

★ *Nonfiction Series* ★



The 7 Archetypes of the Self Help Book

★ By Sally Wolfe



The 7 Archetypes of Self-help



What is the topic and title that's going to instantly grab the attention of your ideal reader? **Publishers consider title to represent 80% or more of the success of a book.**

Using the power of the **7 Archetypes of Self-help** will help you choose both a powerful topic and a compelling title.

The 7 Archetypes play no matter who the audience is. I didn't invent them, but over the years of writing, editing, and working with authors, I have identified the 7 that recur over and over.

These evergreen approaches are endlessly renewable because they are based on our unchanging hierarchy of needs.

Let's take a look. >>>

Hierarchy of Human Needs



Security

Health

Relationship

Social Recognition

Advancement

Personal & Spiritual Growth

Knowledge

7 Archetypes™: Key to Engagement



What's new



Avoid mistakes



Be inspired



Learn a skill



Get the low down



Learn secrets



Bust myths

How to use the Archetypes



1. First, identify your audience. Choose a problem that enough people need to be solved urgently.
2. Offer an expert perspective. Make sure you have a thorough understanding of the problem and a solution that is highly valuable and/or proven.
3. Go through the archetypes one by one and consider the key question that each archetype asks.

Innovation: What's new



Is what you offer new or innovative?
A modality or approach that most
people aren't familiar with that has
exceptional results?

Avoid Mistakes



What mistakes do you see your clients, associates, or friends make over and over that you can prevent, saving them time, frustration, and pain?

Be Inspired



Do you have a personal healing or transformational story that you want to tell to help others? The story could also be a case study or the experience of a mentor or teacher.

Learn a Skill



People appreciate step-by-step instruction. Your book might help people learn to become an Italian gourmet cook or prepare for an critical interview or presentation.

Get the Low Down



Can you create a guide to an industry, career or subject area that other people need?

Learn Insider Secrets



Do you have information that is proprietary or little known, and is considered very valuable to people with certain problems and goals?

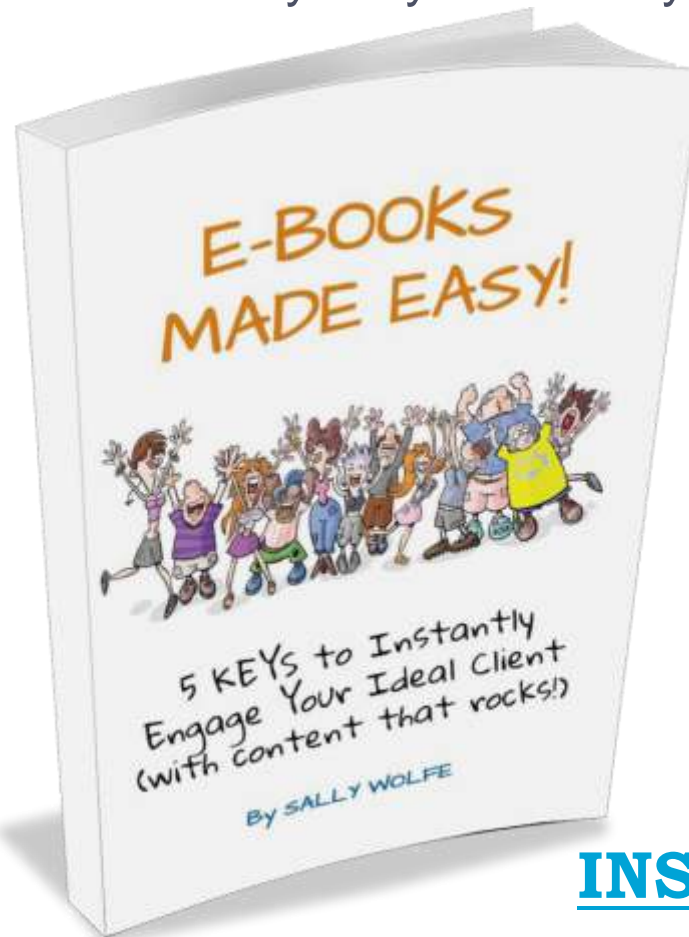
Bust a Myth



What prevailing ideas or fears do your clients, customers, or associates have that are false or misleading?

Enjoyed these quick tips?

Then learn the easy way to write your own e-book.



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