



FOR COACHES, CONSULTANTS AND EXPERT FOUNDERS

The 7 Publishing Traps

that keep expert books **unwritten, unread or unseen**. And
how I avoided them on my way to a #1 bestseller.

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AUTHOR OF MAKE THEM SEE

BEFORE YOU START

Most expert books don't fail on Amazon. They fail long before.

You have years of work, stories and results. Enough for a book.
Probably more than enough.

So why do so many experts start a book and never finish it? Or publish it, and nobody notices?

It's almost never talent. It's one of seven traps. I nearly fell into most of them with my own book, **Make Them See**. Here they are, so you can step around them.

Read one trap a page. Tick the ones you're in right now. Page 10 tells you what your number means.

TRAP 01 · UNWRITTEN

01

The Everything Book.

Your book tries to say everything you know. So it says nothing clearly.

Experts know too much. Every chapter becomes a new topic, every topic a new reader. Halfway through, you don't know who you're writing for anymore. Neither will they.

WHAT I DID

Before one chapter existed, I wrote one sentence: who the book is for and what changes for them. Everything that didn't serve that sentence went out.

THE CHECK

Can you finish this in one breath? "This book helps _____ to _____."

TRAP 02 · UNREAD

The Lecture Opening.

02

Your chapters open with a definition. Your reader closes the book.

"Communication is the process of..." Nobody has ever kept reading because of a sentence like that. People stay for people. A face, a moment, something at stake.

WHAT I DID

I rebuilt a whole chapter so it opens with a scene. The idea came second. The chapter finally worked.

THE CHECK

Is there a real person in the first paragraph of every chapter?

TRAP 03 • UNREAD

More Is More.

Every example feels precious. Together they **bury your point.**

35

examples in one chapter

20

I cut

The chapter got shorter. And stronger. Readers remember three good examples. They skim thirty.

THE CHECK

Take out one example. Does the reader lose anything new? If not, it goes.

TRAP 04 • UNSEEN

04

The Print File Trap.

Looks perfect on your screen. Breaks in print.

The three I found in my own manuscript, after months of work:

- 01 **A frozen contents page that no longer matched the chapters**
- 02 **Two different heading styles, one per half of the book**
- 03 **The wrong file size for the trim I had chosen**

THE CHECK

Regenerate the contents, use one heading style, and order a proof copy before you launch.

TRAP 05 • UNSEEN

The Name Leak.

05

A pen name on the cover. Your legal name on the Amazon page.

If you write under a different name, one forgotten field is enough. Amazon shows what you typed, wherever you typed it.

WHAT I DID

I found my legal name in the metadata just before publishing. One field. It would have been public on day one.

THE CHECK

Search every field for your legal name: author, contributors, copyright page and the file's own properties.

TRAP 06 • UNSEEN

The Silent Book Page.

06

Your book page sells while you sleep. Or it doesn't.

Most authors write the description last, in ten minutes. They skip the images below the book. They pick categories by guessing. Then they wonder why nobody buys.

Your book page is a sales page. The cover stops people. The page decides.

THE CHECK

Show your book page to a stranger for eight seconds. Can they say who it's for?

TRAP 07 • UNSEEN

Publish and Pray.

The book goes live. You wait. **Nothing happens.**

No plan for the first reviews. No launch week. No idea how the book will bring clients. The book sits there, finished and invisible.

The book isn't the product. It's the reason people choose you before they've spoken to you.

YOUR SCORE

How many traps are you in?

☐ The Everything Book☐ The Lecture Opening☐ More Is More☐ The Print File Trap☐ The Name Leak☐ The Silent Book Page☐ Publish and Pray

0 to 1

You're ready. Start writing this week.

2 to 4

The book is there. It needs a map.

5 to 7

Stop. Fix the path before you write more.

WHAT'S NEXT

These are 7 traps. The path has 7 stages.

The Author Path is everything I learned taking Make Them See from an idea to #1 on Amazon. The Playbook, 8 videos, templates, the full Secrets File and my Bestseller Launch Plan. One place, one price.

FOUNDING PRICE

€350

Access opens

3 November 2026valuetovoice.com/author-path

Your expertise is already a book. Let's get it on Amazon.