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BUSINESS STRATEGIST

The 4 Steps to Writing Your Book and Getting It on Amazon

Not everything you could know.
Just the things you need to know when
writing and publishing a book.

How to use this guide

There are four steps to writing a book and getting it on Amazon. **I call them the BOOK method**: Blueprint, Outline, Out of your head, KDP. One letter, one step, and I'll walk you through each.

There's no wrong way to read this. You might want to read the whole thing first, so you can see the full path before you set off. You might want to do one step at a time and build as you go, which is how most people get a book finished. Or you might read it, think "I could do this," and then decide you'd rather not do it on your own. There's something at the end for you if that's you.

However you use this guide, the aim is the same. By the last page you'll know exactly what a book needs from you, and in what order, so you know which bit to do first to go **from blank page to bookshelf.**

So you want to write a book

You've been saying it for a while. People keep telling you that you should. You've got the knowledge, the stories, the ideas. What you haven't got is a clear picture of how a book actually gets made, so it keeps not happening.

This guide is the clear path you've been looking for. **It's simply four steps, in plain English,** that take you from the idea in your head to a paperback on Amazon. No jargon, no publishing knowledge needed, no waiting for permission to write that book.

This guide is for you if:

- You keep thinking "who am I to write a book?" and the doubt is doing more to stop you than anything practical
- You've got loads of ideas and real expertise, but you can't see how to put it all together into something another person would want to read
- You already know you need to write the book, you just don't think you've got the time
- You've already written a first draft, or half of one, and you've stalled because you don't know what happens next or how publishing works
- You've published a book before and nobody bought it, and you want the next one to be different

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If any of those is you, read on. And before you do, one thing. If you already run a business, **you can do this.** You've learned a booking system, a payment system, probably three different social media platforms. A book is a project with a start, a middle and an end, and Amazon is just another system to learn. **You've done harder.**



A bit about me

I'm Ashling Podmore. I'm a business strategist, a domestic abuse advocate and an author. I sat on my book idea for 3 years, unsure what to do. But once I figured it out I couldn't stop. **In the last six months I've published 15 books**: children's picture books, children's workbooks, a memoir, business books, guided journals, a hook book (the short one you hand out like a business card) and a notebook. All of them self-published, all of them on Amazon, all of them written around a business and two young kids in tow.

I'm not telling you that to show off. I'm telling you because a year ago I hadn't published anything, and nobody had shown me the order to do things in. **Once I knew the order, it was simple.** My passion now is getting more people from blank page to bookshelf, and showing them it's much easier than they've been led to believe.

I've also met a lot of people who wrote a book and sold almost none. Not because the book was bad. **Because they wrote it for the wrong person, or for no one in particular, and nobody knew it existed.** The four steps below are built to stop that happening to you.

Why a book is different from everything else you sell

Nearly everything in a small business trades time for money. You book a client, you get paid. You turn up for the day, you get paid. You stop, it stops.

A book doesn't work like that. **You do the work once.** Then it keeps selling while you're running a class, on holiday, or asleep.



I'm going to be honest with you about what that looks like, because I'm tired of the "I made millions from one book launch" posts too. I'm not a millionaire from books and I probably never will be. But I can tell you this: the feeling of your phone buzzing to say money has hit your account for something you created once is incredible, and it doesn't wear off.

Here's where I actually am. I have no ads running at the moment and **I sell about six books a day across all my titles.** At roughly £4 profit a copy, that's around £700 a month and over £8,000 a year, from books I only had to write once. Keep that going for ten years and it's heading towards six figures. Not from one book. From knowing how to make one, and then making the next.

Because that's the real point. I wrote the first book for my own children. That's it. Now I've got 15 published, five more in the pipeline and about 25 solid ideas waiting their turn. Once you know how, you can make a book out of anything that changes in your life, your work or your ideal client. **Everyone has a story to tell,** and if you keep telling them, the odd bad month or a book that doesn't last stops mattering.

