



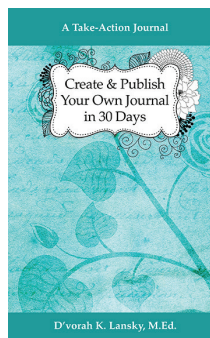
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Course Access - Login and go to the "My Courses" tab at:  
<http://ShareYourBrilliance.teachable.com>

Pick up a print copy of the journal for this course at:  
<http://ShareYourBrilliance.com/takeaction>



Vibrant Marketing Publications  
Hartford, CT



## *Welcome to the Course*

In your hands, you have a blueprint to help you create, design, format and publish a take-action journal for your audience. Get ready to help them achieve more while positioning yourself as an expert in your field.

By going through the course tutorials, following the step-by-step instructions and completing the activity pages, you can have a ready-to-publish manuscript in your hands!

To make the most of this opportunity, schedule recurring times each week to develop the content for your journal. By doing this, you'll get your journal created in record time.

Have fun with this process and don't be afraid to dream big!

Your take-action journal can become a doorway that connects you to your future students and clients.

I'm looking forward to celebrating the publication of your take-action journal!

*Here's to Your Success!*

*D'vorah*

# Notes

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### **Activities to Help You Create Your Journal**

In this module, you'll find worksheet sets that will walk you through the process of designing your take-action journal. You'll:

- ☐ Decide on the topic of your journal.
- ☐ Identify activities for your readers.
- ☐ Design your journal pages.



## *Decide on Your Journal Topic*

A take-action journal is designed to walk people through a process that will provide them with a solution to overcome challenges they face.

The first step in designing your take-action journal is to give thought to the purpose of your journal and what you'd like readers to achieve.

Complete the activities on the following pages to help you identify the focus for your journal.

What excites you most about creating this journal?

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What intrigues you about helping people in your audience to overcome challenges they face?

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## *What is Your Why?*

Getting clear on your "why" can provide you with motivation and inspiration for developing what can become a powerful tool for your audience.

What is your "why" for wanting to publish a journal?

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How will your audience benefit from your journal?

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How will you benefit by publishing a journal?

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## *Describe Your Areas of Expertise*

As you decide on a topic for your journal, you want to be clear about what it is you offer and who you serve. This will help you to identify a journal topic that your target audience would be interested in.

What are your main areas of expertise?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

What are you most interested in?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

What do you have **both** expertise in and interest in, that your audience would love to learn?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## *Identify Your Target Audience*

Spend some time identifying who your target audience is. This is essential as it will allow you to maximize your efforts and results while helping the exact people who need what you have to offer.

Describe your ideal student, client, or reader: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is your audience most interested in?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

What challenges are they seeking solutions to?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

Based on your areas of expertise and the needs of your audience, list possible topics for your journal. Circle your top choice.

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## *Describe & Title Your Journal*

The topic of my journal is: \_\_\_\_\_

\_\_\_\_\_

Journal title: \_\_\_\_\_

\_\_\_\_\_

Journal subtitle or tag line: \_\_\_\_\_

\_\_\_\_\_

Journal description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The main benefits my audience will experience by using my take-action journal.

\_\_\_\_\_

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## *What Will Your Readers Track*

In addition to daily journaling pages, a take-action journal can provide readers with activity sheets that walk them through a process.

What does your audience want to achieve that your journal will help them with?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

What activities will you walk your readers through?

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## Notes

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## Create Your Activity Pages

Based on the activities you've outlined, begin to map out the activity pages for your journal.

You can provide:

- ☐ Checklists
- ☐ Multiple Choice Questions
- ☐ Writing Prompts
- ☐ Instructions and Action Steps
- ☐ Training and Activities

As you design your activity pages, think about what you would want to track on your topic.

Also, put yourself in the shoes of your target audience and make sure your questions and instructions are crystal clear.

