How to Fast Track Your Success by Writing and Publishing a Business Book with Judy Weintraub

with Judy Weintraub · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Attorney Judy Weintraub self-published her first book in 2011 after more than 60 people in her network said they also wanted to know how to publish one.

- [ ] List the articles, talks and training material you already have that could become a book.
- [ ] Write down the sound bites you repeat to clients; they are the core of a short skills book.
- [ ] Decide the main reason you are writing your book and what you want it to do for your business.
- [ ] Choose your topic and build an outline before you start writing.
- [ ] When you feel overwhelmed, go back to your list and pick the one task that moves the needle.
- [ ] Keep one place where every task lives, and use paper too if crossing things off helps you.
- [ ] Name three businesses that serve your audience with a different service and ask about a joint venture.
- [ ] Document one process you repeat so a contractor or staff member could follow it.
- [ ] Treat your customers well and keep them first.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/writing-a-business-book-judy-weintraub/
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