ALEXANDRIA Theresa

Pocket-Sized, Purpose-Filled.

A Starter Guide to
Writing & Launching a Microbook
That Makes an Impact

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What's a Pocket-Sized Book?

It is a **small-format, quick-read book** designed to be concise, impactful, and easy to carry. It typically ranges from 40–80 pages and focuses on delivering a powerful message without overwhelming the reader.

Whether you keep it in your bag, gift it at an event, or flip through it on a flight, this format is designed for **accessibility, portability, and purpose.**

You might also hear it called a:

- Microbook
- Mini book
- Small-format book
- Compact book
- Short-form book
- Bite-sized book
- Palm-sized book
- Pocket read
- Travel-sized book
- Quick-read book

Regardless of name, the goal is the same:

Say more with less.

10 Reasons Pocket-Sized Books Are Powerful

Easy to digest.

Pocket books deliver value quickly without overwhelming the reader— perfect for short attention spans.

Perfectly giftable and easy to bundle.

Their size makes them ideal as standalone gifts or paired with products, services, or events.

Convenient and portable.

Small enough to carry anywhere—great for moments of inspiration or quick reference.

A more eco-conscious format.

Fewer pages mean less paper, making them a more sustainable way to share meaningful content.

A showcase of your expertise.

Whether you're a speaker, coach, or consultant, a pocket book positions you as clear and focused in your niche

Builds reader trust.

Saying more with less demonstrates clarity of thought and respect for your audience's time.

Strong profit margins.

Pocket books are cost-effective to produce and price well for bulk orders—great for entrepreneurs and thought leaders.

Quicker to produce.

You can go from idea to finished product in weeks —not years.

Opens doors to new opportunities.

Even one well-crafted micro book can lead to podcast invites, speaking engagements, and partnerships.

Naturally sparks conversation.

Their intentional, compact format grabs attention and invites curiosity wherever they show up.

7 Starter Questions to Help You Uncover Your Pocket-Sized Book Idea

1. What do I know deeply—or care about deeply?

Think about lived experiences, hard-earned lessons, or areas of expertise that others often ask you about.

2. What do I want to explore or make sense of for myself?

Your book doesn't have to start with answers—it can begin with curiosity.

3. What journey do I want to take people on?

What will your reader feel, think, or do differently by the end of your book?

4. What problem am I addressing—and who feels it most?

Name the pain point and the people who need your voice on this topic.

5. Why does this problem matter right now?

Timeliness adds power. What makes your message urgent or especially relevant?

6. How can I uniquely help or offer a new perspective?

This is where your voice, story, and approach set your book apart.

7. How common is this issue—and why hasn't it been solved?

Is this a universal experience or a hidden truth? Both are compelling foundations.

My Pocket-Sized Book
Process (Step by Step)

01

Clarify your topic and the problem you're solving.

Start with what's calling you—a concept, experience, or message you want to explore. If there's a problem involved, consider how your insight helps others move forward.

02

Determine your target page count.

Most pocket-sized books range from 40 to 80 pages. Be concise, but complete

03

Create a working outline.

Sketch your main points or chapters. This is your roadmap— no need to overthink it.

04

Set a firm deadline.

Books don't finish themselves. Choose a publish date and work backward with intention.

05

Break your writing into manageable sessions.

Divide your page count by 2 or 3. For example: 60 pages = 3 sessions of 20 pages.

06

Use placeholders for quotes and research.

Don't stop to look things up. Drop in a note like "[insert quote here]" and keep going

07

Complete your first draft, then plug in research.

Once the foundation is down, return to add quotes, stats, and references.

08

Ask 5–10 trusted peers to review your manuscript—or work with a coach.

You want honest, thoughtful feedback on clarity, tone, grammar, flow, and what's (potentially) missing. Note: The level of editing you'll need may depend on the publishing path you choose later in Step 10.

09

Finalize your book's identity

This includes your title, subtitle, and back-of-book messaging. These shape how your book is perceived.

10

Choose your publishing and production path.

There are three options: traditional (rare), hybrid (my preference), and self-publishing (most accessible). As you choose your route, think about how involved you want to be in formatting, pricing, and distribution— and who you might need on your team. Note: If you're still writing, don't let this distract you—just know that some paths include editing and design, while others require more DIY or delegation.

11

Develop your marketing and pricing strategy.

I help clients develop a simple outreach plan and explore pricing that honors both accessibility and value. These choices often connect back to your publishing path, so we'll think through them together.

The Pocket Book Path: Coaching Support to Write & Launch Your Book

The Microbook Method

Timeline

One 90-minute session + custom outline delivered within 5 business days

Includes

- 90-minute strategy session to clarify your message, ideal reader & purpose
- Co-created working outline, organized into chapters or sections
- Early title direction + structure support
- Bonus: 20-minute follow-up call within 2 weeks

Best for

First-time authors who want help turning a meaningful idea into a strategic, write-ready plan.

Note:

This is your entry point. You'll walk away with a confident writing roadmap

$297

Mini Book Strategy Intensive

Timeline

One 90-minute session
+ 7 days of Voxer or email support

Includes

- 90-minute coaching session focused on your biggest current block
- Personalized action plan delivered within 48 hours
- 7 days of ongoing support via Voxer or email

Best for

Writers who already have a draft or partial content and need clarity or momentum to keep going.

Note:

This session does not include a full book outline—it's for when you're in the middle and need traction.

$525

Shortform Author Accelerator

Timeline

~6 months | 6 sessions | Full journey from outline to launch

Includes

- 6 coaching sessions (biweekly or monthly)
- Full outline + writing roadmap
- Title, subtitle & back-of-book messaging
- Publishing path guidance
- Pricing strategy & marketing coaching
- Ongoing Voxer/DM support
- Bonus tools + trusted publishing/formatting referrals
- Payment plan: 3 monthly payments of $675

Bonus: Already completed The Microbook Method? You'll receive a $297 credit toward the Accelerator. Your investment grows with you.

Best for

Aspiring authors who want full support—from vision to published book—with expert guidance at every milestone

Note:

Rate increases to $2,400 after founding author spots are filled

$1,975

Your pocket-sized book deserves a plan.
Let's build it together

alexandriatheresa.com

About Your Coach

Alexandria Theresa is **The Pocket Book Strategist**, an organizational development consultant, and the author of the microbook, Beyond "How Are You?". She's passionate about helping purpose-driven professionals turn their ideas into impact. Her method combines structure, creative support, and clear strategy so clients can move from idea to execution with focus and confidence.

Her book has been sold both online and in stores and is currently available on Amazon and Loop & Tie.

Learn more at alexandriatheresa.com.