And even if I only did half as well, or had months where nothing sold? Replace my whole income from books? Probably not. Replace a chunk of it? Maybe. Give me the spending money to live a bit more freely, from work I did once? Already happening. For me that's what it's about. Being able to earn and still have the time to enjoy my children.

What it actually costs, and what comes back

Publishing on Amazon is free. The ISBN is free. Formatting is free. You pay nothing up front. Instead, every time a copy sells, Amazon takes the printing cost out of the price and pays you what's left, which is 60 percent of the list price minus printing. So the two things that decide your profit are **how many pages you've got and whether there's colour inside.** Rough UK figures:

	Memoir, business book or novel	**Children's picture book**
Pages and ink	300 pages, black ink on cream or white paper	32 pages, premium colour ink
Sells for	£12.99	£9.99
Amazon keeps	£5.20	£4.00
Amazon's cost to print one	About £3.70	About £2.60
You receive per copy	**About £4.10**	**About £3.40**
One sale a day for a year	**About £1,500**	**About £1,250**

Two things to notice. Every page costs you about a penny a copy for the rest of the book's life, which is one more reason to cut the padding. And colour is the expensive bit. Premium colour is what you want for a picture book, because the pictures are the product. For a workbook, journal or activity book with 72 pages or more, there's a cheaper standard colour option, and for anything that's mostly words, black ink. It's a positioning decision: is this a premium product or not? It doesn't have to be. **Just decide on purpose.**

If you pay for help, a cover designer is usually £150 to £500, a professional proofread for a shorter book is a few hundred, a full edit is more, and illustrating a picture book properly is the biggest cost of all, often £800 to £3,000. **Do it all yourself and you can publish for under £50.** Decide your budget at the blueprint stage, not when the invoice arrives. And it's okay to outsource. It's okay to pay for some of the help you need along the way. All I want you to know is that **you don't need to pay for help with everything.** Some of these things are simple enough to do yourself, and this guide will show you which.

B

STEP 1.

B is for Blueprint

This is the step almost everyone skips, and it's the reason most first books don't sell. **Before you write a word, you need to know what the book is, who it's for and what it's for.**

Start with what you know.

Sit down with a cup of tea and get honest about what's already in your head. What do people ask you about? What are you the expert in, even if you'd never call yourself one? What have you learned the hard way in your work or your personal life? What are your hobbies? If it's a children's book, what do you wish there was a book about, for your own child or the children you work with? Write it all down.

Decide who it's for.

One reader. Get specific. Not "parents" or "business owners," but a particular person with a particular problem. If you can't picture them, you can't write to them, and if you can't write to them, they won't buy it. This is where the books that sold nothing went wrong.

Decide what they get.

Not what the book is about. **What changes for the reader by the last page.** Here's why that matters so much. My children's books are for children who have been through domestic abuse. They work through metaphor, with characters and repeated lines that were planned with a lot of care, because a child can't be handed the truth straight. People tell me every week that those books are needed, and they're now used in my local family court. That didn't happen because I had a nice idea. It happened because I took two things I already had, my lived experience and my professional expertise, and asked what a frightened child needed to feel by the end. **The transformation came first.** The story was built to deliver it. That's the difference between writing what you want to write and writing what someone needs to read.

Find the one thread.

The best books have **one core idea running through everything.** Look at your list and ask what connects it. That thread becomes your book, and anything that doesn't hang off it goes in the next book. Because believe me, once you know how, this won't be the only book you ever write.

Pick the type, and know how long it should be.

