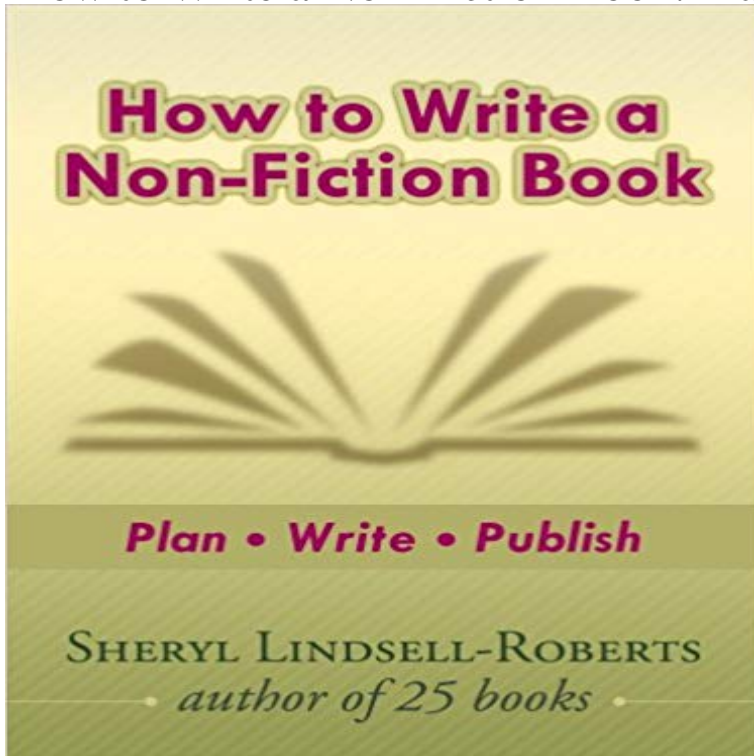


## How to Write a Non-Fiction Book: Plan - Write - Publish



If you've ever thought of writing a book to be known as a thought leader, be seen as an expert in your field, grow your business, create additional income streams, or achieve the prestige of being a published author, Sheryl Lindsell-Roberts, author of 25 successful books, drew from her own experiences and packaged her guidance and tips into a book that anyone can follow. This book abounds with bulleted lists and has many tasks for you to perform, so it doubles as a workbook. This book is divided into three successive sections: Plan - Write - Publish. Planning is essential before you actually delve into writing the contents of your book. This is where you'll develop your plan and timeline, select a working title, design your submission process, and outline marketing and public relations strategies. In the writing section, you'll learn how to get through writer's block and get jump started. You'll write your draft, understand how to create visual attention, hone your tone, and proofread/edit for clarity. The publishing section will take you through the ins and outs of working with agents, traditional publishers, and self-publishers plus do-it-yourself promotional tips. Remember that all great authors started with a first book. You don't want to look back years from now and say, I coulda, woulda, shoulda. Get started on your amazing journey to authorship now.

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