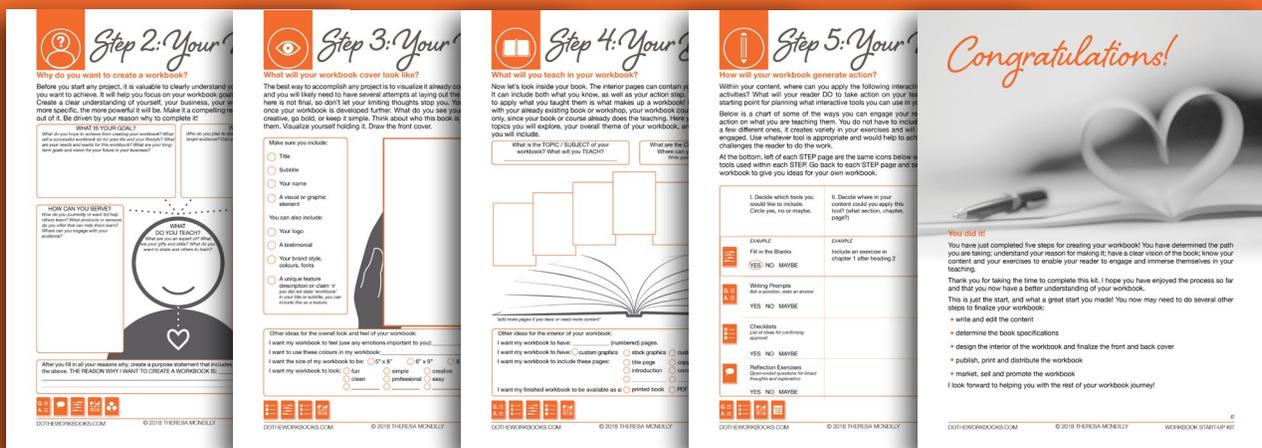


Want Steps 2 - 5?

Enjoyed this Sneak Peek? Do you want to do the rest of the work to plan your own engaging workbook? Get all the Steps by booking your 1st Free Connection Call with me at...



DOTHEWORKBOOKS.COM



Next Steps...

Are you ready for the next step? Need some help along the way? Let's do your workbook together! I would love to collaborate with you on creating your transformational workbook. What better way to complete a new project with someone else beside you on your journey.

Let's Connect, Collaborate and Create together! You will receive 3 FREE 30-minute calls with me discuss your workbook. If you have already completed this document, share it with me to get us started right away!

Connection Call



You will receive a FREE 30-minute first Connection Call when you download the Sneak Peek Workbook Start-Up Kit. We will introduce each other, explore your initial thoughts and discuss how I can help you. I will then send you the Workbook Start-Up Kit so that you can start the journey.

Collaboration Call



After our Connection Call, and you want to move forward, you will receive a FREE 30-minute Collaboration Call. We will review the Workbook Start-Up Kit. Don't worry if you didn't complete it all, we will work on it together! Based on our discussion, I will prepare and send you a Welcome Package.

Creative Call



When you have received the Welcome Package after our Collaboration Call, and we agree to work together, we will begin the creative process! I will send you a custom Design Proposal for your workbook and we can review it together over a FREE 30-minute Creative Call.

[Contact me here](#) by filling out the form or send me an [email](#) so we can get to work on your own workbook!

Sincerely,

Theresa McNeilly

do the
work BOOKS



Workbook Start-Up Kit

Your 5 Step Guide

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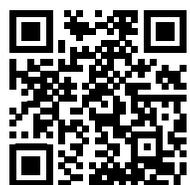
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work BOOKS

www.dotheworkbooks.com



“Theresa was able to take my book, my writing and all the exercises, as well as my creative brief, and come back with much much more than I expected. I absolutely LOVE working with Theresa and recommend her to anyone who is creating workbooks with the intention to create an impact on society and humanity!”

Judy Machado-Duque, Author of Life Purpose Playbook

“From the beginning her exquisite design proposal motivated me to write. Her artwork helped keep the momentum going. Theresa’s vision for my workbook coupled with her stunning artwork made the workbook come alive. She is very skilled at bringing life to ideas and her own creativity jumps out of every page inviting the writer to join in. Theresa captured the real essence of what I was hoping for to create with my writer’s workbook - a wonderful sacred beautiful space to inspire creativity!!”

Susan Ksiezopolski, Author of The Writer’s Workbook

“Her skill set, attention to detail, vision and heart have made her the best graphic designer that I have ever worked with. She took interest in the subject matter and was able to clearly see all of the possibilities in it. Theresa is very professional and knows how to get a job done and help move it forward as well. It is Theresa’s amazing abilities as a designer, great personal nature and dedication to the project that allow me to recommend her with the highest confidence.

Andrew Critelli, Author of The Spirit Ritual Formula Journal