

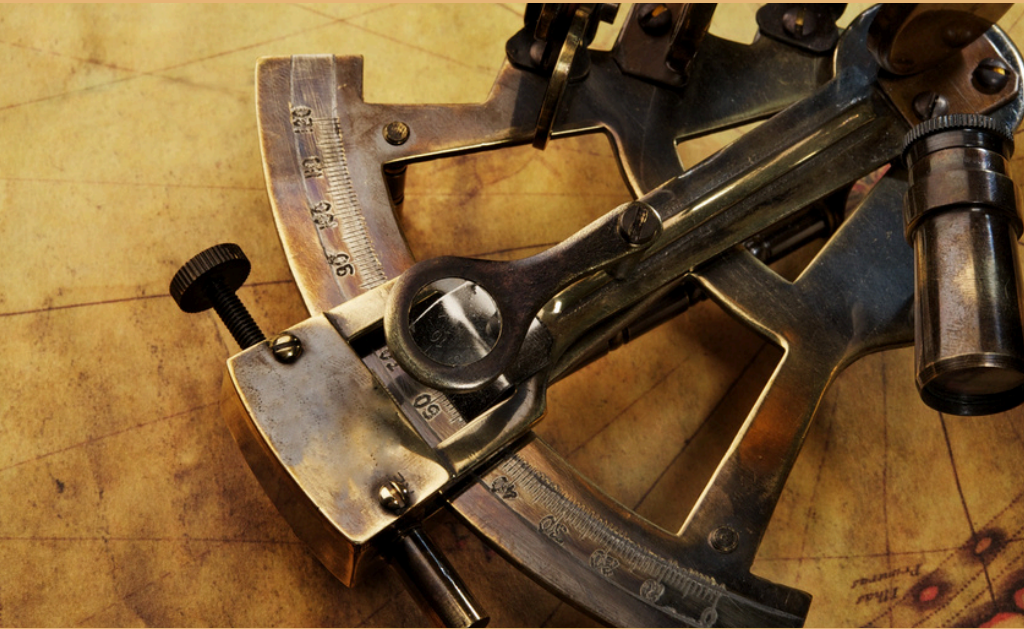
10 ESSENTIAL STEPS TO

KICKSTART
THE
AUTHOR
CAREER
OF
YOUR
DREAMS!



DEEDEE LAKE

Embarking on the journey to become a published author is thrilling, but it can feel like navigating uncharted territory.



Don't worry—you're not alone!

Whether you're dreaming of traditional publishing, self-publishing, or something in between, this guide will give you the essential steps to get you ready for the publishing world.

Let's chart your course toward success, one step at a time!



ONE

CHART YOUR DESTINATION — DEFINE YOUR WHY

Before you set sail, you need to know
where you're headed.

Why are you writing this book?

Understanding your purpose will keep you on
course when the seas get rough.

Pro Tip:

Write down your motivation and refer back to it
throughout your journey.



TWO

MAP OUT YOUR GENRE AND AUDIENCE

Knowing who you're writing for is key to charting the right path.

Define your target audience and understand the expectations of your genre.

Pro Tip:

Research similar books and see what resonates with readers in your genre.



THREE

PREPARE YOUR VESSEL — DEVELOP YOUR MANUSCRIPT

A polished manuscript is your most powerful tool.

Revise, refine, and make sure it's in top shape before submitting it to agents or publishers—or before you self-publish.

Pro Tip:

Set a timeline for finishing your manuscript and stick to it.



FOUR

PLOT YOUR COURSE — CHOOSE YOUR PUBLISHING PATH

Will you navigate through traditional publishing, hybrid, or self-publishing waters? Each route has its pros and cons, and understanding which one aligns with your goals is essential.

Pro Tip:
Research each path or take a quiz to find which publishing route suits your journey.



FIVE

SECURE YOUR CREW — BUILD YOUR SUPPORT TEAM

From editors to graphic designers,
marketers to publicists,
every successful author has a crew behind them.
Even if you self-publish,
surrounding yourself with experts is key to
navigating smoothly.

Pro Tip:

Hire professionals like editors and cover
designers to ensure a high-quality final product.



SIX

EQUIP YOUR SHIP — CREATE A MARKETING PLAN

Marketing doesn't happen after your book is published—
it starts the moment you begin writing.
Crafting a marketing strategy early on helps you
steer the ship toward
your audience with confidence.

Pro Tip:
Consider building a social media presence and
growing your email list to connect with future
readers.

SEVEN



RAISE YOUR FLAG — BUILD YOUR AUTHOR BRAND

Your brand is more than your book;
it's how you present yourself to the world.
A clear and consistent author brand helps
readers know what to expect from you
and builds loyalty

Pro Tip:

Develop an author website, media kit,
and consistent messaging
across your social media.



