

Nonfiction Book Building Blocks

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Building Block #1 – Preparation

Site work

Learn the craft of writing

Hone your idea

Determine your audience

Foundation

Writing credits

Name recognition (branding)

Study the market and the competition

Building Block #2 – Construction

Building Materials

Brainstorming

Research

Plan

Framework

Expanded outline

Sample Chapters

Proposal

Finishes

Writing and Editing

Building Block #3 – Marketing

Articles and blog posts

Book signing

TV, radio, podcasts

Social media

Speaking

