Technique 1: Free Writing (brainstorming)
What sparks my interest? Or Gets me really excited?
Still not sure where to start? Use these three categories as a guide: topics of interest, experiences, and job-related. I'm interested in My hobbies are I've always wanted to write about The reason I want to write this book is My favorite topic is I know a lot about
Experience. You don't have to be an expert on a topic, just have an experience with it. Finish these sentences.
I have experiences in
I can definitely teach people about
My experience allowed me to learn
My unique personal experience was

Or job-related. It's tied to your past experience and tessons tearned at current or previous professions. Complete these sentences.
When I worked at I learned about
Or in my profession, I know a lot about
I want to be known as a leading expert in
The one area in my business people need to know about is
Technique #2 : Use an aspect of your business to generate an idea. If you really want to be identified as an expert in your field, you can write a book that is aligned with your business.
Technique #3: Use Amazon to find an idea. List the self-help categories you may consider:
What is trending in that category?
Technique #4: Use reviews to get ideas. What voids did you find in the topic you chose?