Tips for Creating Attractive Activity Pages

- ☐ Attractive Font
- ☐ Leave white space between sections
- ☐ Consistency in spacing and layout

**Turn to the blank activity pages & begin to create a handful (3-7 or so) activity pages for your take-action journal.**

**Draw from the examples, create your own page layouts and have fun!**

*Topic:* \_\_\_\_\_

Directions: \_\_\_\_\_

\_\_\_\_\_

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*Topic:* \_\_\_\_\_

Directions: \_\_\_\_\_

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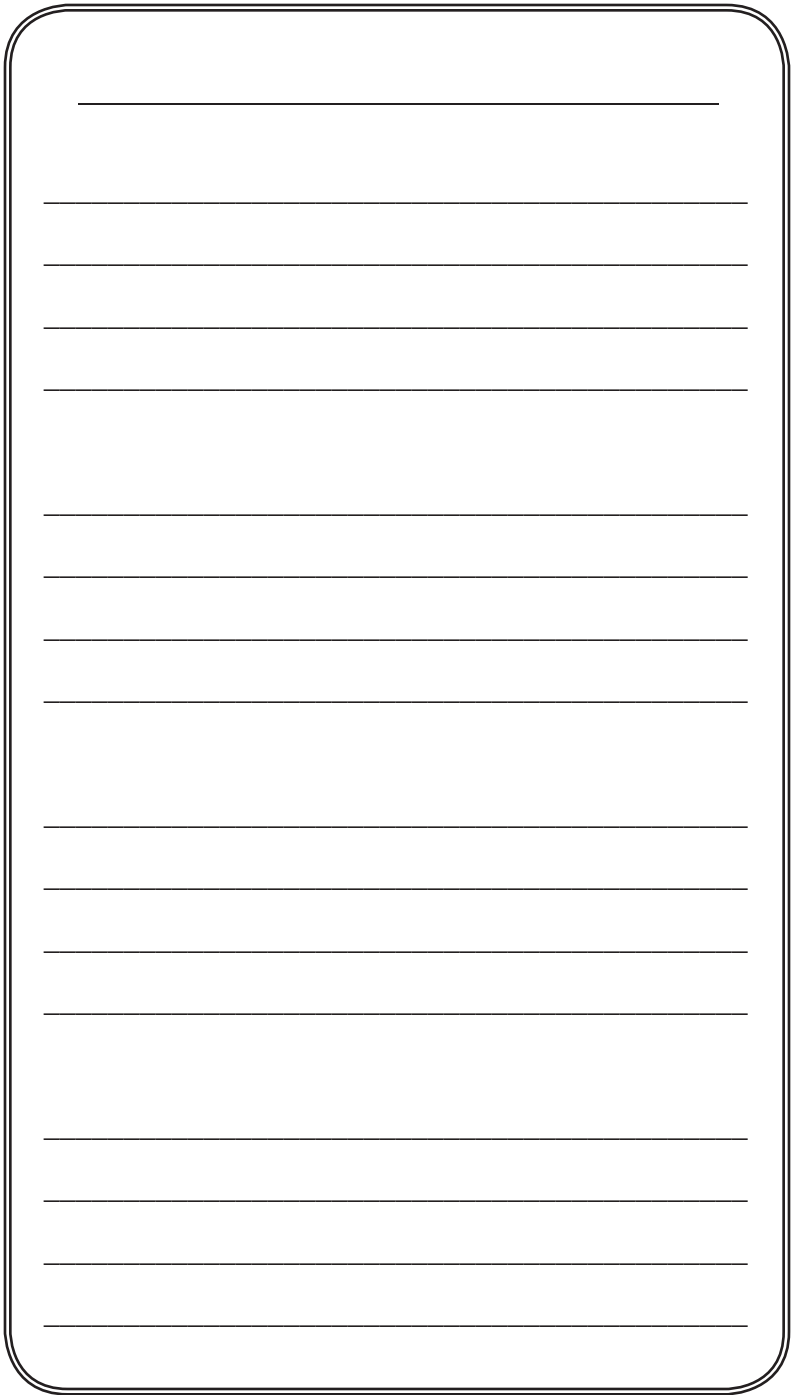
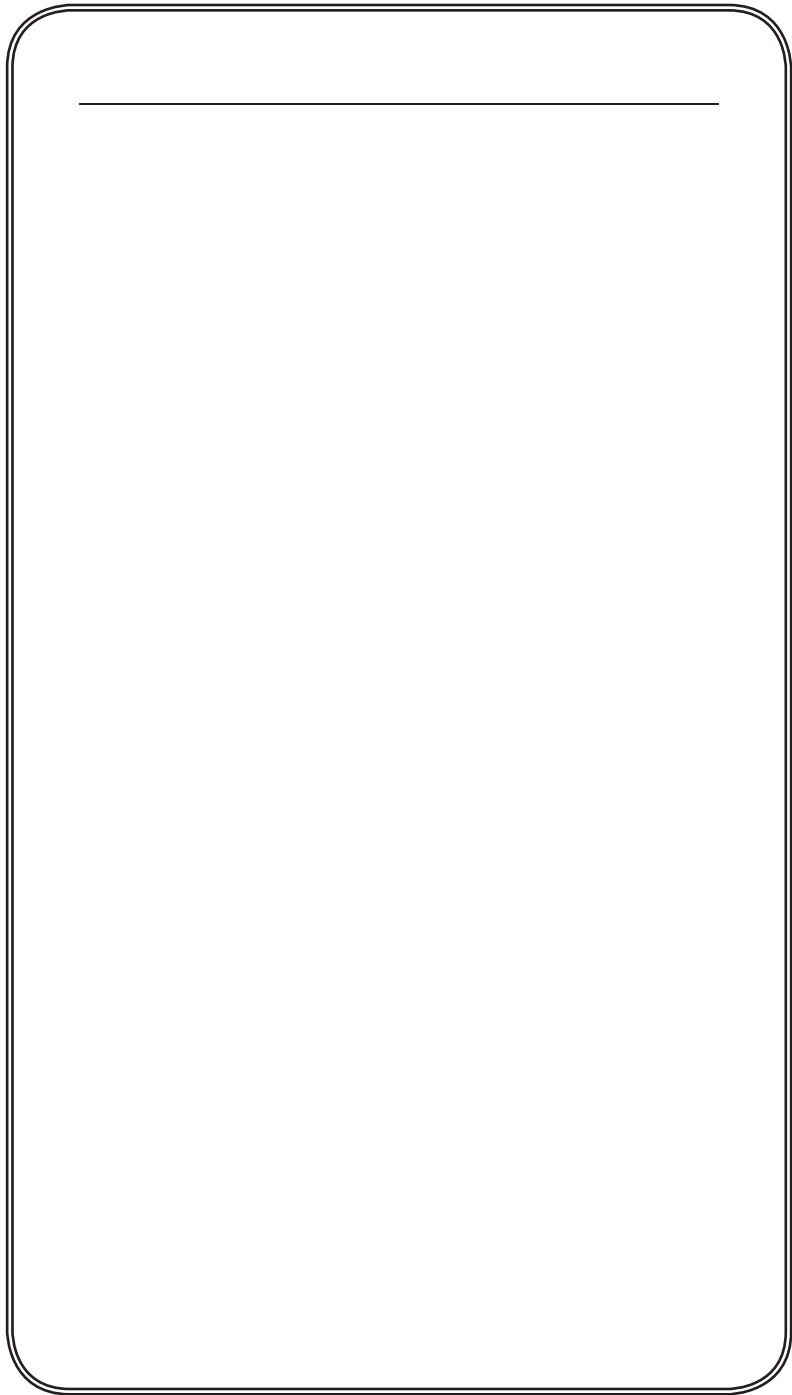
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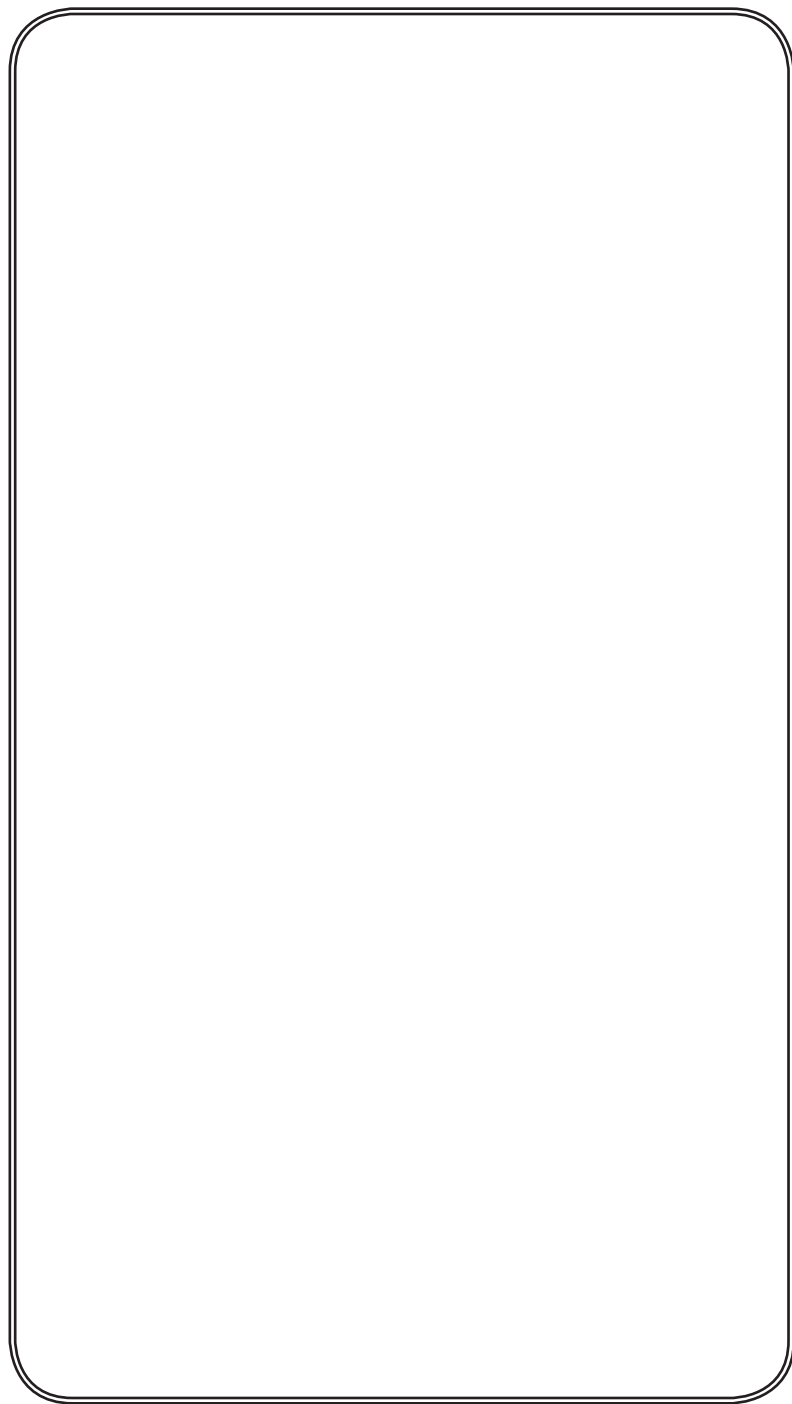
