27 DEGREES PUBLISHING

The Four Step Story Framework

Turning Your Experience into Influence

MASTERCLASS WORKBOOK

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WELCOME

Your story has value, and someone needs it

Thank you for joining me. This workbook walks you through the Four Step Story Framework, the same process I use to help everyday people turn their life experience into a book that builds authority and creates lasting impact.

Since 2015, I've helped more than 1,000 people become published authors. Almost every one of them started exactly where you are now: with a story, a few doubts, and no idea where to begin.

How to use this workbook

> **Grab a pen.** Every page has space to write. Your first answers don't need to be perfect.

> **Go in order.** Each step builds on the one before it.

> **Be specific.** The more specific your experience, the more universal the lesson.

> **Come back to it.** Your answers will sharpen as you go. Revisit them often.

What you'll discover

- [ ] **Why** your unique experiences make you qualified to write a book
- [ ] **How** to turn life lessons into a framework that creates influence
- [ ] **The exact steps** to take your book from idea to readers' hands

My commitment to my story: I'm writing this book because…

THE FOUNDATION

The Influence Equation

You don't need to be famous. You need to be helpful.

Your Experience	+	Your Insights	+	Your Voice	=	Influence That Lasts

Fill in your equation

1 My experience: what I've lived through or done

2 My insights: what I've learned because of it

3 My voice: how people describe the way I share (warm, direct, funny, faith-filled…)

4 The influence I want to have: who I want to help, and how

THREE TRUTHS

Why your story is worth writing

Truth 1: Someone needs exactly what you've been through

"Who wants to read about my divorce at 50?" Thousands of people going through exactly that, feeling alone and needing your perspective. The more specific your experience, the more universal the lesson.

Who is going through what I went through, right now?

Truth 2: Your "ordinary" life holds extraordinary lessons

The teacher whose classroom skills now train educators nationwide. The survivor whose cancer journey became advocacy and coaching. The entrepreneur whose business failure now mentors startups. People need real solutions from real people who've walked the path.

What feels "ordinary" to me that others find remarkable?

Truth 3: A book multiplies your impact

In conversation, you help one person at a time. A book helps unlimited people while you sleep, and opens doors to speaking, coaching and consulting. "Author" literally means "authority."

What doors would I love my book to open?

FROM EXPERIENCE TO BOOK

The #1 mistake new authors make

They try to write a book when they should be planning a transformation.

Wrong	Right
"I want to write about my journey with anxiety."	"I want to help people overcome anxiety using the 5 strategies that saved my life."

Your book isn't about *you*. It's about what you can do for your *reader*.

Rewrite your book idea

1 My book idea as I'd describe it today

2 Who it helps

3 What it helps them do or overcome

4 Now put it together: "I want to help ____ to ____ using ____."

THE FRAMEWORK

Four steps from experience to influence

STEP 1

Mine Your Experience

Discover your unique gold.

STEP 2

Identify the Transformation

Map your reader's journey.

STEP 3

Structure Your Insights

Build your framework.

STEP 4

Write Without Overwhelm

Take action consistently.

Before you start: where are you today?

Circle the number that fits, from 1 (not yet) to 5 (absolutely).

I know what my book is about	1 2 3 4 5
I know exactly who my reader is	1 2 3 4 5
I have an outline for my chapters	1 2 3 4 5
I have a regular writing routine	1 2 3 4 5
I know the steps to get published	1 2 3 4 5

Come back to this page when you finish the workbook and see how far you've moved.

STEP 1

Mine Your Experience

Your book topic lives at the intersection of these four answers. Write one answer to each question now, then add more as they come.

What have I overcome?
Challenges, obstacles, transitions

What have I learned?
Career skills, life lessons, expertise

What do people ask me about?
Friends, family, colleagues

What breaks my heart?
What problem needs solving?

Where they meet

Look across your four answers. What theme keeps showing up?

> Want to go deeper on step 1? **The Four Step Story Framework course** ($77 CAD) walks you through it with short video lessons. **Learn more →**

STEP 2

Identify the Transformation

Your book is the bridge between where your reader is now and where they want to be. Get crystal clear on their pain point.

