

≡ Your Next ≡ PUBLISHING STEP ROADMAP

A step-by-step guide to
publishing your nonfiction book

PHASE
1

CLARIFY
YOUR MESSAGE

- ✓ Understand your reader's felt need.
- ✓ Identify your reader.
- ✓ Clarify your premise.
- ✓ Define your promise.

PHASE
2

CHOOSE
YOUR PATH



- ✓ Compare traditional, hybrid, and independent publishing.
- ✓ Choose the path that fits your goals.



COURSE:
Paths to Publication

PHASE
3

GROW YOUR
PLATFORM

- ✓ Understand what makes publishers (and readers) say yes.
- ✓ Establish your professional presence.
- ✓ Develop compelling pitches.
- ✓ Reach readers.



FREE FIELD GUIDE:
The 3 Things
Publishers Need
to Say Yes



COURSE:
Author Website



COURSE:
Polish Your Pitch



COURSE:
Reach New Readers

PHASE
4

DESIGN
YOUR BOOK



- ✓ Structure your book.
- ✓ Build your outline.
- ✓ Clarify each chapter's big idea.
- ✓ Map your chapters.



COURSE:
Build Your
Book in a Day

PHASE
5

PUBLISH
YOUR BOOK

YOU DID IT!

≡ CHOOSE YOUR PUBLISHING PATH ≡



TRADITIONAL

- Craft a winning proposal



FREE GUIDE:
Nonfiction Book
Proposal Guide

- Find an agent (optional)
- Secure a publishing contract



HYBRID

- Choose a reputable hybrid publisher



INDEPENDENT

- Build your own publishing team



Write.



Revise.



Produce



Publish.



FREE RESOURCES
Tools to guide
you forward



COURSES
In-depth training to help you
take the next step



CHECKPOINTS
Key steps on your
publishing journey