

# 100 Ideas for Books

This list is designed to get your mind moving.

It's deliberately mixed between fact and fiction. You'll see 'how to' thrown in with mythology, business ideas next to good versus evil.

That's because some of the very best ideas for books come from taking two ideas and merging them together.

Read this list with a pen in hand, take ideas that grab your interest (maybe give them a score out of 10?) and have a notepad ready; because your idea, your book, your best-seller could pop into your head at any time.

And if you already have a book idea, take inspiration from the list and ask how could you make it even better?

Are you ready? Dive in and enjoy 100 Ideas For Books

**Write  
That  
Book**

**Leadership** - people are crying out to be led. Could you write a book on leadership full of ideas, tools and techniques to make people better or brilliant leaders?

**Sales** - Nobody wants to be sold to, but everybody wants to buy. Cracking the code of how to sell in a cool way, so that people are delighted with the sales process is the Holy Grail of sales books.

**Customer Service** - My book *5 Star Service* is the best-selling customer service book in the UK by a British author. Could you write something that would be even better?

**Marketing** - I talk a lot about System 1 and the brilliance behind that book, but I know that the best marketing book is still yet to be written.

**Public Relations** - Everybody raves about the importance of PR but who really knows how to do it?

**Advertising** - 50% of advertising works, 50% of advertising doesn't work. Wouldn't it be great to have a book that showed you how to focus on the 50% that does?

**Time Management** - You can't buy time, but you can create extra time with the right tools and techniques.

**Personal Development** - a massive area where those who have a story and a message can impact the lives of thousands of people

**Interviews with Others** – Jamie Waller wrote *Unsexy Business* by interviewing 12 entrepreneurs who had less than glamorous businesses. His book has sold thousands of copies.

**Business Cases** - People love to read about business success, the trials and tribulations of how they got started, how they scaled and ultimately what they did next. Maybe it's time to move away from the likes of Amazon and Nike and to focus instead on some new business success stories.

**Reviews of Other's Work** - Unsure of what to write about? Why not start by reviewing other people's work? Take your top 20 books which focus on a particular area and write a short synopsis of each one. Share with the reader what you liked about it and what they could get from it.

**Compilations** - *50 Self-help Classics*, is the shortcut to reading 50 classic self-help books. The author, double barrelled, double B'd Tom Butler-Bowden simply took his 50 favourite self-help paperbacks and combined them into an easy to read reference book.

**Travel** - If you love travel and you have expertise in this area you could create a brilliant book showing readers how to get the most out of their travel.

**How to...** - 'How to' books continue to sell millions of copies every year because of the simple promise that the reader will learn how to do something that they couldn't do without the author's help. What could you share as a how to...?

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**Children's Education** - All children need to be educated. Do you have some wisdom that could be shared to help children and young people to learn?

**Children's Stories** - One of the biggest growth areas in publishing is children's stories. Just look at how many celebrities are jumping into this massive market. Don't kid yourself, it's no easier to write a children's book than an adult book - in fact in some ways it's harder, but think of the impact you could have on so many lives?

**Children's Self-Help** - There must be room for more self-help for children and teenagers. I remember scanning the bookshelves looking for great books for my kids that would help them to be better.

**For Teenagers** - The teenage market is challenging, but when a book hits the sweet spot the media love it, parents love it and it can be a brilliant gift for those difficult teens.

**History** - Are you a history buff? Could you give a slightly different take on classic times in history? Have you spent hours studying our past so that you could create a book that will be brilliant for the future?

**Local History** - Who doesn't want to know more about the area where they live? You could create a book on local history and everyone within a 20-mile radius would want to buy it.

**Family History** - There's nothing wrong with wanting to pull together the family history as a book. It may only be read by a handful of people who are part of your kin, but it will be a fantastic legacy to leave for future generations.

**Geography** - At school, Geography was always an incidental subject that just happened to be taught by the PE teacher or a beardy bloke with leather patches on his sleeves. Now I'm fascinated by geography and all it brings.

**Cooking** - Are you a whizz in the kitchen? Actually, you don't need to be, all you need to do is to be able to create recipes that people love.

**Baking** - *The Great British Bake Off* is one of the most popular TV shows in British history. Why? Because people love to bake – or they like the idea of being able to bake. Do you? Could you share your ideas to get people baking?

