

—indie experts

IN OTHER WORDS

From Idea to Authority

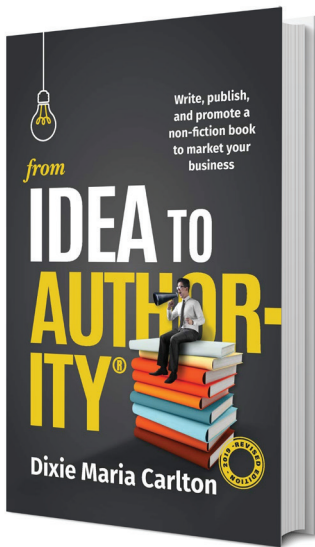
Write, publish, and promote a non-fiction book to market your business

Dixie Maria Carlton

Whether you have already started to write, are still thinking about writing, have written already, or are anywhere on the road to publishing a non-fiction book, this book will guide you through the process. From starting, finishing and polishing your manuscript to understanding the self-publishing vs traditional publishing models and then handling your marketing and distribution challenges, you'll find out how to avoid expensive learning curves and traps for new authors!

With the experience of publishing, marketing and distributing dozens of non-fiction books in the last 10 years, Dixie Maria Carlton openly shares all that she's learned about the process of going *from Idea to Authority* that will save any author time, significant money, and frustration when faced with the problem, 'I wrote a book – now what?'

Having helped more than 50 authors to write, publish, market, distribute and get leverage on their books, Dixie knows what it takes to get from just having a 'gem of an idea' all the way to actually earning an income from writing books as a paid expert or thought leader. With a strong background in promotional marketing and social media, and being entrenched in the global professional speaking industry for many years, Dixie knows how it all fits together.



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Before you even **START** to
write your first book,
read this one!

About the Author



Dixie Maria Carlton has been writing business books herself and assisting dozens of authors worldwide to create, publish and promote their books since 2006. She is an award-winning business person and author, with clients who have also become multi-award winners under her guidance, helping their brands and/or stories become highly recognised.

Dixie has also negotiated foreign rights deals and introduced authors to traditional publishers and agents. More than 40 books and a lot learned about the process, jargon and the many differences between various publishing options have all contributed to the writing and production of this book. It is a very helpful resource for anyone wanting to self-publish successfully without all the expensive, time consuming and frustrating learning curves. Dixie Maria Carlton is also a prolific writer of both fiction and non-fiction, and lives in Brisbane, Australia.

Indie Experts: Leaders in non-fiction publishing services for extraordinary authors who speak, train, and change the world – or at least their special corner of it!

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