A book doesn't have to be 300 pages. Here's roughly what readers expect:

Type of book	Rough length
Children's picture book	32 pages, usually 500 to 1,000 words
Children's workbook or activity book	40 to 80 pages
Hook book (your business card in book form)	60 to 100 pages, 10,000 to 20,000 words
Guided journal	100 to 200 pages, mostly prompts and space
Business or non-fiction book	150 to 250 pages, 30,000 to 50,000 words
Memoir	250 to 350 pages, 60,000 to 90,000 words
Novel	300 pages and up, 70,000 to 100,000 words

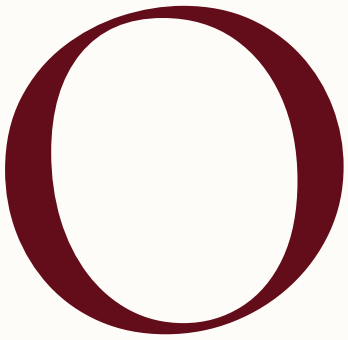
Notice how short some of those are. A hook book could be created in a single weekend if you use voice dictation and AI tools, and have done the planning first.

Give it a title that does the work.

Your title has one job: **make the right person stop scrolling on Amazon.** A few rules I stick to:

- Keep the title to five words or fewer. Two or three is better
- Let the subtitle do the explaining. Up to 12 words, and it should say who it's for or what it does
- Say the problem or the promise. "Was It Abuse?" works because it's the exact question the reader is typing
- Clear beats clever. If you have to explain the pun, it's not the title
- Don't use a word your reader wouldn't use. If they say "ex," don't say "former partner"
- Search it on Amazon before you commit. If there are 40 books with the same title, pick again

Watch out for: writing the book you fancy writing instead of the one your reader needs. They're sometimes the same book. Check before you start.



STEP 2.

O is for Outline

The outline is the skeleton of your book. One line per chapter or page saying what that bit is for. It's the difference between writing 20,000 words and knowing where you are, and writing 20,000 words and having no idea what you've got.

Get your ideas into order.

Take everything from your blueprint and sort it. For a business book, that's usually the problem, the promise, your method, then one chapter per step. For a memoir, it's the turning points in order, one scene per chapter. For a picture book, it's 12 to 14 spreads: set up, problem, a few tries, resolution. For a workbook or journal, it's sections by theme with a prompt, space and a takeaway in each.

One line each.

Don't write the chapter. Write what the chapter does. "Chapter 4: why consistency advice is useless and what to do instead." When every line is written, read them top to bottom. If it makes sense as a list, it will make sense as a book.

If your stories and your topics are in two different piles.

This is where most people get stuck, so let me tell you how I do it. When I started writing most of my books, I wasn't sure where the stories fitted. I had the outline of the transformation I wanted the reader to have, I knew the topics I wanted to cover, and then separately I had a pile of stories. So I dictated all of them. Every story I thought was useful, even the ones I wasn't sure connected to anything yet. Anything with a lesson in it, or anything that brought up a feeling, happiness, sadness, anger, frustration, anything my reader might recognise because she's on the journey now that I was on then.

Once the outline existed, it became easy. I pulled the key message out of each story and asked which chapter it belonged under. The stories that fitted went in. The ones that didn't went in a file for the next book. **You don't have to know where a story goes before you write it down. You just have to write it down.**

Give every chapter a size.

Next to each line, put a rough word count or page count. Not a target to hit exactly, just enough that you know a chapter is a 1,500 word chapter and not a 6,000 word one. It stops the middle of the book swelling, and it means you always know how far through you are.

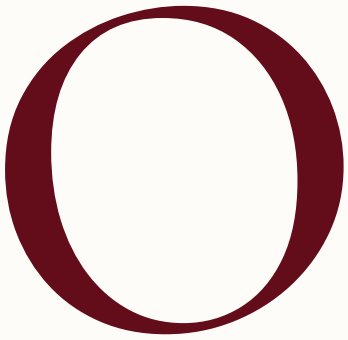
Read the outline to someone.

Before you write a word of the actual book, read your chapter list out loud to one person who's in your audience. If they say "wait, what about..." you've found a missing chapter. If their eyes glaze over on chapter six, you've found one to cut. **Ten minutes now saves you a month later.**

Write your introduction last in planning, first in writing.

Your intro has one job: **make the reader feel this book was written for them.** Who it's for, why you're the one writing it, what the big idea is, and what they'll be able to do by the end. If you nail the intro, the rest of the book knows what it's promising.