**Specialist Cooking** - Can you cook something special? Plant based, vegan, dairy free, low carb, high protein, you name it there's a book there with loads of ideas.

**Hobbies** - What's your hobby? Could you turn it into a book? One of my hobbies is woodturning. I think I've bought or been gifted every book available on the subject.

**Religion** - Share your views on something you believe in. What's your interpretation of scriptures? Could you give inspiration, love and connection?

**Fiction** - Have you got an incredible imagination? Could you take people to extraordinary places with an unlimited budget and create mind movies where the reader is taken on an incredible journey?

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**Adventure** - Dan Brown has made millions by creating adventures for his character Robert Langdon. The critics say it's 'light writing'; I think they may be jealous of the 80 million sales.

**Murder mystery** - Could you be the next Agatha Christie? Why not? Her imagination and creativity, combined with a slightly dark side, made her one of the most prolific and famous murder mystery writers of all time.

**Diaries (fiction)** - *The Secret Diary Of Adrian Mole Aged 13 ¾* sold over 20,000,000 copies. The easy read format makes this type of book difficult to put down.

**Journal (fact)** - Have you been keeping a Journal? Maybe your experiences and take on life could be the perfect memoir

**Moving to a Different Country** - Have you emigrated? Perhaps your experience could be turned into an entertaining and interesting book. *A Year in Provence*, anyone?

**Factual Referencing** - If you've got the type of brain that likes collecting facts, then maybe you could create your own factual reference book. The Guinness Book of records continues to be a favourite, but what else is there?

**Paranormal** - People are fascinated by the unknown. Scares the bejesus out of me, but could you tap into the crazy weird world of the paranormal?

**Thinking Ideas** - When Edward de Bono wrote *Six Thinking Hats*, the simple format of teaching people how to reason created a global best-seller. And the Singaporean government paid him millions as a consultant to encourage their education system to become more flexible, creative and thought-based. Do you have some thinking techniques that could benefit readers in every country around the world? And think of the consultancy fees!

**Creativity** - Organisations are screaming out for creativity. With so much information at our fingertips people are becoming less not more creative. It's time for a new book on creativity.

**Mythology** - Do you love myths and legends? Just take the success of Game of Thrones to see how readers are lapping up modern takes on mythology.

**Local Community** – Perhaps you could write something for your local community? Interview some of the local characters, add their photographs and you have a ready-made audience for your book.

**Tackling Issues** - Have you tackled some social issues? Maybe you know how to make the unjust just? Share your ideas and benefit thousands of readers who need to know how their difficulties can be overcome.

**How To Pass Exams** – We still have a system where Intelligence is measured by how good you are at sitting exams. Many years ago I created an audio programme called *The Ultimate Exam Technique*. I believe the timing is perfect for a new modern approach to sitting and passing exams.

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**Innovation** - Where did the best ideas come from? Who is being innovative and why? What questions are they asking? What solutions are they coming up with? So many questions! So much innovation.

**Poetry** - My great friend Simon Thirsk is the cofounder and chairman of Bloodaxe books (The UK's largest publisher of poetry books) and they are always on the lookout for amazing poetry writers.

**Jokes** - Joke books used to be a classic stocking filler and then we stopped. Why? Because the jokes contained haven't moved with the times. Could you write a new modern joke book?

**Biography** - Maybe you know more about somebody than anyone else. If so, you're the perfect person to write a biography. Who would you choose and why?

**Autobiography** – I think this is one of the most important books to write. Your story - captured on paper forever. Imagine in years to come your great-great-grandchildren knowing the life and times of their great-great-grandparent. In your words too, so you can make it as exciting and interesting as you like ;)

**History Of A Business** - Could you capture the history of a business? From humble beginnings, through difficult growth and ultimately success. The Everything Store (history of Amazon) reads like a novel.

**Thought Leadership** - Leaders think differently; what's the latest, most innovative type of thinking and how could it be applied in organisations large and small around the world? We need more writing and sharing on thought leadership.

**A Guide To Social Media** - No one could have predicted the rise of social media. There have been several guides over the last few years on how to use it. Could you write the next/better one?

**Understanding Thoughts and Emotions** - What makes us human? Our ability to think and reason are second to none, and yet we often allow our thoughts and emotions to overtake and overwhelm us. What's the solution?

**Removing Stress** - Stress is responsible for more illness, days off, breakdown of relationships, poor parenting and a dozen other negative outcomes. Do you know how to remove stress, and could you show others how to do the same?