Before: where they are now	After: where they want to be
Frustrated, stuck, confused, hurting…	Confident, free, clear, healed…

Meet your reader

1 Who are they? (age, stage of life, situation)

2 What keeps them up at night?

3 What have they already tried that didn't work?

My book promise

"This book helps _____ go from _____ to _____."

> Want to go deeper on step 2? **The Four Step Story Framework course** ($77 CAD) walks you through it with short video lessons. **Learn more →**

STEP 3

Structure Your Insights

Use the Simple Book Formula, then turn your insights into a framework. Your framework becomes your book's backbone.

The Simple Book Formula	My notes
Introduction Your story + why this matters	
Chapters 1–3 The problem defined	
Chapters 4–8 Your framework (the solution)	
Chapters 9–10 Implementation	
Conclusion Their new future	

Build your framework

People love frameworks: The 5 Pillars of… · The 4-Phase Process for… · The 3 Secrets to… Example, *Starting a Business After 50*: Reframe → Refine → Reach → Revenue.

My framework name: The ___ ___ of / for / to _____

Phase / Pillar 1

Phase / Pillar 2

Phase / Pillar 3

Phase / Pillar 4

> Want to go deeper on step 3? **The Four Step Story Framework course** ($77 CAD) walks you through it with short video lessons. **Learn more →**

STEP 4

Write Without Overwhelm

You don't need to...

- [ ] Quit your job
- [ ] Write for hours every day
- [ ] Be a "good writer"
- [ ] Know everything about grammar

You do need to...

- [ ] Start, even imperfectly
- [ ] Be consistent (15 minutes counts!)
- [ ] Focus on clarity over cleverness
- [ ] Get support (editing exists!)

The 90-Day Book Method

Weeks	Focus	My start date
1–2	Outline and structure	
3–10	Draft one chapter per week	
11–12	Revise and refine	
13	Hand it to an editor	

My writing commitment

I will write on _____ (days) at _____ (time) for _____ minutes, at _____ (place).

Done is better than perfect. Published is better than polished-but-never-finished.

> Want to go deeper on step 4? **The Four Step Story Framework course** ($77 CAD) walks you through it with short video lessons. **Learn more →**

AFTER THE DRAFT

The Publishing Path

You don't have to figure it all out alone.

Editing

Professional polish: developmental, copy and proofreading.

Cover Design

Your book's first impression. People do judge!

Formatting

A professional interior layout for print and ebook.

Publishing

Upload to Amazon and distribute worldwide.

Your book is a tool

Once it's published, your book becomes your influence amplifier. How will you use yours?

Your book as a...	How I'll use it
Business card that sets you apart	
Lead magnet that attracts ideal clients	
Credibility that opens doors	
Legacy that outlives you	

Ready to publish? My team handles editing, cover design, formatting and publishing. **Book your free call** and let's map out your path. **Book now →**

YOUR NEXT STEP

You have two paths

Path 1

Close this workbook inspired, and do nothing.

Six months from now: your book is still just an idea, your influence stays small, and your impact stays limited.

Path 2

Take the next step today.

Six months from now: you're holding your book plan and your first chapters, helping people, and building real influence.

The difference between these paths? One decision.

Your free call with Heather

Take Path 2 today. Book a complimentary 30-minute call with me and we'll talk about your book, where you are right now, and the clearest next step to get it written and published.

My gift to you: no cost and no obligation. Just a real conversation about your story.

Book your free call

Ready to go further? The Four Step Story Framework Course

6 weeks of short video lessons and workbook pages. Turn your experience into a clear book plan, a chapter outline and your first three chapters, one step at a time.

Join the course · $77 CAD

A FINAL WORD

"Every book you've ever read started with someone just like you, wondering if they could really do this."

They decided to try. Now it's your turn.

Your story matters. The world needs what you have to offer.

Heather Andrews

27 Degrees Publishing

Website	27degrees.ca
Email	heather@27degrees.ca
Facebook	facebook.com/heatherandrews70
Instagram	@myworld770
LinkedIn	linkedin.com/in/andrewsheather
The course	The Four Step Story Framework · $77 CAD
Free call	Book your complimentary 30-minute call