> **Watch out for:** chapters that are doing two jobs, chapters that repeat each other, and a middle section that's only there because you felt the book should be longer. Cut them now. It's much cheaper than cutting them later.



STEP 3.

O is for Out of your head

Now you write it. Or rather, now you get it out of your head in whatever way works, because **the words don't care how they arrive.**

Find your way of getting it down.

I dictate. I talk through a chapter on my phone while I'm walking or driving, and the raw content is there before I've sat at a desk. You might be a laptop person, a notebook person, a tablet in bed person. Try two or three ways in the first week and keep the one that produced the most words. Don't pick the one that feels most like being an author.

Write the draft, don't fix the draft.

Your first draft is allowed to be rubbish. That's what it's for. If you edit as you go you'll polish chapter one for a month and never meet chapter two. Fill the outline chapter by chapter and keep moving. You'll come back to it later.

Know about the 30 percent wall.

Almost everyone stalls around a third of the way in. The excitement has gone and the end isn't in sight. **It isn't a sign the book is bad.** It's a sign you need a deadline and someone who'll ask how it's going. So tell somebody what you're writing and when it's going to be ready. Or tell me. I love knowing what people are writing, and my email is at the bottom of this guide.

Decide what stays in, and be ruthless.

People don't want to read pages for the sake of pages. They want to be told exactly what they need to know, not everything you could possibly tell them. That's the difference between a good book and a great book. The feedback I get most on my memoir is "I couldn't put it down," which you wouldn't expect for a book about domestic abuse. It isn't because the writing is clever. It's because **nothing is in there that doesn't need to be.**

There's a practical reason too. Amazon charges you a printing cost for every page, every time a copy sells. A 300 page book with photos you didn't need costs you money on every sale for the rest of its life. **Cut the padding.** Keep the pictures that earn their place.

If it's a children's book: the illustration question.

This is the one that stops more picture books than anything else. You have four honest options. Pay an illustrator, which gives you the best result and costs the most, so get three quotes and ask to see a whole book they've done, not just a portfolio piece. Use AI image tools, which is cheap and fast but needs real care to keep a character looking the same on every page, and some readers and shops don't like it. Find an illustration student or new graduate who wants a published credit, which is often the sweet spot on price. Or pick a format that needs less illustration, like a workbook, an activity book or an early reader with spot illustrations instead of full spreads. None of those is wrong. What's wrong is letting the illustration question stop you writing the words, because **the words come first whichever route you take.**

Then edit, in three passes.

First the structure: is everything in the right order, is anything missing or repeated. Then the lines: read it out loud and fix every sentence you stumble on. Then the proof: spelling, names, numbers. If you can afford a professional proofread, do it at the end, not the beginning. **Paying someone to proofread a book whose structure is wrong is the most expensive mistake in self-publishing.**

Get other eyes on it.

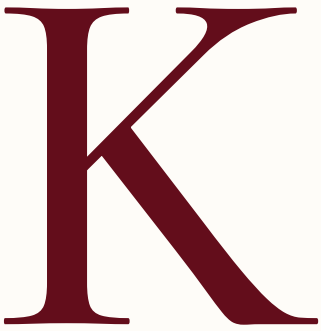
You cannot edit your own book properly. You know what you meant, so you read what you meant, not what's on the page. Some of my books went through five or six rounds of edits with different people, because every reader catches something different. The cheapest version of this is a small group of beta readers: five or six people from your actual audience who read the draft and tell you honestly where they got bored, confused or lost. It's the best feedback you will ever get, and it costs you a thank you and a free copy.

Formatting is free.

You don't need to pay anyone to lay out your paperback or ebook. I've paid for formatting tools in the past, and in my opinion you don't need them. **I use Reedsy's free formatting tool.** You paste your finished manuscript in and it gives you a print-ready file and an ebook that look professional. Search "Reedsy book formatting" when you get there.



Watch out for: telling people you're writing a book before you've written one. Tell one person who'll hold you to it. Tell everyone else when it's on Amazon.