RIGHT

DROP ANCHOR — FIND THE RIGHT EDITOR

A strong editor will help you fine-tune your story and make sure it's market-ready. Whether you're self-publishing or going the traditional route, a professional edit is critical.

Pro Tip:

Look for editors with experience in your genre and ask for references before hiring.



NINE

NAVIGATE BOOK DISTRIBUTION CHANNELS

Whether you're planning to go the self-publishing route or seeking traditional publishers, understanding distribution is key to getting your book into readers' hands.

Pro Tip:

Explore online platforms like Amazon, Kobo, and IngramSpark for self-publishing, or connect with agents or publishers if you're pursuing traditional publishing.



TEEN

CELEBRATE THE JOURNEY — PUBLISH YOUR BOOK!

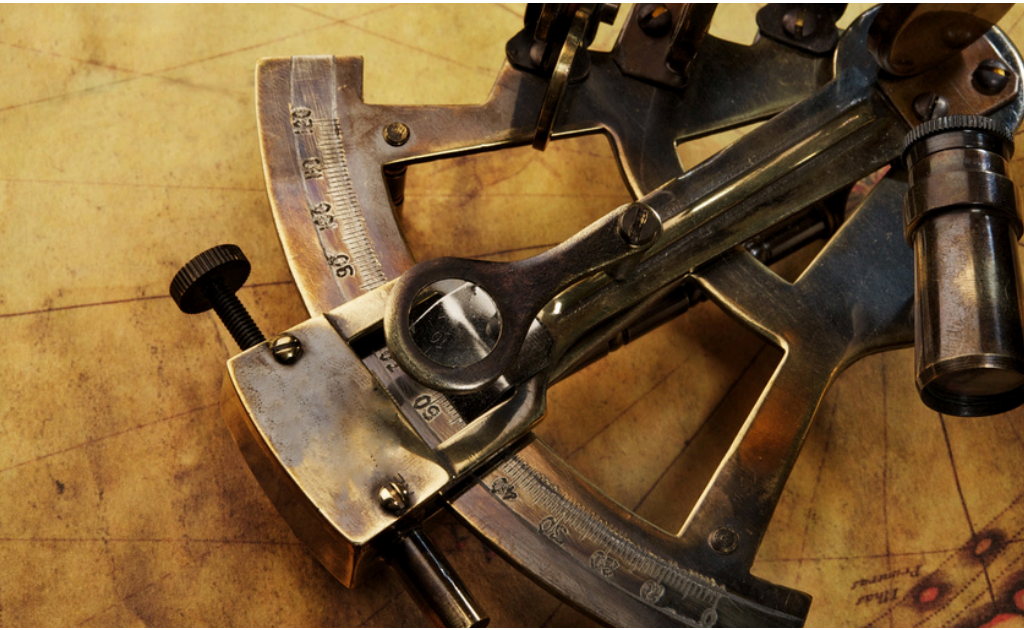
The journey from concept to publication can be long and winding,
but once you reach your destination,
it's time to celebrate!

Whether you're holding your book in hand or
seeing it pop up online,
this is your moment to shine.

Pro Tip:
Don't forget to continue promoting your
book post-launch and enjoy the ride!

Ready to take the next step?

Whether you're looking for
more personalized guidance
or want to dive deeper into the world of publishing,



sign up for my **business coaching for authors**
or check out my online course,

"Chart Your Course: Navigating the Path to Industry Success"

at

www.deedeeLake.com

Let's get your author career on course for success!

TODAY IS YOUR DAY!



**THESE 10 ESSENTIAL
STEPS WILL HELP
YOU SAIL THROUGH
THE PROCESS WITH
CONFIDENCE**

START YOUR JOURNEY TODAY!

Publishing a book is a thrilling adventure,
but it's always better with an
experienced navigator by your side.

Our Coaching Services
Ready to elevate your author career?

Start with our engaging **webinars and workshops** to
experience our approach.

**

Choose the **coaching option** that best fits your needs:

1. Hourly Coaching

Get focused, one-time sessions to tackle specific challenges or questions. Ideal for those who need expert guidance on a short-term basis.

2. Package Coaching

Commit to a 5-week journey with comprehensive support. Includes weekly sessions and downloadable resources to keep you on track and achieve your goals.

3. 1-on-1 Coaching

Experience personalized guidance with one-on-one coaching. Dive deep into your unique needs and get tailored strategies to navigate the publishing world and succeed.

4. Group Coaching

Join a dynamic group of fellow authors for collaborative learning. Benefit from shared experiences and collective insights in a supportive group setting.

**

Check out

Chart Your Course: Navigating the Path to Industry Success,
our online course designed to give you step-by-step strategies
for tackling key challenges in the publishing world.

Connect with
DeeDee Lake
Business Coach
for
Aspiring Authors
at
deedeelake.com



The hardest step in any journey is the first one,
but once you start, momentum builds.
Don't wait for the perfect time—
begin your writing journey today.