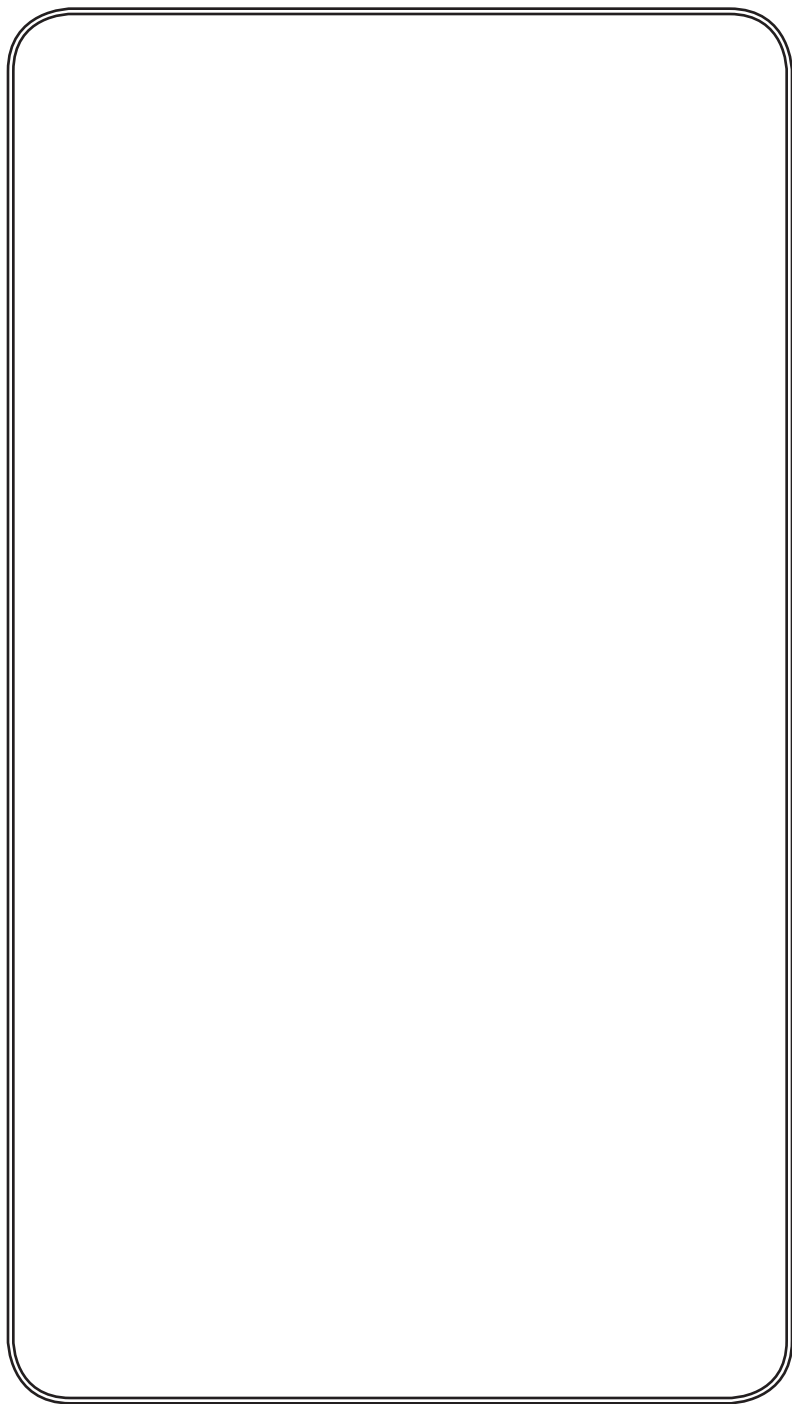
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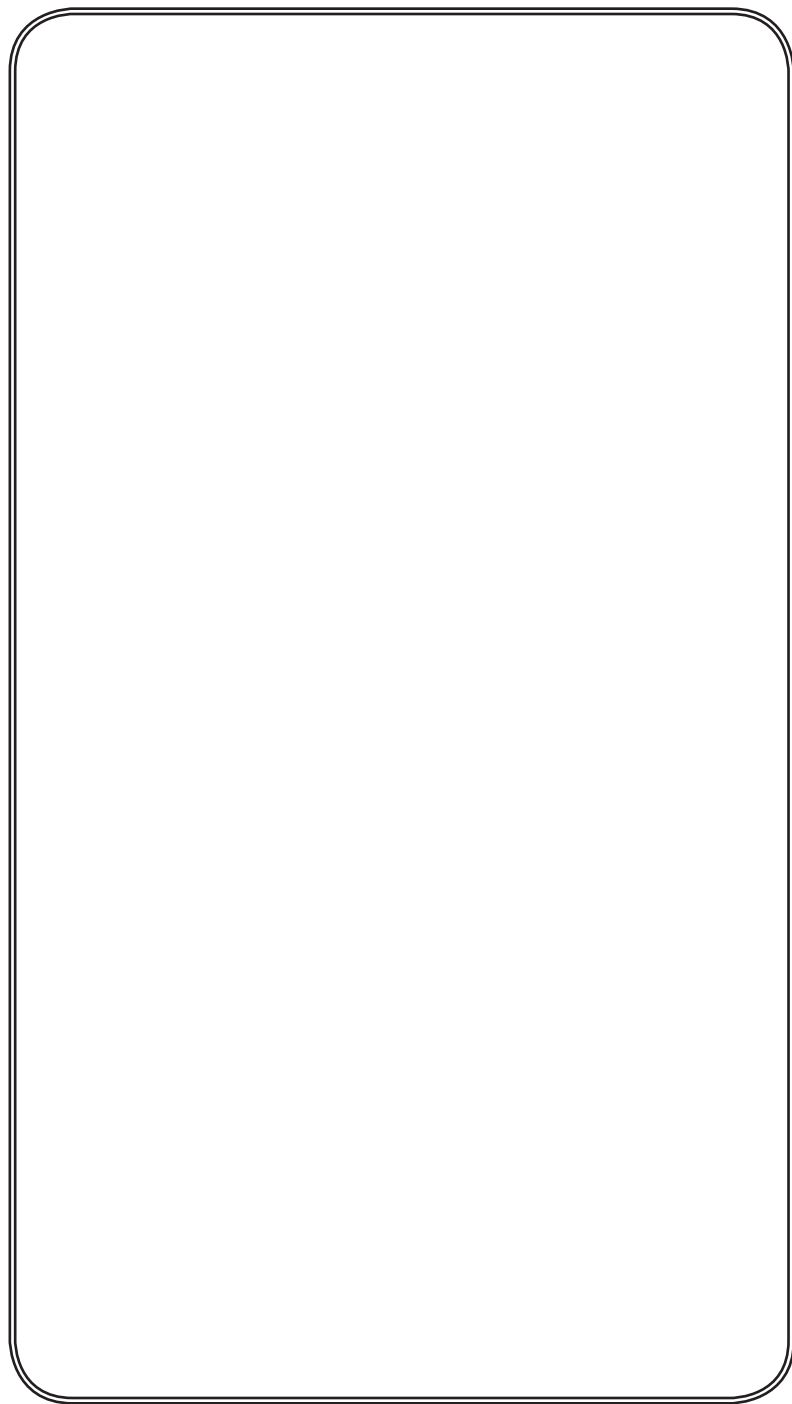
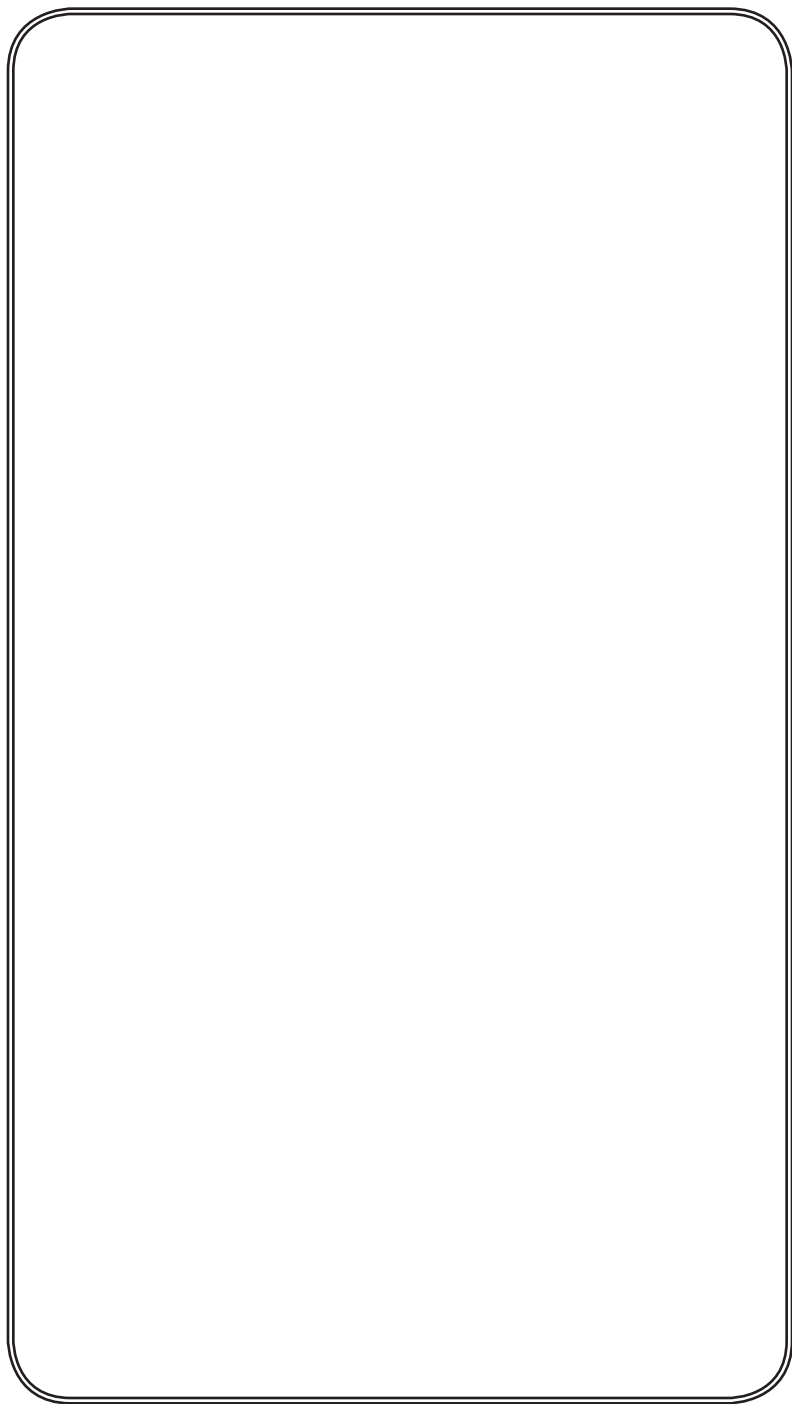
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## Create Your Journal Pages

### Map Out the Content for Your Journal

In this section, you have the opportunity to design your journaling pages.

- ☐ Decide what you'd like your readers to track in their daily journal.
- ☐ Refer to the example pages.
- ☐ Design your journal pages.



## Pick Your Journal's Prompts

In addition to activity pages, you can provide your readers with daily journal pages to help them track their activity and results.

Turn the page for an example of a journal page that provides four daily journal writing prompts. Following the example page you'll find a template to create your journal pages.

### Outline what your readers will journal about.

Journal Prompt #1: \_\_\_\_\_

\_\_\_\_\_

Journal Prompt 2: \_\_\_\_\_

\_\_\_\_\_

Journal Prompt #3: \_\_\_\_\_

\_\_\_\_\_

Journal Prompt #4: \_\_\_\_\_

\_\_\_\_\_

## Sample Journal Page

What I Worked On Today for My Journal

Example Page



What I'll Focus on Tomorrow

Day # Date: \_\_\_\_\_

Ideas, Realizations and Research

Turn the Page for Your  
Journal Template



To-Do Items

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

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