

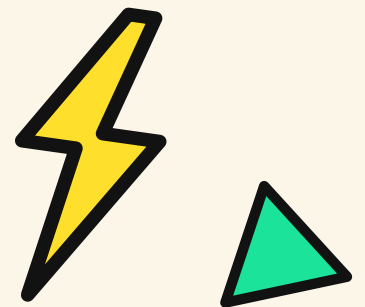


THE PRE-WRITE CHECKLIST

7 THINGS

YOU NEED TO THINK ABOUT BEFORE WRITING A BOOK

A straight-talking guide for the experts, founders and consultants who want a book that earns authority, clients and stages – not one that sits on a shelf.



PREPARED BY
WELDWOOD PUBLISHING

WELDWOODPUBLISHING.COM

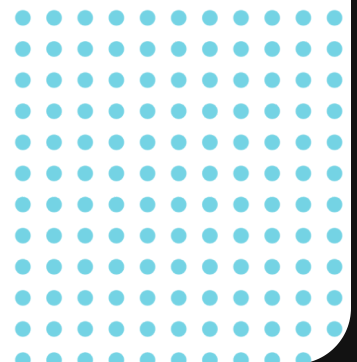


01

WHAT'S THE ENDGAME?



Before you type your first word, ask yourself: What do I want this book to do for me? Do I want higher-paying consulting clients? Paid speaking gigs? Expanded business reach? Your book should be a tool, not just a passion project. Define the win before you begin.



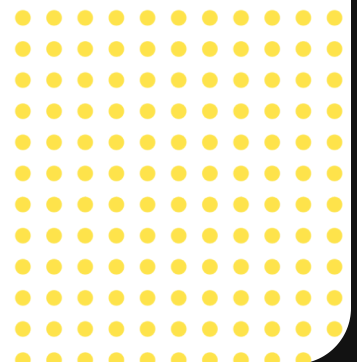


02

WHO NEEDS TO READ IT?



Forget “everyone.” Focus on the audience that can change your career. CEOs, peers, or event planners. The clearer your audience, the sharper your writing.



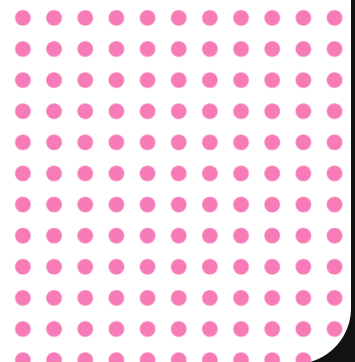
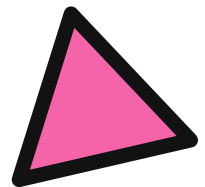


03

YOUR AUTHORITY ANGLE



There are a million books out there. Why should anyone pick up yours? Find a unique angle that positions you as the authority in your niche.



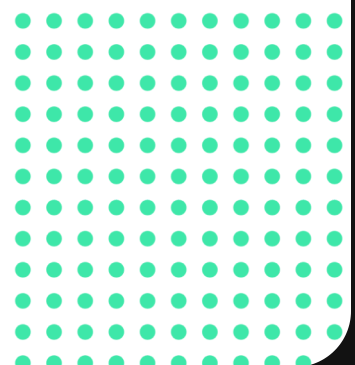


04

YOUR SIGNATURE STORY



People don't remember stats, they remember stories. What story can only you tell? That's the one that lands you on stages and podcasts.



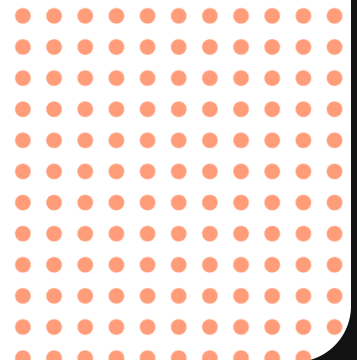


05

HOW WILL THE BOOK WORK FOR YOU OFF THE SHELF?



Books don't make money sitting on Amazon, they make money when they land in the right hands. Plan now: gift copies, send them to prospects, or bundle with workshops. Your book is a business card with a spine.



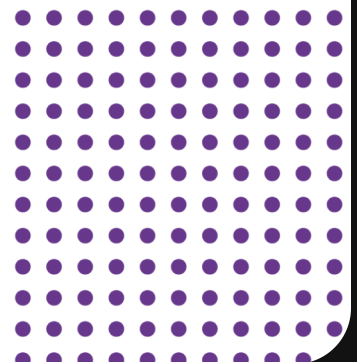


06

YOUR MONETIZATION MAP



Map out how the book creates revenue: paid speaking, consulting, coaching, corporate workshops, or online courses. The book is the launchpad; the real revenue is in the opportunities.



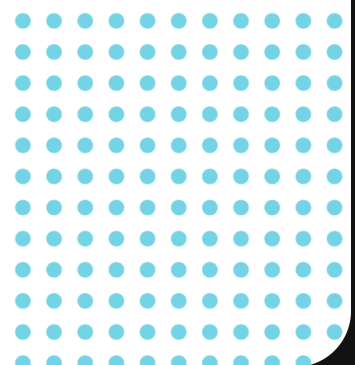


07

YOUR PUBLISHING PARTNER



Traditional publishers care about sales. Self-publishing can leave you stranded. Weldwood Publishing focuses on Career Advancement Publishing; establishing authority, drawing in clients, and increasing media opportunities.





READY TO SEE WHAT YOUR BOOK COULD DO FOR YOUR CAREER?

At Weldwood Publishing, we help professionals go from “aspiring author” to “recognized authority.”

BOOK A STRATEGY CALL



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CAREER ADVANCEMENT PUBLISHING