

# THE ASPIRING AUTHOR'S ROADMAP



from *Margot Starbuck*

*A 4-phase journey to get your nonfiction book into readers' hands*



## 1. CHOOSE YOUR PATH

Decide which publishing route (traditional, hybrid, or self) is for you.

 **Did You Know?** Sometimes a publisher pays you; sometimes you pay them! And either path *could* be the win for you.

## 2. GROW YOUR PLATFORM

Build the online presence and pitch that make you stand out.

 **Pro Tip!** If you want to publish, grow your audience *before* you publish, not after.



### 3. BUILD YOUR BOOK

Hone your fresh idea and map out your book.

 **Try This:** Write your 1-sentence premise. Is it meeting a need for your reader? Solving a problem?

### 4. DAZZLE A GATEKEEPER

Craft a nonfiction book proposal that dazzles agents and publishers!

 **Remember:** Writing a great book doesn't get you published; writing a great book proposal *does*.



## A CLOSER PEEK AT THE JOURNEY

### CHOOSE YOUR PATH

Each writer's path to publication will likely be a bit different. **Traditional publishers need to see that you're bringing three things: a fresh concept, a growing platform, and strong writing.** (Here's the real: if you self-publish or partner with a hybrid publisher? You actually need to nail all three, as well!)

## GROW YOUR PLATFORM

The purpose of the *second* phase of the journey to publication is to reach readers. **Build an audience before your book is released.** When you pitch the gatekeepers (magazine editors, podcast hosts, etc.), ensure that both your *author website* and your *pitch* are doing their jobs!

## BUILD YOUR BOOK

In the *third* phase, as you prepare to *write* your book, you will go further faster if you pause to clarify your book's fresh premise. *It's the rudder that will steer the whole ship.* So take time to organize your book by giving it the right structure and building out the chapters before you write. The win? **When you sit down to write, there's a map.**

## DAZZLE A GATEKEEPER

The decision of a traditional publisher hinges on your book proposal. **Writing a great book won't get you published. Writing a great book proposal will.** Delivering the Big 3 in your proposal—a fresh concept, a growing platform, and strong writing—gives a publisher every reason to say “yes.”

*Ready to discover your next step?*



### “Where Am I on the Roadmap?” QUIZ

**INSTRUCTION:** Check the first box that makes you *pause* — that's your next phase!

- I know which publishing route fits me best.
- I've built an author website and it's doing its job.
- I'm building my audience by reaching new readers.

**NEXT STEPS:** So where did you pause? What's next for you?

 *Click the link—matching your phase, above—to begin...*

- ✓ [Help me to clarify my path to publication.](#)
- ✓ [Let's make sure my website is doing its job.](#)
- ✓ [I want to learn how to grow my audience.](#)
- ✓ [Show me the secret strategy to a perfect pitch.](#)
- ✓ [Teach me how to outline my book and map the chapters.](#)
- ✓ [I'm ready to learn how to craft a winning book proposal!](#)

**CLICK TO TAKE YOUR NEXT STEP...**

You got this! *Margot*