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*.

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🔎 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.

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“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 I’m reaching readers.
- ☐ I know exactly how to pitch magazines, podcasts, blogs, conferences, agents, and publishers.
- ☐ I have a clear, fresh book idea and outline.
- ☐ I know how to craft a book proposal that makes a gatekeeper say “yes.”

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.**
- ✅ **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!**

You got this! Margot

Click to start your path...

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