**Psychology** - Popular psychology is called that because it is *popular* - people want to read it. Could you create the next popular psychology book with a hook and a title that jumps off the shelves?

**Goalsetting** - The goal posts of goalsetting have changed. Your readers will want everything; bigger, bolder, better and faster than ever before. The next big goalsetting book will address this and give readers rapid solutions to help them achieve their goals.

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**Communication** - I don't know anyone who doesn't believe that they could be better at communication. And communication is a skill that can be learned and applied in any situation.

**Negotiation** – Most of the current books on negotiation are based on outdated principles often used by dodgy salespeople. The sophisticated customer of today can see right through it. If Donald Trump can write *The Art Of The Deal* you can write a better negotiation book.

**Public Speaking** - It's often declared as one of the top five fears that people have - right up there with snakes and death. And yet learning how to speak and present in public is a tool that's available to everyone. And what about a book, that teaches readers how to speak and present in this new digital broadcast age?

**Training Animals** – Sit! Can you make a crazy dog calm? Are you an animal whisperer? What are your secrets and what can you share?

**Short Guides** - A book doesn't have to be 50,000 or 100,000 words; short guides can give the reader exactly what they need in a pocket-sized punch. And when you write a short guide that companies love, they buy them by the 100s.

**Humorous Fiction** - Can you make readers laugh by creating characters and situations that seem so bizarre and yet so close to the truth that your reader would laugh out loud. Imagine your book being read by someone who's enjoying it so much that those close by have to ask, 'What are you reading?'

**Taking the Complicated and Making It Easy** - *The Dummies Guides* have become a phenomenon in publishing. Do you know how to take what appears to be a complicated idea or concept and have the ability to make it easy? Dummies are currently looking for authors and you could write the next Dummies guide.

**Scaling a Business** - Have you scaled a business, or have you coached someone who has? Scaling is more than a buzz word, everyone wants to know how to turn scaling in to practical step-by-step actions.

**Search Engine Optimization** – This is still a dark art to me. If you could write the book that demystifies SEO, I'd buy it in a flash.

**Sport** - Still one of the most popular areas in publishing. From football to fencing there's a book that will show you how to be better at a sport.

**Motivational Stories** - Do you love a motivational story? One where you get to the end and just think 'wow'? *Chicken Soup For The Soul* started as one book with 101 Motivational stories - now the series contains a whopping 276 books!

**Interviews With Successful People or Interesting People** - Do you know successful or interesting people? Could you interview them, grab their thoughts and secrets and put their words into a book?

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**Parenthood** - Who doesn't want to be a better mum or dad? Most parenting books are dull! Could you write something for the 2020's that tackles real issues? And helps mums and dads to be better parents?

**Being a Grandparent** - Why do grandparents and grandchildren get on so well? Because they have the same mutual enemy! Being a grandparent is becoming an increasingly important role. There are few books on the subject - could you write one?

**Money** - It may make the world go around, but it's also at the root of so many problems. Over 50% of divorces include some reference to money worries, and yet being able to master money is within the grasp of all of us. It's just knowing how.

**Investing** - Have you been a successful investor? Could you demystify investing for the masses?

**Staying Focused** - Distractions are all around us, from social media, notifications, on demand TV, a phone that's with you 24/7... the list goes on. Could you show your readers how to stay focused?

**Futurist** - Are you a futurist? Do you have an understanding of where we might be in six months, a year, or 10 years from now? The ability to share the future based on facts, data and the latest thinking makes a compelling read.

**Habits** - We all have habits; removing the bad ones and creating good ones must be a goal for everyone.

**Books specifically for a sex (male or female)** - it's tough being a man, it's harder being a woman. Could you write a book that appeals to a particular sex that gives them hope and strategies?

**Motivation** - *Feel The Fear And Do It Anyway* and *Even Eagles Need A Push* have sold millions of copies around the world and continue to do so. And recently David Goggins' - *Can't Hurt Me* has grabbed the headlines. It's time for a new book on motivation and what you are capable of.

**Magic** - For many years, I was a member of the Magic Circle. Magicians buy books. I added magic not because I want you to buy or write magic books, but because I want you to think about a skill that you could share in a written form.

**Adventure** - If you can't go on the adventure yourself what's better than to read about it? My friend Jes has rafted down the Colorado River six times. Every time there's a story to go with the adventure. Where's the book Jes?

