



Dr. Liz Alexander

The Insourcer

1 VISION: WHAT'S THE DESIRED FUTURE OUTCOME?
Identify the bigger goal that publishing your book contributes towards.

2 ASSESS: WHAT ARE YOUR CURRENT CAPACITIES?
There are many skills involved in book development, including time management. Be clear on your strengths and where you need help.

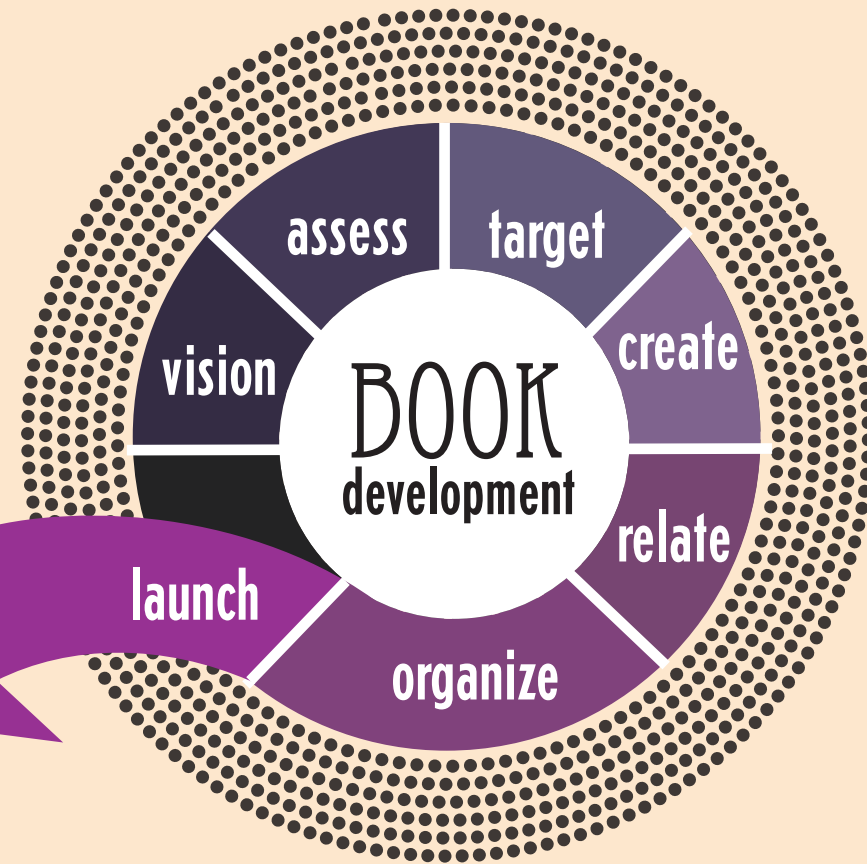
3 TARGET: WHO ARE YOU TARGETING AND WHY?
Describe who is likely to want/need this book and how many potential readers there are.

4 CREATE: WHAT CAN YOU COMBINE TO STRENGTHEN THE ORIGINAL CONCEPT?
The most compelling books blend two or more ideas in order to create something the author is uniquely qualified to write – does yours?

5 RELATE: WHO ARE YOUR KEY INFLUENCERS?
Marketing your book involves being well connected with people who are already having conversations with your target market. How many of them do you already know?

6 ORGANIZE: HOW BEST TO SCOPE, STRUCTURE, AND ORGANIZE CONTENT?
The best, most readable books are well planned out before a word is written. Be clear on what your reader wants, not just what you want to give them.

7 LAUNCH: WHAT ARE YOUR BEST CHANNELS?
There are many ways of getting your book into the hands of eager readers. Reflecting on your responses for steps 1, 3, and 5, will help identify the best formats and distribution.



7 STEP BOOK DEVELOPMENT PROCESS

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