How to Publish a Book That Grows Your Business with Ally Machate

with Ally Machate · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Ally Machate, founder of The Writer's Ally and a former Simon & Schuster editor, helps experts publish nonfiction books that support their business goals.

- [ ] Before you write, decide what you want your book to do for your business.
- [ ] Run your book idea through Ally's five-step Don't Write the Wrong Book process.
- [ ] Ask whether a book is the right tool and the right time for your business right now.
- [ ] Build an audience, like an email newsletter, before your book comes out.
- [ ] Plan how you'll use the book after launch so it doesn't just sit in your Zoom background.
- [ ] Hire experts for editing, publishing and marketing so you can focus on the writing.
- [ ] Before joining a co-author compilation, check whether the group is collaborative and the publisher has a real marketing plan.
- [ ] Move your tasks, ideas and project emails out of your head and into one project management tool.
- [ ] Mark each finished milestone with a small celebration before moving to the next task.

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