



Your Publishing TRAIL MAP

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

BUILD
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

DAZZLE A
GATEKEEPER

YOU DID IT!

- ✓ Craft a winning proposal.
- ✓ Present your book with confidence.
- ✓ Navigate the path to "yes."
- ✓ Handle rejection and keep going.
- ✓ Get your book into the world.



COURSE:
Book Proposal
Blueprint

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

≡ *Your Publishing* ≡ TRAIL MAP

PHASE 1: CLARIFY YOUR MESSAGE

In this phase, you'll discover:

- Who your ideal reader is
- What problem your book solves
- Your book's premise and promise
- Why your message matters

 **Your goal:** Build your book on a strong foundation.

PHASE 2: CHOOSE YOUR PATH

In this phase, you'll learn:

- The pros and cons of each publishing path
- Which path best fits your goals

 **Your goal:** Choose the publishing path that's right for you.

PHASE 3: GROW YOUR PLATFORM

In this phase, you'll learn how to:

- Discover what makes publishers (and readers) say “yes”!
- Build a professional website
- Strengthen your pitch
- Reach readers

 **Your goal:** Build credibility before you publish.

PHASE 4: BUILD YOUR BOOK

You'll learn how to:

- Structure your book
- Build a strong outline
- Clarify each chapter's purpose
- Map your chapters

 **Your goal:** Write the book you've been dreaming about.

PHASE 5: PUBLISH YOUR BOOK

You'll learn how to:

- Prepare your book proposal
- Navigate the publishing process
- Produce a professional book
- Launch with confidence

 **Your goal:** Share your message with readers.



Where Do You Go From Here?



Need clarity?

Answering these 4 questions is the foundation for every word you'll write.

- **The 4 Questions Every Nonfiction Writer Must Answer**
Included in your free [Publishing Starter Kit](#)



Need to choose your publishing path?

Start by learning your options.

- [Paths to Publication](#) (A 60-minute MINI-COURSE!)



Need to grow your platform?

Establish your professional presence.

- [Author Websites That Dazzle Publishers](#) MINI-COURSE
- [Reach New Readers Without More Followers](#) MINI-COURSE
- [Polish Your Pitch](#) MINI-COURSE



Need to build your book?

Structure your book so writing becomes a breeze.

- [Build Your Book in a Day](#) COURSE
- Or I'll coach you through it—and more!—in a [Book Discovery Day!](#)



Ready to dazzle a traditional publisher?

Craft a proposal that will dazzle agents and publishers.

- [Book Proposal Blueprint](#) SIGNATURE COURSE!

You got this,

Margot

MargotStarbuck.com

