



Each writer's path to publication will likely be a bit different. In Phase 1 you'll decide which publishing route—traditional, hybrid, or independent/self-publishing—is right for you.

Traditional publishers need to see that you're bringing 3 things: a fresh concept, a growing platform, and strong writing. And if you self-publish or partner with a hybrid publisher? You actually need to nail all three, as well!

INDUSTRY INSIGHT: A traditional publisher will pay *you* an advance (#dollars) and with hybrid or independent publishers, you pay *them*!



PHASE 2 GROW YOUR PLATFORM

In the second phase of the journey to publication, you are being intentional about building an audience. Maybe you host a popular podcast. You may publish articles. Or you might be speaking to audiences. **Grow your platform in a way that makes sense for who you are and**

how you're wired. And before you pitch the gatekeepers—magazine editors, literary agents, publishers, podcast hosts, etc.—ensure that both your website and your pitch are doing their jobs.

INDUSTRY INSIGHT: If you plan to publish, be intentional about reaching readers *before* you publish, not after.



PHASE 3 BUILD YOUR BOOK

In the third phase on your journey to publication, you will build your book—choosing the best structure and mapping out chapters. The win? When you sit down to write, there's a map.

You will go further faster if you pause to clarify your book's fresh premise.

Your book's premise is saying something other communicators aren't saying that meets your reader's need.



INDUSTRY INSIGHT: The premise is the rudder that steers the whole ship!



In the final phase of your journey to *traditional* publication, you will craft a nonfiction book proposal that dazzles agents and publishers. **Writing a great book won't get you published. Writing a great book proposal will.**

INDUSTRY INSIGHT: Delivering the Big 3 in your proposal—a fresh concept, a growing platform, and strong writing—gives a publisher every reason to say “yes.”

TAKE THE NEXT STEP IN YOUR JOURNEY TO PUBLICATION...

- ✓ 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!



Know that I'm cheering you on as you take your next step.

Learn more about me and how I can help you move forward at MargotStarbuck.com.

You got this!

Margot

