DANCE IN THE RAIN

STEP OUT, STEP UP AND STEP INTO YOUR BEST PERFORMANCE

BRIEF FOR BOOK FRONT COVER

* It needs to be iconic
* It needs to be a ‘clean’ design
* Needs to be seen on a bookshelf in an airport from 50 feet away
* No stick like figures/cartoon style or cutesy design
* The book appeals to both male and female readers
* This is a cross over book and covers a couple of genres like Charles Duhigg’s book The Power of Habit or Brene Brown’s Daring Greatly. So it is primarily about taking better care of yourself personally, professionally and will appeal to those in business.
* The idea that a personal enriching life feeds into an engaged performer on the job – they feed off each other leading to increased engagement, productivity and fulfillment
* The dance analogy means that you are not sitting on the sidelines of your life or business
* It is laced with inspiring real life case studies
* Positioning of the book: People facing adversity and still come through better than ever and better equipped to what comes next.
* Want a cover that would attract a Fortune 50 CEO to buy the book for his staff
* My name as the author should be across the bottom LYNDA AURORA MBA MCC

CHAPTER HEADING

The old and the new chapter headings to get more insight into the book content

OLD CHAPTER HEADINGS NEW CHAPTER HEADINGS

Chapter 1 Who is running your life?

Who is leading your life?

Chapter 2 Who are you?

Are you waiting to be asked to the dance?

Chapter 3 The importance of clearing clutter and bad habits

Are bad habits keeping you off the dance floor?

Chapter 4 Don’t die wondering – just stop procrastinating

Don’t miss the dance

Chapter 5 Is it time to check your heart health?

Are you healthy enough to dance your heart out?

Chapter 6 How do you start the day?

The day of the dance.

Chapter 7 Will you slow down to speed up and take time for you?

Are you dancing as fast as you can?

Chapter 8 Are relationships one of your life priorities?

Who are you partnering with?

Chapter 9 What can you do when life throws you a curved ball?

What can you do if you trip, stumble or fall?

Chapter 10 Is poor money management sabotaging your success?

Can you afford to dance?

Chapter 11 What are your strengths?

What are your go to dance moves?

Chapter 12 Is fear a block for you?

Are you afraid to dance?

Chapter 13 What is the power of hope?

Have you ever given up hope of dancing again?

Chapter 14 Is it time for setting boundaries?

Are people stepping on your toes?

Chapter 15 What will matter? This is a poem

Are you doing a happy dance?

Chapter 16 The final word

Dance in the rain and in the sun

As a book cover idea to have both a man and a woman in a dance move with one half of their body a dance costume and the other half in business attire.

I still need to finalise the back cover, get an ISBN and a photograph