STEP 4.

K is for KDP

KDP is Kindle Direct Publishing, Amazon's own self-publishing platform. **It's free. It prints your paperback** when someone orders it, delivers your ebook, pays you the royalty, and lists you on Amazon next to everyone else. You don't need a publisher, an agent or a warehouse full of books. This is the bit people are most scared of, and once you know the handful of things below, it's the easiest step of the four.

"Can I self-publish, or should I use a publisher?"

This is the question I get asked more than any other, so here's the honest answer.

A traditional publisher takes a large percentage of every sale, often leaving you with 10 percent or less. They might pay you an advance up front, but then you're on the hook to earn it back, and an advance for a first-time author is rare. Some publishers will ask you to pay them, sometimes thousands, and you still give up control. And to get any of them you have to spend months hunting for and pitching to people who might say no, when you could have spent that time writing the book.

Self-publishing is the quickest and easiest way to get your book out there. You keep control, you keep most of the money, you get an official ISBN, you get the sales and you get the credibility of "author of." The honest downside is that bookshops and libraries are less likely to stock a self-published book. For most of us that doesn't matter, because our readers are on Amazon, not browsing a shelf.

And here's the bit nobody tells you: it isn't a one-way door.

You can always republish your book later under your own publishing name, like a small publishing house, and you don't need a publisher to do it. I'm not going to give you everything you could know about that here. All you need to know is that I started exactly where you are, some of my books have since been republished, and I've never used or needed an official publisher. I simply have my own publishing umbrella.

You can set your account up today.

Go to kdp.amazon.com and sign in with an Amazon login. One decision before you do. If this book is for your business, or you think you might ever sell the business or hand the books to someone else, **set KDP up on a new email address made for your publishing, not your personal one.** KDP accounts are tied to the login and are a pain to move later. If it's a memoir or something you'll keep in the family, your normal Amazon login is fine. You know the one. The one you used for the air fryer, the 48 pack of felt tips and the thing for the shower that you still haven't fitted. Don't worry, I'm not judging.

You don't need to buy an ISBN.

KDP gives you one free for the paperback (and the ebook doesn't need one at all, Amazon gives it its own number). Don't get caught up worrying about how that works. Just know that once your paperback is uploaded, getting the ebook out too is a click of a button and a duplication. For most first-time authors, self-publishing through Amazon is the easiest and most aligned option.

A word about learning this from YouTube.

You can, and I'll be honest, that's how I started. But there is a lot of bad and out of date information out there, and you don't find out it was bad until something goes wrong. **My first book was declined seven times on upload.** Seven. Nobody told me why. It turned out to be a mix of an image quality problem and a cover that was out by millimetres. Nothing anyone had mentioned in a single video. So here's what I wish someone had told me.

Research before you upload.

Look at the books your reader is already buying. What do the covers look like? What words are in the titles? What are people saying in the reviews they wish the book had done? I use a tool called BookBeam to find the keywords and categories for my niche that people are actually searching for but aren't so competitive that a new book disappears. You can do a rough version of this for free by typing your topic into the Amazon search bar and seeing what it suggests.

The cover comes last, but plan it early.

You can only make the final cover once the book is finished, because **the spine width depends on the exact page count.** Some things to get right:

- Not too busy. It has to work as a thumbnail the size of a postage stamp. One image, one idea, a title you can read on a phone
- Make sure it looks like the right kind of book. Go back to what your reader is already buying and make sure yours sits on the shelf alongside those
- I use a mix of Canva and ChatGPT for mine, but that's me. KDP also has a free cover tool built in if you'd rather
- If you use Canva, use the Pro version so you can download at high resolution. The free download isn't sharp enough for print
- If you use ChatGPT or any AI image tool, add "300 DPI or above, print quality" to your prompt. DPI is the dots per inch in the image. Screens need very few, paper needs a lot, and if the number is too low your cover comes out grainy or blurry
- Use KDP's cover template calculator. Put in your exact page count, paper type and book size and it tells you the exact size your cover needs to be. Even a millimetre too big or too small will stop your book being accepted

Order a proof copy before you publish.