**Courtroom Drama** - Clever courtroom drama makes a book sticky - you just can't put it down. If you have a legal mind, I'm sure you've thought of ideas that would surprise and delight readers.

**Futuristic** - What will the future look like? Will the world be better or worse? Write a futuristic adventure book where your imagination can run wild and you can decide.

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**Space Age** - For many years we've been fascinated by space and the thought that there might just be something else out there. What is it?

**Astrology** - Every newspaper and magazine has an astrology column. Some people think it's nonsense, some find it interesting and some live their lives according to what's in the stars.

**Astronomy** - And speaking of stars, astronomy is massively on the up. The price of telescopes has fallen and the ability to star gaze has become accessible to more people than ever.

**Nutrition** - Do you know what it takes to create a healthy diet? We've moved on *from You Are What You Eat* and readers are more interested than ever in the science behind the fuel that powers our bodies.

**Fitness** - You don't have to wait for January to release a fitness book. And if you're thinking that Joe Wicks has cornered the market then think again; his sales are just a fraction of one of the biggest markets for books in the world. And how about the specialist areas such as strength conditioning, spinning, etc

**A Play** - Do you have an idea for a play? Perhaps you could write it as a book first? Capture the script, develop the characters, set the scene and let the readers create the set.

**Weird and Wonderful** - There are very few books that are off limits. If you have a passion for the weird and wonderful you can be pretty certain that there is someone out there who thinks the same and would like to read your book about it.

**Community Projects** - How is your community transformed? What did you do to come together? Has heavy industry been replaced by something else? If so, what? Capture this knowledge for your local area and inspire others world-wide. *Too similar to local history idea*

**Your Expertise (at anything)** - What's your specialist knowledge? Do you know more about something than most people? Could you turn this knowledge into a short medium or even long book?

**Provocative** - Over the last few years we've seen lot of books using the F word in their title and provoking readers to pick them up and dive in. Provocation is a great way to get people to think about and talk about your book.

**Erotic** - Don't be embarrassed - *50 Shades Of Grey* has sold 125 million copies and has been translated into 52 different languages and set a record in the UK as the fastest selling paperback of all time. Although you'll be hard pushed to find anyone who admitted to reading it ;)

**Nature** - What do you love about the environment? Do you know more about nature than most? What would you like to share with the world about our most important possession?

**Good Versus Evil** - It's the classic of most fiction books. Would you like to write about the bad guys and how your hero or heroine becomes a force for good? Readers will never tire of this classic format.

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**Fact Mixed With Fiction** - I love Ken Follett books, he has a wonderful way of mixing factual events with a fictional storyline; so not only are you entertained, but you also receive some valuable education

**Why Something Isn't Something** - A bit of a funny one; but being able to flip a popular notion and give an alternative view is a powerful way to grab attention and share new knowledge.

**Relationships** - *Men Are From Mars Women Are From Venus* was the highest ranked work of non-fiction in the 1990s. Surely it's time for a modern update to help people get the most out of their relationships?

**Avoiding Illness** - *How Not To Die* by Michael Gregor, Is more than an incredible title, it's a brilliant work which covers everything from diabetes to blood pressure, food to mental wellbeing. There's never been a better time to give people knowledge to survive and thrive.

**Recreation** - People love to have some spare time on their hands but what do you do with it? Turning a day off into quality recreation time must be an area of expertise for many potential authors

**Cheats and Hacks** - YouTube is full of them - could you collect a series of ideas that would help readers to hack life and get the most out of everything?

**Lists** - Top 10s (17s), highest ever, most unusual, tallest, longest, shortest, the list could go on. And in books of lists it will.

**Starting a Business** - As the world changes, more and more people will want to know how to start their own business. Do you have the knowledge to give them a higher chance of success?

**Running a part-time business** - We live in a world where the 'gig economy' is becoming the new normal; many people are starting part-time businesses they run from home. Do you have the knowledge to show readers how to create an additional income stream running their own homebased enterprise?

**Coaching** - Are you an expert coach? Do you have tools and techniques that could teach coaches how to get the best out of their coaching sessions? With a surge in the number of coaches it's time to create a new powerful 'how to' coaching book.

If you've enjoyed this list please make sure you participate in **Write That Book**. A private Facebook group dedicated to helping anyone to write and publish their book.

<https://www.facebook.com/groups/WTB2020>