

COURSE SYLLABUS

Pro2Published

90 Days. One Book.

A 13-week guided journey through writing, publishing, and marketing a professional nonfiction book

WRITING	PUBLISHING	MARKETING
Weeks 1-5	Weeks 6-8	Weeks 9-12

Week 13 brings the three phases together in a personalized launch and next-90-days plan.

Course purpose

Pro2Published helps professionals transform valuable experience and expertise into a credible nonfiction book - and then use that book to educate readers, expand their influence, and open new professional opportunities. The course combines practical instruction, guided exercises, accountability, resources, and feedback so participants can keep moving from idea to manuscript, publication, and sustained visibility.

Facilitators

John Kremer and Peter W. Johnson, Jr.

Who this course is for

Professionals, advisors, attorneys, clinicians, mediators, consultants, educators, and other subject-matter experts who have knowledge worth sharing and want a structured path toward a finished, published, and actively marketed book.

What participants will be able to do

- Define a clear reader, purpose, promise, working title, and positioning for the book.
- Build a coherent chapter outline and a sustainable writing system.
- Use stories and examples to make professional expertise memorable and human.
- Plan the editorial, cover, formatting, and production process.
- Choose an appropriate publishing and distribution pathway.
- Create an author platform and a practical, values-aligned marketing plan.
- Develop publicity, podcast, speaking, networking, and partnership opportunities.
- Leave with a personalized 90-day roadmap for the book's next stage.

The weekly learning rhythm

Reconnect: Brief review of the prior week, progress, discoveries, and obstacles.

Learn: Focused instruction on the week's writing, publishing, or marketing topic.

Apply: An exercise, critique, demonstration, or working session.

Discuss: Questions, peer learning, and targeted feedback.

Advance: A concrete milestone to complete before the next session.

A practical note about progress

Participants will enter with different amounts of existing material and different publication goals. Weekly milestones are designed to create meaningful forward motion; they may be adapted to the stage of each book. The emphasis is on consistent progress, strong decisions, and a process the author can sustain.

Responsible use of AI

AI may be used for brainstorming, organization, review, and marketing support. The author's judgment, lived experience, factual responsibility, confidentiality obligations, and distinctive voice remain central. AI-assisted text should be verified, humanized, and revised before publication.

AT A GLANCE | COURSE ROADMAP

Week	Section	Session title	Weekly milestone
1	Writing	Your Book's North Star: Title, Reader, and Intention	Complete a one-page book intention statement, ideal-reader profile, and working title/subtitle.
2	Writing	Structure That Carries the Reader: Chapters and Outlines	Create a chapter-by-chapter outline with a purpose and key takeaway for each chapter.
3	Writing	The Writer's Mindset: Momentum Without Perfection	Set a protected weekly writing rhythm and complete a focused first drafting sprint.
4	Writing	From Plan to Pages: Getting It Done	Create a personal production plan and complete or substantially advance one priority chapter.
5	Writing	The Power of Stories: Making Expertise Memorable	Build a story bank and revise one section or chapter to include a purposeful story.
6	Publishing	The Book Package: Front and Back Cover Design	Draft a cover creative brief and first-pass back-cover copy; bring concepts for feedback.
7	Publishing	Publication-Ready: Editing, Formatting, and Production	Create a production checklist and identify the next editorial and formatting resources needed.
8	Publishing	Choose Your Path: Publishing, Distribution, and Rights	Document your chosen publishing path, distribution approach, and immediate next actions.
9	Marketing	The Top 10 Ways to Market Your Books in 2027 and Beyond	Draft a one-page marketing plan with audience, message, channels, and first priorities.
10	Marketing	How to Outsell a New York Times Bestseller Without Breaking the Bank	Choose one primary platform, define three content pillars, and draft three launch-ready posts.
11	Marketing	Earned Attention: Publicity, Podcasts, and Media	Draft two tailored pitches and assemble the core elements of an author media kit.
12	Marketing	The Book as a Door-Opener: Speaking and Networking	Outline a signature talk and build a prioritized outreach map of potential hosts and partners.
13	Integration	From Book to Body of Work: Launch and the Next 90 Days	Complete a personalized 90-day roadmap and define the next meaningful book milestone.