Always. You will find something.

Pick your categories carefully.

When you upload, Amazon asks you which categories your book sits in. This matters more than it looks. Pick the right ones and you've got a real chance of being the number one book in your niche, and that orange bestseller badge changes how every stranger sees your listing. Pick ones that are too competitive and you're on page nine next to books with 4,000 reviews. I'll be honest, I didn't know this when I started. Some of my early books did just as well as the later ones in sales and never got past number eight in their category, because I put them in the wrong category. You can change categories later, but by then the launch is gone. **Choose them before you upload, not after.**

Treat your Amazon page as a sales page.

People don't come to Amazon to browse. They come because they've got a problem and they already know they want to buy something. Amazon is handing you ready-made buyers. So your description can't be a pretty summary of the story. **It's a sales page, and so is your back cover blurb.** A few pointers:

- Open with the reader's problem, in the words they'd use, not the book's subject
- Say what changes for them by the last page
- Answer the doubt in their head: "is this for someone like me," "will it actually help"
- Short paragraphs. People read this on a phone
- End by telling them to buy it. Politely, but tell them

Writing words that sell is a skill, and it's the one most authors never learn. It's a big part of what I teach, because a brilliant book with a flat description sells like a flat book.

If you get stuck, ask.

Every step of KDP set up, formatting and upload is something your favourite AI tool can walk you through step by step. Like I said, if you've ever set up a booking system or a payment page, you can do this.

Then get it out there, because nobody is coming to find it.

Even a brilliant book sells nothing if nobody knows it exists. Before you hit publish, **decide where the first 50 copies are coming from.** Your own social media, with the story of why you wrote it. Friends, family, clients and the people who've been asking you the questions for years. Networking groups you're already in. Your local paper, who love a local author. Podcasts in your field. Speaking, if you're up for it, because a book makes you the obvious person to ask. And Amazon ads, once the book has a few reviews (only if you want to).

While you're planning that, three things that sell books quietly in the background.

Reviews first: think now about how you're going to get them, because reviews are what make Amazon show your book to strangers, and **asking every reader, every time, is the only method that works.** Then set up your Amazon author page (search "Amazon Author Central"). It's free, and it's where your bio and all your books live together, so one reader becomes a reader of everything you write. And publish the ebook as well as the paperback. Different people buy different things, and it's the same file.

Two things that can trip you up.

If you quote anyone, or use anyone else's photos, illustrations or words, **you need their permission in writing before it goes to print.** And put a copyright page in. One line with your name and the year is enough. Both take ten minutes and both get forgotten.

Watch out for: publishing quietly "to see what happens." Nothing happens. Plan the launch like you'd plan anything else you want people to turn up to. The bestseller badge, the local press, the next opportunity that comes because you're now "the author of": those are a plan, not an accident.

What to do first

Do the steps in order. Start at whichever one you're stuck on.

B is for Blueprint.

If you've got an idea, or lots of them, and nothing written: **do the Blueprint this week.** One page. Who it's for, what changes for them, what type of book, roughly how long, working title. That one page is the difference between someone who wants to write a book and someone who's writing one.

O is for Outline.

If you've got ideas everywhere and no shape: write one line for every chapter or page, in order. Don't write the chapters. Just say what each one does. Read the list top to bottom. **If it makes sense as a list, you've got a book.**

O is for Out of your head.

If you've got an outline, or a draft you've stalled on: pick your way of getting words out and set a daily target you can hit on a bad day. If you've stalled, go back to the outline first. Nine times out of ten **the stall is a structure problem, not a writing problem.** Then find your five beta readers.

K is for KDP.

If the book is written and you're scared of the publishing bit: set up your KDP account today, on the right email address. Upload your manuscript (the book you've written and formatted in Reedsy). **Uploaded does not mean published,** so don't panic. It's just you getting one step closer. Then plan out your cover and size it. When you're ready, hit publish. You can do this!