PART I | WRITING

Weeks 1-5 establish the book's purpose and structure, create a sustainable writing practice, and strengthen the manuscript through stories and examples.

Week 1: Your Book's North Star: Title, Reader, and Intention

Focus: Clarify why this book needs to exist, whom it serves, and the transformation it promises.

In this session

- The professional and personal reasons to write a book
- Ideal reader, core problem, and intended reader outcome
- Working title, subtitle, positioning, and author intention
- Turning expertise into a clear, reader-centered promise

Weekly milestone: Complete a one-page book intention statement, ideal-reader profile, and working title/subtitle.

Week 2: Structure That Carries the Reader: Chapters and Outlines

Focus: Build a flexible structure that transforms a broad body of expertise into a coherent reading journey.

In this session

- The book's through-line and overall arc
- Chapter purpose, order, and progression
- Balancing instruction, reflection, examples, and narrative
- Using an outline as a living guide rather than a constraint

Weekly milestone: Create a chapter-by-chapter outline with a purpose and key takeaway for each chapter.

Week 3: The Writer's Mindset: Momentum Without Perfection

Focus: Replace resistance and self-judgment with a practical, repeatable writing rhythm.

In this session

- Common forms of resistance, perfectionism, and procrastination
- Designing a sustainable writing practice around a full professional life
- Separating drafting from editing
- Using feedback and AI tools without losing the author's voice

Weekly milestone: Set a protected weekly writing rhythm and complete a focused first drafting sprint.

Week 4: From Plan to Pages: Getting It Done

Focus: Turn the outline into consistent production with clear targets, accountability, and recovery plans.

In this session

- Breaking chapters into manageable writing assignments
- Writing sprints, progress tracking, and accountability
- What to do when a chapter stalls or the structure changes
- A practical emergency kit for writer's block

Weekly milestone: Create a personal production plan and complete or substantially advance one priority chapter.

Week 5: The Power of Stories: Making Expertise Memorable

Focus: Use stories, examples, and lived experience to create trust, emotional connection, and retention.

In this session

- Why readers remember stories and examples
- Finding the moment of tension, choice, change, or insight
- Protecting privacy and using composite or anonymized examples ethically
- Blending story with instruction so neither overwhelms the other

Weekly milestone: Build a story bank and revise one section or chapter to include a purposeful story.

PART II | PUBLISHING

Weeks 6-8 turn the manuscript into a professional book package and guide the choices required for production, publication, distribution, and rights.

Week 6: The Book Package: Front and Back Cover Design

Focus: Translate the book's promise into a professional package that signals value in seconds.

In this session

- Front-cover hierarchy: title, subtitle, imagery, and author name
- Back-cover copy, author biography, endorsements, and calls to action
- Writing a useful creative brief for a designer
- Critiquing concepts and using thoughtful A/B testing

Weekly milestone: Draft a cover creative brief and first-pass back-cover copy; bring concepts for feedback.

Week 7: Publication-Ready: Editing, Formatting, and Production

Focus: Understand the editorial and production steps that turn a manuscript into upload-ready book files.

In this session

- Developmental, line, copy, and proof editing
- Interior formatting for print and digital editions
- Collaborating with editors, designers, and freelance specialists
- File preparation, upload requirements, quality control, and proof review

Weekly milestone: Create a production checklist and identify the next editorial and formatting resources needed.

PART II | PUBLISHING - CONTINUED

Week 8: Choose Your Path: Publishing, Distribution, and Rights

Focus: Select a publishing route and distribution strategy that fit the book, author, timeline, and goals.

In this session

- Traditional, hybrid, and self-publishing tradeoffs
- KDP, IngramSpark, and broader distribution options
- ISBNs, metadata, pricing, formats, and launch timing
- Rights, licensing, publisher conversations, and distribution partners

Weekly milestone: Document your chosen publishing path, distribution approach, and immediate next actions.

Publishing-phase checkpoint

Before moving into marketing, each author should be able to name the decisions and collaborators that will carry the manuscript into the marketplace.

- The publishing route and the reasons it fits the book's goals
- The next editorial, design, and formatting steps
- The distribution platforms, formats, and metadata still to be finalized
- The production timeline and the next decision date

PART III | MARKETING

Weeks 9-12 build an ethical, sustainable system for helping the right readers discover the book and for using the book to create valuable conversations and opportunities.

Week 9: The Top 10 Ways to Market Your Books in 2027 and Beyond

Focus: Build a reader-first marketing plan that feels useful, credible, and aligned with professional values.

In this session

- Marketing as service, invitation, and relationship-building
- Brand positioning, audience priorities, and a clear book message
- Author website, email, podcast guesting, and discoverability
- Using AI to review messaging and search visibility while retaining human judgment

Weekly milestone: Draft a one-page marketing plan with audience, message, channels, and first priorities.

Week 10: How to Outsell a New York Times Bestseller Without Breaking the Bank

Focus: The top ways to sell as many books as a *New York Times* bestseller

In this session

- Creating a local and regional bestsellers
- Speaking and publicizing bestsellers
- Creating bestsellers online – the real way!
- Creating bestsellers via design, titles, and words

Weekly milestone: Choose which of the many ways to outsell a *New York Times* bestseller that you would like to use for your book.

Week 11: Earned Attention: Publicity, Podcasts, and Media

Focus: Develop timely, relevant story angles and pitch the right outlets with confidence.

In this session

- Podcasts, radio, television, local media, and trade publications
- Turning a book topic into a media-worthy angle
- Pitch emails, interview preparation, and follow-up
- The author media kit: biography, talking points, images, and sample questions

Weekly milestone: Draft two tailored pitches and assemble the core elements of an author media kit.

Week 12: The Book as a Door-Opener: Speaking and Networking

Focus: Use the book to create conversations, presentations, partnerships, and communities of readers.

In this session

- Signature talks, workshops, webinars, and TEDx-style ideas
- Book clubs, professional associations, conferences, and community events
- Networking with referral partners, hosts, and complementary experts
- Turning each appearance into durable relationships and future opportunities

Weekly milestone: Outline a signature talk and build a prioritized outreach map of potential hosts and partners.

WEEK 13 | INTEGRATION AND NEXT STEPS

Week 13: From Book to Body of Work: Launch and the Next 90 Days

Focus: Integrate writing, publishing, and marketing into a practical plan for launch and long-term impact.

In this session

- Launch priorities, sequencing, and the next 90-day action plan
- Bulk sales, organizational partnerships, rights, and licensing
- Cause-related marketing and collaboration with nonprofits
- Extending the book into talks, courses, tools, and other intellectual property

Weekly milestone: Complete a personalized 90-day roadmap and define the next meaningful book milestone.

The final 90-day roadmap

The course closes by converting learning into sequence. Each participant identifies the most important next milestone, the actions that support it, the resources or collaborators required, and a realistic cadence for the following 90 days.

- Manuscript: the next writing or revision milestone
- Publishing: the next production, platform, or distribution decision
- Marketing: the first audience-building and outreach priorities
- Accountability: dates, measures of progress, and support

Participation and feedback principles

- Come prepared to work on your own book, not only to absorb information.
- Offer feedback that is specific, respectful, reader-centered, and useful.
- Protect the confidentiality of personal stories, client examples, and unpublished material shared by others.
- Make decisions in service of the book's reader and purpose; there is no single correct path for every author.
- Favor steady completion over endless refinement.

Your expertise is the raw material. The course provides the structure, guidance, and momentum to turn it into a book.