And if it's the doubt that's stopping you at any step: write down the exact thought. Not "I'm scared," but the sentence in your head. "Who am I to write about this." "People I know will see it." "It won't be good enough." Then write down one person who'd be helped by this book existing. Put the two side by side. **The book is for them.** Pocket that inner fear. It is trying to sabotage you, and it is NOT true.

You don't need to know all four steps today. You need to do the next one. And if you've built a business from nothing, you've already done harder things than this.

My story, and what's coming

I didn't set out to be an author. I left an abusive relationship, rebuilt a life with two young kids in tow, and realised the things I'd learned the hard way were things other people were desperate to know. The first book was for my own children, because the book I needed didn't exist. The second was the memoir I'd been told for years I should write. Then a business book, because people kept asking me the same questions. **Once I knew the four steps, I stopped needing permission,** and the books came one after another.

I want that for you. **Not 15 books. One.** The one that's been in your head for ages. Although I'll be honest with you, once you know how, there's not much that will stop you writing a whole library.

Is this you?

Hopefully you're feeling **clearer about where you're up to on your BOOK journey**, and some of those limiting beliefs are starting to disappear.

Or perhaps you still know you should, but **you still don't think you can.**

Perhaps you know you can, but **you're still stuck on the how.**

Perhaps you understand the how, and **you just don't want to do it on your own.**

Or perhaps you know you can't do it on your own, because this book has been on your to do list since before Covid, and **your gut is telling you now is the time.** And what you're looking for is something that stops this book taking another 14 months to think about, and **gets it published in 14 weeks instead.**

Write Your Book with AI: 14 weeks from blank page to bookshelf

My brand new live programme is coming soon. Fourteen weeks, with me, from the idea in your head to your book on Amazon. It includes:

- An honest path from wherever you are now to a published book on Amazon. Everything you need to know to get it done, nothing you don't
- Live sessions every week through the BOOK method, Blueprint, Outline, Out of your head, KDP
- My WRITE framework for your introduction: Who, Reason, Idea, Title, Entry, so your opening page does its job
- A brand new AI app built to speed up every stage, from brainstorming your idea to stress testing your outline to your first edit
- Accountability that actually works: deadlines, writing sprints, a cohort writing alongside you, and a promise that if you don't finish, you come back next time for free
- Live Q+As with me across the programme, and a group of people writing their books at the same time as you, so you're never the only one at the kitchen table at 9pm
- Do it with me KDP set up, step by step, including picking the categories and keywords that give you a real shot at the bestseller badge
- My help writing your blurb and your Amazon page. Copywriting is a big part of what I do, and words that sell are what turn a listing into a book that actually sells
- The launch plan: how to use PR and early reviews to reach bestseller status, and then how to use "bestselling author" to open the next door, whether that's press, a stage or your next client
- The small stuff done properly: permissions, copyright, pricing in the UK and US, your author page, and what to do about illustration
- Bonus sessions with an Amazon ads specialist, a PR expert and a book influencer, so your book gets seen

Already written your book, or most of it?

There's an Express route. You skip the writing weeks and join us for the publishing half only: editing, cover, KDP set up, launch and the bits that get it seen. **Under five weeks from finished draft to published.** If the words are done and the publishing is the wall you feel you can't climb over, that's the one for you.

You're on my email list now, so you'll be the first to hear when the doors open.

If you're not already, come and follow me on Instagram and Facebook at **@ashlingpodmorestrategist** for the latest news and an invite to the free challenge the next time it goes live.

And message me, or email **ashlingpodmore@outlook.com**, with your book idea. I love knowing what you're all working on.

One last thing. My business was born from turning pain into purpose. After leaving a coercive, controlling marriage and trying to rebuild my life and help my children heal, I began writing books. If you've been affected by this too, come and find me at **@ashlingpodmoreofficial**, where I share my books, my courses for parents and my own journey of healing.

Ash